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B&T Pets Joins Initiative to Fully Use Each Fish

Ontario pet treat company turns Great Lakes fish skins, trim and other materials into nutritious products for pets

(London, Ontario) – B&T Pets has signed the 100% Great Lakes Fish Pledge, becoming the 51st company or organization to join the growing binational movement committed to ensuring that every part of each fish is fully used and not wasted.

Based in London, Ontario, B&T Pets produces single-ingredient, novel-protein treats and supplements for dogs and cats. The company already uses Great Lakes fish in several products, including dehydrated walleye skin chews, freeze dried walleye belly treats marketed as “Walleye Clouds,” and dehydrated whole lake smelt. These products demonstrate how skins, trim, and other parts of fish can become ingredients for new, high-value products rather than going to waste.

“B&T Pets is a great example of what the 100% Great Lakes Fish initiative is all about,” said **David Naftzger, Executive Director of the Great Lakes St. Lawrence Governors & Premiers.**

“They are taking parts of Great Lakes fish that have traditionally had limited value and turning them into products that consumers want. Companies like B&T Pets demonstrate the economic opportunity that comes from finding productive uses for more of each fish.”

The Pledge is part of the 100% Great Lakes Fish initiative created by the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP), an organization representing the Governors of the Great Lakes States and the Canadian Premiers of Ontario and Québec.

“A lot of what we do is focused on ensuring that we use as much of the animal as possible,” **said Tonya Coulthard, Founder and CEO of B&T Pets.** “We believe that if an animal is going to be used, we should honor it by finding productive uses for as much of it as we can. The 100% Great Lakes Fish Pledge fits very naturally with what we are already trying to accomplish as a company.”

B&T Pets’ approach extends beyond fish. The company produces a range of small-batch pet treats using parts of animals that can otherwise be underutilized, with an emphasis on single-ingredient products, responsible sourcing and minimal processing. Its products are manufactured in London, Ontario.

The Great Lakes region is home to growing aquaculture operations and sizeable commercial and sport fisheries, but only about 40% of each fish (the filets) are usually eaten or productively used. In contrast, the remaining 60% of the fish is often relegated to inexpensive uses or discarded. The 100% Great Lakes Fish initiative seeks new and innovative ways to fully use each fish to reduce waste, create more value and jobs, and support rural economic development.

Iceland pioneered this approach and has seen the value of products made from each cod skyrocket from \$12 for just the filet to a remarkable \$5,000 for products including cosmetics, medical bandages, nutritional supplements, and a range of other products.

As part of the Pledge, B&T Pets will work alongside other participating organizations and companies to promote the full use of fish and raise awareness of opportunities for innovative fish co-products including pet food and treats, fertilizer, protein, marine collagen, leather and other value-added products.

More information on 100% Great Lakes Fish, including a copy of the Pledge, is available at <https://gsgp.org/projects/100-great-lakes-fish/>.

The 51 companies and organizations participating in the 100% Great Lakes Fish Pledge include:

A&A Marine Foods – Tilbury, Ontario	Henriksen Fisheries - Ellison Bay, Wisconsin
Acme Smoked Fish – Brooklyn, New York	Hudson Valley Fisheries – Hudson, New York
All Temp Foods – Leamington, Ontario	Huron Tackle – Traverse City, Michigan
Aquaborne – Sacramento, California	J&M Fisheries - Ellison Bay, Wisconsin
Aqua Garden LLC – Amery, Wisconsin	John O’s Foods – Wheatley, Ontario
Archway – Chicago, Illinois	Lindal Fisheries – Sturgeon Bay, Wisconsin
B&T Pets – London, Ontario	Merinov – Gaspé, Québec
Big Fish Farms – Bethel, Ohio	Motor City Seafood – Highland Park, Michigan
Big O’ Smokehouse – Caledonia, Michigan	OceanArc Technologies – Pataskala, Ohio
Big Stone Bay Fishery – Mackinaw City, Michigan	Penn State Behrend – Erie, Pennsylvania
Bodin Fisheries – Bayfield, Wisconsin	Prestevue Foods – Wheatley, Ontario
Baileys Harbor Fish Co. – Baileys Harbor, Wisconsin	Purvis Fisheries – Silver Water, Ontario
Cambrian Co-Products – Minneapolis, Minnesota	Red Cliff Fish Co. – Bayfield, Wisconsin
Carlson’s Fishery - Leland, Michigan	Rushing Waters Fisheries – Palmyra, Wisconsin
Cole-Munro Foods – St. Thomas, Ontario	Skytop Springs Fish Farm - Sydney, New York
Dan’s Fish, Inc. – Sturgeon Bay, Wisconsin	Springhills Fish – Hanover, Ontario
Dramm Corporation – Manitowoc, Wisconsin	Steelhead Food Co. - St. Thomas, Ontario
Euclid Fish Company – Mentor, Ohio	SUNY Cobleskill – Cobleskill, New York
Farm to Pet – Chicago, Illinois	Superior Fresh – Northland, Wisconsin
First Catch LLC - Baraga, Michigan	Taylor Fish Co. – Wheatley, Ontario
Fiskur Leather – Mora, Minnesota	Treaty Fish Co. – Suttons Bay, Michigan
Freshwater Fish Marketing Corp. – Winnipeg, Manitoba	UW-Milwaukee School of Freshwater Sciences – Milwaukee, Wisconsin
Fortune Fish & Gourmet – Bensenville, Illinois	UW-Stevens Point Northern Aquaculture Demonstration Facility – Stevens Point, Wisconsin
Great Lakes Food Co. – Chatham, Ontario	VanLandschoot & Sons Fish Market – Munising, Michigan
Great Lakes Tinned Fish – Grand Rapids, Michigan	Walnut Creek Marina – Fairview, Pennsylvania
Halvorson Fisheries – Cornucopia, Wisconsin	

About GSGP

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GSGP unites the chief executives from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Ontario, Pennsylvania, Québec, and Wisconsin. The Governors and Premiers work as equal partners to grow the region’s \$9 trillion (us) economy and protect the world’s largest surface freshwater system. Pennsylvania Governor Josh Shapiro serves as GSGP’s Chair.

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