



For Immediate Release

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Rapidly growing Ontario seafood company joins international effort that seeks to use 100% of each fish

Steelhead Food Company is 36th company to join the 100% Great Lakes Fish Pledge which aims to prevent waste and promote the sustainable use of fish

(ST. THOMAS, ON) – Privately-owned fish processor, packing house, wholesaler and retailer [Steelhead Food Company](#) has signed the “[100% Great Lakes Fish Pledge](#),” publicly committing to use 100% of each fish it raises by the end of 2025. Steelhead is the 36th company - and 10th from Ontario - to sign the pledge.

In less than two years, the initiative has recruited companies representing nearly 90% of all commercial fish production from the Great Lakes – from 7 States and 2 Canadian Provinces.

As part of the pledge, the company, with locations in St. Thomas and Port Stanley, will help communicate to other companies in the fish supply chain about opportunities for innovative applications for fish byproducts, including compost, fertilizer, protein, marine collagen, leather, or other new, high-value products.

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.

“Steelhead Food Company is a great example of an innovative company that wants to find unique ways to use all parts of the fish, so we are pleased to have it join our effort,” said **David Naftzger, Executive Director of GSGP**. “In less than two years, we have attracted companies representing nearly 90% of all commercial fish production across the Great Lakes. We are eager to foster this collaboration and help activate innovative applications for fish byproducts.”

The Great Lakes region is home to sizeable commercial fisheries and growing aquaculture operations, but only the fillets of these fish are usually eaten. 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 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 C\$17 for just the filet to a remarkable C\$7,200 for products including cosmetics, medical bandages, nutritional supplements, and a range of other products.

Steelhead Food Co, founded in 2015 by Matt and Meg McTaggart, offers wholesale and retail customers a complete line of fresh, smoked, live, and frozen fish and seafood. The company sources fish as close to its St. Thomas facility as possible and has its own distribution fleet.

“We are excited to join the 100% Fish Pledge! While we already focus on producing quality fish filets and utilizing byproducts, we recognize the opportunity to further reduce waste and enhance our efforts. We look forward to partnering with this initiative,” said **Meg McTaggart, Chief Executive Officer and Co-Owner of Steelhead Food Company**.

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 36 companies participating in the 100% Great Lakes Fish Pledge include:

A&A Marine Foods – Tilbury, Ontario	Great Lakes Tinned Fish – Grand Rapids, Michigan
Acme Smoked Fish – Brooklyn, New York	Halvorson Fisheries – Cornucopia, Wisconsin
All Temp Foods – Leamington, Ontario	Henriksen Fisheries - Ellison Bay, Wisconsin
Big O’ Smokehouse – Caledonia, Michigan	Hudson Valley Fisheries – Hudson, New York
Big Stone Bay Fishery – Mackinaw City, Michigan	J&M Fisheries - Ellison Bay, Wisconsin
Bodin Fisheries – Bayfield, Wisconsin	John O’s Foods – Wheatley, Ontario
Baileys Harbor Fish Co. – Baileys Harbor, Wisconsin	Lindal Fisheries – Sturgeon Bay, Wisconsin
Cambrian Co-Products – Minneapolis, Minnesota	Motor City Seafood – Highland Park, Michigan
Carlson’s Fishery - Leland, Michigan	Presteve Foods – Wheatley, Ontario
Cole-Munro Foods – St. Thomas, Ontario	Purvis Fisheries – Silver Water, Ontario
Dan’s Fish, Inc. – Sturgeon Bay, Wisconsin	Red Cliff Fish Co. – Bayfield, Wisconsin
Dramm Corporation – Manitowoc, Wisconsin	Rushing Waters Fisheries – Palmyra, Wisconsin
Euclid Fish Company – Mentor, Ohio	Springhills Fish – Hanover, Ontario
First Catch LLC - Baraga, Michigan	Steelhead Food Co. - St. Thomas, Ontario
Fiskur Leather – Mora, Minnesota	Superior Fresh – Northland, Wisconsin
Freshwater Fish Marketing Corp. – Winnipeg, Manitoba	Taylor Fish Co. – Wheatley, Ontario
Fortune Fish & Gourmet – Bensenville, Illinois	Treaty Fish Co. – Suttons Bay, Michigan
Great Lakes Food Co. – Chatham, Ontario	VanLandschoot & Sons Fish Market – Munising, Michigan

About the Conference of Great Lakes St. Lawrence Governors & Premiers

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The Conference of Great Lakes St. Lawrence Governors & Premiers 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 C\$11.5 trillion economy and protect the world’s largest surface freshwater system.

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