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Purvis Fisheries Joins 100% Great Lakes Fish Pledge

Company commits to prevent waste and promote the sustainable use of Great Lakes fish

(Silver Water, Ontario) – Purvis Fisheries today signed on to the “100% Great Lakes Fish Pledge,” publicly committing to use 100% of each commercially caught Great Lakes fish productively by 2025. As part of the pledge, the company will also help communicate to other companies in the fish supply chain about opportunities for innovative applications for fish byproducts including fertilizer, protein, marine collagen, leather, or other new, high-value products.

Purvis Fisheries joins Ontario-based A&A Marine Foods, All Temp Foods, Great Lakes Food, John O’s Foods, Presteve Foods, and Taylor Fish Company in signing onto the pledge. 24 companies from around the Great Lakes region have now signed the pledge overall.

This 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.

“We are thrilled to have Purvis Fisheries sign on to the Pledge,” **David Naftzger, GSGP Executive Director said.** “The success of this initiative is dependent on participation by participants in the fishing industry. Commitments from those who gather and process the fish caught in our lakes are essential to making the 100% Great Lakes Fish vision a reality.”

The Great Lakes are home to sizeable commercial fisheries, but only the fillets of these fish are usually eaten while the remaining 60% of the fish is often relegated to inexpensive uses or discarded. The 100% Great Lakes Fish initiative seeks to find new and innovative ways to use the whole fish in order 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 CAD\$16 for just the filet to a remarkable CAD\$6,800 for products including cosmetics, medical bandages, nutritional supplements and a range of other products.

“As a family owned and operated business with a storied history now in our fifth generation, we truly understand the importance of sustainable harvest practices,” **said George Purvis, President of Purvis Fisheries.** “By signing this pledge and joining this initiative, we continue our family’s legacy of protecting Lake Huron’s fisheries for the next generations.”

With a history of commercial fishing going back to 1882, Purvis Fisheries now operates a dock-side plant housing several modern processing machines which allows Purvis to maximize quality and minimize waste. The dock-side location provides Purvis the ability to process catches immediately after its boats unload their catch, retaining as much freshness as possible.

Companies participating in the 100% Great Lakes Fish Pledge include:

- A&A Marine Foods
- All Temp Foods
- Bodin Fisheries
- Baileys Harbor Fish Co.
- Cambrian Co-Products
- Carlson's Fishery
- Dan's Fish, Inc.
- Damm Corporation
- Euclid Fish Company
- First Catch LLC
- Fiskur Leather
- Fortune Fish & Gourmet
- Great Lakes Food Co.
- Halvorson Fisheries
- Henriksen Fisheries
- J&M Fisheries
- John O's Foods
- Lindal Fisheries
- Motor City Seafood
- Presteve Foods
- Purvis Fisheries
- Red Cliff Fish Co.
- Taylor Fish Co.
- VanLandschoot & Sons Fish Market

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

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The 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 \$6 trillion economy and protect the world's largest system of surface fresh water.