BUY LOCAL

GUIDE FOR RETAILERS, RESTAURANTS AND CULINARY SCHOOLS
Paddling across the lake at your family’s cabin, anticipating the sound of a freshly caught trout sizzling on a cast iron pan—many Wisconsinites feel inspired by and connected to our local waters. Eating local Wisconsin fish is a very powerful way for us to stay connected to these waters when we’re enjoying dinner at a restaurant or preparing a meal for our families back at home.

This guide showcases seafood available from producers in Wisconsin, a state rich in both fishing heritage and water resources. Generations of families have commercially harvested Wisconsin waters of Lake Michigan and Lake Superior since the 1830s, and Wisconsin fish farmers are leaders in aquaponics, cultivating fish and plants together to efficiently recycle nutrients.

There’s a lot for us to love about our Wisconsin fish:

**Local Jobs:** More than 90% of the seafood eaten by Americans is imported from other countries. By purchasing fish from Wisconsin fish farmers and Great Lakes commercial fishers, food dollars support local family businesses.

**Local Protection:** Unlike many international seafood producers, Wisconsin fish farmers and Great Lakes commercial fishermen are strictly regulated by federal and state laws that protect fish populations, human health and the environment.

**Local Stewardship:** People who care about eating local fish also care about local water, and more people caring about Wisconsin’s water is good for us all.

Enjoy meeting our local Wisconsin fish producers!

KATHLEEN S. KLINE
Education Outreach Specialist
Wisconsin Sea Grant
CONTENTS

Fish by season

WHEN

Q&A

HOW

COMMERCIAL

18 There Is No Normal at Halversons’

RETAIL

28 Metcalfe’s Market Knows Wisconsin Fish Is a Good Catch

FARM

48 Sustainable Farm-to-Fork Fish at Rushing Waters
<table>
<thead>
<tr>
<th>Fish by kind</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arctic Char</td>
<td>9</td>
</tr>
<tr>
<td>Atlantic Salmon</td>
<td>10</td>
</tr>
<tr>
<td>Brook and Brown Trout</td>
<td>11</td>
</tr>
<tr>
<td>Burbot</td>
<td>12</td>
</tr>
<tr>
<td>Caviar</td>
<td>13</td>
</tr>
<tr>
<td>Chubs</td>
<td>14</td>
</tr>
<tr>
<td>Lake Herring (Cisco)</td>
<td>15</td>
</tr>
<tr>
<td>Lake Trout</td>
<td>16</td>
</tr>
<tr>
<td>Lake Whitefish</td>
<td>20</td>
</tr>
<tr>
<td>Pacific White Shrimp</td>
<td>24</td>
</tr>
<tr>
<td>Rainbow Trout</td>
<td>25</td>
</tr>
<tr>
<td>Smelt</td>
<td>30</td>
</tr>
<tr>
<td>Tilapia</td>
<td>31</td>
</tr>
<tr>
<td>Walleye</td>
<td>33</td>
</tr>
<tr>
<td>Yellow Perch</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>JANUARY</td>
</tr>
<tr>
<td>----------------</td>
<td>---------</td>
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<td>Brook Trout</td>
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<td>Walleye*</td>
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<td>Yellow Perch*</td>
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<td>MAY</td>
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</tr>
<tr>
<td>1</td>
<td>Arctic Char</td>
</tr>
</tbody>
</table>

* There is no commercial walleye fishery in Wisconsin waters of Lake Michigan and Lake Superior, and there is only a limited yellow perch fishery in Green Bay. Most Great Lakes walleye and yellow perch come from Canadian waters of Lake Erie.
FISH BY KIND

Arctic Char

**Aquaponics**

**AQUA TERRA FARMS**

21010 75th St.
Bristol, WI 53104

Schuyler Pigott

847-922-3237

spigott@aquaterrafish.com

Aquaterrafish.com

Fresh; fillets and whole fish

Seasonal limitations: None

Distribution area:

Chicago, Milwaukee and Madison

Minimum/maximum order: None

We primarily sell to high-end restaurants and sometimes distributors.

**Farmed**

**BRANCH RIVER TROUT HATCHERY**

8150 River Rd.
Greenleaf, WI 54126

Steve J. De Baker

920-864-7761

brchrivr@centurytel.net

branchriverfarms.com

Fresh; whole, dressed, fillets (option: stuffed with sage and crabmeat)

Seasonal limitations: None

Distribution area:

Green Bay, Fox Valley and Door County

Minimum/maximum order: None

We only process orders received on Monday and Tuesday fresh for pick-up or delivery through Trust Local Foods on Thursday and Friday.
Atlantic Salmon

**Farmed**

**NELSON TROUT AND SALMON FARM LLC**

58575 Benhardt Ridge Rd.

Eastman, WI 54626

Kent Nelson

**608-874-4547 or 608-778-1824**

knelsontrout@gmail.com

Fresh; whole

Seasonal limitations: None

Distribution area: Madison area

Minimum/maximum order: None

Offering gutted and gilled 6- to 10-pound beautiful fish.
### Brook and Brown Trout

**Farmed**

**SILVER MOON SPRINGS TROUT FARM**  
W4852 Hwy 64  
Elton, WI 54428  

Tom Wink  
**715-882-8176**  
timwink2@gmail.com  

silvermoonsprings.com  

- Fresh, frozen and smoked; whole and smoked fillets  
- Seasonal limitations: None  
- Distribution area: Oconto County, southeast Wisconsin  
- Minimum/maximum order: Minimum 10 lbs.  
  No maximum  
- We buy some salmon to smoke and sell.
### Burbot

<table>
<thead>
<tr>
<th>Market</th>
<th>Market</th>
</tr>
</thead>
</table>
| **BODIN FISHERIES**  
208 Wilson Ave.  
Bayfield, WI 54814  
Joe Van Der Puy  
715-779-3301  
joevdp@bodinfisheries.com  
bodinfisheries.com  
Fresh and frozen  
Seasonal limitations: Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.  
Distribution area: Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area  
Minimum/maximum order:  
10 lb. minimum  
No maximum  
All wild caught fresh, smoked and frozen vacuum packed products. Some walleye and yellow perch from Lake Erie. | **LAFOND’S FISH MARKET**  
216 Milwaukee St.  
Kewaunee, WI 54216  
Andy LaFond  
920-388-0577  
lafondsfishmarket@att.net  
Fresh and frozen; dressed, fillets, whole and steaks  
Seasonal limitations: None  
Distribution area: Can ship anywhere  
Minimum/maximum order: None |
FISH BY KIND

Caviar

Commercial

GREAT LAKES CAVIAR LLC
N7300 St Hwy M-35
Cedar River, MI 49887

Robert Kuntze
715-923-4200
greatlakescaviar@yahoo.com
rjkuntze@yahoo.com
greatlakescaviar.com

Fresh

Seasonal limitations: Whitefish caviar available in October and November

Distribution area: Can ship anywhere

Minimum/maximum order: None
FISH BY KIND

Chubs

Commercial

BAILEYS HARBOR FISH COMPANY LLC/HICKEY BROS FISHERIES
8099 Ridges Rd.
Baileys Harbor, WI 54202

Todd Stuth
920-839-2136
stuthfishing@charter.net

Smoked; whole

Seasonal limitations: Limited by commercial catch seasons; open fishing dates

Distribution area: Northeast Wisconsin for small businesses; wholesale to US east coast

Minimum/maximum order: Large retail orders must be made within one week’s notice. Wholesale is day-to-day based on retail needs.

Commercial

EGGEBRAATEN FISHERIES
PO Box 520
Sturgeon Bay, WI 54235

Ted Eggebraaten
920-492-0375
teddley@yahoo.com

Fresh, frozen and smoked
Seasonal limitations: As available
Distribution area: Nationwide
Minimum/maximum order: None

Market

LAFOND’S FISH MARKET
216 Milwaukee St.
Kewaunee, WI 54216

Andy LaFond
920-388-0577
lafondsfishmarket@att.net

Fresh, frozen and smoked
Seasonal limitations: As available
Distribution area: Can ship anywhere
Minimum/maximum order: None
### Lake Herring (Cisco)

#### Market

**BODIN FISHERIES**  
208 Wilson Ave.  
Bayfield, WI 54814  

Joe Van Der Puy  
**715-779-3301**  
joevdp@bodinfisheries.com  

bodinfisheries.com  

Fresh and frozen  

Seasonal limitations: Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.  

Distribution area: Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area  

Minimum/maximum order:  
10 lb. minimum  
No maximum  

All wild caught fresh, smoked and frozen vacuum packed products. Some walleye and yellow perch from Lake Erie.

#### Market

**EWIG BROTHERS FISH COMPANY**  
121 S Wisconsin St.  
Port Washington, WI 53074  

Jeff Ewig  
**262-284-2236**  
jwewig@sbcglobal.net  

ewigsmokedfish.com  

Smoked  

Seasonal limitations: None  

Distribution area: Primarily Milwaukee, but will ship statewide  

Minimum/maximum order: None
<table>
<thead>
<tr>
<th>Market</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLUE HARBOR FISH</strong>&lt;br&gt;1112 McDonald St.&lt;br&gt;Green Bay, WI 54313</td>
<td><strong>BODIN FISHERIES</strong>&lt;br&gt;208 Wilson Ave.&lt;br&gt;Bayfield, WI 54814</td>
</tr>
<tr>
<td>Mike Parkinson&lt;br&gt;920-435-4633&lt;br&gt;<a href="mailto:blueharborfish@yahoo.com">blueharborfish@yahoo.com</a></td>
<td>Joe Van Der Puy&lt;br&gt;715-779-3301&lt;br&gt;<a href="mailto:joevdp@bodinfisheries.com">joevdp@bodinfisheries.com</a></td>
</tr>
<tr>
<td>blueharborfishandseafood.com</td>
<td>bodinfisherlies.com</td>
</tr>
<tr>
<td>Fresh, frozen, smoked and dip; whole, fillets and dressed</td>
<td>Fresh and frozen</td>
</tr>
<tr>
<td>Seasonal limitations: None</td>
<td>Seasonal limitations: Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.</td>
</tr>
<tr>
<td>Distribution area: Northern Wisconsin, Upper Peninsula of Michigan</td>
<td>Distribution area: Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area</td>
</tr>
<tr>
<td>Minimum/maximum order: None</td>
<td>Minimum/maximum order: None</td>
</tr>
</tbody>
</table>

| **EMPIRE FISH COMPANY**<br>11200 W Watertown Plank Rd.<br>Milwaukee, WI 53226 | |
| 414-259-1120 | |
| empirefish.com | |
| Fresh fillets; smoked (head on or pieces) | |
| Seasonal limitations: None | |
| Distribution area: Midwest | |
| Minimum/maximum order: None | |
## Lake Trout

### Commercial

**HALVORSON FISHERIES, LLC**  
22690 Siskiwit Parkway  
Cornucopia, WI 54827  

Maurine Halvorson  
**715-742-3402**  
halvorsonfisheries.com  
Fresh, frozen and smoked  
Seasonal limitations: None  
Distribution area: Northern Wisconsin  
Minimum/maximum order: None

### Market

**ST. PAUL FISH COMPANY**  
400 N Water St.  
Milwaukee, WI 53202  

Tim Collins  
**414-220-8383**  
stpaulfish.com  
Fresh and smoked  
Distribution area: Wholesale distribution through Waukesha Foods to all of Wisconsin and northern Illinois  
Minimum/maximum order: Minimum of 5 lbs. (need to establish an account with Waukesha Foods)

### Commercial

**LAFOND’S FISH MARKET**  
216 Milwaukee St.  
Kewaunee, WI 54216  

Andy LaFond  
**920-388-0577**  
lafondsfishmarket@att.net  
Fresh and frozen; dressed, fillets, whole and steaks  
Seasonal limitations: None  
Distribution area: Can ship anywhere  
Minimum/maximum order: None

### Market

**SUSIE Q FISH CO.**  
1810 East St.  
Two Rivers, WI 54241  

Paul LeClair  
**920-794-8434**  
smokefish@susieqfishco.com  
SusieQFishMarket.com  
Fresh and frozen  
Seasonal limitations: Yes, can depend on the weather or if the quota has been filled and need to wait for start of next quota. That would determine if product is fresh or fresh frozen.  
Distribution area: Midwest (WI, MI, IL, IN, MN, OH)  
Minimum/maximum order: No minimum  
Maximum depends on demand
Why should people buy Wisconsin fish?

Jessica: The Lake Superior fish that we catch at Halvorson Fisheries in Cornucopia, Wis., is extremely clean and fresh. It's caught daily, processed the same day and goes out to local restaurants and consumers the same day.

When did you know you wanted to pursue a career in fisheries?

Jessica: I took the summer off from graduate school in 2003. Mark Halvorson asked me to come to Cornucopia, Wis., to help on the fishing boats. I never knew it would be so much hard work and long hours. I've left several times to do something different. I returned within a month or so each time. I finally took a position in a hospital lab in December of 2014. Every day I am off from lab, I go fishing or work at the fisheries, sometimes both jobs in one day. Hard work and being on the lake are rewarding, and I just can't give it up.

What part of your job did you least expect to be doing?

Jessica: The federal and state laws and all the rules, regulations, fees and paperwork/computer work that is required for a commercial fishery that processes and sells fish. The state of Wisconsin Department of Natural Resources commercial fish reports, boat licensing, commercial licenses, temperature logs, filleting logs fish sold logs, wholesale reports, HAACP plans for everything we do. I never expected so much paperwork!

What is your job and the biggest challenge you face doing it?

Jessica: I wear many hats at Halvorson Fisheries. I actually go out on the boats to catch the fish. I help with the filleting process. I help in the fish market. I mend gear and make new nets. I do some of the paperwork and a lot of the computer work associated with federal and state rules, regulations and laws. Probably the latter is the most challenging.
What is one interesting thing you’ve learned about the fish itself?

Jessica: Fish are totally unpredictable. So many people ask what a ‘normal’ day’s catch is. There is no normal. Every day is different. Some days you’ll get a lot, some days you won’t. It’s never the same. Ever. That goes for whitefish, trout and herring. It would be very interesting to know the fish migration pattern. But I’m glad we don’t. I guess the mystery of where the fish are makes the job more interesting.

What is one thing you would like consumers to know about how your fish are harvested or raised?

Jessica: They are NOT caught on hook and line! We use gill nets or live-trap nets to fish. The gear is designed to either let the smaller fish through the webbing or we hand-grade the fish and throw the small ones back. We also lift our nets every day, so the fish are alive and can be thrown back to swim away. We also process fish fillets every day, especially in the warmer months of spring and summer. So when customers ask us how fresh the fish is, I like to say, “You won’t get fresher fish unless you’ve caught it yourself.”

How many Wisconsin residents does your organization employ?

Jessica: Most of us working at Halvorson Fisheries are part-timers with other jobs, retired from other jobs, or seasonal help. So, the business employs about 20 people during the herring season in November and December, and 14 during the busy summer months. The Halvorsons of Halvorson Fisheries include father Dean, mother Maurine, and sons Mark and Cliff, all originally from Bayfield, Wis.

What is your connection to Sea Grant?

Jessica: I have received the Minnesota and Wisconsin Sea Grant newsletters for years now because of my interest in the Great Lakes fisheries. When the “Eat Wisconsin Fish” campaign came out in 2014, I sent away to receive the promotional materials. I was just surprised that they contacted Halvorson Fisheries. I guess a regular person doesn’t really think their job is something unusual until someone expresses interest.

Interview has been condensed and edited.
## Lake Whitefish

### Commercial

**AN SCHUTZ FISHERIES**  
3989 Sunny Slope Rd.  
Egg Harbor, WI 54209  

Kevin Anschutz  
**920-421-3771**  
anenschutzfisheries@hushmail.com  

- Fresh and frozen; dressed, fillets and whole  
- Seasonal limitations: Season closed in November  
- Distribution area: Midwest  
- Minimum/maximum order: None  

### Commercial

**BAILEYS HARBOR FISH COMPANY**  
LLC/HICKEY BROS FISHERIES  
8099 Ridges Rd.  
Baileys Harbor, WI 54202  

Todd Stuth  
**920-839-2136**  
stuthfishing@charter.net  

- Fresh, frozen and smoked; whole, dressed, fillets, boil chucks, patties  
- Seasonal limitations: Limited by commercial catch seasons; open fishing dates  
- Distribution area: Northeast Wisconsin for small businesses; wholesale to US east coast  
- Minimum/maximum order: Large retail orders must be made within one week’s notice. Wholesale is day-to-day based on retail needs.  

### Market

**BLUE HARBOR FISH**  
1112 McDonald St.  
Green Bay, WI 54313  

Mike Parkinson  
**920-435-4633**  
blueharborfish@yahoo.com  
blueharborfishandseafood.com  

- Fresh, frozen, smoked and dip; dressed, fillets and whole  
- Seasonal limitations: None  
- Distribution area: Northern Wisconsin and Upper Peninsula of Michigan  
- Minimum/maximum order: None
# FISH BY KIND

## Lake Whitefish

### Market

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Contact person</th>
<th>Phone number</th>
<th>Email</th>
<th>Website</th>
<th>Fresh and smoked</th>
<th>Seasonal limitations:</th>
<th>Distribution area:</th>
<th>Minimum/maximum order:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BODIN FISHERIES</strong></td>
<td>208 Wilson Ave. Bayfield, WI 54814</td>
<td>Joe Van Der Puy</td>
<td>715-779-3301</td>
<td><a href="mailto:joevdp@bodinfisheries.com">joevdp@bodinfisheries.com</a></td>
<td>bodinfisheries.com</td>
<td>Fresh and frozen</td>
<td>Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.</td>
<td>Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area</td>
<td>10 lb. minimum</td>
</tr>
<tr>
<td><strong>EGGBRAATEN FISHERIES</strong></td>
<td>PO Box 520 Sturgeon Bay, WI 54235</td>
<td>Ted Eggebraaten</td>
<td>920-492-0375</td>
<td><a href="mailto:teddley@yahoo.com">teddley@yahoo.com</a></td>
<td>fresh, frozen and smoked; dressed, fillets, whole and boil chucks</td>
<td>As available</td>
<td>Nationwide</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>EMPIRE FISH COMPANY</strong></td>
<td>11200 W Watertown Plank Rd. Milwaukee, WI 53226</td>
<td></td>
<td>414-259-1120</td>
<td>empirefish.com</td>
<td>Fresh fillets and steaks; smoked (head on or pieces)</td>
<td>None</td>
<td>None</td>
<td>Midwest</td>
<td>None</td>
</tr>
<tr>
<td><strong>EWIG BROTHERS FISH COMPANY</strong></td>
<td>121 S Wisconsin St. Port Washington, WI 53074</td>
<td>Jeff Ewig</td>
<td>262-284-2236</td>
<td><a href="mailto:jwewig@sbcglobal.net">jwewig@sbcglobal.net</a></td>
<td>ewigsmokedfish.com</td>
<td>Fresh and smoked</td>
<td>None</td>
<td>Primarily to Milwaukee, but will ship statewide</td>
<td>None</td>
</tr>
<tr>
<td><strong>BODIN FISHERIES</strong></td>
<td>208 Wilson Ave. Bayfield, WI 54814</td>
<td>Joe Van Der Puy</td>
<td>715-779-3301</td>
<td><a href="mailto:joevdp@bodinfisheries.com">joevdp@bodinfisheries.com</a></td>
<td>bodinfisheries.com</td>
<td>Fresh and frozen</td>
<td>Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.</td>
<td>Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area</td>
<td>10 lb. minimum</td>
</tr>
</tbody>
</table>
### Lake Whitefish

**Commercial**

**GREAT LAKES CAVIAR LLC**
N7300 St Hwy M-35  
Cedar River, MI 49887

Robert Kuntze  
**715-923-4200**  
rjkuntze@yahoo.com  
greatlakescaviar.com

<table>
<thead>
<tr>
<th>Fresh and frozen</th>
<th>Seasonal limitations: Usually available from May to Dec., except Nov.</th>
<th>Distribution area: We usually ship whitefish to northeast Wisconsin, but ship caviar all over the country.</th>
<th>Minimum/maximum order: None</th>
</tr>
</thead>
</table>

**HALVORSON FISHERIES, LLC**
22690 Siskiwit Parkway  
Cornucopia, WI 54827

Maurine Halvorson  
**715-742-3402**

halvorsonfisheries.com

<table>
<thead>
<tr>
<th>Fresh, frozen and smoked</th>
<th>Seasonal limitations: None</th>
<th>Distribution area: Northern Wisconsin</th>
<th>Minimum/maximum order: None</th>
</tr>
</thead>
</table>

**Market**

**LAFOND’S FISH MARKET**
216 Milwaukee St.  
Kewaunee, WI 54216

Andy LaFond  
**920-388-0577**  
lafondsfishmarket@att.net

<table>
<thead>
<tr>
<th>Fresh and frozen; dressed, fillets, whole and steaks</th>
<th>Seasonal limitations: None</th>
<th>Distribution area: Can ship anywhere</th>
<th>Minimum/maximum order: None</th>
</tr>
</thead>
</table>

**LINDAL FISHERIES AND MARKET**
3805 Co Rd. M  
Sturgeon Bay, WI 54235

Daniel Lindal  
**920-743-4503**  
lindalfish@att.net

<table>
<thead>
<tr>
<th>Fresh, smoked and dip; dressed, fillets and whole</th>
<th>Seasonal limitations: None</th>
<th>Distribution area: Northeast Wisconsin</th>
<th>Minimum/maximum order: None</th>
</tr>
</thead>
</table>
## FISH BY KIND

### Lake Whitefish

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M &amp; M BRUNETTE AND SONS</strong></td>
<td><strong>ST. PAUL FISH COMPANY</strong></td>
</tr>
<tr>
<td>4026 Kruegers Quarry Rd.</td>
<td>400 N Water St.</td>
</tr>
<tr>
<td>Oconto, WI 54153</td>
<td>Milwaukee, WI 53202</td>
</tr>
<tr>
<td>Paul Brunette</td>
<td>Tim Collins</td>
</tr>
<tr>
<td><strong>920-373-5234</strong></td>
<td><strong>414-220-8383</strong></td>
</tr>
<tr>
<td><a href="mailto:brunettepm@gmail.com">brunettepm@gmail.com</a></td>
<td><a href="mailto:tim@stpaulfish.com">tim@stpaulfish.com</a></td>
</tr>
<tr>
<td>Fresh and frozen; dressed, fillets and whole, as requested</td>
<td>stpaulfish.com</td>
</tr>
<tr>
<td>Seasonal limitations: Out of season November through April</td>
<td>Fresh and smoked</td>
</tr>
<tr>
<td>Distribution area: Primarily Green Bay area</td>
<td>Distribution area: Wholesale distribution through Waukesha Foods to all of Wisconsin and northern Illinois</td>
</tr>
<tr>
<td>Minimum/maximum order: None</td>
<td>Minimum/maximum order: Minimum of 5 lbs. (need to establish an account with Waukesha Foods)</td>
</tr>
</tbody>
</table>

| **SCHWARZ’S RETAIL FISH MARKET** | **SUSIE Q FISH CO.** |
| 3028 S 9th St. | 1810 East St. |
| Sheboygan, WI 53081 | Two Rivers, WI 54241 |
| Leslie Winter | Paul LeClair |
| **920-457-4486** | **920-794-8434** |
| leslie@schwarzfish.com | smokefish@susieqfishco.com |
| schwartzfish.com | SusieQFishMarket.com |
| Fresh; fillets and dressed | Fresh and frozen |
| Seasonal limitations: Spring through fall | Seasonal limitations: Yes, can depend on the weather or if the quota has been filled and need to wait for start of next quota. That would determine if product is fresh or fresh frozen. |
| Distribution area: Southeast Wisconsin | Distribution area: Midwest (WI, MI, IL, IN, MN, OH) |
| Minimum/maximum order: None | Minimum/maximum order: No minimum |
| We ship Monday, Tuesday and Wednesday. | Maximum depends on demand |
## Pacific White Shrimp

<table>
<thead>
<tr>
<th>Farmed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAIRYLAND SHRIMP LLC</strong></td>
</tr>
<tr>
<td>204 Swiggum Rd.</td>
</tr>
<tr>
<td>Westby, WI 54667</td>
</tr>
<tr>
<td>Forbes Adam</td>
</tr>
<tr>
<td><strong>608-397-9364</strong></td>
</tr>
<tr>
<td><a href="mailto:forbesadam@dairylandshrimp.com">forbesadam@dairylandshrimp.com</a></td>
</tr>
<tr>
<td>dairylandshrimp.com</td>
</tr>
<tr>
<td>Fresh whole shrimp</td>
</tr>
<tr>
<td>Seasonal limitations: None</td>
</tr>
<tr>
<td>Distribution area: Typically within 100 miles</td>
</tr>
<tr>
<td>Minimum/maximum order: None</td>
</tr>
</tbody>
</table>
## Rainbow Trout

<table>
<thead>
<tr>
<th>Farmed</th>
<th>Farmed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARTESIAN TROUT FARM</strong></td>
<td><strong>BRANCH RIVER TROUT HATCHERY</strong></td>
</tr>
<tr>
<td>N8320 5th Ln.</td>
<td>8150 River Rd.</td>
</tr>
<tr>
<td>Westfield, WI 53964</td>
<td>Greenleaf, WI 54126</td>
</tr>
<tr>
<td>Jenny Anderson</td>
<td>Steve J. De Baker</td>
</tr>
<tr>
<td><strong>608-296-2834</strong></td>
<td><strong>920-864-7761</strong></td>
</tr>
<tr>
<td><a href="mailto:jenanderson@mwwb.net">jenanderson@mwwb.net</a></td>
<td><a href="mailto:brchrivr@centurytel.net">brchrivr@centurytel.net</a></td>
</tr>
<tr>
<td>artesiantroutfarm.com</td>
<td>branchriverfarms.com</td>
</tr>
</tbody>
</table>

- **Fresh and smoked; dressed, fillets, whole and whole-boneless**
- **Seasonal limitations: None**
- **Distribution area: Madison**
- **Minimum/maximum order:**
  - 10 lbs. (pick-up/local Madison area could be minimal in size)
  - Maximum depends on stock

- **Fresh; whole, dressed and fillets (option: stuffed with sage and crabmeat)**
- **Seasonal limitations: None**
- **Distribution area:**
  - Green Bay, Fox Valley and Door County
- **Minimum/maximum order:**
  - None

We only process orders received on Monday and Tuesday fresh for pick-up or delivery through Trust Local Foods on Thursday and Friday.
## Rainbow Trout

### Market

**EMPIRE FISH COMPANY**  
11200 W Watertown Plank Rd.  
Milwaukee, WI 53226  
**414-259-1120**  
empirefish.com  

Fresh (boned and butterflied or boned and head on); frozen (head on and dressed); smoked fillet; smoked spread  
Seasonal limitations: None  
Distribution area: Midwest  
Minimum/maximum order: We typically can only bring in 200 lb. of fresh rainbow trout per week.

### Farmed

**BULLFROGS “EAT MY FISH” FARM LLC**  
N1321 Bullfrog Rd.  
Menomonie, WI 54751  
David Sundal  
**715-664-8775**  
bullfrog@eatmyfish.com  
eatmyfish.com  

Fresh, smoked, spread and pickled; whole and fillets  
Seasonal limitations: None  
Distribution area: Chippewa Valley  
Minimum/maximum order: None  
Farm/Restaurant May through September

**RUSHING WATERS FISHERIES**  
N301 Co Rd H  
Palmyra, WI 53156  
**262-495-2089**  
info@rushingwaters.net  
rushingwaters.net  

Fresh and smoked; fillets, whole or any cut by request  
Seasonal limitations: None  
Distribution area: Nationwide  
Minimum/maximum order: Minimum 20 lbs.  
No maximum  
We raise rainbow trout, and we do sell other fish from all over, including some Great Lakes fish.
# Fish by Kind

## Rainbow Trout

### Farmed

**SILVER MOON SPRINGS TROUT FARM**  
W4852 Hwy 64  
Elton, WI 54428  
Tom Wink  
**715-882-8176**  
timwink2@gmail.com  
silvermoonsprings.com  
Fresh, frozen and smoked; whole and smoked fillets  
Seasonal limitations: None  
Distribution area: Oconto County, southeast Wisconsin  
Minimum/maximum order: Minimum 10 lbs.  
No maximum  
We buy some salmon to smoke and sell.

### Market

**ST. PAUL FISH COMPANY**  
400 N Water St.  
Milwaukee, WI 53202  
Tim Collins  
**414-220-8383**  
tim@stpaulfish.com  
stpaulfish.com  
Fresh  
Distribution area: Wholesale distribution through Waukesha Foods to all of Wisconsin and northern Illinois.  
Minimum/maximum order: Minimum of 5 lbs. (need to establish an account with Waukesha Foods)

### Farmed

**STAR PRAIRIE TROUT FARM**  
400 Hill Ave.  
Star Prairie, WI 54026  
**715-248-3633**  
orders@starprairietrout.com  
starprairietrout.com  
Fresh and smoked; cut to order  
Seasonal limitations: None  
Distribution area: Western Wisconsin, Twin Cities  
Minimum/maximum order: Minimum $50 (for delivery)  
No maximum  
We buy some salmon to smoke and sell.
How long has your business operated?

**Jim:** Metcalfe’s Market is a chain of locally owned, fourth-generation (working on a fifth-generation) grocery stores out of the Madison area (two stores) and Wauwatosa (one store). We started in 1917, so we’re coming up on our 100th anniversary. We’re an upscale, quality service operation.

Why did you decide to feature Wisconsin fish?

**Jim:** We’re starting to expand a little bit more. We carry over 3,000 local foods. That’s probably the biggest hook (no pun intended) we have with our customers. There’s nobody in the state that does local better. We started our campaign 10-12 years ago before it was a catchy thing. Working with a couple of local people, in the next few weeks we’re going to start carrying some Atlantic salmon that’s being farmed in former trout ponds in the Gays Mills area. We’re also working with a company called Clean Fresh Food out of Belleville where they have an aquaponics system where they grow tilapia and lettuce. We have some trout out of Westfield and there’s Falcon Aquaponics out of Slinger, Wis. Kathy Kline’s been helping us find tilapia facilities so we can use fish from these people. We like to use Wisconsin fish to help keep business local. We are a Wisconsin business and anything we can do to keep the business in-state and help local businesses, that’s what we’re trying to do.

Why should people buy Wisconsin fish?

**Jim:** To support the local economy. If we can support a local farmer or fish hatchery, that’s what we want to do. The carbon footprint is a big deal to us, too. Tilapia is a perfect example. If we can get it from Belleville or Slinger, which are ten to thirty miles away, compared to Honduras or Ecuador, it’s much better for the environment, and the fish is fresher.

We’ve partnered with FishWise from out in the San Diego area, too, to work on our sustainability program. We follow their rules and regulations. That’s who we turn to to see if and what we can carry. For instance, when we first started, we had to eliminate orange roughy. We sold a lot of it, but because it’s not really a sustainable product, we don’t sell it anymore. The environment and what’s right for the future are all tied into the local aspect of what we do.
What is one interesting thing you’ve learned about the fish itself?

**Jim:** How aquaculture works is really fascinating. We visited some of the facilities and it was fascinating to learn how a species like tilapia can be grown in Wisconsin. Same about the Atlantic salmon that we’re going to carry. They source the eggs from Maine. It took them three years to get these eggs. But to know that these species that are from the ocean can actually be grown in Wisconsin is pretty cool.

What is one thing you would like consumers to know about how your fish are harvested or raised?

**Brad:** The one unique part about being partnered with FishWise is that it has a system in place where their main goal is transparency. That goes along the lines of, even though we may carry some fish that aren’t sustainable, it’s right there for the consumer to see. All the different species are labelled by what type of farming method was used, if it was wild caught, country of origin, if it’s sustainable or not. All of our signs explain how the fish are harvested or raised. All the employees here go through a training video that’s provided by FishWise to make sure they can answer any questions customers might have.

What is your favorite recipe for your fish?

**Jim:** I’m a big fan of bluegills and lake perch. Just rinse off, dip in flour, followed by milk then a combination of bread crumbs and saltines, and slowly pan fry on the stove. It’s top-notch!

**Brad:** For salmon, I use equal parts butter and Worcestershire sauce, two lemons squeezed, and cover that with sautéed mushroom and onions. Bake it in a two-inch deep baking dish at 350 degrees for about a half-hour. It tastes like steak. It’s awesome. Very rich.

When someone asks you if your fish (fishery) is sustainable, how do you reply?

**Brad:** That’s covered through the FishWise program we’re in. I give customers as much information as possible. We try to be as sustainable as possible, but with business realities, there are some fish that aren’t as sustainable as others. There is kind of a fluid situation with species sustainability. The FishWise program updates the rankings.

How many Wisconsin residents does your organization employ?

Between the three stores and our corporate offices, Metcalfe’s employs about 500 people all together.

*Interview has been condensed and edited.*
FISH BY KIND

Smelt

Market

BODIN FISHERIES
208 Wilson Ave.
Bayfield, WI. 54814

Joe Van Der Puy
715-779-3301
joevdp@bodinfisheries.com

bodinfisheries.com

Smoked

Seasonal limitations: Reduced fresh fish availability in Nov. through Dec., but we retain stock of frozen vacuum packed product.

Distribution area: Weekly in northern Wisconsin (Superior/Hurley/Hayward), monthly to Stevens Point area

Minimum/maximum order:
10 lb. minimum
No maximum

All wild caught fresh, smoked and frozen vacuum packed products. Some walleye and yellow perch from Lake Erie.
# Tilapia

## Market

**BLUE HARBOR FISH**  
1112 McDonald St.  
Green Bay, WI 54313

- Mike Parkinson  
  **920-435-4633**  
  blueharborfish@yahoo.com  
  blueharborfishandseafood.com  

- Fresh and frozen; dressed, fillets and whole  
- Seasonal limitations: None  
- Distribution area: Northern Wisconsin and Upper Peninsula of Michigan  
- Minimum/maximum order: None

## Commercial

**EMPIRE FISH COMPANY**  
11200 W Watertown Plank Rd.  
Milwaukee, WI 53226

- **414-259-1120**  
  empirefish.com  

- Fresh fillets  
- Seasonal limitations: None  
- Distribution area: Midwest  
- Minimum/maximum order: None

## Aquaponics

**FUTURE FARM FOOD AND FUEL, LLC**  
2047 Co Rd E  
Baldwin, WI 54002

- Steve Meyer  
  **715-688-3618**  
  afuturefarm.com  

- Live  
- Seasonal limitations: None  
- Distribution area: Currently to Twin Cities, but can distribute elsewhere  
- Minimum/maximum order: Minimum 250 lbs.  
  Maximum 1,000 lbs.
## Tilapia

### Farmed

**KP SIMPLY FRESH**  
S6234 Co Rd PF  
North Freedom, WI 53951  

**608-844-0277**  
info@KPSimplyFresh.com  
KPSimplyFresh.com  

Fresh and frozen; fillets, whole and live  
Seasonal limitations: None  
Distribution area: Depends on quantity ordered  
Minimum/maximum order: Minimum depends on delivery location; usually 50 lbs. to deliver to Madison, but pick-up quantity can be very minimal.  
Maximum 100 lbs.  

Most of our fish is processed, frozen and sold in 1-lb. packages. If someone is looking for live or whole fish, I would need a one-week advance notice to get everything in order.

---

### Aquaponics

**NELSON AND PADE**  
W3731 St Hwy 23  
Montello, WI 53949  

Jannel  
**608-297-8708**  
jannel@aquaponics.com  
aquaponics.com  

Fresh and frozen; whole  
Seasonal limitations: None  
Distribution area: Nationwide  
Minimum/maximum order: None  

---

### Aquaponics

**ROTH FRESH FARMS**  
45668 Maple Ridge Rd.  
Boscobel, WI 53805  

Sarah Roth  
**262-389-4310**  
sroth@rothfreshfarms.com  
Find us on Facebook  

Fresh; fillets and whole  
Seasonal limitations: None  
Distribution area: Madison, or pick up at farm  
Minimum/maximum order: Minimum $20 order for delivery  
No maximum
<table>
<thead>
<tr>
<th>Market</th>
<th>Market</th>
</tr>
</thead>
</table>
| **BLUE HARBOR FISH**  
1112 McDonald St.  
Green Bay, WI 54313 | **ST. PAUL FISH COMPANY**  
400 N Water St.  
Milwaukee, WI 53202 |
| Mike Parkinson  
920-435-4633  
blueharborfish@yahoo.com | Tim Collins  
414-220-8383  
tim@stpaulfish.com |
| Blueharborfishandseafood.com | Stpaulfish.com |

Fresh and frozen; dressed, fillets and whole  
Seasonal limitations: None  
Distribution area: Northern Wisconsin and Upper Peninsula of Michigan  
Minimum/maximum order: None

<table>
<thead>
<tr>
<th>Market</th>
</tr>
</thead>
</table>
| **EMPIRE FISH COMPANY**  
11200 W Watertown Plank Rd.  
Milwaukee, WI 53226 |
| Mike Parkinson  
920-435-4633  
blueharborfish@yahoo.com |
| 414-259-1120  
empirefish.com |

Fresh or frozen fillets  
Seasonal limitations: None  
Distribution area: Midwest  
Minimum/maximum order: None

<table>
<thead>
<tr>
<th>Market</th>
</tr>
</thead>
</table>
| **SUSIE Q FISH CO.**  
1810 East St.  
Two Rivers, WI 54241 |
| Paul LeClair  
920-794-8434  
smokefish@susieqfishco.com |
| SusieQFishMarket.com |

Fresh and frozen  
Seasonal limitations: Yes, can depend on the weather or if the quota has been filled and need to wait for start of next quota. That would determine if product is fresh or fresh frozen.  
Distribution area: Midwest (WI, MI, IL, IN, MN, OH)  
Minimum/maximum order:  
No minimum  
Maximum depends on demand

*There is no commercial walleye fishery in Wisconsin waters of Lake Michigan and Lake Superior. Most Great Lakes walleye come from Canadian waters of Lake Erie.*
## Yellow Perch*  

### Aquaponics

**ALL NATURAL GREENS**  
W1855 Schaefer Ln.  
Marinette, WI 54143  

Jeff Veriha  
**715-330-5899**  
jeff@allnaturalgreens.com  

allnaturalgreens.com  

Fresh and frozen fillets  

Seasonal limitations: None  

Distribution area: Marinette area—local farm stand; sold to some local restaurants  

Minimum/maximum order: Minimum of 1 lb.  
Maximum harvest is 40-50 lbs., the maximum we would have at one time  

### Commercial

**BAILEYS HARBOR FISH COMPANY**  
LLC/Hickey Bros Fisheries  
8099 Ridges Rd.  
Baileys Harbor, WI 54202  

Todd Stuth  
**920-839-2136**  
stuthfishing@charter.net  

Fresh and frozen; fillets  

Seasonal limitations: Limited by commercial catch seasons; open fishing dates  

Distribution area: Northeast Wisconsin for small businesses; wholesale to US east coast  

Minimum/maximum order: Large retail orders must be made within one week’s notice. Wholesale is day-to-day based on retail needs.

---

* In Wisconsin waters, there is only a limited yellow perch fishery in Green Bay. Most Great Lakes yellow perch come from Canadian waters of Lake Erie.
# FISH BY KIND

## Yellow Perch*

<table>
<thead>
<tr>
<th><strong>Market</strong></th>
<th><strong>Commercial</strong></th>
</tr>
</thead>
</table>
| **BLUE HARBOR FISH**  
1112 McDonald St.  
Green Bay, WI 54313 | **EGGEBRAATEN FISHERIES**  
PO Box 520  
Sturgeon Bay, WI 54235 |
| Mike Parkinson  
920-435-4633  
blueharborfish@yahoo.com | Ted Eggebraaten  
920-492-0375  
teddley@yahoo.com |
| Fresh and frozen; dressed, fillets and whole | Fresh and frozen; dressed, fillets and whole |
| Seasonal limitations: Yes | Seasonal limitations: As available |
| Distribution area: Northern Wisconsin, Upper Peninsula of Michigan | Distribution area: Nationwide |
| Minimum/maximum order: None | Minimum/maximum order: None |

## Farmed

| **COOLWATER FARMS LLC**  
340 State Farm Rd.  
Deerfield, WI 53531 | |
|-----------|---------------|
| David Northey  
608-212-2229  
noresk42@yahoo.com | |
| Live | |
| Seasonal limitations: Yellow perch only processed seasonally. | |
| Distribution area: Madison area | |
| Minimum/maximum order: None | |
| We raise yellow perch in ponds and also provide processing to aquaponics growers. | |
## Yellow Perch*

### Market

**EMPIRE FISH COMPANY**  
11200 W Watertown Plank Rd.  
Milwaukee, WI 53216  
414-259-1120  
empirefish.com  
Fresh fillets  
Distribution area: Midwest  
Minimum/maximum order: Limited product

**LAFOND’S FISH MARKET**  
216 Milwaukee St.  
Kewaunee, WI 54216  
Andy LaFond 920-388-0577  
lafondsfishmarket@att.net  
Fresh and frozen; dressed, fillets, whole and steaks  
Seasonal limitations: None  
Distribution area: Can ship anywhere  
Minimum/maximum order: None

### Commercial

**LINDAL FISHERIES AND MARKET**  
3805 Co Rd M  
Sturgeon Bay, WI 54235  
Daniel Lindal 920-743-4503  
lindalfish@att.net  
Fresh and frozen; dressed, fillets and whole  
Seasonal limitations: None  
Distribution area: Northeast Wisconsin  
Minimum/maximum order: None

**M & M BRUNETTE AND SONS**  
4026 Kruegers Quarry Rd.  
Oconto, WI 54153  
Paul Brunette 920-373-5234  
brunettepm@gmail.com  
Fresh and frozen; dressed, fillets and whole, as requested  
Seasonal limitations: Out of season November through April  
Distribution area: Primarily Green Bay area  
Minimum/maximum order: None

* In Wisconsin waters, there is only a limited yellow perch fishery in Green Bay. Most Great Lakes yellow perch come from Canadian waters of Lake Erie.
<table>
<thead>
<tr>
<th><strong>FISH BY KIND</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yellow Perch</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Market</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ST. PAUL FISH COMPANY</strong></td>
</tr>
<tr>
<td>400 N Water St.</td>
</tr>
<tr>
<td>Milwaukee, WI 53202</td>
</tr>
<tr>
<td>Tim Collins</td>
</tr>
<tr>
<td>414-220-8383</td>
</tr>
<tr>
<td><a href="mailto:tim@stpaulfish.com">tim@stpaulfish.com</a></td>
</tr>
<tr>
<td>stpaulfish.com</td>
</tr>
<tr>
<td>Fresh</td>
</tr>
<tr>
<td>Distribution area: Wholesale distribution through Waukesha Foods to all of Wisconsin and northern Illinois</td>
</tr>
<tr>
<td>Minimum/maximum order: Minimum of 5 lbs. (need to establish an account with Waukesha Foods).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Commercial</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUSIE Q FISH CO.</strong></td>
</tr>
<tr>
<td>1810 East St.</td>
</tr>
<tr>
<td>Two Rivers, WI 54241</td>
</tr>
<tr>
<td>Paul LeClair</td>
</tr>
<tr>
<td>920-794-8434</td>
</tr>
<tr>
<td><a href="mailto:smokefish@susieqfishco.com">smokefish@susieqfishco.com</a></td>
</tr>
<tr>
<td>SusieQFishMarket.com</td>
</tr>
<tr>
<td>Fresh and frozen</td>
</tr>
<tr>
<td>Seasonal limitations: Yes, can depend on the weather or if the quota has been filled and need to wait for start of next quota. That would determine if product is fresh or fresh frozen.</td>
</tr>
<tr>
<td>Distribution area: Midwest (WI, MI, IL, IN, MN, OH)</td>
</tr>
<tr>
<td>Minimum/maximum order: No minimum</td>
</tr>
<tr>
<td>Maximum depends on demand</td>
</tr>
</tbody>
</table>
## All Natural Greens

**Aquaponics**

W1855 Schaefer Ln.
Marinette, WI 54143

Jeff Veriha  
**715-330-5899**  
jeff@allnaturalgreens.com  
allnaturalgreens.com

- **Yellow perch; frozen (occasionally fresh right after harvest); fillets**
- **Seasonal limitations:** None currently
- **Distribution area:** Marinette; have a local farmstand and have sold to some local restaurants
- **Minimum/maximum order:**  
  - Minimum 1 lb.  
  - Maximum 40-50 lbs. (the size of one harvest)

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## Anschutz Fisheries

**Commercial**

3989 Sunny Slope Rd.
Egg Harbor, WI 54209

Kevin Anschutz  
**920-421-3771**  
anuschutzfisheries@hushmail.com

- **Lake whitefish; fresh and frozen; dressed, fillets and whole**
- **Seasonal limitations:** Season closed in November
- **Distribution area:** Midwest
- **Minimum/maximum order:** None
FISH BY SUPPLIER

Aqua Terra Farms

Aquaponics

21010 75th St.
Bristol, WI 53104

Schuyler Pigott
(847) 922-3237
spigott@aquaterrafish.com

Aquaterrafish.com

Arctic char; fresh and frozen; fillets and whole

Seasonal limitations: None

Distribution area: Chicago, Milwaukee and Madison

Minimum/maximum order:
No minimum
No maximum (We have filled orders as large as 200-300 lbs.)

We primarily sell to high-end restaurants and sometimes distributors.

FISH BY SUPPLIER

Artesian Trout Farm

Farmed

N8320 5th Ln.
Westfield, WI 53964

Jenny Anderson
608-296-2834
jenanderson@mwwb.net

artesiantroutfarm.com

Rainbow trout; fresh and smoked; dressed, fillets, whole and whole boneless

Seasonal limitations: None

Distribution area: Madison

Minimum/maximum order:
Minimum of 10 lbs. for delivery (pick-up/local Madison orders can be minimal in size)
Maximum depending on stock
### Baileys Harbor Fish Company LLC/Hickey Bros Fisheries

**Commercial**

8099 Ridges Rd.
Baileys Harbor, WI 54202

Todd Stuth  
**920-493-4668**  
stuthfishing@charter.net

<table>
<thead>
<tr>
<th>Chubs; smoked; whole</th>
<th>Yellow perch; fresh and frozen; dressed, fillets and whole</th>
<th>Lake whitefish; fresh, frozen and smoked; dressed, fillets, whole, boil chucks and patties</th>
</tr>
</thead>
</table>

Seasonal limitations: Based on commercial catch seasons and open fishing dates

Distribution area: Northeast Wisconsin for small businesses; wholesale to US East Coast

Minimum/maximum order:  
Large retail orders must be made within one week’s notice. Wholesale is day-to-day based on retail needs.

### Blue Harbor Fish

**Market**

1112 McDonald St.  
Green Bay, WI 54313

Mike Parkinson  
**920-435-4633**  
blueharborfish@yahoo.com  
blueharborfishandseafood.com

<table>
<thead>
<tr>
<th>Yellow perch, walleye and tilapia; fresh and frozen; dressed, fillets and whole</th>
<th>Lake whitefish, salmon and trout; fresh, frozen, smoked and dip; dressed, fillets and whole</th>
</tr>
</thead>
</table>

Seasonal limitations: On yellow perch and lake whitefish

Distribution area: Northern Wisconsin, Upper Peninsula of Michigan

Minimum/maximum order: None
Bodin Fisheries

**Market**
208 Wilson Ave.
Bayfield, WI 54814

Joe Van Der Puy
**715-779-3301**
joevdp@gmail.com
bodinfisheries.com

- Burbot, lake trout, smelt and lake whitefish; fresh and frozen
- Lake herring; fresh, frozen, smoked and dip
- Smoked salmon

Seasonal limitations: Reduced fresh fish availability from November to December, but we retain stock of frozen vacuum packed product.

Distribution area: Weekly in northern Wisconsin (Superior, Hurley and Hayward); monthly to Stevens Point area

Minimum/maximum order:
Minimum order 10 lbs.
No maximum

All wild caught fresh, smoked and frozen vacuum packed products. Some walleye and yellow perch from Lake Erie.
FISH BY SUPPLIER

Branch River Trout Hatchery

Farmed

8150 River Rd.
Greenleaf, WI 54126

Steve J. De Baker
920-864-7761
brchrivr@centurytel.net

branchriverfarms.com

Arctic char and rainbow trout; fresh; dressed, fillets and whole (option: stuffed with sage and crabmeat)

Seasonal limitations: None

Distribution area: Green Bay, Fox Valley, Door County

Minimum/maximum order: None

We only process orders received on Mondays and Tuesdays fresh for pick-up or delivery through Trust Local Foods on Thursdays and Fridays.

FISH BY SUPPLIER

Bullfrogs “Eat My Fish” Farm LLC

Farmed

N1321 Bullfrog Rd.
Menomonie, WI 54751

David Sundal
715-664-8775
bullfrog@eatmyfish.com

eatmyfish.com

Rainbow trout; fresh, smoked, spread and pickled; fillets and whole

Seasonal limitations: None

Distribution area: Chippewa Valley

Minimum/maximum order: None

Farm/Restaurant May through September
### Coolwater Farms LLC

**Farmed**

340 State Farm Rd.
Deerfield, WI 53531

David Northey  
**608-212-2229**  
noresk42@yahoo.com

Yellow perch and tilapia. Perch are live; tilapia are frozen fillets

Seasonal limitations: Perch only processed seasonally

Distribution area: Madison

Minimum/maximum order: None

We raise yellow perch in ponds and also provide processing to aquaponics growers.

### Dairyland Shrimp LLC

**Farmed**

204 Swiggum Rd.
Westby, WI 54667

Forbes Adam  
**608-397-9364**  
forbesadam@dairylandshrimp.com
dairylandshrimp.com

Pacific white shrimp; fresh and whole

Seasonal limitations: None

Distribution area: Typically within 100 miles

Minimum/maximum order: None
### Eggebraaten Fisheries

**Commercial**

PO Box 520  
Sturgeon Bay, WI 54235

Ted Eggebraaten  
**920-492-0375**  
teddley@yahoo.com

- Lake whitefish and chubs; fresh, frozen and smoked  
- Yellow perch; fresh and frozen; whole, dressed, fillets and boil chucks

**Seasonal limitations:** As available  
**Distribution area:** Nationwide  
**Minimum/maximum order:** None

### Empire Fish Company

**Market**

11200 W Watertown Plank Rd.  
Milwaukee, WI 53226

**414-259-1120**

depirefish.com

- Lake whitefish, lake trout, rainbow trout, tilapia, walleye and yellow perch
- Seasonal limitations: Yellow perch is a limited product.

**Distribution area:** Midwest  
**Minimum/maximum order:** We typically can only bring in 200 lb. of fresh rainbow trout per week.
### Ewig Brothers Fish Company

**Market**

121 S Wisconsin St.
Port Washington, WI 53074

Jeff Ewig
262-284-2236
jwewig@sbcglobal.net
ewigsmokedfish.com

Lake herring and lake whitefish; fresh and smoked
Seasonal limitations: None
Distribution area: Milwaukee
Minimum/maximum order: None

### Future Farm Food and Fuel, LLC

**Aquaponics**

2047 Co Rd E
Baldwin, WI 54002

Steve Meyer
715-688-3618
afuturefarm.com

Tilapia; fresh and live
Seasonal limitations: None
Distribution area: Currently to Twin Cities but can deliver elsewhere
Minimum/maximum order:
Minimum 250 lbs.
Maximum 1,000 lbs.
FISH BY SUPPLIER

Great Lakes Caviar LLC

Commercial

N7300 St Hwy M-35
Cedar River, MI 49887

Robert Kuntze
715-923-4200
rjkuntze@yahoo.com
greatlakescaviar@yahoo.com
greatlakescaviar.com

Lake whitefish; fresh and frozen
Fresh lake whitefish caviar

Seasonal limitations: Lake whitefish usually available from May to December, except November.

Distribution area: We usually ship lake whitefish to northeast Wisconsin but ship caviar all over the country.

Minimum/maximum order: None

FISH BY SUPPLIER

Halvorson Fisheries, LLC

Commercial

22690 Siskiwit Parkway
Cornucopia, WI 54827

Maurine Halvorson
715-742-3402
halvorsonfisheries.com

Lake whitefish, lake trout; fresh and smoked
Lake whitefish livers
Frozen lake whitefish and lake herring patties

Seasonal limitations: None

Distribution area: Northern Wisconsin

Minimum/maximum order: None
Sustainable Farm-to-Fork Fish at Rushing Waters
With Peter Fritsch, Rushing Waters Fisheries, Palmyra

Basically, we are just copying Mother Nature.

How long has your business operated?
Peter: We have been in business since 1994.

Why did you decide to feature Wisconsin fish?
Peter: We built a restaurant simply to connect the farm-to-fork local food movement and to re-connect people to farms.

Why should people buy Wisconsin fish?
Peter: It’s easy to say all, but in reality all should! We have great options right here around the state, local businesses benefit from the sales, the money stays local, and fresh fish is hard to beat.

What is one thing you would like consumers to know about how your fish are harvested or raised?
Peter: Basically, we are just copying Mother Nature. Everything we do is so simplistic with earthen ponds filled with weeds mimicking lakes and rivers—all natural.

What is one interesting thing you’ve learned about the fish itself?
Peter: When rainbow trout are about 5-6 inches long they eat like crazy; we call them teenagers!

What is your favorite recipe for your fish?
Peter: I love the classic trout almandine with brown butter.

When someone asks you if your fish (fishery) is sustainable, how do you reply?
Peter: Yes. Then if they mention an article or some famous person bashing farm-raised fish I invite them to the farm. That is when they have their a-ha moment and say, I never knew this was done this way.

How many Wisconsin residents does your organization employ?
Peter: Rushing Waters Fisheries has over 60 employees.
## FISH BY SUPPLIER

### KP Simply Fresh

**Farmed**

S6234 Co Rd PF  
North Freedom, WI 53951  

Donna Meunier  
**608-844-0277**  
info@kpsimplyfresh.com  
KPSimplyFresh.com  

**Tilapia; fresh and frozen; fillets, whole and live**  

Seasonal limitations: None  

Distribution area: Depends on quantity ordered  

Minimum/maximum order:  
Minimum depends on delivery location (usually 50 lbs. to Madison); pick-up quantity can be very minimal.  
Maximum no more than 100 lbs. fresh  

Most of our fish is processed, frozen and sold in 1-lb. packages. If someone is looking for live or whole fish, I would need a one-week advance notice to get everything in order.

## FISH BY SUPPLIER

### LaFond’s Fish Market

**Market**

216 Milwaukee St.  
Kewaunee, WI 54216  

Andy LaFond  
**920-388-0577**  
lafondsfishmarket@att.net  

**Burbot and yellow perch; fresh and frozen**  
Chubs, lake trout and lake whitefish; fresh, frozen and smoked; dressed, fillets, whole and steaks  

Seasonal limitations: None  

Distribution area: All of Wisconsin  

Minimum/maximum order: None
### Lindal Fisheries and Market

**Commercial**

3805 Co Rd M  
Sturgeon Bay, WI 54235  

Daniel Lindal  
**920-737-9793**  
lindalfish@att.net  

| Lake whitefish; fresh, smoked and dip  
| Yellow perch; fresh and frozen.  
| Both can be ordered as whole fish, dressed and fillet.  
| Seasonal limitations: None  
| Distribution area: Northeastern Wisconsin  
| Minimum/maximum order: None  

### M & M Brunette and Sons

**Commercial**

4026 Kruegers Quarry Rd.  
Oconto, WI 54153  

Paul Brunette  
**920-373-5234**  
brunettepm@gmail.com  

| Yellow perch and lake whitefish; fresh and frozen; dressed, fillets and whole  
| Seasonal limitations: Out of season from November to April  
| Distribution area: Primarily the Green Bay area  
| Minimum/maximum order: None  

### Nelson and Pade

**Aquaponics**

W3731 St Hwy 23  
Montello, WI 53949  

Jannel Dunn  
**608-297-8708**  
jannel@aquaponics.com  
aquaponics.com

**Tilapia; fresh and frozen; whole**  
Seasonal limitations: None  
Distribution area: Anywhere  
Minimum/maximum order: None

### Nelson Trout and Salmon Farm LLC

**Farmed**

58575 Benhardt Ridge Rd.  
Eastman, WI 54626  

Kent Nelson  
**608-326-8456**  
kknelsontrout@gmail.com

**Atlantic salmon; fresh, whole**  
Seasonal limitations: None  
Distribution area: Madison area  
Minimum/maximum order: None  
Gutted and gilled 6 to 10 lb. beautiful fish
Roth Fresh Farms

**Aquaponics**

45668 Maple Ridge Rd.
Boscobel, WI 53805

Sarah Roth
**262-389-4310**
sroth@rothfreshfarms.com

Find us on Facebook

**Tilapia; fresh, fillets and whole**

Seasonal limitations: None

Distribution area: Madison, or pick up at farm

Minimum/maximum order:
Minimum order for delivery $20
No maximum

Rushing Waters Fisheries

**Farmed**

N301 Co Rd H
Palmyra, WI 53156

**262-495-2089**
info@rushingwaters.net

rushingwaters.net

**Rainbow trout; fresh and smoked, fillets and whole**

Seasonal limitations: None

Distribution area: Nationwide

Minimum/maximum order:
Minimum 20 lbs.
No maximum

We raise rainbow trout, and we do sell other fish from all over, some Great Lakes fish.
## Schwarz’s Retail Fish Market

**Market**

3028 S 9th St.
Sheboygan, WI 53081

Leslie Winter
**920-457-4486**
schwarz@excel.net

schwarzfish.com

<table>
<thead>
<tr>
<th>Rainbow trout and lake whitefish; fresh, dressed and fillets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasonal limitations: No rainbow in winter; lake whitefish available spring thru fall</td>
</tr>
<tr>
<td>Distribution area: Southeast Wisconsin</td>
</tr>
<tr>
<td>Minimum/maximum order: None</td>
</tr>
</tbody>
</table>

## Silver Moon Spring Trout Farm

**Farmed**

W4852 Hwy 64
Elton, WI 54428

Tom Wink
**715-882-8176**
timwink2@gmail.com

silvermoonsprings.com

<table>
<thead>
<tr>
<th>Brook trout, brown trout and rainbow trout; fresh, frozen and smoked; smoked fillets and whole</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasonal limitations: None</td>
</tr>
<tr>
<td>Distribution area: Oconto County, southeast Wisconsin</td>
</tr>
<tr>
<td>Minimum/maximum order:</td>
</tr>
<tr>
<td>Minimum 10 lbs.</td>
</tr>
<tr>
<td>No maximum</td>
</tr>
</tbody>
</table>

We buy some salmon to smoke and sell too.
FISH BY SUPPLIER

St. Paul Fish Company

Market

400 N Water St.
Milwaukee, WI 53202

Tim Collins
414-220-8383
tim@stpaulfish.com

Farmed

Lake trout, yellow perch, walleye and lake whitefish; fresh and smoked
Rainbow trout; fresh

Minimum/maximum order: None

Distribution area: Wholesale distribution through Waukesha Foods to all of Wisconsin and northern Illinois. (Need to establish an account with Waukesha Foods.)

FISH BY SUPPLIER

Star Prairie Trout Farm

Farmed

400 Hill Ave.
Star Prairie, WI 54026

715-248-3633
orders@starprairietrout.com

Rainbow trout; fresh and smoked; cut to order

Seasonal limitations: None

Distribution area: Western Wisconsin and Twin Cities

Minimum/maximum order:
Minimum $50 order for delivery
No maximum
### Susie Q Fish Co.

**Commercial**

1810 East St.  
Two Rivers, WI 54241

Paul LeClair  
**920-793-5240**
smokefish@susieqfishco.com

SusieQFishMarket.com

**Yellow perch, lake trout, walleye and lake whitefish**

Seasonal limitations: Yes, it can depend on the weather or if the quota has been filled, and we need to wait for the start of the next quota. That would determine if product is fresh or fresh frozen.

Distribution area: Midwest (WI, MI, IL, IN, MN, OH)

Minimum/maximum order:  
No minimum  
Maximum depends upon supply