

BUY LOCAL



GUIDE FOR
RETAILERS,
RESTAURANTS
AND CULINARY
SCHOOLS

EAT WISCONSIN



BUY LOCAL

GUIDE FOR
RETAILERS,
RESTAURANTS
AND CULINARY
SCHOOLS





WALKING THE WALK

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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



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FRESH
FROZEN
SMOKED

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
					FRESH	FRESH	
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN
SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED	SMOKED
FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH	FRESH
FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN	FROZEN

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* 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.

WHAT

FISH
BY
KIND



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.



FISH BY KIND

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**

kknelsontrout@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.



FISH BY KIND

Brook and Brown Trout

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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.



FISH BY KIND

Burbot

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

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

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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

FISH BY KIND

Lake Herring (Cisco)

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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



FISH BY KIND

Lake Trout

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; whole,
fillets and dressed

Seasonal limitations: None

Distribution area: Northern Wisconsin,
Upper Peninsula of Michigan

Minimum/maximum order: None

Market

EMPIRE FISH COMPANY

11200 W Watertown Plank Rd.
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

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.

FISH BY KIND

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

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

ST. PAUL FISH COMPANY

400 N Water St.
Milwaukee, WI 53202

Tim Collins

414-220-8383

tim@stpaulfish.com

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

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

TALKING THE TALK

18

There Is No Normal At Halvorson's

With Jessica Resac, Halvorson Fisheries, Cornucopia

Hard work and being on the lake are rewarding, and I just can't give it up.

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.



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.

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 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."

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

Jessica: Yes. Wisconsin state laws shut down the fishery during certain times of the year so the fish can spawn. We are totally on-board with

that. You don't want to put yourself out of a job, after all. We have a limit on how much lake trout we can catch and also size limits. Lake trout is the only "sport fish" we can keep.

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 Halvorsens 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.

FISH BY KIND

Lake Whitefish

Commercial

ANSCHUTZ FISHERIES

3989 Sunny Slope Rd.
Egg Harbor, WI 54209

Kevin Anschutz

920-421-3771

anschutzfisheries@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

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.

Commercial

EGGEBRAATEN FISHERIES

PO Box 520
Sturgeon Bay, WI 54235

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

Fresh, frozen and smoked; dressed, fillets, whole and boil chucks

Seasonal limitations: As available

Distribution area: Nationwide

Minimum/maximum order: None

Market

EMPIRE FISH COMPANY

11200 W Watertown Plank Rd.
Milwaukee, WI 53226

414-259-1120

empirefish.com

Fresh fillets and steaks; smoked (head on or pieces)

Seasonal limitations: None

Distribution area: Midwest

Minimum/maximum order: None

Market

EWIG BROTHERS FISH COMPANY

121 S Wisconsin St.
Port Washington, WI 53074

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

ewigsmokedfish.com

Fresh and smoked

Seasonal limitations: None

Distribution area: Primarily to Milwaukee, but will ship statewide

Minimum/maximum order: None

FISH BY KIND

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

Fresh and frozen

Seasonal limitations: Usually available from May to Dec., except Nov.

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

Minimum/maximum order: None

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

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, smoked and dip; dressed, fillets and whole

Seasonal limitations: None

Distribution area: Northeast Wisconsin

Minimum/maximum order: None

FISH BY KIND

Lake Whitefish

Commercial

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

Market

SCHWARZ'S RETAIL FISH MARKET

3028 S 9th St.
Sheboygan, WI 53081

Leslie Winter
920-457-4486

leslie@schwarzfish.com

schwarzfish.com

Fresh; fillets and dressed

Seasonal limitations: Spring through fall

Distribution area: Southeast Wisconsin

Minimum/maximum order: None

We ship Monday, Tuesday and Wednesday.

Market

ST. PAUL FISH COMPANY

400 N Water St.
Milwaukee, WI 53202

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

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

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

FISH BY KIND

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Pacific White Shrimp



Farmed

DAIRYLAND SHRIMP LLC

204 Swiggum Rd.
Westby, WI 54667

Forbes Adam

608-397-9364

forbesadam@dairylandshrimp.com

dairylandshrimp.com

Fresh whole shrimp

Seasonal limitations: None

Distribution area: Typically within 100 miles

Minimum/maximum order: None

FISH BY KIND

Rainbow Trout

Farmed

ARTESIAN TROUT FARM

N8320 5th Ln.
Westfield, WI 53964

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

artesiantroutfarm.com

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

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 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.



FISH BY KIND

Rainbow Trout

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

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

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

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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

Metcalfe's Market Knows Wisconsin Fish is a Good Catch

With Jim Meier and Brad Edmunds, Madison

If we can support a local farmer or fish hatchery, that's what we want to do.

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.



FISH BY KIND

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

Farmed

COOLWATER FARMS LLC

340 State Farm Rd.
Deerfield, WI 53531

David Northey

608-212-2229

noresk42@yahoo.com

Frozen; fillets

Seasonal limitations: None

Distribution area: Madison area

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.

FISH BY KIND

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

FISH BY KIND

Walleye*

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

Market

EMPIRE FISH COMPANY

11200 W Watertown Plank Rd.
Milwaukee, WI 53226

414-259-1120

empirefish.com

Fresh or frozen fillets

Seasonal limitations: None

Distribution area: Midwest

Minimum/maximum order: None

Market

ST. PAUL FISH COMPANY

400 N Water St.
Milwaukee, WI 53202

Tim Collins

414-220-8383

tim@stpaulfish.com

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

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.

FISH BY KIND

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*

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: Yes

Distribution area: Northern Wisconsin, Upper Peninsula of Michigan

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.

Commercial

EGGEBRAATEN FISHERIES

PO Box 520
Sturgeon Bay, WI 54235

Ted Eggebraaten

920-492-0375

teddley@yahoo.com

Fresh and frozen; dressed, fillets and whole

Seasonal limitations: As available

Distribution area: Nationwide

Minimum/maximum order: None



FISH BY KIND

Yellow Perch^{*}

Market

EMPIRE FISH COMPANY

11200 W Watertown Plank Rd.
Milwaukee, WI 53226

414-259-1120

empirefish.com

Fresh fillets

Distribution area: Midwest

Minimum/maximum order: Limited product

Market

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

Commercial

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.

FISH BY KIND

Yellow Perch*

37

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).

Commercial

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

WHO

FISH
BY
SUPPLIER



FISH BY SUPPLIER

All Natural Greens

39

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)

FISH BY SUPPLIER

Anschutz Fisheries

Commercial

3989 Sunny Slope Rd.
Egg Harbor, WI 54209

Kevin Anschutz
920-421-3771
anschutzfisheries@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

FISH BY SUPPLIER

Baileys Harbor Fish Company LLC/Hickey Bros Fisheries

41

Commercial

8099 Ridges Rd.
Baileys Harbor, WI 54202

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

Chubs; smoked; whole
Yellow perch; fresh and frozen; dressed, fillets and whole
Lake whitefish; fresh, frozen and smoked; dressed, fillets, whole, boil chucks and patties

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.

FISH BY SUPPLIER

Blue Harbor Fish

Market

1112 McDonald St.
Green Bay, WI 54313

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

blueharborfishandseafood.com

Yellow perch, walleye and tilapia; fresh and frozen; dressed, fillets and whole
Lake whitefish, salmon and trout; fresh, frozen, smoked and dip; dressed, fillets and whole

Seasonal limitations: On yellow perch and lake whitefish

Distribution area: Northern Wisconsin, Upper Peninsula of Michigan

Minimum/maximum order: None

FISH BY SUPPLIER

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

43

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

FISH BY SUPPLIER

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.

FISH BY SUPPLIER

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

FISH BY SUPPLIER

Eggebraaten Fisheries

45

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

FISH BY SUPPLIER

Empire Fish Company

Market

11200 W Watertown Plank Rd.
Milwaukee, WI 53226

414-259-1120

empirefish.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.

FISH BY SUPPLIER

Ewig Brothers Fish Company

Market

121 S Wisconsin St.
Port Washington, WI 53074

Jeff Ewig
262-284-2236
jwegwig@sbcglobal.net

ewigsmokedfish.com

Lake herring and lake whitefish; fresh and smoked

Seasonal limitations: None

Distribution area: Milwaukee

Minimum/maximum order: None

FISH BY SUPPLIER

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

47

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 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 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 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

FISH BY SUPPLIER

Lindal Fisheries and Market

51

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

FISH BY SUPPLIER

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

FISH BY SUPPLIER

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

FISH BY SUPPLIER

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

FISH BY SUPPLIER

Roth Fresh Farms

53

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

FISH BY SUPPLIER

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.

FISH BY SUPPLIER

Schwarz's Retail Fish Market

Market

3028 S 9th St.
Sheboygan, WI 53081

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

schwarzfish.com

Rainbow trout and lake whitefish; fresh, dressed and fillets

Seasonal limitations: No rainbow in winter; lake whitefish available spring thru fall

Distribution area: Southeast Wisconsin

Minimum/maximum order: None

FISH BY SUPPLIER

Silver Moon Spring Trout Farm

Farmed

W4852 Hwy 64
Elton, WI 54428

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

silvermoonsprings.com

Brook trout, brown trout and rainbow trout; fresh, frozen and smoked; smoked fillets and whole

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 too.

FISH BY SUPPLIER

St. Paul Fish Company

55

Market

400 N Water St.
Milwaukee, WI 53202

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

stpaulfish.com

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

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

FISH BY SUPPLIER

Susie Q Fish Co.

Commercial

1810 East St.
Two Rivers, WI 54241

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

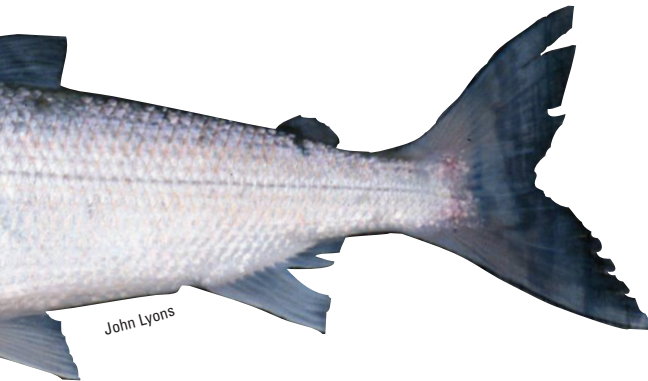
SusieQFishMarket.com

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



EAT WISCONSIN



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