



FRESHWATER
Cuisine

About Us

- Freshwater Cuisine is an innovative freshwater fish processing company
- Our products utilize traditionally discarded parts of the fish resulting in innovative value added products
- High margin product lines

<https://youtu.be/WB-m1fNznWk>



Award Winning Innovative Business

- Won the *Premier's Award for Agri-Food Innovation Excellence* in 2017
- Winner of the 1st Annual *Rural Ontario Leaders Award* in the Business Category
- 2 time winner of the Kenora Chamber of Commerce *Innovative Business Award*

Industry Stats

- Freshwater Fish consumption in Canada has risen 42% over the last decade
- More than two-thirds of seafood consumed in Canada is sold by retailers, with sales totaling more than C\$2 billion each year
- Roughly 50 percent of U.S. consumers stated that a high-quality seafood section is very important to them
- Approximately 85% of freshwater fish is exported from Canada

Source: Canada Fisheries & Oceans, Conservation Alliance for Seafood Solution, Statistics.com, FFMC 2016 Annual Report

The Industry Problem

- The fillets are sold at a premium
- Traditional fish processing results in a loss of 54% of the fish
- The remaining head, cheeks and fins are sold as animal feed for pennies on the pound



Freshwater Cuisine Solution

- Changing the way that fish are processed
- Our proprietary processing line is a disruptive improvement over industry standards
- 5 year strategic plan of utilizing 100% of all fish purchased





Local Impact

- Approximately \$1,000,000 pumped directly back into the regional economy
- Over 70 Indigenous fishers from 10 different communities
- Fishers are paid daily in cash for their catch
- Educating and incentivizing the next generation of fishers

Manitoba Expansion

- In December of 2017 the Manitoba Fish Act dropped
- Creating a free market for the first time in over 50 years
- We now offer fishers in Manitoba higher rates than FFMC
- More money in fishers pockets



Rough Fish

- Committed to using under-valued, under-appreciated, under-utilized fish species
- By paying a fair price for the Northern Pike, Tullibee, and Mullet
- Reducing the pressure on high volume species such as Walleye, and Whitefish



Education

- Teaching the public about ways to utilize all species of freshwater fish
- Recipes range from Northern Pike & Waffles to Black Crappie Parmesan
- Weekly web series; Lake to Plate
- Partnerships with the local Food Co-op
- Education is key to expanding local food






Sustainable Future

- Advances in open cage aquaculture have created dramatically quicker growth rates for farmed fish
- Ease pressure on wild fish, rebuild the fish stocks
- Build relationships with communities in the far North
- Access smaller unfished lakes
- Reduce unemployment in the communities

Contact Us

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[How to eat Walleye Wings](#)

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