



***For Immediate Release  
November 10, 2015***

## **Freshwater Fish Responds to Sea Choice Announcement of November 9, 2015**

**WINNIPEG, MB** – Freshwater Fish Marketing Corporation is a self-sustaining federal Crown corporation. It is the buyer, processor and marketer of all commercially-caught freshwater fish from its mandate region of Manitoba, Alberta and the Northwest Territories. The Corporation also buys fish from outside its mandate region, specifically Saskatchewan.

In a news release yesterday, November 9, 2015, Sea Choice identified a Manitoba fisheries management concern. Freshwater Fish has always supported sustainable fisheries with fishers and the Government of Manitoba. We will continue to support the Government's new Comprehensive Management Plan to Protect Fish Stocks in Manitoba lakes.

The Corporation remains in a positive position, with strong international markets continuing to demand high quality, wild-caught fish products. Access to a wider mix of species and year-round inventory keeps Freshwater competitive as a center-of-plate choice throughout the world.

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For more information contact:

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*Freshwater Fish Marketing Corporation is committed to increase returns to the fishers of western and northern Canada through effective marketing, efficient supply chain management and value-added processing of quality freshwater fish products. Freshwater Fish is a Crown corporation that helps fishers get more product to more plates. Freshwater Fish offers strength in numbers, a deep pool of small business resources and a commitment to market only healthy, wild-caught fish with superior flavour.*