



**FOR IMMEDIATE RELEASE**

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**WINNIPEG –** Freshwater Fish Marketing Corporation is working in greater partnership with Canadian fishers following its first ever annual public meeting today in Winnipeg.

Fishers, board members and delegates from Freshwater Fish gathered at Canad Inns Club Regent this afternoon to discuss the 2009/10 fiscal year's operations and review future directions.

"It's important for all groups involved in the fishery to be on the same page and working towards a singular goal," says Freshwater President and CEO John Wood. "We need to work together to create an even stronger strategic position for both the Corporation and fishers – to ensure a stable, sustainable fishery while competing on the global stage."

Wood addressed those who attended the meeting, painting a picture of the Corporation's current financial, operational and marketing situation and highlighting three key messages he hopes will help guide the Corporation and the fishery.

"We really wanted to establish a baseline that we all recognize. We must all understand what we're aiming for this year and into the future," Wood says. "It's important that all stakeholders understand our focus on competing in the global market and building our global presence, maintaining a sustainable and stable company, and upgrading our plant to the highest standard of operations."

In addition to hearing from Wood, attendees also received information from Freshwater Fish Chief Financial Officer Stan Lazar, Vice President Operations David Northcott and Vice President Sales and Marketing Paul Cater.

Together, the speakers explained the Corporation's financial, operational and marketing strengths, goals and challenges and also addressed questions and concerns posed by the audience regarding payments, fish pricing and other important issues.

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## An Introduction to Freshwater Fish

Freshwater Fish – opened in 1969 – is the centralized marketing organization that buys, processes and markets all fish caught on a commercial licence in Manitoba, Saskatchewan, Alberta, Northwest Territories and part of northwestern Ontario. We operate packing stations both directly and with agents throughout the regions, and run a processing plant in Winnipeg.

### Why does Freshwater Fish exist?

Freshwater Fish operates under the *Freshwater Fish Marketing Act*, which was put in place to give the region's many small fishing communities the marketing strength of a larger organization. We work with more than 2,000 fishers to help them access markets around the world and provide top-dollar for their catch.

### Is Freshwater Fish a profitable enterprise? How does it support fishers?

Freshwater Fish is supported entirely by the sale of fish products. Our success depends upon the volume of fish caught by fishers, market demand and the economic climate. Since 1969, we have returned more than \$1 billion to commercial fishers and have generated another \$0.7 billion through plant operations and collection facilities.

### Where are the markets for Freshwater Fish?

More than 80% of the fish caught and processed by Freshwater Fish is exported to markets outside Canada. We sell to restaurant chains, supermarket chains and distributors in 20 US states and 14 countries including France, Germany, Poland, Finland, Sweden, Russia and Iran.

### What makes Freshwater Fish valuable to fishers?

Five specific points of difference set Freshwater Fish apart from competitors: wide reach, quality, resources, and a commitment to diversity.

Freshwater Fish's reach stretches across borders and applications – and its reputation has grown because of this. Freshwater is the world's largest and most consistent supplier of sustainably wild-caught pickerel/walleye, lake whitefish, mullet and northern pike products.

Fishers supply fish of top quality. Strict processes, careful handling, icing and production standards ensure all products meet with regulatory compliance and consistently maintain high quality all the way to the customer.

All Freshwater Fish products are produced from fish wild-caught in the clean, pristine lakes of northern and western Canada – lakes monitored for water quality and the sustainability of their fish stocks. Freshwater Fish has been the No. 1 brand of wild-caught, freshwater fish for nearly four decades because our customers love the taste and texture of our northern Canadian fish.

We celebrate diversity among fishers, agents, employees, customers and end users and proudly support the many remote communities where Freshwater Fish operates.



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