

# A Consumer's Guide for Wisconsin Farm-Raised Fish



**Developed and compiled by:**

**Wisconsin Aquaculture Association**

**UW Stevens Point – Northern Aquaculture Demonstration  
Facility**

**UW-Extension Aquaculture Outreach**

**And the**

**Wisconsin Department of Agriculture, Trade and  
Consumer Protection**

**Something Special  
from  
Wisconsin**

The Consumer's Guide for Wisconsin Farm-Raised Fish is an overview of Wisconsin's Aquaculture Industry providing the public with resources so they can make informed choices and answer questions on why they should buy healthy, locally grown fish. The guide references existing articles, websites or studies that provide detailed information on nutritional benefits and safety issues for consumers, along with how to purchase fish for food, fish for stocking into lakes and live bait for fishing.

The impetus of the consumer's guide stems from discussions held through the Wisconsin Aquaculture Association (WAA) and the Wisconsin Aquaculture Industry Advisory Council (WAIAC); the provision of best management practices for Wisconsin aquaculture; other similar consumer guides and a desire by the industry to be proactive, explaining to the public who they are and what the industry does. Wisconsin practices environmentally sustainable aquaculture.

Although the guide helps promote Wisconsin Aquaculture in a positive light, the real intention is to help consumer's and fish farmers form a dialogue and compile useful information that helps address consumer or media questions. Ultimately, it is our hope that the guide will help foster a greater consumer-farmer connection building trust and confidence.

If there are additional topics or resources you would like included in this guide, please forward those to a member of the Wisconsin Aquaculture Association Board; their information can be found at [http://wisconsinaquaculture.com/Contact\\_Us.cfm](http://wisconsinaquaculture.com/Contact_Us.cfm).

### **Reviewers:**

*Peter Fritsch*, Rushing Waters Fisheries, Inc.

*David C. Gollon*, Gollon Bait & Fish Farm

*Dan Gruendemann*, Northside Enterprises

*Mike Kelm*, Quiet Springs Fish Farm

*Jeff Taylor*, Star Prairie Trout Farm

*William West*, Blue Iris Fish Farm

Members and Ex-Officio Members of the Wisconsin Aquaculture Industry Advisory Council (WAIAC)

Attendees of the 2011 Wisconsin Aquaculture Association Conference

### **Authors:**

*Mike Bandli*, Wisconsin Department of Agriculture, Trade and Consumer Protection

*Ron Johnson*, UW-Stevens Point, Northern Aquaculture Demonstration Facility

*Sarah Kaatz*, UW-Stevens Point, Northern Aquaculture Demonstration Facility

## **Table of Contents**

- I. What is Wisconsin Aquaculture?**
- II. Aquaculture Best Management Practices and Wisconsin Regulations: How are fish raised in Wisconsin?**
- III. Nutritional/Health Benefits of Eating Wisconsin Farm-raised Fish**
- IV. The Safety of Wisconsin, Farm Raised Fish**
- V. Benefits of Local Fish – Why Wisconsin Fish?**
- VI. How to Purchase [Farm-raised] Fish for Food**
- VII. How to Purchase Fish for Bait**
- VIII. How to Purchase Game Fish for Stocking**
- IX. Aquatic Nuisance Species (ANS)**