

**M**aking the purchase, preserving the tradition. Prior to European contact, Ojibwe tribal fishermen used large birchbark canoes and gill nets constructed from twisted and knotted strands of willow bark to harvest fish from Lake Superior.

As Europeans entered the Great Lakes region, the Ojibwe used fish to trade with French and English outposts. Fish soon became one of the mainstays in the diets of the early fur traders. Some of the earliest visitors enjoying *Lake Superior* whitefish, lake trout, and lake herring included: Etienne Brule (1620), Pierre-Esprit Radisson and Médard Groseilliers (1654), Fr. Claude Allouez (1665), and Sieur DuLuth (1679).



In 1834 the American Fur Company began a fish processing enterprise at La Pointe (Madeline Island) and shipped four to five thousand barrels of fish that year on the *John Jacob Astor*, a 111 ton schooner, and other sailing vessels.

In the late 1800's and early 1900's *Lake Superior's* commercial fishery experienced rapid growth with the arrival of new immigrants and railroads. In 1885, the Alfred Booth Packing Company expanded into Bayfield (Wisconsin) and employed several hundred men to catch 2.5 million pounds of fish from the waters of the Apostle Islands.

While much has changed over the years, you can still enjoy *Lake Superior* fish products at area restaurants, retail outlets, or locations where fishermen dock their fishing tugs. Also consider a Lake Superior fish fry or fish boil at your next community festival.



For more information, recipes, purchase locations, and fish fry/boils see our web site at [www.lakesuperiorwhitefish.com](http://www.lakesuperiorwhitefish.com).  
**Produced with funding from the Administration for Native Americans**



**Fresh from  
the big lake to  
your plate**

**Lake Superior**



**Whitefish,  
Lake Trout,  
and Lake Herring**

## **G**ichigami (Lake Superior) is the greatest of the Great Lakes.

Lake Superior is so large it could hold the water from all the other Great Lakes, along with three more Lake Eries. If you demand the finest fish, rely on the greatest lake and the bravest fishermen.



Lake Superior's cold clear waters supply fish to area fish shops which specialize in fresh boneless filets, "fresh" frozen vacuum packaged fish, hand smoked delicacies, gourmet smoked fish spreads, and fish pickled using great-grandmama's recipe.



## **H**eat healthy fish that is laboratory tested to ensure your family's safety.

### **Omega 3 oils in Lake Superior Fish**

- *"The primary benefit of N-3 fish oil is the reduction of platelet activity (blood clotting) and plaque formation which in turn can prevent heart attacks."*
- *"Many Lake Superior fish species (i.e. lake trout, whitefish, herring, and chubs) provide significant sources of N-3 fish oil."*
- *"The omega-3 content of Lake Superior fish are higher than chinook salmon, which is one of the best saltwater sources of omega 3."*

**Fish Oil and Your Health and Omega-3 Fatty Acid Content of Lake Superior Fish, Dr. Paul B. Addis**

### **Fish Contaminants**

*Lake Superior* whitefish, lake trout, and lake herring have undergone rigorous laboratory testing to ensure these fish meet FDA chemical contaminant safety standards.

Unfortunately, this is not the case with much of the fish eaten by Midwesterners. A recent Chicago Tribune article noted:

- *"The FDA has tested only four walleye samples since 1978, 14 fewer than the Tribune."*

- *"The Newspaper found that walleye averaged 0.51 parts of mercury per million parts of fish tissue..... Four of the walleye samples [22%] were even above the much weaker U.S. limit of 1 part per million [ppm]"*.

- ***"The amount the Tribune found in walleye, which was imported from Canada, is above the limit at which the Canadian officials can ban the fish from sale within that country's borders."***

**Toxic risk on your plate, Chicago Tribune, December 11, 2005** Sam Roe and Michael Hawthorne  
[www.chicagotribune.com/news/specials](http://www.chicagotribune.com/news/specials)

**No Lake Superior whitefish, lake trout, or lake herring exceed the 1 part per million FDA mercury limit.**

**Sustainable and scientifically managed:**  
Today's *Lake Superior* commercial fishery is strictly regulated and scientifically managed by tribal, state, federal, and Canadian governments. These governments employ professional fisheries biologists to conduct biological assessments and monitor commercial harvests to protect fish stocks. These efforts guarantee your business a long term supply of high quality fish.

**Contact Information:**  
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