

Wisconsin Fish and ...

The Beatles



Sharon Moen
Food-fish Outreach Coordinator
Wisconsin Sea Grant
May 7, 2024



EAT WISCONSIN FISH

ME

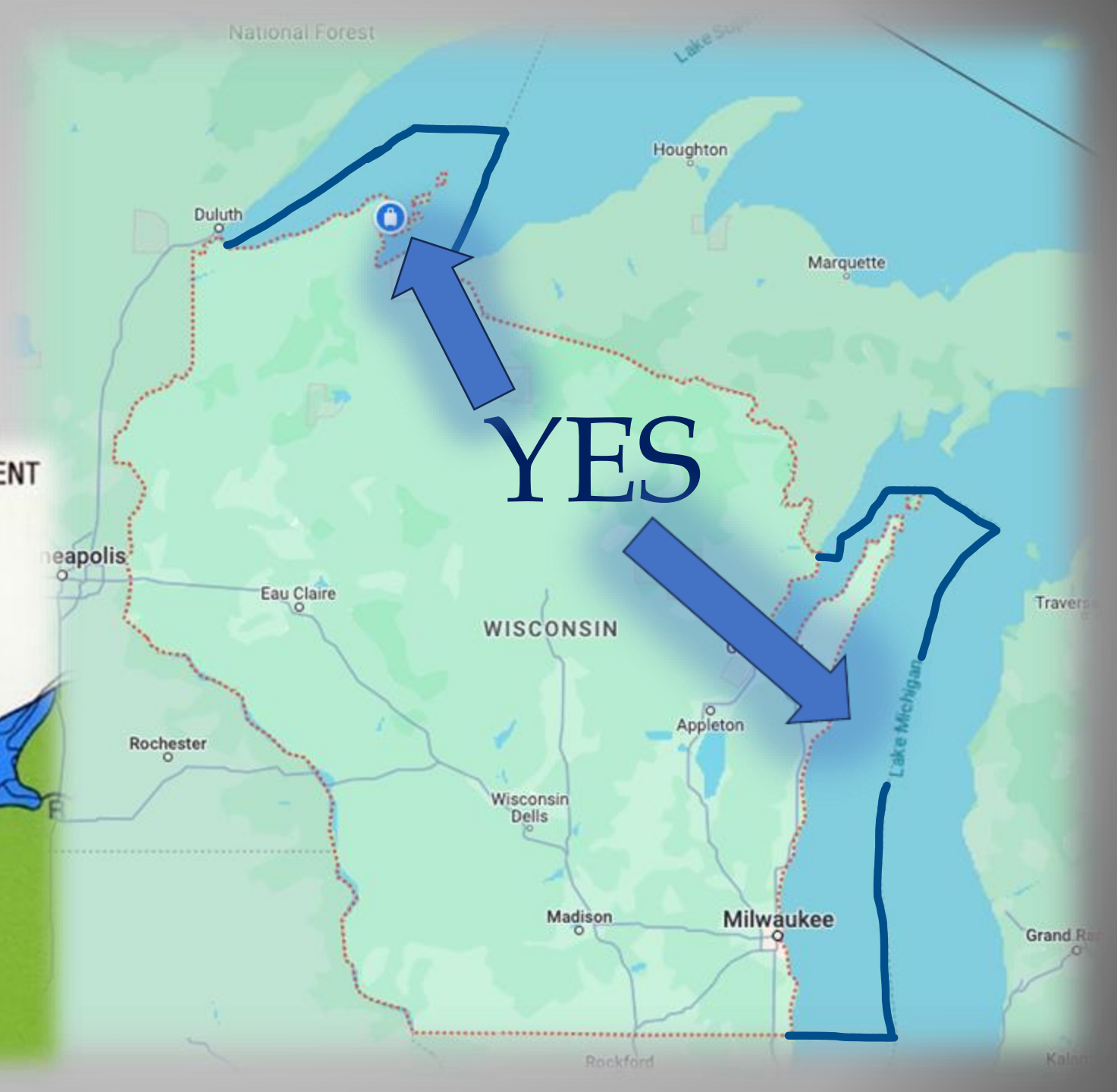


Here, There, and Everywhere ...



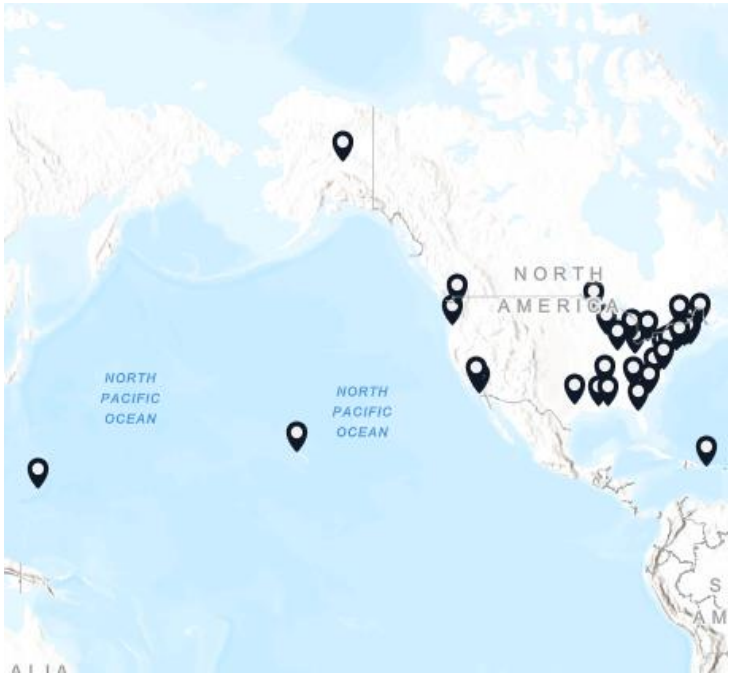
Seas in Wisconsin?

11,000 YEARS BEFORE PRESENT



What is Sea Grant?

National Oceanic &
Atmospheric Admin.
+
34 university programs
=
A NETWORK



Wisconsin Sea Grant

Mission

Support and enhance the sustainable use, conservation and health of Great Lakes resources and the well-being of Great Lakes communities through research, education and outreach.

The Point of this Presentation

Wisconsin Sea Grant
helps solve food-fish challenges

(and the Beatles are timeless)

Transcribed by
www.JerysGuitarBar.com

We Can Work It Out

The Beatles

A Verse

♩ = 105

D Dsus4 C D

Gtr I Try to see it my way Do I have to keep on talking till I can't go on

T
A
B

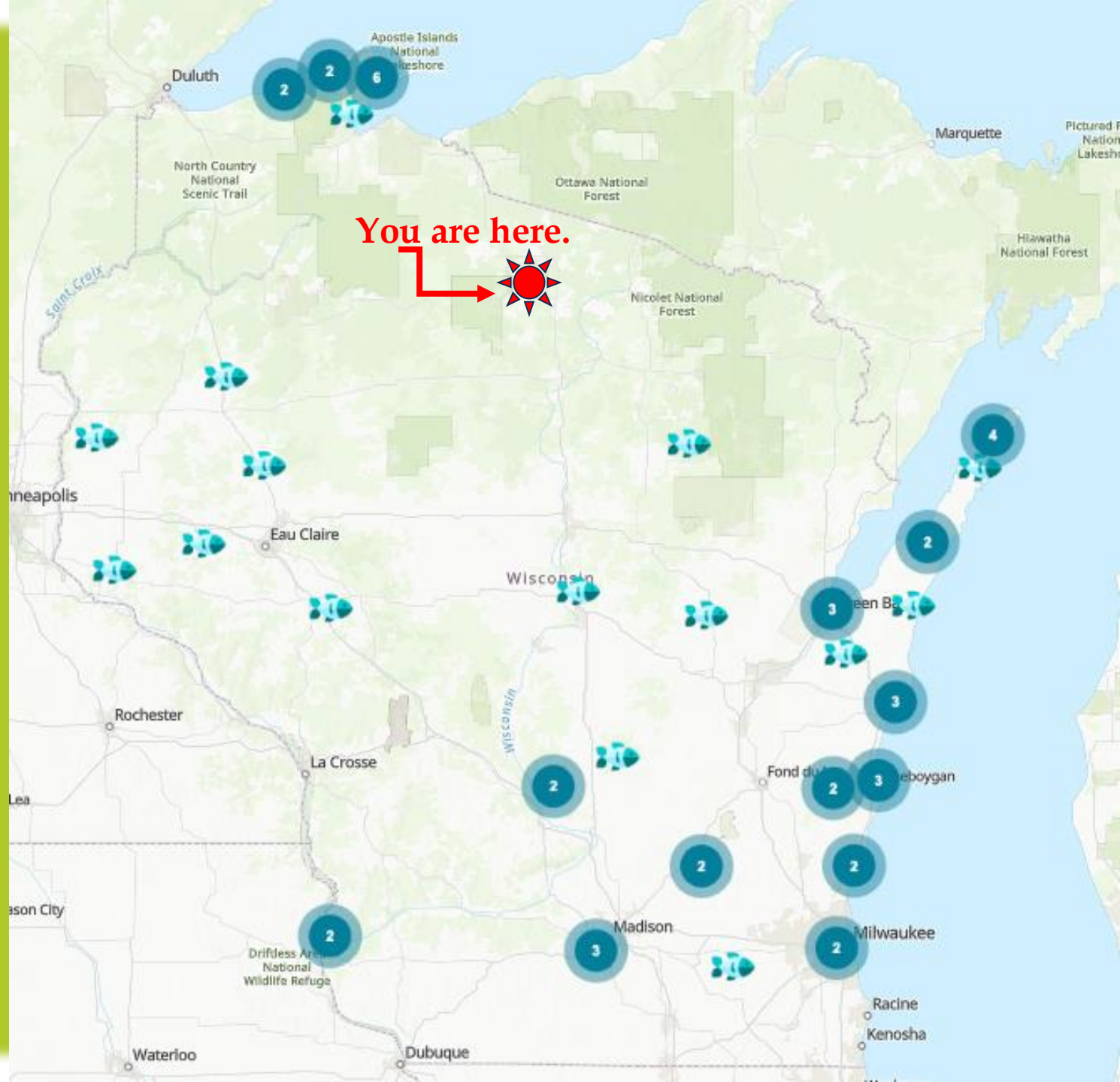
H H



Fish Map #1

- commercial fisheries
- food-fish farms
- fish markets
- places to learn more about fish production

EatWisconsinFish.org





NEEDS

- #1 - Physical help now (workforce challenges)
- #2 - Permits, fees, management and regulations
- #3 - The public's perception of my products

EAT WISCONSIN




GOAL

Work with commercial food-fish producers and consumers to improve awareness and support for locally produced seafood.



HOW

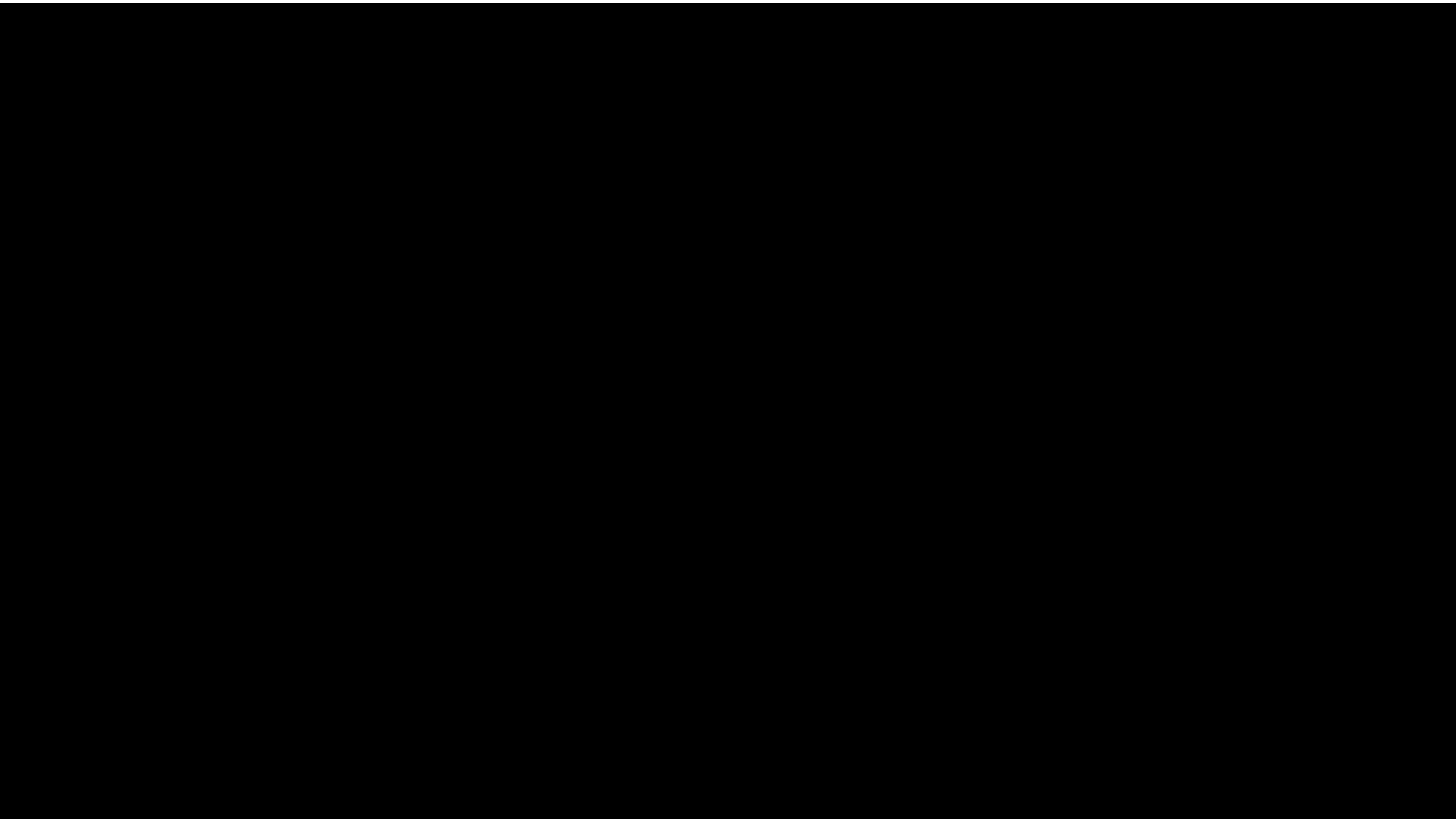
- EatWisconsinFish.org
- Outreach Events
- Social Media
- Producer Profiles
- The Fish Dish podcast
- Mass Media
- Needs Assessment

A group of about seven people are standing on a dirt bank next to a large blue pond. In the background, there is a white car and a large metal tank. To the right, there is a wooden structure with a green roof. The scene is outdoors with trees and a cloudy sky.

Since 2017 Wis. lost
nearly 10% of farms
30% of dairies

2022 data from the USDA

Yellow Perch



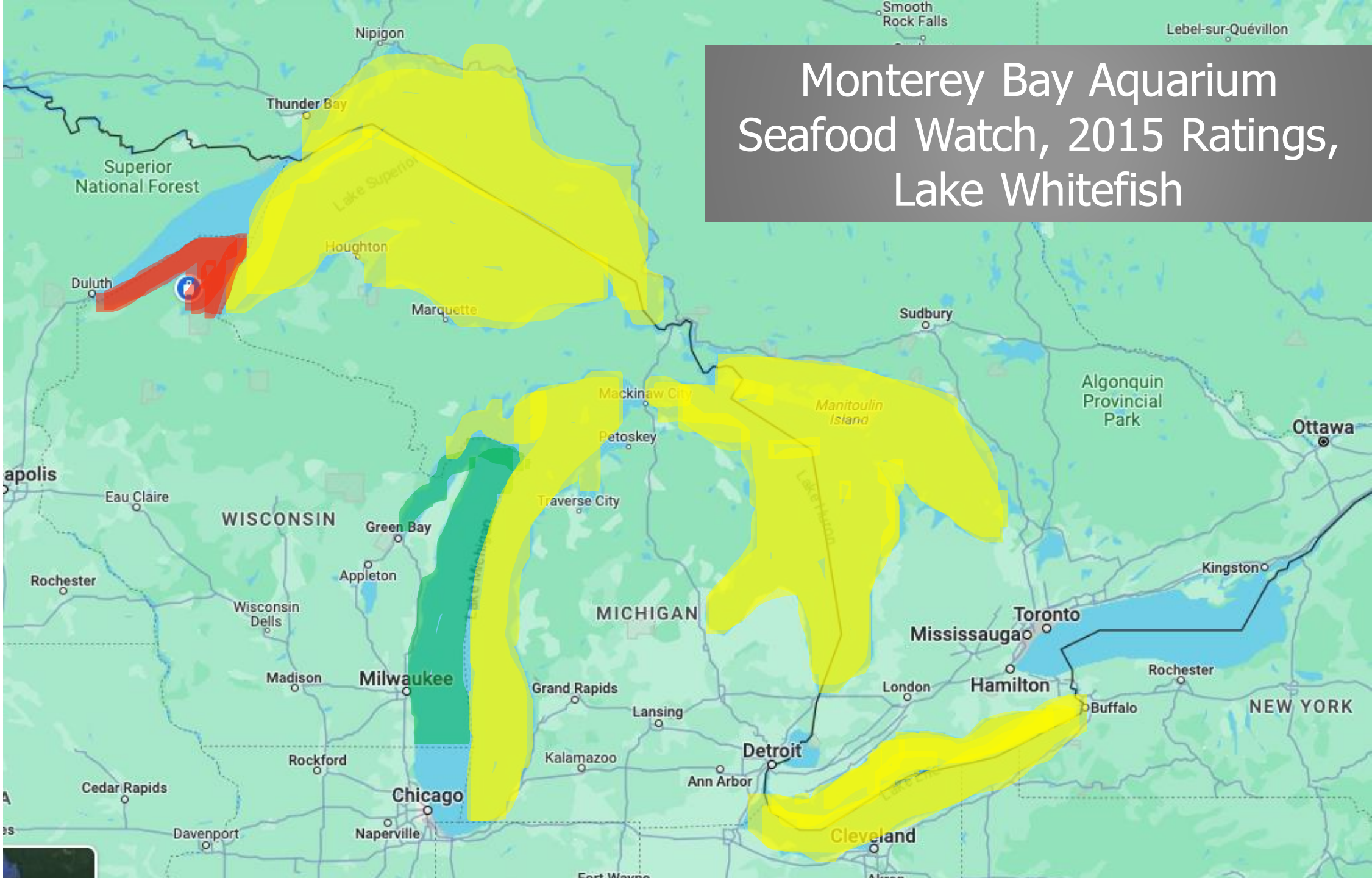
Is Wisconsin's commercial fishery sustainable?



YES IT IS

Yeah, yeah, yeah

Monterey Bay Aquarium Seafood Watch, 2015 Ratings, Lake Whitefish





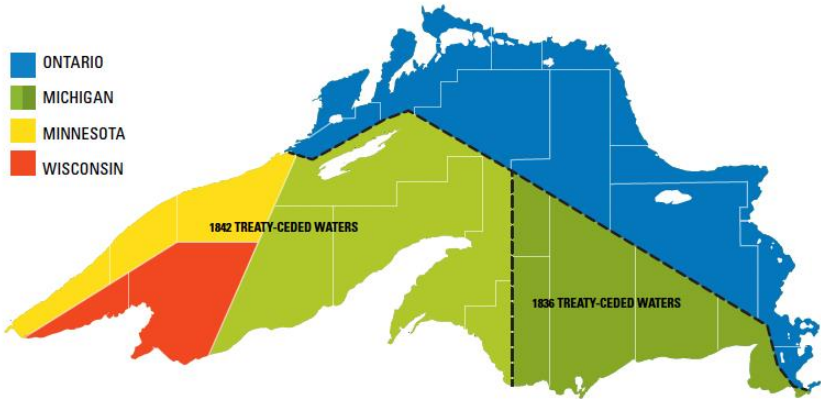
Monterey Bay Aquarium
Seafood Watch, April 2024
PROPOSED NEW Ratings,
Lake Whitefish



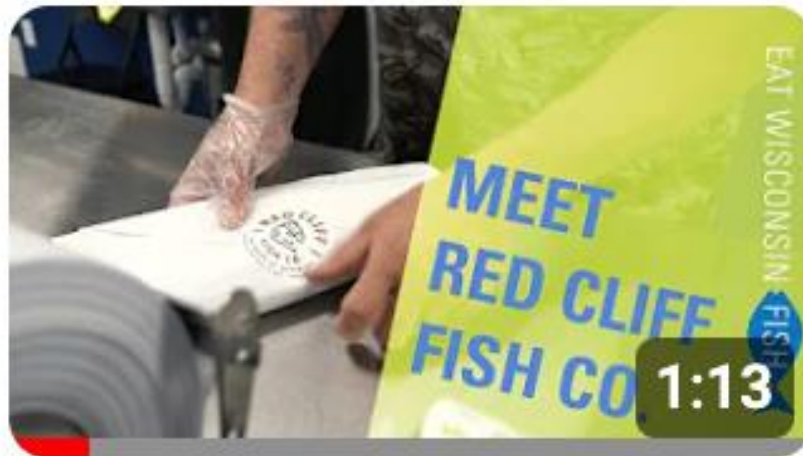
Overview: Lake Superior Commercial Fisheries

LAKE WHITEFISH | CISCO | LAKE TROUT

The goal this overview is to help staff at fisheries-rating and ranking organizations, government agencies and businesses draw conclusions about Lake Superior's cooperative fisheries management and the sustainability of the lake's commercial lake whitefish, cisco and lake trout fisheries. The overview includes links to related fisheries management agencies, plans and data.



Map of Lake Superior fisheries management units. Note: The State of Michigan has separate units for managing lake whitefish and lake trout. The Michigan units shown here are for lake whitefish.



Sharon Moen, Wisconsin Sea Grant

ROMFISKE I NORDAMERIKAS STORA SJÖAR

Löjrom och sikrom

Skördas oktober till december



Cisco (amerikansk siklöja, *Coregonus artedii*)

Siklöjeägg (rom) används för att producera löjrom. Siklöja tas upp med finmaskigt nät nära ytan i Lake Superiors kalla vatten.



Lake whitefish (kanadasik, *Coregonus clupeaformis*)

Sikäg (rom) används för att producera sikrom. Kanadasik fångas främst med ryssja i de kalla vattnen i Lake Superior, Lake Michigan och Lake Huron. De fiskas i mindre omfattning med stormmaskigt nät nära botten.



Gratitude

The Beatles



All I've Got To Do

Workforce development

Tours and listening sessions

Continued communication and engagement

100% Great Lakes Fish Initiative



Sharon

COURTESY SHARON MOEN; FISH GRAPHICS; COURTESY NC

Angling for Fish Fans

ACKNOWLEDGEMENTS

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(NA21OAR4170337; NA22OAR4170085)

The food-fish farmers of Wisconsin

The commercial fishers of Wisconsin

Fish consumers of Wisconsin

Chef Oliver Hunt, Hidden Kitchen MKE

Great Lakes Sea Grant colleagues

Wisconsin Sea Grant colleagues:

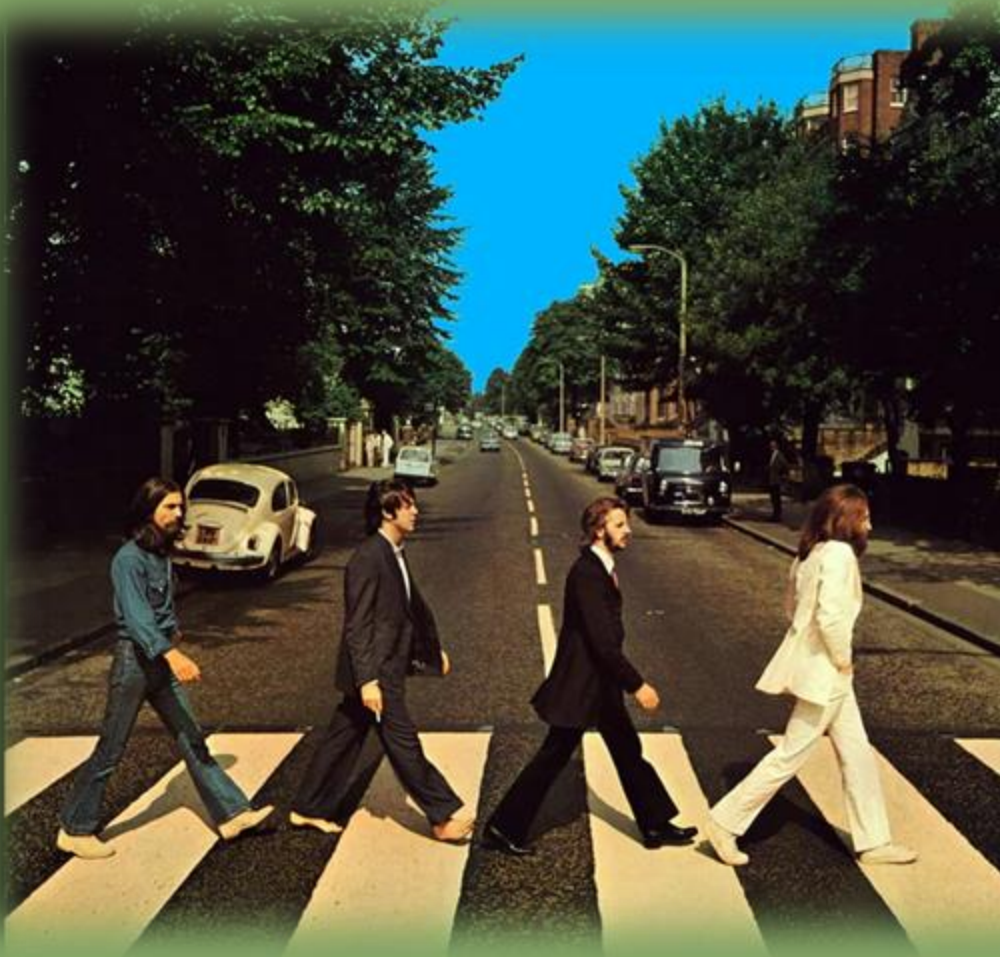
- *Emma Hauser, aquaculture educator*
- *Dr. Dong-Fang Deng, aquaculture specialist*
- *Dr. Titus Seilheimer, fisheries specialist*
- *Bonnie Willison, videographer*
- *Marie Zhuikov, Fish Dish co-host*
- *Jenna Mertz, science writer*
- *Jennifer Smith, science writer*
- *Sarah Congdon, graphic designer*
- *Yael Gen, graphic designer*

Wisconsin Sea Grant Summer Outreach Scholars:

- *Hunter Goldman, 2021*
- *Emma Kraco, 2022*
- *Jojo Hunt, 2023*
- *Crow Idnani, 2023*



Come together, right now over fish!



The cover of Abbey Road

