

CANADA'S PREMIUM CATCH OF FRESHWATER FISH COMES FROM THE MORE THAN 400 LAKES AND 5 MILLION SQUARE KILOMETRES OF

# FRESHWATER COUNTRY

## ANCIENT LAKES ULTRAMODERN FACILITIES

Ten thousand years ago, the end of the ice age signaled the birth of Freshwater Country. Today, these great northern lakes — ancient and unspoiled — yield a harvest of firm, flavourful, freshwater fish.

## THE CYCLE OF THE SEASONS

Continuously renewed by the cycle of the seasons, the lakes of Freshwater Country are pristine and pure. Spring, summer, fall or winter, there is always a species in season and at the peak of quality.

- Pickerel/Walleye
- Whitefish
- Lake Trout
- Sauger
- Goldeye
- Northern Pike
- Mullet
- Carp
- Inconnu

The Corporation's ultramodern, central processing plant rates as one of the most up-to-date and cost-effective fish processing facilities in the world and sets an unequaled standard for cleanliness and innovation.



- FFMC's stringent Quality Management Program ensures fish products which are safe and naturally pure.
  - Four-season operation guarantees a consistent, year-round supply.
  - Federally Inspected for 25 years.
  - Kosher inspection available.
  - Multi-lingual packaging.
  - Packaging is recyclable and biodegradable.
  - FFMC packs "net weight" plus glaze.
- You never pay fish prices for ice.

Freshwater Fish Marketing Corporation  
Winnipeg, Manitoba, Canada  
Phone: (204) 983-6600  
Fax: (204) 983-6497

