

MOTOR CITY SEAFOOD CO. LAKE SUPERIOR WHITEFISH

- SLIGHTLY SWEET, LIGHT FLAVOR
- FIRM TEXTURE, FINE FLAKE
- MOIST, SUCCULENT FLESH
- HIGH QUALITY PROTEIN

Motor City Seafood Company is proud to partner with VanLandshoot & Sons in supplying Lake Superior Whitefish to its customers.

For 100 years, the enchanting town of Munising nestled on the Lake Superior shores in Michigan's Upper Peninsula has been the home to the VanLandschoot family fish market. Founded by Philip VanLandschoot in 1914, VanLandschoot & Sons Fish Market (VSI) stands as a testament to their enduring family tradition, now proudly in its 5th generation.

In an era where over 1,800 fisheries once thrived, VSI remains one of the precious 13 establishments spanning all five Great Lakes. As one of the oldest commercial fisheries and with only three licensed state fishermen remaining on Lake Superior, VSI continues to flourish.

Lake Superior, the largest freshwater lake in the world, nurtures an abundance of omega-3-rich fish due to its cold and deep nature. Sustainability is at the heart of Vanlandshoot's fishery, with strict regulations and management by Tribal, state, federal, and Canadian authorities.





LOCATIONMICHIGAN, USA

AVAILABILITY

MAY - OCTOBER

SOURCEDWILD- DOMESTIC

SUSTAINABILITY

NO HORMONES NO PREVENTATIVE ANTIBIOTICS INNOVATIVE NET CAPTURE CUSTOMIZED PRODUCT LABEL













Photos courtesy of Vanlandschoot & Sons