

# FORTUNE FISH COMPANY

THE SEAFOOD SPECIALISTS 

## WISCONSIN IVORY CHAR FARMED



### DESCRIPTION:

Wisconsin Ivory Char comes to Fortune from AquaTerra Farms, a family owned business in Wisconsin. In the 1980's the Pigott brothers made their name in the plastic pallet business using recycled materials. They sold their business and continued with their forward thinking practises to build a state of the art fish farm in Bristol, Wisconsin.

Wisconsin Ivory Char is as silver-skinned fish, almost white on the sides with a light brownish hue on its dorsum from head to tail. The fish are grown to 2-3 lbs before they are harvested.

### EATING QUALITIES:

Wisconsin Ivory Char have a natural taste, rich with a flavor profile somewhere between trout and salmon with a fat content close to that of sockeye salmon. The texture is moderately firm but fine. The flesh does not have a pinkish red color like other farmed char, it is lighter. The flesh color is determined by the fishes diet. Wisconsin Ivory Char are fed the highest quality, FDA approved, high protein diet specifically designed for arctic char, and free of all dyes.

### FARMING METHODS:

Wisconsin Ivory Char are farmed in a closed, well fed, recirculating system. The system is bio-secure, which allows for their fish to be free of disease, heavy metals, and chemicals. There are no antibiotics or fungicides used in raising these fish. The farm is being constructed in Bristol, Wisconsin and soon they will incorporate a hydroponic garden using the waste water from the farm. Currently the fish are being hatched and raised in Bayfield, Wisconsin at a demonstration facility the farm in Bristol is being modeled after.

### NUTRITIONAL INFORMATION

Per 3.5 ounce portion

Calories	154
Total Fat	7.9 g
Protein	20 g
Sodium	51 mg
Cholesterol	30.6 mg
Omega-3	1 g

### COOKING METHODS

Bake  
Broil  
Fry  
Grill  
Sauté  
Smoke

### HANDLING

Whole fish should be packed in flaked ice. Whole fish and fillets should be stored in a drain pan in the coldest part of the walk-in. Fillets should also be covered in ice although with a barrier, so the ice never touches the flesh.

### FORTUNE FISH COMPANY

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