

Mike Lucas

I come as a 3rd generation of fishing family. My grandfather was a fisherman as was my father and my uncle. I started fishing on a commercial boat in the summer months at 10 years of age. Once the sea gets into your blood you are hooked in this business. As soon as I graduated I joined on to help found and build Lucas Wharf in Bodega Bay which to this day is an extremely successful business as a restaurant and gourmet seafood shop. When I left the family and ventured off onto my own my first endeavor it was with sea urchins. I became an urchin broker establishing ties with the divers and quickly became the largest most successful broker on the coast representing boats from the Channel Islands to Fort Bragg, CA. That business led to a several year stint in processing sea urchins for export to Japan. I ran and developed that company into the largest urchin company of its day before getting bored and moving on back toward multiple species and the fish I have passion for. In 1993 I founded North Coast Fisheries and have run it from day 1 to this current day 23 years later. We service the finest accounts available such as Whole Foods, Nugget Markets, Andronicos, New Leaf, Costco and others. We make our bones on being boat direct, we procure from fishers up and down the coast and process to desired forms and deliver; fresher and faster than others, simple but effective. I have served on small independent board of directors for a few companies, I have sat on DSAC and California Salmon council until I termed out.