



**CENTURY TERM**—Mike Wick's family has been in the fishing industry for more than one hundred years.  
*Tyler Garnham photo*

# Green perspective

## Raincoast Trading focuses on philosophy of sustainable seafood

**A**fter more than a century of working in the fishing industry, Mike Wick's family-run Raincoast Trading in Delta has never forgotten about keeping perspective.

Like everyone in his fourth generation fishing family, Wick worked his way up from sweeping net lofts as a child to working on fishing boats during summers as a teenager. But his father, Larry, would not let him work on the boats full-time until he completed his post-secondary education and obtained work experience outside the family business.

"That was kinda hard," Wick says via long distance from an industry meeting in Toronto

last week where the company announced it was receiving Ocean Wise approval, meaning it's the best choice for sustainable seafood in the grocer's aisle. "That's because fishing in those days was pretty easy money."

After university, Wick worked as a loans officer for Royal Bank before returning to the company where he has been operating Raincoast for the past 15 years.

"I give all the credit to my parents for making us go to school, because I don't think my brother, Chris, and I would be doing what we're doing today if we had been dependent solely on the fishing side of things."

Although the family is still heavily invested in fishing vessels and quotas, Wick's focus today is less

on fishing and more on processing and end-marketing to bring the finished products to the market.

Steering him to that side of the industry was something Wick's friends complimented him on—how delicious his fish was when eating salmon or tuna at his house.

They encouraged him to make the fish available at a retail level because it tasted so good. Previously, Raincoast Trading focused solely on the export of high-quality salmon and albacore to Japan.

"A lot of our quality fish at the time was being exported so why not sell some of the best quality fish here at home in Canada?" he said. "So we did that."

—with files from Philip Raphael