

Loki Fish Company

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SEATTLE-BASED LOKI FISH CELEBRATES 30 YEARS Family-run salmon fishing business navigates rough economic waters

One of the first companies in the Northwest to fish sustainably, Loki Fish Company has endured and even expanded in this challenging market. “People still want great salmon, and we have a range of high-quality fish for every budget,” says co-owner and fisherman, Peter Knutson.

30 years ago this month, Pete took his pregnant wife Hing Ng out on their newly purchased boat, the Loki. While Hing threw up, Pete caught two salmon – one they ate, and the other became Loki Fish’s first sale.

Today, the couple’s two sons are also in the business. Jonah (the one along for the ride 30 years ago) fishes each summer in Alaska and the Puget Sound on the F/V Loki, while Pete fishes the F/V Njord. Younger son Dylan manages the company’s marketing and distribution, Hing runs the office, and Jonah’s fiancée Jenn creates Loki’s eye-catching signs.

The company has stayed competitive due to the growing demand for health-promoting salmon, as well as the commitment Pete and Jonah have to sustainable fishing. “We treat each fish we catch respectfully,” says Jonah. Loki has also benefited from the ‘eat local’ trend – something the family has supported for years. “It just makes good economic sense, and we never really wanted to compete with the mass processors anyway. We’re not ‘dump truck’ fisherman – we harvest for quality,” says Pete, whose stint many years ago at a commercial fishery taught him what *not* to do.

Although Loki primarily sells through farmers markets and to stores and restaurants in the Seattle area, the company has also recently expanded its market to the Internet. “Having our sons in the business has brought in a youthful energy, not to mention their comfort with technology, and that also helps us stay competitive,” says Hing.

Says Dylan, “Jonah and I have grown up with this business and we’re planning on keeping it going for a long time. Maybe we’ll even pass Loki on to our kids.”

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If you’d like more information or to schedule an interview with any member of the family, please contact us at the numbers/email above. Thanks!