

Rick Mayer

Rick Mayer graduated with a Masters in Food and Resource Economics from the University of Florida after getting his BS in Animal Science and doing Masters level research in Animal Reproductive Physiology; (also at University of Fla.).

His first job was “Product Manager” with Swift (the Meatpacker) in Marshalltown, Ia where Swift had a hog slaughter plant killing about 5,000 head of hogs per day. Over the next 8 years Rick was moved 6 times; (first to the Swift Corporate Office, back out to manager slaughter plants, and finally back to the Corporate Office in a national Sales and Marketing position). Swift was sold to Con Agra and Rick was offered a position at the new Corporate location in Greeley Colorado but decided to “jump ship” from Swift. Instead he joined a trading company in Dallas, which owned a pet food company. Part of what Rick did at that trading company was visit seafood and fish processing companies coast to coast buying fish and seafood products and by-products for use in pet food manufacturing.

Rick’s work buying pet food fish and fish by-products in the mid-1980’s got him involved with “California Wetfish”; (Sardines, Mackerel, California Loligo “Market Squid”, Anchovies, Tuna and Bonito). During one of his pet food raw material buying trips to California Rick met two fishermen brothers, (Pete and Neil Guglielmo), who were starting a fish processing facility in Ventura, California. A long-term partnership between the Guglielmo’s and Rick was formed. Rick left the Dallas trading company and joined Marcus Food Co with the promise from the owner of Marcus (Howard Marcus) that he would provide financing for Rick to create a Marcus Food Co Fisheries Div which would be founded to finance the purchase of a seiner for the Guglielmos, and, start a fish packing facility with them in Commerce, Ca. (So Cal Seafood). That partnership between the Guglielmos/So Cal Seafood and Marcus Food Co Fisheries Div has continued and grown. The So Cal Seafood plant is now located in Watsonville, Ca. and produces top quality California “Wetfish” products for domestic and export markets under the Marcus Food Co Fisheries Div brand name “Captain’s Catch”. So Cal Seafood has continued to grow their capabilities to catch, unload, pack, and blast freeze California Wetfish products, and Marcus Food Co Fisheries Division has continued to market the Captain’s Catch branded California Wetfish branded products, (produced by So Cal Seafood), around the world.