

Mike Warner - A Passion for Seafood Ltd is a leading UK seafood and fisheries consultant, connecting producer (fishermen) to the consumer 'net to plate,' via storytelling. Mike believes in reporting direct from the 'coal face' of the industry with integrity, authenticity and accuracy to emphasise best practice, environmental responsibility, high welfare, sustainability and traceability.

Mike writes magazine articles, web and social media copy, gives podcasts and broadcasts and makes video content, which help relay the story of UK seafood production in a consumer-friendly way, with aims to demystify wild catch and aquaculture practices. Mike has written features for Country Life magazine, Fishing News and many other platforms as well as his blog. Mike is a contributing member of the Guild of Food Writers and has been shortlisted three times in their annual awards.

Mike's knowledge of and expertise in, the UK fishing industry and seafood sectors has made him a popular and reliable source of information for food organisations, NGO's, the mainstream media and educational bodies who wish to learn more about the realities of seafood production.

In his time as a consultant, Mike has worked and continues to work closely with Seafish, The Shellfish Association of Great Britain, The National Lobster Hatchery (of which he is a Patron), The Worshipful Company of Fishmongers and Seafood Scotland. He is also Chairman of the Shellfish Association of Great Britain.

Mike is UK Seafood and Fisheries Ambassador for Wright Brothers London and is an ambassador for Love British Food.

He is also a Trustee of the fishermen's charity Fishing into the Future

In 2019, Mike introduced a new category for the National Fish and Chip Awards, which highlighted best use of seasonal British seafood.

As 80% of the UK's catch is exported and vitally the same percentage of its consumption imported, Mike continually strives to promote and spotlight, sustainably caught and seasonal British fish and shellfish, enthusing, educating and arming consumers with the right information in order to make better-informed decisions when purchasing seafood.

Mike's dedication to the promotion and championing of British seafood, has led him to become recognised as one of the leading authorities on its production in the UK. He believes fervently, that as an island nation, surrounded by some of the most productive seas in the Northern Hemisphere, we should have far more of a connection to our coasts and their communities.

*'Sustainability doesn't just refer to fish stocks, but to the long term viability of our fishing communities and their harmony and balance with the environment within which they work.'*