



Established in 1975, Fisherman's Marine Supply began as a commercial fishing supply store. While Fisherman's catered to the commercial fisherman, it quickly became known for its higher end and specialized tackle, equipment, and marine supplies for the local sport fisherman. As the State's fisheries became unable to sustain the commercial fishing industry by the late seventies and early eighties, Fisherman's made a business decision to change from a commercial fishing store to a sporting goods retailer that catered to the NW Sport Fisherman.

Armed with the knowledge of the commercial fishing industry and a love of sport fishing, the founders of Fisherman's were able to stock a store with specialty merchandise that catered to NW Sport Fisherman. By introducing and/or modifying tackle and equipment primarily used for commercial fishing to fit the needs of the sport fisherman. Fisherman's was one of the first stores to stock terminal tackle and equipment for sturgeon. Fisherman's also helped local tackle designers, like Craig Hanson the designer of "The Original Alvin Wobbler", market their products.

As the sport fisheries of Salmon, Steelhead, and Sturgeon continued to do well, Fisherman's grew. By the late eighties Fisherman's had expanded its location on Columbia Blvd. twice. They had also expanded the tackle department to include equipment for other sport fisheries such as Trout, Bass, and Walleye. They also added rain gear, began changing their product mix for the marine department, and were looking at other products and areas to expand.

By the mid nineties Fisherman's had grown to two store locations, one in Oregon City and the second in Portland at Delta Park. Fisherman's also changed the store name to Fisherman's Marine & Outdoor. The new name better described the evolving of Fisherman's from a commercial fishing store to a specialty outdoor sporting goods store. Along with the name change came product diversification including new fishing and boating products, but also camping, outerwear, and footwear that complimented the sporting activities it had always supplied gear for.

During the late nineties a decline in the sport fisheries resulted in setbacks at Fisherman's. Concerns regarding the future of the sport fisheries lead Fisherman's management to add a Hunting department in 1999. This addition created the Northwest's only true full service sporting goods store devoted to the NW sportsman.

Fisherman's Marine & Outdoor is a homegrown family owned and operated business that has supported the state of Oregon and its fisheries. Through employment, political involvement, aiding other local companies, such as Craig Hanson, start and expand their business. Fisherman's Marine & Outdoor has been a valuable contributor to the state of Oregon and sportsmen of the Northwest. Fisherman's Marine and Outdoor looks forward to their own continued growth and the future of outdoor sports in the NW.

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