

Press Release

#Fish24 14/5/26 5am - 5am

In collaboration with Fishing News

<https://www.fish24.org.uk>

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Jump onboard and support our British fishermen and women during the second 24 hour social media celebration of the UK's fishing and seafood industry using the hashtag #Fish24 For 24 hours, social media across many platforms including; Instagram, Facebook, Twitter, TikTok, and LinkedIn will be awash with unique, entertaining and informed stories within the UK's fishing and seafood sector.

We are after all an island nation. With over 19,000 miles of bountiful coastline, 11 thousand fishermen, and around 950 independent fish shops, market traders and fishmongers, the British fishing industry brings in over a value of £1Billion to the UK economy.

UK fishing individuals and businesses work hard all year round to ensure that the seafood on our plates is environmentally, ethically and economically sustainable. This is now an opportunity for us all to come together, to give thanks, and to find out how so many different people help put British fish and seafood onto our tables.

Fish and seafood enjoys many benefits to our health, culture and economy:

Seafood is high in protein, vitamins, minerals, and is rich in omega-3 fats

There are plenty of low carbon footprint seafood options

Both wild capture and farmed fish can be highly sustainable and regenerative

Buying responsibly sourced seafood in the UK is easy

The UK is leading the way on the welfare of workers within the fishing industry

This is a May Day call to all fishermen, wholesalers, fishmongers, boat builders, consumers, Chefs, hospitality, companies, organisations, independent businesses, food writers, journalists, influencers, sustainability champions, researchers, students and many more! Help nourish our important and beautiful fishing history and heritage, but above all preserve the industry for future generations to enjoy. When

we talk about sustainable fishing, we're talking about sustainable fishing communities too!

On Thursday 14th May 2026 5am-5am you could be cooking up a fishy dish, going to the seaside, buying from your local fishmonger... you could be a Chef starting or finishing service, a food photographer, a volunteer with the RNLI, you could be enjoying a seafood starter at your favourite restaurant... you could be a teacher showing how to prep a sea bass, a fisherman going out to sea, a fishmonger setting up for the day, an auctioneer at a fish market, you could be sharing your favourite seafood recipe, you could be going to your local shop... this is YOUR day! Post YOUR story and YOUR photos and tell us why YOUR'E supporting #Fish24

♥ #Fish24 will be officially opened at 5am from Billingsgate Market with CJ Jackson; National Treasure, CEO of The Seafood School at Billingsgate, Trainer, Demonstrator, Presenter, Food Writer and Concept and Product Developer.

♥ Official ambassadors and supporters are shown below. If you would like to sign up, and/or would like further information please go to our dedicated website www.fish24.co.uk

♥ This campaign is initiated by award-winning Author, Food Columnist, Producer and Campaigner Jenny Jefferies, and Mike Warner, the Chairman of the Shellfish Association of Great Britain and founder of A Passion For Seafood and Quay Connections.

For more information or to arrange interview(s) please contact:

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Ambassadors:

Jack Stein
Mitch Tonks
Nathan Outlaw
Emily Scott
Mark Hix
Barry Brunton aka 'One Man and his Boat' (Lynsey B, a Cygnus 21)
Philippa Davis
Hayden Cutting

Craig Evans
Nick Jefferson
Stephane Delourme
Jude Kereama
Mallika Basu
CJ Jackson
Ashley Mullunger aka The Female Fisherman
Adrian Bartlet

Cyrus Todiwala
Nigel Barden
Rose Dann
Tom Brown

Galton Blackiston
Xanthe Clay
Stephanie Delourme

Supporters:

Offshore Shellfish
UK Women In Fisheries
Shellfish Association of Great Britain
Quay Connections
A Passion for Seafood
Seafish
Scottish Fishermen's Federation
Welsh Seafood Cluster
Billingsgate Market
La Penya
Love British Food
Soil.Ed
Pesky Fish
Fishing Into The Future
The Wright Brothers Sea Change
Foundation

The Fishermen's Mission
Wylde Market
Ian Wightman (Eilidh Anne GK2)
Cornish Sea Salt
John Lavery/Fish City
Loch Ryan Oyster Fishery Company Ltd
Island Fish Ltd
Fish Focus
W Harvey and Sons
Amity Fish
Flatfish UK
NFFO
Brixham Market
Cornish Fish Producers Organisation
Community Catch
...and many more!