

# Industry Promotion of UK Shellfish



Shellfish  
Association of Great Britain

Eat  
**SCOTTISH  
SHELLFISH**

**Julie Waites**

**Kelly Wright**

# SHARED MISSION

“To **assist and promote** the **sustainable development** of the Shellfish Industry in the United Kingdom.



“Enhance the profile of the Scottish bivalve production and distribution sectors and their products to **support** stability, **development** and **growth**”



# **ONE MISSION**

**Inspire the whole nation to  
enjoy homegrown shellfish!**

# SAGB Promotions Project 2024-2025

Julie Waites



**End of the 6-month campaign - Top line stats**

	Followers 23/9/24	Followers 26/3	+/-
X *	2726	2699	-27
LinkedIn	284	542	+258
Facebook	2000	2129	+129
Instagram	941	1059	+118

Reach	Engagement
The number of people who saw the posts at least once.	The number of times people engaged with the post through reactions, comments, shares and clicks.

Total Reach  
107, 315K

Total Engagement  
3,909K

## OBJECTIVE 1

### Shifting target audiences' attitudes towards buying and eating shellfish, especially British shellfish.

#### Influencers were the highlight here:

It was found whenever someone famous or a foodie influencer posted about consuming product, the interest increased by at least 20%.

We discovered new influencers, mainly London based, and we started interacting with them e.g. End of the Wine and Call her Chef.

Our campaign started to attract regular engagement with influencers, resulting in meeting some of them in person at our media events.

This was a free resource to utilise and engage with digital content creators, which increased the reach of our message.

		platform	followers
Katie Lawton/End of the wine	Champayne & oyster pairing	Instagram	140,001
HRH Georgiana	60 oysters in one sitting 2M likes, 59K people added video to their favourites	Tik Tok	389,000
Moments of wine /Nicole wine blogger	Limited shellfish blogs, but started following SAGB	Instagram	11,200
Chef Tom Brown	Michelin starred chef	Instagram	140,000
Call her Chef/ Camille Aubert	Chef & Nutritional therapist	Instagram	75,300



#### Shellfish Association of GB @SAGB · Oct 14

Kylie Minogue shared her story recently about eating oysters before going on stage to help her performance.

'I've tried all sorts of different things... someone once mentioned an oyster so yeah I have downed some oysters, just for time and ease.'

[bbc.co.uk/news/articles/...](https://bbc.co.uk/news/articles/...)



7 12 361



1. [@theforgewhitstable](#) for breakfast, it's a No-frills waterside oyster shack that opens from 9am and serves local seafood, ice cream, and beer.

2. [@wheelersoysterbar](#) is the towns oldest restaurant and it has a seafood and oyster bar. I had half a dozen rock oysters and half a dozen oysters fried in a crispy Guinness batter.

3. Opposite wheelers is an off licence called [@theoffywhitstable](#) where I bought a bottle of locally made stout brewed with oysters

4. For lunch I went to the [@whitstableoystercompany](#) oyster company, which serves oysters that are grown in oyster beds metres away from the restaurant. I started with two shooters, both of which came with an oyster, a black velvet shooter and a Bloody Mary shooter, each at £7. I then had a trio of grilled oysters: these are champagne butter and truffle, parmesan and garlic butter, and chilli, tomato and red pepper butter.

5. I went to [@lazylobster.whitstable](#) which is across the road. 4 oysters. 2 with rhubarb, ginger and curry leaf and 2 fried oyster with gochujang mayo. the fried oyster with gochujang was enormous, it took me four bites to eat it.

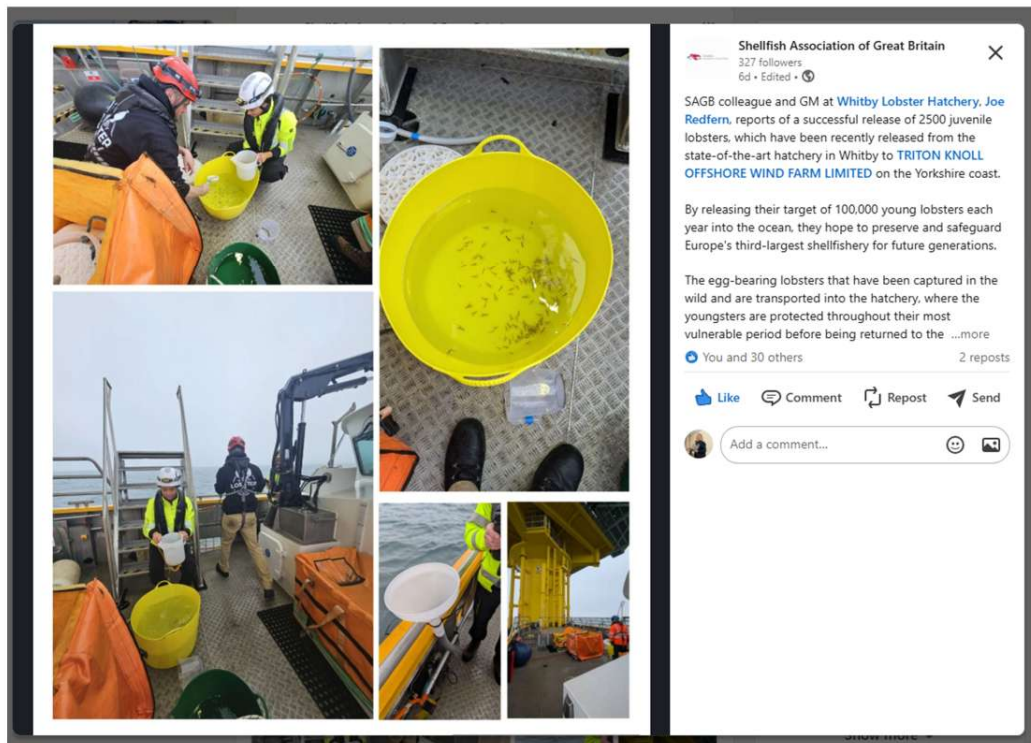
6. For my third lunch I went to Old Neptune which is a pub on the beach, where subsidence has caused the floor and bar to slope. Another 12 here

7. [@thelobstershackwhitstable](#) is a beach bar which serves local seafood and beers. I ordered a dozen oysters for £25, which takes me up to 60 oysters for the day.

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Like by oyster\_lady and 73,872 others  
8 March



## OBJECTIVE 2

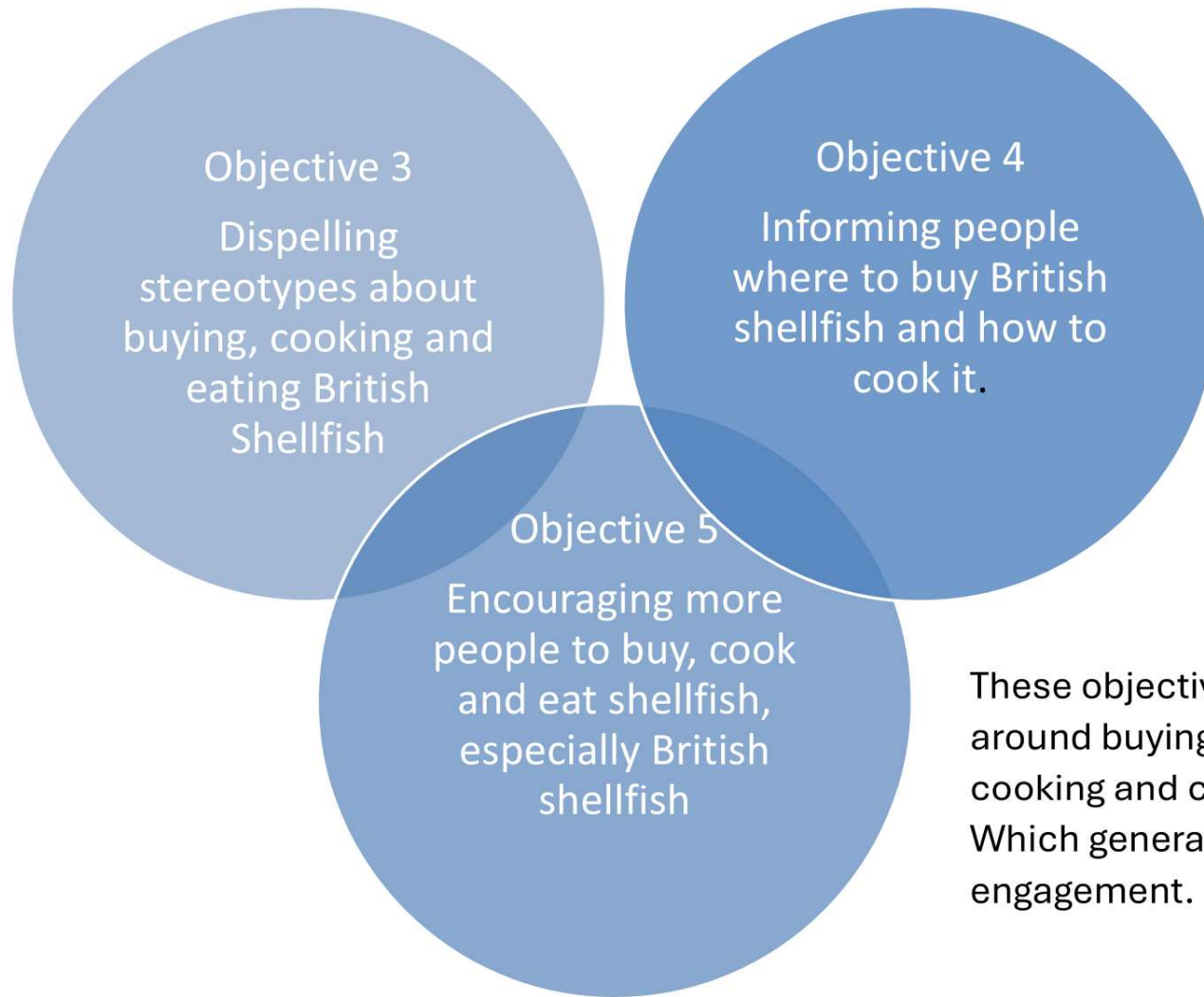
**Educating people about the benefits of eating Shellfish, especially British shellfish, because of health and the environment.**

### Education/Interesting facts

For example, to combat the myths about sustainability.

We conducted visits to various SAGB members, including a visit to the Whitby Lobster Hatchery following the release of 2500 juvenile lobsters as part of a project to release 100,000 each year.

	Impressions	Likes	Reach	Shares	Engagement
Facebook	3317	78	3159	10	674
Instagram	627	22	557	0	23
X	520	21	n/a	11	51
Linked In	591	31	n/a	2	n/a



These objectives centred around buying, prepping, cooking and consumption. Which generated lots of engagement.



**Karen Tuson** @KarenTuson · 2h

♥ CJ Jackson's recipes @SAGB

 **Shellfish Association of GB** @SAGB · 3h

Who doesn't love an inspirational Friday Shellfish recipe?  
This one features CJ Jackson's delicious dish, 'Oysters with pancetta'.

#ukshellfish #oysters #nutritious #delicious



View more comments



**Eric Debues**

Love them but totally over priced !



15h

[Like](#)

[Reply](#)

[Send message](#)

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 Author

**Shellfish Association of Great Britain**

Eric Debues if we can reduce the costs for producers, who at the moment have to invest heavily on reputation due to the neglect of our water authorities, then this would certainly help bring the prices down. We did spot some London businesses doing offers certain days of the week if you in the city.

1m

[Like](#)

[Reply](#)

# Media workshops



We are delighted to invite you to our second hands-on media workshop, following the success of our first event.

## "Get to Know Farmed Shellfish"

Wednesday 12th March 2025, 1000 - 1430

Billingsgate Kitchen, Billingsgate Market,  
Trafalgar Way, London E14 5ST

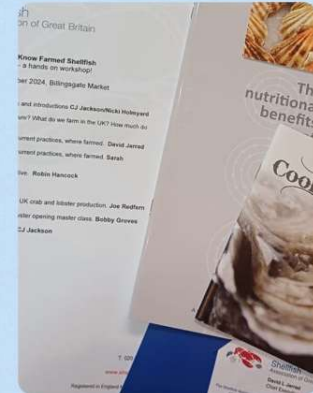
Chat with our shellfish farming experts, learn how mussel and oyster farming is good for our health and the planet!

Participate in a hands on oyster opening / tasting master class!

Hear from one of the UK's premier oyster farmers, how the company is embracing consumer marketing.



Discover the best way to cook mussels and oysters with CJ Jackson, before creating your own lunch, to enjoy with a glass of wine!



Shellfish  
Association of Great Britain



PIC•COLLAGE

## Positive and factual media

### FishFocus

AQUACULTURE / CATCHING / PROCESSING

#### THE UK'S SHELLFISH INDUSTRY: UNTAPPED POTENTIAL & REGULATORY HURDLES

Fish Focus



The UK's Shellfish Industry: Untapped Potential & Regulatory Hurdles

The UK's shellfish farming sector is small in terms of our European counterparts in France and Spain, but holds immense potential for expansion, according to David Jarrad, CEO of the Shellfish Association of Great Britain (SAGB).

### WORLD FISHING & AQUACULTURE

SINCE 1952

NEWS

SPECIAL REPORTS

INSIGHT

#### Red tape has UK shellfish aquaculture in a bind

By Jason Holland | 21/03/2025

Offering the perfect marine protein, mussel and oyster producers could thrive if given a supportive platform by policymakers

The UK's shellfish farming industry is a small but very important industry, and it has fantastically huge potential that could put it on par with France and Spain – Europe's leaders in the space – if it's provided with a regulatory landscape that allows it to grow and flourish, according to David Jarrad, Chief Executive of the Shellfish Association of Great Britain (SAGB).

Unfortunately, the UK is nowhere near this level at the moment. Today, it's about 17,000 tonnes in total, versus, for instance, Spain's 250,000 tonnes, Jarrad (a former oyster farmer) informed a recent "Get to know Farmed Shellfish" event, hosted by SAGB at London's Billingsgate Market.

## the guardian

### Time to be shellfish: why the UK should go back to feasting on oysters and mussels

Popular in Victorian times, they are sustainable, a good source of protein and brilliant for biodiversity, say those championing the bivalves



Mussels are prepared and cooked in minutes and are a sustainable food that encourages marine biodiversity and captures carbon. Photograph: mauritius images GmbH/Alamy

A splash of white wine, a handful of basil leaves and a few minutes preparation are all it takes to transform mussels that 24 hours ago were filtering seawater off the south Devon coast, into a delicious



***Other channels may be considered in the future. Recipes are popular on***

**Pinterest.** This platform has a strong female demographic, ranging from ages 30+ primarily and it is a platform where users are actively searching for specific content, as opposed to scrolling through a myriad of feeds. As you are targeting an audience actively engaged in your subject matter, you don't have to spend so much as you have a warm audience already.



**Tik Tok** could also assist with the key messages. While Instagram leads in growth, Tik Tok is rapidly gaining popularity, especially among younger demographics



***Continue to own the narrative***

The content has reached a substantial audience, less than paid ads but still very pleasing. The social media allowed us to engage in real-time with consumers and have conversations about UK shellfish. Being able to track the enquiries and responses on our social media pages allowed us to help with the barriers people have to eating shellfish.



Running platforms on social media is only successful with continuity, building up our audience and interactions as seen by this project. And it does take a dedicated resource to be effective.



Social media has experienced significant growth, with over 5.24 billion users worldwide as of January 2025, up from 970 million in 2010. In the last year alone, 259 million new users have joined social media platforms. Overall, social media continues to evolve, reaching more than half of the global population.



**Shellfish**  
Association of Great Britain



# Kelly Wright

Scottish Farmed Shellfish Ambassador

## Vision

*Generations of informed and inspired consumers eating more Scottish farmed shellfish.*

Sponsored by



**Crown Estate  
Scotland**

Oighreachd a' Chrùin Alba

# THEN & NOW



Brussels  
Seafood Expo  
2000



Barcelona  
Seafood Expo  
2025

# NOW & THEN

**2025**

**7.6 million people listen to  
podcasts each week** *(Google)*

**Seafood consumption amongst  
Gen Z's is increasing every year**  
*MSC/YouGov*

**21% of food decisions are made  
using a smartphone** *(The Knowledge Bank)*

**62% of fresh seafood purchases  
are planned** *(State of the Nation)*

**2000**

**Didn't exist!**

**Didn't exist!**

**Didn't exist!**

**62% of fresh seafood purchases  
are planned** *(likely to be the same)*

# 3 YEAR STRATEGY

## YEAR ONE LEARN

Utilise retail media assets

Brand & website

Customer research

Engage / Collaborate  
NGO's

## YEAR TWO BE BRAVE

Funding!!!

Engage with customers

Events

Continue engagement with retail and foodservice

## YEAR THREE FUTURE PROOF

Evaluate

Feasibility to continue campaign

Plan for future development

Let's win awards!

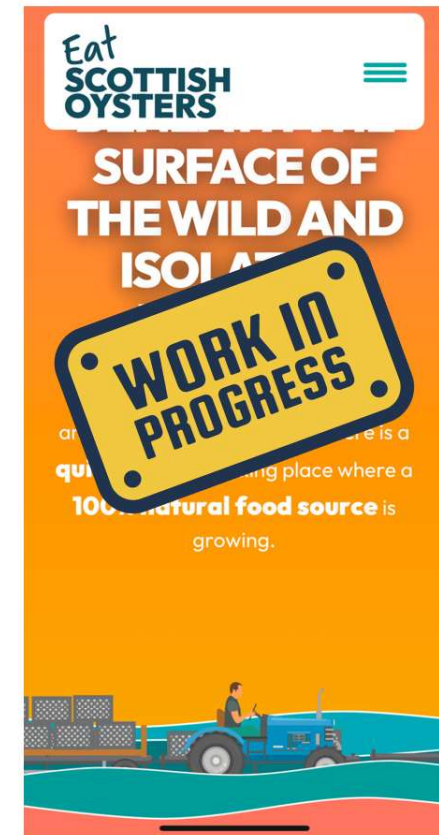


# BRAND & WEBSITE

Eat  
**SCOTTISH  
SHELLFISH**

Eat  
**SCOTTISH  
MUSSELS**

Eat  
**SCOTTISH  
OYSTERS**



# RETAIL MEDIA ASSETS



**£500k  
worth of  
Editorial**





 WAITROSE  
 & PARTNERS  
**Weekend**

**'IT'S BEAUTIFUL HERE  
AND WE WANT TO  
KEEP IT THAT WAY'**

Respecting the natural environment is part of the job for Michael Tait, who supplies Waitrose with rope-grown mussels from the waters around the Shetland Islands

[illegible]

**'I eat our mussels at least a couple of times a week, and my kids would rather have them than fast food'**

signs that comes in with the tide. They'll go out of their own paws, and we don't have to wash them until they're three years old. They're graded for size then, and any that are too small can go back and have a lot more time to grow. The ones that are too big, we'll grow them the usual, they'll get lost too."

"But what can we have the challenges in the winter, but it's awful here and we want to have a lot of fish, and we want to have them with more than 50 spines, from they're infested to the others we are playing around the pinnacles, dolphins and even whales. We're not mind of how we look after the fish."

"There's no need to contaminate the seabed, and anything taken to the sites is taken back again. We have order due here to the fish, and we have to be careful, and we want that they were here before us, so let them have their share."

"I eat our muscle at least a couple of times a week, and I have a lot of other things than any fast food. If I get hungry I bring a bag home I get told."

*See what your friend is saying this time on Instagram - @insidethefarmers*

**Food&Drink**

## MUSSEL MAN

Rope-grown mussels taste delicious, and are one of the most sustainable seafoods out there – what's not to love?

"Once I'm just talking about mussels, I can just go long, going," says Alan Byrne. The MAFS Allot Farmhouse, which cultivates mussels in the crystal-clear waters of Loch Linne, on Scotland's west coast, has a life-long passion for producing the juiciest, tastiest mussels. "The clean, cold, oxygenated sea waters here are unique," says Alan, who lives in a croft just a mile away from the farm. "The water is clean and works with his brother and partner Lawrie. 'The salinity of the water is lower, because it's inland, and it's cold and clear: 13 degrees in summer, never in winter. The mussels take longer to grow, two or three years, but have a much better flavor.'"

Byrne's mussels, which are sold in the UK and exported to the US, are grown at a higher sea level (in the 100 metres) so they're likely to be less gritty with sand. When it comes to mussel farming, says Alan, it's "about as sustainable as you can get." He puts the ropes in the water, and the mussels naturally congregate there. "We don't feed them, they grow naturally, so there's no intervention," he says. "The only equipment in the water, they'd be breeding naturally anyway."

Alan supplies M&S through a local fisherman's co-operative. Like all our fish and seafood, they're produced and sourced according to our Forever Fish programme, which upholds the highest standards. "It is hard work, like farming on the sea, and you have to be adaptable," he says. "But I like what I do, and we grow a mean mackerel. Mussels are the ultimate fast food."



# FLEXING OUR MARKETING MUSSEL

UK NEWS WEBSITE OF THE YEAR 2024

The Telegraph

News Sport Business Money Opinion Ukraine Travel Health Lifestyle Culture Puzzles Podcasts

UK news Politics World Health news Defence Science Education Environment Investigations Global

Mussels replace oysters in diners' hearts, survey suggests

Shellfish is 'go-to choice for both romantic meals', says Waitrose

Henry Durand

Related Topics  
Waitrose Ltd, Oysters, Mussels, TikTok, Sustainability, Brain health

07 February 2025 7:44pm GMT

Mussels have replaced oysters as the preferred aphrodisiac di  
Day, a survey from Waitrose suggests...

637,717 subscribers

<https://www.telegraph.co.uk/news/2025/02/07/mussels-replace-oysters-in-diners-heart/>



Mussels replace oysters in diners' hearts, survey suggests

Mussels have replaced oysters as the preferred aphrodisiac dish for Valentine's Day, a survey from Waitrose suggests. The shellfish received twice as many website searches as oysters, and demand ...

[www.telegraph.co.uk](http://www.telegraph.co.uk)



421,000 printed copies, 130,000 online users

waitrosepr

Follow Message

2,088 posts 18.5K followers 2,144 following

Waitrose PR Team  
Latest Waitrose news and updates  
waitroseandpartnersmediaedit.com/spring2025

Followed by movenfoodblog

waitrosepr Move over oysters, mussels are having a shellfish moment this Valentine's Day.

While oysters have been traditionally known as the 'food of love', Waitrose has seen growing demand for mussels in the run up to Valentine's Day - with searches on waitrose.com up 100% compared to last year.

Waitrose is the first retailer to offer sustainably sourced mussels only from the Shetland Islands. Given on ropes suspended in the sea, they feed on the natural supply of plankton, growing at their own pace while helping marine life thrive.

Available pre-packed and included in the Valentine's Day Dish in offer as a brilliant starter option.

— Euan Myles  
@euanmyles

#waitrosepr #waitrose #waitrosepr #waitrosepr

waitrosepr The best mussels to buy are sustainable ones.

— Euan Myles  
@euanmyles

waitrosepr They are delicious!

— Euan Myles  
@euanmyles

18.5k followers

JOHN LEWIS PARTNERSHIP JOHN LEWIS WAITROSE

Moules Marinière with Wild Garlic & Chardonnay

Nº1 WAITROSE A PARTNER

Plump, fresh-roasted green Shetland mussels, cooked with Chardonnay, double cream, wild garlic, and fresh-roasted mussels.

Move over oysters, mussels are having a shellfish moment this Valentine's Day

February 10, 2025

SUSTAINABILITY FOOD & DRINK

Share it Copy Link Download PDF

- Waitrose is the first retailer to offer sustainably sourced mussels only from the Shetland Islands.
- Searches on Waitrose.com for mussels are up 100% compared to this time last year.
- Sales of mussels on natural fish counters are up 100% compared to this time last year.

While oysters have been traditionally known as the 'food of love', Waitrose has seen growing demand for mussels in the run up to Valentine's Day. Once overlooked in favour of premium seafood, mussels are now a sought-after choice for home cooks and chefs alike, with many embracing the shellfish as an easy, healthy and sustainable choice to alternative seafood favourites.

Compared to this time last year, searches on Waitrose.com:

- 'Mussels' +100% year on year, more than double the number of searches for oysters
- 'Shetland oyster mussels' +20%

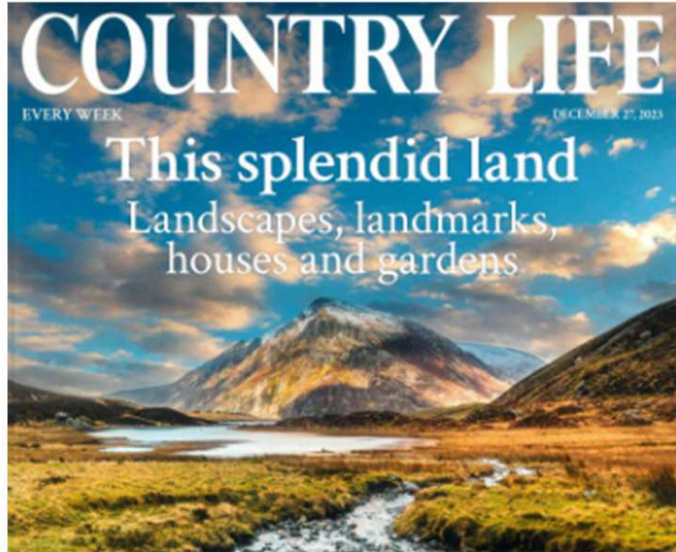
The surge is also reflected on social media, where searches for 'mussels recipes' and 'how to cook mussels' on TikTok have soared over 1000% in the last month alone.

Zoe Simons, Waitrose Senior Brand Development Chef said: "With French-inspired cuisine gaining popularity and more consumers eating on the rise, mussels are fast becoming the go-to choice for both romantic meals and everyday cooking. If oysters are the old school symbol of love, mussels might just be their modern rival."

Waitrose is the first retailer to offer sustainably sourced mussels only from the Shetland Islands. Available pre-packed and included in the Valentine's Day Dish in offer as a brilliant starter option. Given on ropes suspended in the sea, in the pristine waters of Scotland, they feed on the natural supply of plankton, growing at their own pace while helping marine life thrive.

Katie Kemp, Senior Sustainability & Ethics Manager at Waitrose, said: "To meet this demand, Waitrose has launched the N°1 Moules Marinière as part of its Valentine's Day range. The dish features Shetland Island mussels in a chardonnay, wild garlic, double cream, and fresh-roasted mussels – a decadent yet sustainable choice for couples looking to elevate their date-night dining."

# MEDIA VISIT



Readership = 138,000 per month  
Digital sessions = 1.2 million per month



SCOTTISH FARMED SHELLFISH  
BRAND AMBASSADOR

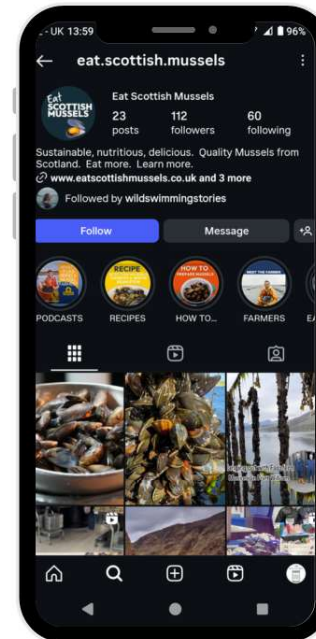
# SOCIAL MEDIA



OVER 4,000 VIEWS



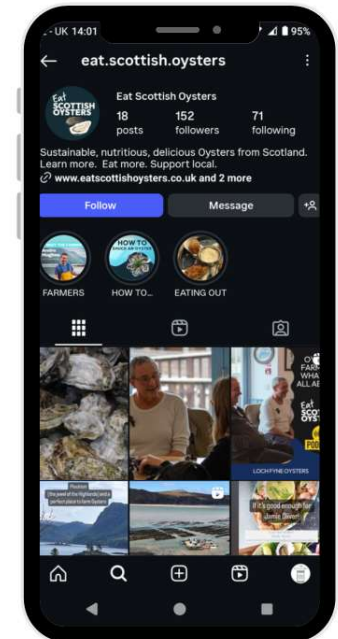
Eat  
**SCOTTISH  
MUSSELS**



6,500 VIEWS



Eat  
**SCOTTISH  
OYSTERS**



3,000 VIEWS

# PODCASTS



**7.6 million people listen to podcasts each week**

**Owning the narrative**

**+100 downloads & +800 interactions on social media  
(50 hours of engagement)**

# SHELLFISH EDUCATION

Ongoing support of the Seafood Scotland's Seafood in Schools initiative - now with their Seafood Ambassador programme.

Partnered with The Sustainables Academy, introducing the Mussel and Oyster Academy using stem learning to educate and inspire.

Over 1000 downloads of the pack so far (so potentially 30K pupils reached!)



# FUTURE PR & EVENTS



## **Border Union Show (Kelso)**

D2C Selling , cookery demo  
& consumer education



## **Waitrose Head Office Event**

Sampling and communication



## **Bicycle Tour of Shellfish Restaurants in Edinburgh**

PR and media content



## **MSC/ASC Awards 2025 Edinburgh**

Oyster Shucking & Canapes



## **Scotland House London Media Event**

Media and Promotion

# COLLABORATIVE LEARNING

## Eat Scottish Shellfish

- Media workshops
- More engagement with audience on socials

## Shellfish Association of Great Britain

- Consumer focused social media

- TIK TOK opportunity to reach out to younger demographic
- How can AI help us to refine our campaigns and save time?
- Recipe content and media ready images – we need more!

OWN THE NARRATIVE

ENGAGE WITH AUDIENCE

BE MEDIA READY

BE CONSISTENT

BE CREATIVE

# **ONE MISSION**

**Inspire the whole nation to  
enjoy homegrown shellfish!**