The low consumption of fish among IPB communities is of quite great concern. As an effort to promote eating fish, the Student Executive Board, Faculty of Fisheries and Marine Science, Bogor Agricultural University (BEM FPIK IPB) in cooperation with PT. Kelola Mina Laut made an action of eating fish or fishery products as part of commemorating the 50th anniversary of FPIK-IPB. This has been done by eating fish nuggets together simultaneously to break the Muri Records. The nuggets needed in this record-breaking were 16 thousand pieces to form the logo of 50 Years of FPIK IPB. (Mtd)