

The road to extinction is paved with good intentions



ARTIFISHAL

**A film about the high cost of hatcheries,
fish farms and human arrogance.**

Artifishal is a film about wild rivers and wild fish that explores the high cost—ecological, financial and cultural—of our mistaken belief that engineered solutions can make up for habitat destruction. The film traces the impact of fish hatcheries, and the extraordinary amount of public money wasted on an industry that hinders wild fish recovery, pollutes our rivers and contributes to the problem it claims to solve. *Artifishal* also dives beneath the surface of the open-water fish farm controversy, as citizens work to stop the damage done to public waters and our remaining wild salmon.

75 Minutes | 2019

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Filmmaking Team

YVON CHOUINARD, EXECUTIVE PRODUCER

Yvon Chouinard was born in Lewiston, Maine in 1938, and raised in Southern California. There, as a teen, he taught himself how to climb, surf, skin dive—and blacksmith. By the early 1970s, when he founded Patagonia, Chouinard Equipment pitons, carabiners and ice axes had become the world standard.

Spending 140 days a year in the natural world, Chouinard learned early in his life as an alpinist, surfer and fly angler the seriousness of the environmental crisis—and he brought this knowledge to bear on his work. In 1985, he instituted Patagonia's Earth Tax, pledging 1 percent of sales to the preservation and restoration of the natural environment.

In the 1990s, Chouinard encouraged Patagonia to consciously reduce the environmental footprint of its products and activities, beginning with a 100 percent switch from conventional to organic cotton, and the introduction of fleece clothing made from recycled polyester. He then sought to work with other partners and companies to reduce environmental harm on a global scale. Chouinard helped co-found the Fair Labor Association, One Percent for the Planet, the Textile Exchange, the Conservation Alliance, and the Sustainable Apparel Coalition. In addition, Patagonia has been a B Corp member since 2012.

Chouinard continues to surf and fly fish. He is the author or co-author of *Climbing Ice*, *Let My People Go Surfing*, *The Responsible Company* and *Simple Fly Fishing*. He was the executive producer of the 2014 award-winning documentary *DamNation*.

JOSH "BONES" MURPHY, DIRECTOR/PRODUCER

Director and producer Josh Murphy is the co-founder of Liars & Thieves!, a San Francisco-based production company. His career began with the award-winning, action-sports documentary series *Unparalleled*, and now spans commercial, branded content, television and feature film. Josh's credits include *The River Why* (co-producer, second unit director), *Alone Time* (producer), *Here Alone* (producer), *The PUSH* (co-producer) and many others.

His broadcast productions have been featured on PBS, CBS, ESPN, CMT, OLN, VH1, G4, VS and FOX. He is the recipient of the North American Snow Sports Journalist Association's Bill Berry Award for Modern Media, the Harold Hirsch Award for Film and Broadcast and was a finalist for the San Francisco Film Society's Kenneth Rainin Foundation Filmmakers Grant for the feature film *North*. Commercial clients include Intel,

Avaya, Thompson Reuters, The North Face, GoPro, Coca Cola, Mars, Clif Bar, Theranos, Patagonia, Outdoor Research, Gilead, Nintendo, Funny or Die, PLS, Sunsweet, Health Mart/McKesson, Brawny, The Clorox Company, Bloomberg Foundation, SanDisk and Volvo.

Josh was trained as a natural resource scientist and fisheries biologist with degrees from University of Vermont Rubenstein School of Environment and Natural Resources and Humboldt State University, where he focused on fisheries and river restoration. His childhood idol was Jacques Cousteau and through him he discovered a love for film and the environment.

COLLIN KRINER, EDITOR

Collin Kriner is an editor whose work includes commercials, documentaries and dramatic narrative films. He earned a BFA in film and television from NYU's Tisch School of the Arts. In 2015, he co-founded the production/post-production company Liars & Thieves! His first narrative feature, *Jinn*, premiered at SXSW and will be distributed by Orion Classics in November 2018.

LAURA WAGNER, PRODUCER

Laura Wagner is an award-winning producer whose work includes the feature film *It Felt Like Love*, which premiered at the 2013 Sundance Film Festival and internationally at the Rotterdam Film Festival.

Additionally, she has produced the film *Tracktown*, which premiered at the LA Film Festival and was released theatrically by Samuel Goldwyn Films, MGM and Orion Pictures. Other recent films include *Easy Living*, which premiered at the 2017 SXSW Festival, *My First Kiss and the People Involved*, which premiered at the LA Film Festival and *Memorial Day*, by Josh Fox, which premiered at the CineVegas Film Festival and at the IFC Center in New York. Laura was associate producer of the documentary *John Leguizamo: Tales from a Ghetto Klown*, which premiered on PBS, and *Pulse: A Stomp Odyssey*, an award-winning IMAX film that has played in theaters and museums around the globe.

Laura is the recipient of the Sundance Institute's Creative Producing Fellowship and Lab, the San Francisco Film Society's Kenneth Rainin Foundation Fellowship and Grant, and the IFP/Cannes Marché du Film Producer's Network Fellowship. She is also a Film Independent fellow grant recipient and an alumna of the Trans Atlantic Partners program, the Rotterdam Lab and Berlinale Talents.

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Hatchery Definition

A fish hatchery is a facility designed for the artificial breeding, hatching and rearing of fish for release into the wild. Hatcheries were created to increase fishing opportunities and to mitigate habitat loss caused by deadbeat dams, development and resource extraction. Instead, science now shows that hatcheries hinder wild fish recovery, often reduce the actual number of fish available for harvest and cost citizens billions of dollars in the process.

In the United States, the National Fish Hatchery System was established in 1871. The system is now administered by the Fisheries Program of the U.S. Fish and Wildlife Service, an agency within the Department of the Interior. There are currently 70 active national fish hatcheries.

Additionally, state governments and tribes operate hundreds of fish hatcheries across the country, and are now responsible for producing millions of fish annually.

Net-pen fish farms are facilities designed for the cultivation of fish for food. The process uses cages or nets that are suspended in open water and moored to the ocean floor. Fish are stocked in the net pens, artificially fed and harvested when they reach market size.

Fish raised in the crowded confines of net pens host elevated levels of disease and parasites, and require treatment with large quantities of pesticides, antibiotics and other chemicals. Escaped net-pen salmon threaten wild fish through competition for food and spawning habitat, colonization in local rivers and the spread of disease and parasites to wild salmon and steelhead.

Filming Locations

Wild salmon and steelhead are in peril across their entire historic range. From Norway to Northern California, *Artifishal* guides us to wild places and introduces us to wild fish. Rivers with names like Klamath, Elwha and Skykomish were once home to now-unimaginable abundance, but today wild salmon and steelhead populations are at historic lows.

Artifishal brings into sharp focus the plight of wild fish due to hatcheries and fish farms.

- Inside hatcheries in California, Washington, Oregon and Idaho, we witness the conditions of factory fish farms as well as the genetically inferior, dumbed-down salmon they churn out in massive numbers.

- At a wrecked net-pen farm outside of Cypress Island, WA, nets swing in the tide after more than 240,000 diseased, drugged factory fish escaped into the wild population.
- In a beautiful fjord near Alta, Norway, the underwater destruction and disease caused by an open-water fish farm are seen firsthand as activists record the devastation.
- Along the Elwha River in northwest Washington State, we track the return of wild fish after the largest dam removal project in the United States. That small victory didn't last. After spending 320 million dollars to remove dams and restore wild fish, the river is once again home to hatcheries.

Artifishal director Josh Murphy has traveled the world to document the devastating effects industrial fish farming has had on wild stocks. But there is also hope:

- In Montana, we venture to the very heart of North American trout fishing—the Madison River—to see a place where hatcheries were shut down and wild fish rebounded in astounding numbers.
- After Mount St. Helens' 1980 eruption in Washington State, the Toutle River was devastated by ash flows and other debris. The destruction was so complete that the state abandoned its hatchery program on the river. Within seven years, in a watershed that had been almost completely destroyed, there were more wild winter steelhead spawning than in any other lower Columbia River tributary.
- In Seattle, a flotilla of protesters confronts a net-pen factory situated atop a marine sanctuary and score a victory.
- Along the salmon's historic range, Native American tribes look to reclaim their salmon-based culture and history.

"Humans have always thought of themselves as superior to nature and it's got us into a lot of trouble. We think we can control nature; we can't. Fish farms and open net pens only treat the symptoms and not the causes of the problem. If we value wild salmon, we need to do something now ... A life without wild nature and a life without these great, iconic species is an impoverished life. If we lose all wild species, we're going to lose ourselves."

—Yvon Chouinard, *Patagonia* founder

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