

# US aquaculture firm launches Twitter counter campaign to anti-farming film

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April 23, 2019 15:26 BST



US, San Francisco-based aquaculture company CleanFish has launched the #benefishal campaign on social media in direct response to the 'Artifishal' documentary released by the Californian outdoor clothing brand Patagonia.

The Artifishal film was released in theaters across the US earlier in April and describes itself as "a film about people, rivers, and the fight for the future of wild fish and the environment that supports them", according to the documentary website.

"It explores wild salmon's slide toward extinction, threats posed by fish hatcheries and fish farms, and our continued loss of faith in nature," the documentary claims.

In response to the film, CleanFish has launched a counter-campaign of its own, claiming the documentary fails to acknowledge any of the benefits aquaculture provides, including its significant contribution to the global food supply.

CleanFish has begun encouraging members of the seafood industry to go to Twitter and Instagram with positive stories about aquaculture, tagged #benefishal.

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