

HOW ARCHWAY TURNED AN INVASIVE FISH INTO A PET FOOD SUCCESS STORY

CASE STUDY

A blueprint for turning ecological threats into scalable, sustainable pet nutrition.

Overview

Archway Pet Food set out to transform the environmental burden caused by an invasive fish, often known as Asian Carp or Silver Carp, into a sustainable, hypoallergenic protein for dogs, supporting sensitive pets and helping rebalance fragile freshwater ecosystems across the U.S.



"Jumping Silver Carp" by Asian Carp Regional Coordinating Committee is licensed under CC BY 2.0.

Takeaways



Dual Wins for Planet & Pets

Removing thousands of pounds of invasive carp restores ecosystems and delivers novel, gentle protein for dogs with food sensitivities and allergies.¹



Consumer Education Is Essential

Consumer trust grew through clear messaging on carp's nutritional and climate benefits.



Build Trusted Partnerships Early

Transparent, early-stage collaboration with fisheries ensured quality and impact.

The Challenge

The unchecked spread of invasive Silver Carp, a variety of Asian Carp, poses a significant threat to native biodiversity and freshwater ecosystems in the U.S.² At the same time, the pet food industry is actively seeking out new, lower carbon protein sources. Introducing carp as a solution also came with the challenge of overcoming the consumer "ick" factor associated with feeding this unfamiliar fish to pets.

The Solution

A scalable, sustainable dog food line using responsibly sourced³ Silver Carp, an AAFCO-compliant protein ideal for pets with food sensitivities.



"By turning an ecological problem into a sustainable protein solution, we're proving that the future of pet food can nourish pets while restoring the planet. Innovation isn't just about new ingredients—it's about rethinking a problem as an opportunity."

Gabe Huertas del Pino, Archway Pet Food

¹As reported by certified nutritionists who validated digestibility and allergen-friendliness, and pet parents who saw digestive health and reduced allergy symptoms in dogs switched to our carp-based formula.

²According to the U.S. National Invasive Species Information Center: <https://www.invasivespeciesinfo.gov/aquatic/fish-and-other-vertebrates/silver-carp>

³Responsible sourcing of Silver Carp means harvesting from dense populations in targeted waterways to help control their spread, while avoiding bycatch and supporting ecological goals. Source: <https://www.worldwildlife.org/publications/addressing-invasive-carp-and-boosting-economic-development-through-market-bas>





About Archway Pet Food

Archway is a mission-driven pet food and treat brand focused on hypoallergenic proteins for food-sensitive pets, and committed to creating healthy, nutrient-rich products that don't compromise the health of pets or the planet.

Background

Archway initially launched with insect-based products, but found traction difficult. It wasn't until they introduced Silver Carp that things clicked.

The product quickly became their flagship offering, making up over 65% of revenue and drawing proactive interest from retailers and distributors.

Invasives like Silver Carp are widely recognized as an ecological threat. Consumers from across political and geographical spectrums understand the harm these fish do to lakes and rivers they love. That awareness, combined with a certified pet nutritionist-backed formula and a sensitive-stomach-friendly profile, created a compelling product narrative.

The product is also highly scalable. Carp require no feed inputs, are harvested using nets, and are processed within a day of capture. Archway uses the whole fish, minimizing waste and maximizing sustainability.

What's Next

Archway is scaling production, expanding to national distributors, and developing a cat product line using the same invasive fish model. They're also exploring new alternative proteins from other invasive species, further turning ecological challenges into nutritional opportunities.

Ecological Benefits

- **No added inputs:** Carp derive nutrients naturally from rivers, requiring no feed or farming resources.
- **Biodiversity recovery:** Their removal frees up space and food for native species to thrive.
- **Improved water quality:** Carp consume filter feeders like mussels and snails which keep fresh water clean; removing the carp helps restore natural filtration systems.

To overcome consumer hesitation, Archway leaned into storytelling and education to highlight the sustainability and nutritional advantages.

Combined with trusted partnerships and transparent sourcing, Archway turned an invasive species into a high quality ingredient and market success. **Their first-year sales exceeded expectations**, showcasing that with the right supply chain and consumer education, environmental challenges can become sustainable, profitable solutions.

Call to Action

Use Archway's model as a blueprint for your next sustainable innovation.

Learn more about Archway's Silver Carp food line: www.archwaypet.com/products/silver-carp-dog-food
Need support? PSC offers tools to turn environmental challenges into scalable product solutions.

