



ROUNDS & PLANKS

— DEHYDRATED TREATS —

Premium Whitefish Dog Treats

Introducing: Treats as pure as the rushing rivers they come from. Wholesome — wild-caught, air-dried, and shaped into fun, snackable bites. Familiar sticks and recognizable jerky planks. Each packed with the taste pups crave, hearty protein they want, and the nutrients they need.

These all-natural snacks are gently air-dried to preserve flavor and nutrition — available in a variety of convenient shapes. Each piece is easy to handle, mess-free, and ideal for training or daily treating with a naturally savory aroma and crunchy texture dogs love!

A smart choice for everyday fish forward rewards — trusted by retailers, loved by dogs. Offer your customers a clean, reliable treat option made from 100% wild-caught whitefish.

Rounds

Moisture 5.4%
Protein 79.0%
Fat (acid hydrolysis) 12%
Carbohydrates <0.1%
Calories 424

Planks

Moisture 5.0%
Protein 45.3%
Fat (acid hydrolysis) 14.3%
Carbohydrates 4.2%
Calories 327

Ingredients:

Ground whitefish, dehydrated, may contain bones

Designed with Purpose

Sourced from abundant fish species to help promote sustainable fishing practices. These treats are ideal for pet parents who value simple ingredients and responsible sourcing.

Our Promise

Just fish! And a hint of natural antioxidant for freshness. No artificial additives, no fillers, and no mystery ingredients. High-quality high value wild protein rich in natural Omega-3s to support skin, coat, and overall wellness.





Caught and processed in the Midwest.



Nutrition with a Side of Tail Wags

Pet parents want three things: taste, trust, and a story that makes them proud.

We deliver all three. Our wild-caught whitefish is clean, lean, and packed with natural goodness — perfect for snacks that pets can't resist.

But here's the twist: every pound purchased helps restore America's waterways. So, every bite not only supports strong muscles, a shiny coat, and a happy tail — it also helps heal the planet.

Tell the story. Taste the difference. Wag with purpose.



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No Limits Means More