



ZERO'S
DIRECTORY
a year unpacked

20

25

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WELCOME LETTER



I'm so excited to share a peek into Zero's Directory's first year.

This project has been a wild mix of joy, learning curves, and a few heartbreaking moments of doubt when I thought about stopping it.

Staying motivated isn't easy, but you keep me going.

This year, I've had the opportunity to meet some amazing Canadian pet parents and companies, host a couple of awesome giveaways, and build a community like none other.

Every recommendation, message, and contribution from you has meant the world to me. You have shaped Zero's Directory into what it is today.

So here's to our first year: imperfect, exciting, and full of heart.

Cheers,

catherine & zero

WEBSITE STATISTICS

January 1 - November 30, 2025

Almost 50% of businesses in the directory are located in Ontario, while Prince Edward Island, the Northwest Territories, Nunavut, and Yukon lack representation of pet businesses.

130 from Ontario
53 from British Columbia
25 from Alberta

With over 40 categories of pet products in Zero's Directory, there are a few that stand out beyond the rest:

92 in Pet Gear
64 in Treats, and Chews
54 in Apparel
53 in Supplies

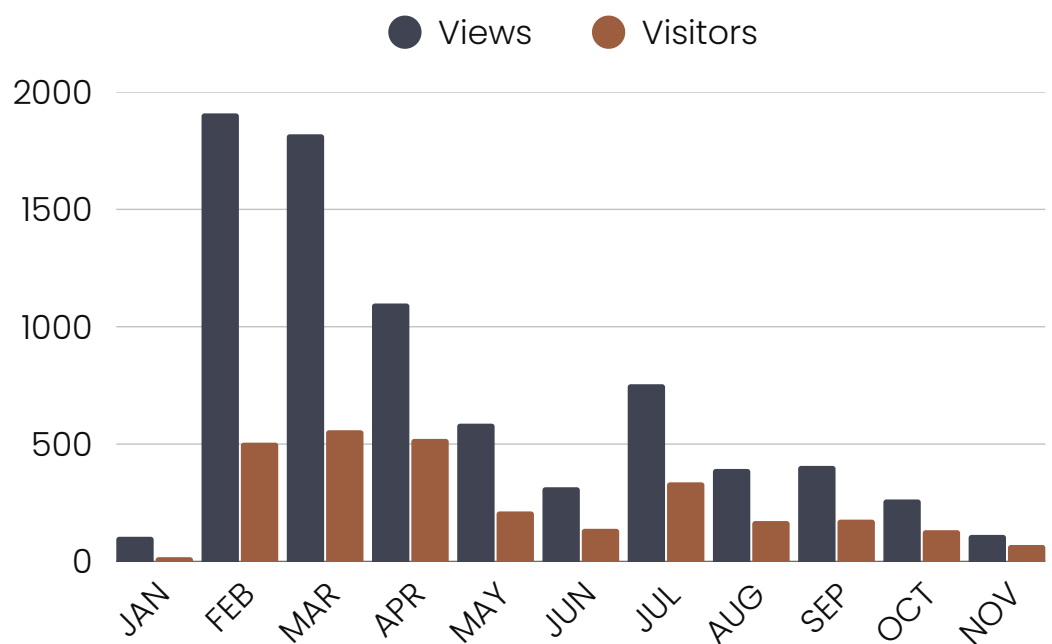


April 10, 2025 was the most popular day.

Instagram was the largest referrer, contributing to 1,293 views.

All-time stats include:

- 7,922 Views
- 2,892 Visitors



WEBSITE STATISTICS

BRANDS WITH THE MOST CLICKS TO THEIR SITE



FabLabs Collars → 13 clicks



Fenwick Pet Co → 10 clicks



Potato & Co → 9 clicks

TRENDING BRAND LISTINGS



Pepper & Bean Adventure Co → 67 views



Homes Alive Pets → 60 views



Oh My Dogness → 56 views



Bark & Candy → 55 views



BRANDS WITH THE MOST 5 STARS



PAWRADISE

Private Dog Park

This Ottawa-area spot gets frequent 5-star reviews for its private, secure Enchanted Forest. People highlight the peaceful setting, the safe off-leash space, and how stress-free it is for both dogs and owners.



OH MY DOGNESS

Pet Treats

People love the high-quality, single-ingredient treats and the huge variety of unique options. The mystery boxes receive a lot of praise, and the brand is often recommended for dogs with picky or sensitive diets.



FARM & HOUND CO

BioThane Gear

Reviewers consistently highlight the durable, easy-to-clean biothane gear and quality craftsmanship. The handmade designs get a lot of love, and many mention how well the products hold up for active, adventurous dogs.

COMMUNITY'S
PICK FOR
FAVOURITE
BRAND 2025



GET TO KNOW:
GRAND VALLEY QUAIL PET TREATS

GRAND VALLEY QUAIL PET TREATS

Grand Valley Quail Pet Treats Inc. is a small, pet-obsessed crew from the heart of the Grand Valley, crafting simple, tasty treats made from quail we raise with real care.

No fillers, no fuss. Just wholesome, tasty bites that get tails wagging.

What began as a local passion project has grown into a happy little community of owners who want treats they can trust.

Whether you're training, rewarding, or just spoiling your pet, we're here to make snack time extra fun.

Rebecca & Craig

Q: WHAT INSPIRED YOU TO START GRAND VALLEY QUAIL PET TREATS?

A: We had been raising chickens for years, friends and family started to buy the eggs from us, and we had none left for ourselves!

After researching other species of eggs, quail came up, and we decided we would raise the quail for ourselves and continue to sell the chicken eggs.

The quail population quickly grew, so we had too many eggs and started feeding them to our dogs and making treats with them.

Again, sharing with friends and family, the idea popped up that we should offer them on a bigger scale since the dogs were all going nuts for them!

Q: HOW DO YOU FEEL YOUR BRAND & PET TREATS STAND OUT AMONG OTHERS IN THE MARKET?

A: We feel that our brand of Pet treats stands out because we are a small family-run business, and our attention to detail with cleanliness and quality of product really attracts the pet owners.

We work with the local butchers to create as little to no waste as possible.

We are so thankful to have such a strong ambassadorship program that not only helps us as a business, but it also helps our ambassadors grow their social media accounts as well.





Q: QUAIL EGGS ARE A UNIQUE PROTEIN SOURCE, ALTHOUGH YOU'VE EXPANDED TO FEATURE A VARIETY OF TREATS, WHY DID YOU START OFF WITH QUAIL EGGS?

A: We started our journey with one of our dogs that was allergic to chicken and beef, and after doing some research, we found out Quail was a great substitute.

After many hours of trying to figure out how to make a quail egg into a treat, we were able to create our dehydrated quail egg treats.

We then sold our treats at the farmers' markets, made some Instagram posts, and knew we had something. With chicken and beef being such high allergens for dogs, we had many people reach out to us asking for some.

Q: 2025 HAS BEEN A CHALLENGING YEAR FOR MANY. HOW HAVE YOU ADAPTED OR PIVOTED YOUR BUSINESS IN RESPONSE?

A: 2025 has been a really big growth year for GVQ.

The brick-and-mortar stores have been adapting to economic changes and focusing on local and small-business sections, which have really boosted our sales and promoted our brand.

To keep up, we added another industrial dehydrator to our facility, as well as two more freeze dryers.



Brand Ambassador

SEARCH

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Q: WHAT'S YOUR BEST-SELLING OR MOST SURPRISING TREAT OF 2025?

A: Our best-selling and most surprising treat of 2025 is pretty much anything rabbit.

There is a good variety of options in that protein for both cats and dogs, and they equally love the product!





Q: IS THERE A MOMENT IN YOUR BUSINESS JOURNEY THAT MADE YOU STOP AND THINK, “YES, THIS IS WHY I DO THIS”?

A: For myself, I would say when we see our products featured in social media posts with tongues out and tails wagging.

As well as when we are out in Public or a grocery store, and I'm wearing a GVQ sweater shirt or hat, and someone comes up to me and says, “Hey, I feed my dog your treats, and we love them.”

Q: WHAT'S NEXT FOR GRAND VALLEY QUAIL PET TREATS? ANY UPCOMING PLANS, LAUNCHES, OR GOALS?

A: We do have some goals and plans coming up.

A goal would be to have another full-time employee at the shop.

We would like to do some in-person events out west.

We do have a few ideas up our sleeves. You will likely have to follow us on the journey to see the new launches.



Q: AND JUST FOR FUN, DO YOU HAVE ANY PETS OF YOUR OWN WHO HELPED INSPIRE YOUR BRAND? WE'D LOVE TO HEAR ABOUT THEM!

A: As far as the brand image... Sadie! She was Rebecca's "firstborn" ... before the human kids arrived, lol.

Sadie was like a human, though. She was just that one dog that we've all had, and leaves the biggest sting when their time is up.

One thing many people don't catch in our branding is how special our logo is. Quail eggs all have a unique pattern. Well, one egg, and we still have it, was laid exactly 4 weeks to the day that Sadie had passed away, and on it is the very paw print you see in our Grand Valley Quail Pets Treat Quail Egg logo. It felt like she was telling us she was ok, and that we were on the right track. It was, without hesitation, the mark of our brand.

Our canine pack must also take credit for inspiring the brand. Maddie, Georgie, Charlie, and our feline pets Tessa, Teddy & Billy.

TESTED BY ZERO

Zero is *such* a typical poodle, in the sense of how picky she is, but I think that's why people adore these recommendations. Although the directory is based on the community's suggestions, we discovered a few brands during this journey.



POTATO & CO

Their slow feeders caught my eye first. On Zero's regular rotation are the Buzzed Whale Slow Feeder (in the picture) and the Bloom Slow Feeder.



PAW TOWN

We were hooked with their adorable prints and perfect drape. I started with the Canadian and Pride bandanas, but I quickly found myself wanting more of their seasonal prints for Zero's war wardrobe.



DOGS EAT DESSERT

One of the companies to participate in our first-ever giveaway! The cookies are almost too cute to eat, and Zero is obsessed with shortbread flavour.



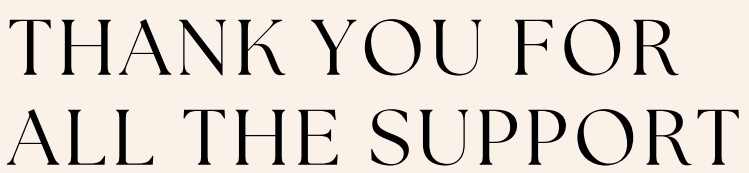
CAT KNITS BY CATHERINE

Never had I thought I needed a scarf for Zero, but here we are. I get endless compliments on the quality and cuteness of her scarves. Best of all, people always comment on how unique it is.

ZERO'S DIRECTORY

FUTURE GOALS

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|----|-----------------|---|
| 01 | BETTER WEBSITE | I wanted to scrap everything and move to a Wix template. However, I manually have to update all the listings, and we would lose the reviews. So the new year will focus on perhaps changing the current website's theme for better organization/navigation, improving how the brand's listings are viewed, and improving speeds. |
| 02 | MORE ENGAGEMENT | Truthfully, I don't really know what to do here, but I'd love to get more eyes on the Directory. I've burnt myself out trying to reach out to outlets or anyone who would write a story, but now that more websites are following this idea, I don't think there's much unique appeal left. The goal is to come up with new ways to engage. |
| 03 | AUTOMATION | We're going to start a weekly newsletter! It'll let me showcase all the brands added this week. |
| 04 | FUNDRAISING | I've designed a tote bag for Zero's Directory to help fund costs, but I haven't launched it yet. I've been testing it for months and really love the size and durability. So this is definitely a goal for 2026 (a preview of it is on the next page). |



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