September 2018 Spotlight: Hirzel Canning Company & Farms

2018 marks the 95th season of canning for Hirzel Canning Company, owners of the Dei Fratelli Line of tomato products. This family-owned canning company operates today under the 4th generation – and even a few members of the 5th generation.

Hirzel started out not in the tomato business as you may have thought, but rather, first generation entrepreneur Carl R. Hirzel was in the alcohol business as a Brewmaster – that is until the days of prohibition hit!

When the family focus shifted to food, the next endeavor was the handmade sauerkraut fermented in the family’s home basement – a house that still stands on the Hirzel property and serves as a company museum.

The original location, Northwood, was once all farming. Today, it is focused on food service items with a hint of retail. The 10 oz. soup cans, salsas and sauces in plastic and glass form, that you see on the shelves the grocery stores, are all made in the original location, which opened in 1923.

Hirzel Canning was founded on the idea of feeding people and the history is very strong on structural innovation and engineering. Hirzel is one of the first canning companies to have unloaded tomatoes from water, floating them out of the trucks and now it is a worldwide method for unloading.

The operations and facilities for Hirzel consist of the original location, Northwood and two other Ohio plants located in Pemberville and Ottawa. The Dei Fratelli Innovation Kitchen is in Troy, Michigan and is a fully functioning product development facility. The farming operation, Hirzel Farms grows tomatoes as well as cabbage and performs research on different varieties, cultural practices, spray programs and computer technology. The products are always local, fresh and safe.

Hirzel is proud to be very involved in their communities, donating over 500,000 lbs of product to feeding charities and contributing to local organizations including Habitat for Humanity, the YMCA, Feed the Children, and FFA Foundation to name a few.

OGA values the support and membership of Hirzel Canning Company and recommends their Silver Fleet Sauerfraut and Dei Fratelli tomato products to all! Learn more about Hirzel Canning by visiting their website and following their social media sites: Facebook, Instagram, Twitter and Youtube.