

Student Worksheet 1-The Henry Heinz Story

The Henry Heinz Story

In the 1860s, Americans had no refrigerators or freezers. They ate fresh foods in the seasons when they were available. During the winter they ate what they had “put-up” or “canned” or “preserved” in the late summer and fall. All members of the family, including the children, might help out with the picking, cleaning, peeling, chopping, cooking, and packing to help prepare food for storage and eat through the winter.

Henry J. Heinz helped his mother with their canning. His mother had a recipe for horseradish sauce that Henry loved. Horseradish sauce was not easy to make. The horseradish root was dug from the ground, cleaned, peeled, scraped, and grated. The smell from horseradish can be very strong and when it is being prepared, it can cause eyes to water and noses to burn. Henry’s mother mixed the horseradish with vinegar and salt to make her sauce. People like to eat horseradish, but most do not like to prepare it.

Henry thought that if he made lots of horseradish sauce, he could sell it to his neighbors. He used his mother’s kitchen to make the sauce. He put it in small glass jars. He sold all that he made. People asked for more. Henry wanted to make more.

He needed more horseradish and more vinegar to make more sauce. He needed more glass jars and lids. He used all of his horseradish supply. His neighbor had some. He made a deal with his neighbor for it. His aunt had glass jars he could use. His Grandmother had medium sized glass jars that she used for pickles. They were too big for horseradish.

Henry Heinz made his business by making a very good product that people found tasty and was easier to buy than to make for themselves.

When Henry Heinz went into business he asked himself the kinds of questions that all people or businesses answer in order to make or sell a product or service. If you were Henry, how would you answer the following questions about the horseradish sauce?

What product or service will be produced?

How will the product or service be produced?

Who will consume the goods and services?