

# TRANSCONAVIEWS

## JD Hogg's Sausage Co. Transcona's Sausage King by Brian Campbell

Jerry Donohue got started in the sausage business when was seventeen years old and, although he has tried other work, this is where his passion lies. He opened JD Hoggs Sausage Co. on the corner of Springfield and Christopher, ten years ago, mainly as a wholesale company for rural Manitoba.

Ten years later, JD Hoggs is still Transcona's best kept secret, but the word is getting out. Although wholesale is still the bread and butter of his business, Jerry's retail business has grown enough to require him to expand his facility and add a bigger storefront and counter. He has a website, but much of his business still comes from word of mouth, one person finding him, trying his product, and telling their friends.

A big draw is that all of his sausages are 100 percent gluten free. Jerry has a unique opinion regarding gluten free. "I don't think that you should have to pay more to get a gluten free product."

Hunters will be happy to know that JD Hoggs will happily process their wild game. They don't do cutting and wrapping, but if you want your wild meat processed into sausages, and have the tags to prove that you shot it legally, Jerry is very happy to do it for you. He says, "Word is getting out and every year the customer base grows."



Jerry is very proud of his wonderful staff at JD Hoggs, to whom he accredits much of his success. Quality has always been Jerry's priority, and this philosophy, and the fact that his staff shares this belief, has helped the business grow over the years, now to the point of needing an addition. Jerry loves what he does, and that is evident in the quality of his product.

In fact, the only difficulty Jerry has, is getting people to find him. Christopher and Springfield is off the beaten path and for some reason, GPS tends to want to lead you astray, but one of the additions Jerry has included in his expansion is new signage to help people find him.

In Jerry's words, "We always have samples out, the quality is second to none, we try to keep our prices fair, and once you find us, you won't forget us. So come give us a try."