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FLUID MILK SALES

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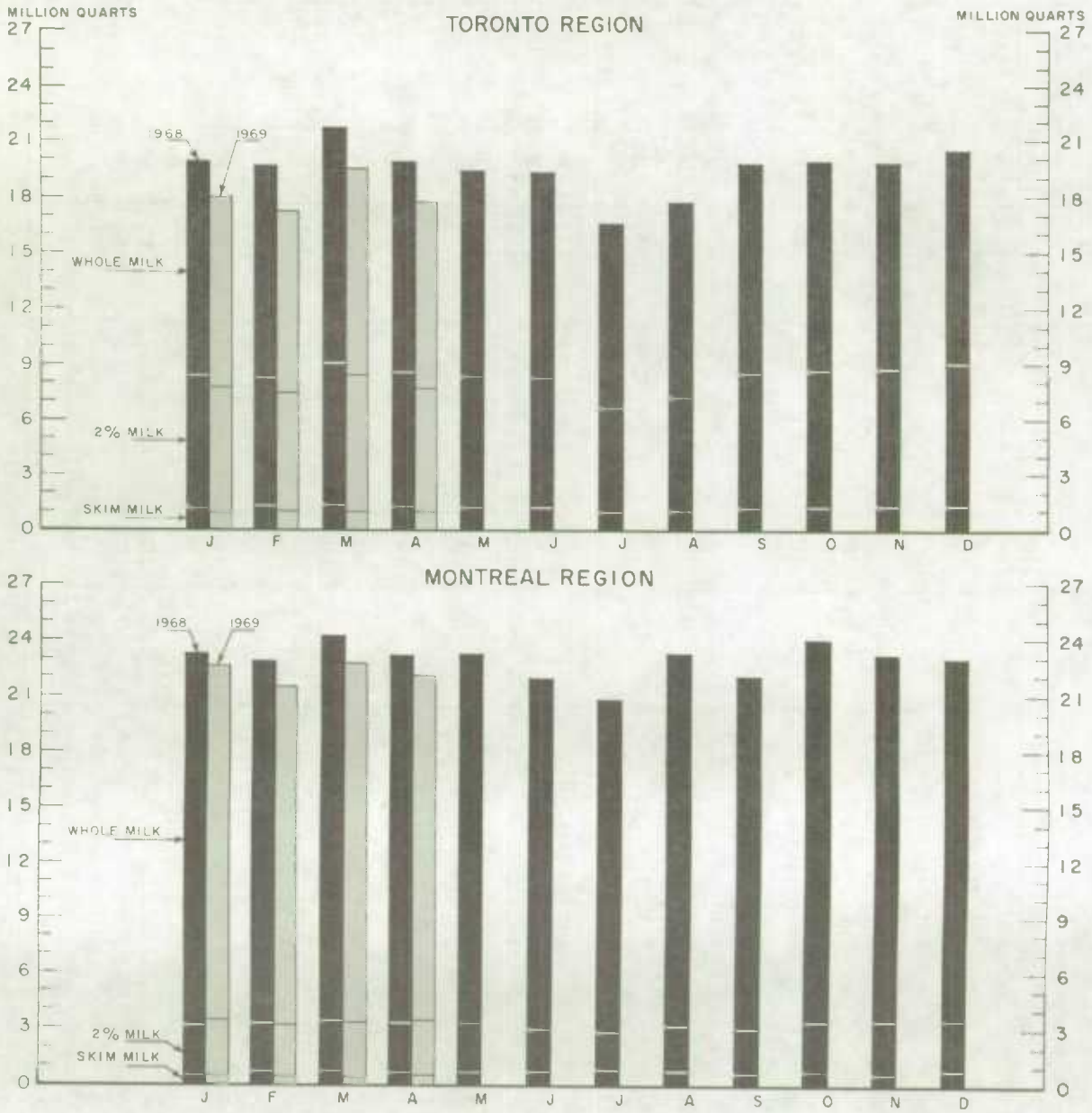
SALES OF WHOLE MILK TWO PER CENT MILK AND SKIM MILK, IN THE TWO LARGEST MILK MARKETS OF CANADA, BY MONTHS 1968 AND 1969



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JUNE 1969
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TABLE 1. Commercial Fluid Sales: By Licensed Dairies Situated in Specified Markets of Canada, April 1969

Market	Milk(1)		Cream		Skim milk		Buttermilk		Chocolate drink		Two per cent milk	
	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968
	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%
Eastern Provinces												
Charlottetown	276	98	10	100	30	100	(2)	...	11	100	—	—
Mainland Nova Scotia(3)	4,023	94	124	93	288	91	15	83	124	95	587	112
Cape Breton(3) ...	991	99	12	100	14	108	9	100	57	100	—	—
Saint John	895	108	20	95	35	100	(4)	...	(4)	...	(4)	...
Moncton	717	108	12	100	28	100	4	100	19	119	48	123
Fredericton	530	103	11	122	45	98	(4)	...	28	108	17	142
Central Provinces												
Montreal Region ..	21,578	96	790	97	571	99	42	93	359	104	2,914	113
Quebec Region	4,283	105	114	108	175	95	1	100	55	95	945	107
Eastern Townships Region	2,648	103	59	98	143	84	1	100	75	97	318	167
Trois-Rivières Region	1,370	96	32	100	37	82	—	—	23	92	115	119
Ottawa-Hull(5) ...	3,943	93	168	97	132	89	17	81	100	91	1,373	101
Toronto(5)	16,679	89	1,121	101	1,064	90	184	86	391	97	6,733	93
Hamilton(5)	4,065	106	132	106	126	108	27	93	92	100	1,804	121
London(5)	1,893	95	81	105	141	95	16	100	88	105	981	104
Windsor(5)	1,954	75	68	89	71	62	13	65	60	70	586	80
Ft. William - Pt. Arthur(5)	1,095	105	44	110	36	95	19	95	36	120	323	147
Western Provinces												
Winnipeg	4,559	99	326	94	111	91	66	105	133	113	1,934	105
Regina	1,232	97	73	91	61	94	14	100	51	96	386	122
Moose Jaw - Swift Current ..	675	99	21	91	(4)	...	6	86	17	85	233	118
Saskatoon	1,546	103	63	97	48	96	14	100	59	104	471	128
Edmonton	3,507	102	236	92	128	99	61	122	134	118	1,256	113
Calgary	2,706	101	157	92	117	99	29	107	105	109	1,172	107
Leth. and Med. Hat	487	104	26	87	14	93	6	100	16	114	197	119
Vancouver	9,170	104	606	101	208	100	142	111	193	103	3,246	118
Victoria-Nanaimo Area(6)	1,604	95	80	111	34	94	7	88	18	100	463	116

(1) Includes sales of two per cent milk where applicable. (2) Less than 500 qt. (3) Market change necessary to avoid disclosure of individual plant operations. (4) Excluded to avoid disclosure of individual plant operations. (5) Excludes sales outside metropolitan areas; not comparable with previous years. (6) Nanaimo-Ladysmith combined with Victoria to avoid disclosure of individual plant operations.

TABLE 2. Commercial Fluid Sales: by Licensed Dairies Situated in Specified Markets of Canada, Jan. to April 1969

Market	Milk(1)		Cream		Skim milk		Buttermilk		Chocolate drink		Two per cent milk	
	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968
	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%
Eastern Provinces												
Charlottetown	1,123	100	37	97	123	104	(2)	...	40	98	—	—
Mainland Nova Scotia(3)	16,516	101	512	101	1,197	97	61	100	510	107	2,436	128
Cape Breton(3) ...	3,944	98	45	98	52	113	33	100	227	104	—	—
Saint John	3,576	104	79	100	141	100	(4)	...	(4)	...	(4)	...
Moncton	2,828	104	46	96	109	101	16	100	77	115	177	123
Fredericton	2,099	97	42	111	177	97	(4)	...	122	105	63	158
Central Provinces												
Montreal Region ..	87,052	95	3,218	100	2,136	101	156	97	1,436	105	11,460	109
Quebec Region	16,771	101	453	105	677	93	4	100	214	94	3,732	108
Eastern Townships Region	10,467	103	238	97	591	87	4	100	293	101	1,125	154
Trois-Rivières Region	5,664	101	128	107	155	91	—	—	96	97	448	121
Ottawa-Hull(5) ...	16,603	94	687	95	540	91	70	91	431	96	5,705	102
Toronto(5)	68,302	89	4,411	98	4,133	91	708	90	1,513	96	27,534	94
Hamilton(5)	16,698	107	542	107	496	107	102	98	347	102	7,301	122
London(5)	7,787	100	310	101	566	100	61	102	355	110	3,985	111
Windsor(5)	8,013	78	286	87	309	70	48	70	245	75	2,422	84
Ft. William - Pt. Arthur(5)	4,277	103	164	101	136	91	67	92	141	111	1,177	136
Western Provinces												
Winnipeg	18,285	98	1,313	95	467	99	232	105	565	116	7,624	105
Regina	5,104	100	295	94	246	97	54	104	203	94	1,557	124
Moose Jaw - Swift Current ..	2,743	101	81	92	(4)	...	25	100	71	88	917	118
Saskatoon	6,311	105	254	97	193	96	52	102	254	104	1,866	128
Edmonton	14,513	103	956	96	510	100	223	120	575	116	5,085	114
Calgary	10,921	102	634	97	470	100	103	104	425	107	4,698	109
Leth. and Med. Hat	1,974	106	108	94	58	97	22	100	62	103	800	123
Vancouver	36,428	103	2,334	101	808	98	510	106	761	101	12,796	117
Victoria-Nanaimo Area(6)	6,500	97	290	105	136	93	25	89	75	94	1,855	120

(1) Includes sales of two per cent milk where applicable. (2) Less than 500 qt. (3) Market change necessary to avoid disclosure of individual plant operations. (4) Excluded to avoid disclosure of individual plant operations. (5) Excludes sales outside metropolitan areas; not comparable with previous years. (6) Nanaimo-Ladysmith combined with Victoria to avoid disclosure of individual plant operations.

TABLE 3. Commercial Sales of Milk and Cream in Nine Provinces of Canada, April 1969
(Sales by all known operating plants and by producer-distributors in reporting market areas)

Province	Total milk(1)		Total cream(2)		Standard milk		Special milk	
	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968
	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%
Prince Edward Island	448	97	11	100	448	97	—	—
Nova Scotia	5,014	95	136	93	4,427	93	—	—
New Brunswick	3,404	103	58	104	3,084	101	127	146
Quebec	33,912	98	1,093	98	28,791	94	57	154
Ontario	55,746	99	2,358	106	33,406	94	46	53
Manitoba	5,993	98	394	93	3,686	93	—	—
Saskatchewan	4,946	97	209	92	3,526	89	—	—
Alberta	9,089	101	508	91	5,727	95	—	—
British Columbia ...	13,386	102	770	103	8,895	95	50	72
Totals	131,938	99	5,537	100	91,990	94	280	100
	Two per cent milk		Skim milk		Butter-milk		Chocolate drink	
Prince Edward Island	(3)	...	36	100	(4)	...	15	115
Nova Scotia	587	112	302	91	24	89	181	96
New Brunswick	193	131	130	99	11	100	109	112
Quebec	5,064	126	1,020	93	46	92	576	100
Ontario	22,294	108	2,642	94	493	92	1,807	102
Manitoba	2,307	107	144	91	76	104	173	112
Saskatchewan	1,420	124	141	93	48	102	176	97
Alberta	3,362	113	292	98	127	110	337	111
British Columbia ...	4,441	119	261	99	173	108	251	104
Totals	39,668	112	4,968	94	998	98	3,625	103
	Cereal cream		Table cream		Whipping cream		Sour cream	
Prince Edward Island	9	100	1	100	1	100	—	—
Nova Scotia	97	99	9	75	27	84	3	75
New Brunswick	26	108	4	100	28	100	(4)	...
Quebec	682	100	101	94	288	97	22	105
Ontario	1,688	110	282	89	233	99	155	110
Manitoba	314	92	3	100	31	100	46	100
Saskatchewan	168	90	(4)	...	27	100	14	117
Alberta	415	91	1	50	69	95	23	88
British Columbia ...	613	103	6	50	95	99	56	119
Totals	4,012	102	407	88	799	97	319	107

(1) Includes sales of standard, special and two per cent milk, but excludes skim milk, buttermilk and chocolate drink.
(2) Includes sales of cereal, table, whipping and sour cream.
(3) To avoid disclosure of individual plant operations, two per cent milk is included with standard milk in P.E.I.
(4) Less than 500 qt.
r Revised.

TABLE 4. Commercial Sales of Milk and Cream in Nine Provinces of Canada, Cumulative January to April 1969
(Sales by all known operating plants and by producer-distributors in reporting market areas)

Province	Total milk(1)		Total cream(2)		Standard milk		Special milk	
	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968	Quantity	% of 1968
	'000 qt.	%	'000 qt.	%	'000 qt.	%	'000 qt.	%
Prince Edward Island	1,816	101	42	100	1,816	101	—	—
Nova Scotia[r]	20,460	101	557	100	18,024	98	—	—
New Brunswick	13,368	100	224	103	12,205	98	457	116
Quebec	136,294	97	4,427	101	116,257	94	163	120
Ontario	226,623	100	9,346	105	136,617	95	186	51
Manitoba	24,150	99	1,585	95	15,027	94	—	—
Saskatchewan	20,244	99	841	94	14,598	92	—	—
Alberta	37,110	102	2,067	95	23,620	96	—	—
British Columbia ...	53,418	102	2,934	102	35,722	95	217	75
Totals[r]	533,483	99	22,023	101	373,886	95	1,023	86
	Two per cent milk		Skim milk		Butter-milk		Chocolate drink	
Prince Edward Island	(3)	...	144	106	(4)	...	52	104
Nova Scotia[r]	2,436	128	1,249	97	94	100	737	106
New Brunswick	706	134	512	99	37	90	442	107
Quebec	19,874	124	3,921	94	171	95	2,292	103
Ontario	89,820	109	10,427	95	1,869	97	7,150	104
Manitoba	9,123	106	594	97	268	103	737	114
Saskatchewan	5,646	125	562	95	180	103	740	97
Alberta	13,490	115	1,171	100	460	107	1,378	110
British Columbia ...	17,479	119	1,016	98	616	103	1,008	102
Totals[r]	158,574	113	19,596	95	3,695	100	14,536	104
	Cereal cream		Table cream		Whipping cream		Sour cream	
Prince Edward Island	34	100	4	100	4	100	—	—
Nova Scotia[r]	400	108	37	73	107	90	13	87
New Brunswick	101	110	16	94	107	99	(4)	...
Quebec	2,794	103	429	94	1,115	99	89	103
Ontario	6,736	108	1,141	89	910	107	559	99
Manitoba	1,273	93	12	100	114	98	186	102
Saskatchewan	685	92	(4)	...	103	99	53	113
Alberta	1,704	94	4	57	259	100	100	106
British Columbia ...	2,380	102	30	64	317	101	207	116
Totals[r]	16,107	103	1,673	89	3,036	101	1,207	103

See page 4 for footnotes.

Livestock and Animal Products Section, Agriculture Division

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