



# The Daily

## Statistics Canada

Wednesday, May 26, 2004

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### MAJOR RELEASES

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- **Characteristics of international travellers, fourth quarter and annual 2003**

Canadian residents travelled to overseas countries in record numbers last year, but overnight travel to Canada by foreign residents fell for the first time since 1992. Three factors were likely behind the decline in travel from foreign countries—the war in Iraq, the SARS crisis and the increase in the value of the Canadian dollar.

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  - **International travel account, first quarter 2004**

In the first quarter of 2004, Canada's international travel deficit reached its highest level in more than 10 years as spending by Canadian residents abroad rose twice as fast as spending by foreigners in Canada.

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#### ***E-STAT* now available internationally**

In collaboration with the International Council on Canadian Studies (ICCS), *E-STAT* is now available free of charge to some 7,000 university and college professors of Canadian Studies in more than 30 countries.

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The professors from the ICCS international network will join the over 9,800 Canadian educational institutions that already subscribe to *E-STAT*.

For more information, visit the *E-STAT* website (<http://estat.statcan.ca>) or contact Nathalie Gendron (613-951-1130), Dissemination Division.



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## MAJOR RELEASES

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### Characteristics of international travellers

Fourth quarter and annual 2003 (preliminary)

Canadian residents travelled to overseas countries in record numbers last year. They took 5.1 million trips overseas, up 8.4% from 2002.

Overnight travel to Canada by foreign residents fell for the first time since 1992. The number of overnight trips dropped 12.7% to 17.4 million, the lowest level since 1996.

Three factors were likely behind the decline in travel from foreign countries—the war in Iraq, the SARS crisis and the increase in the value of the Canadian dollar.

Travel between Canada and the United States also fell last year. Overnight travel to the United States was down 2.8%, while overnight travel to Canada from the United States declined 12.0%, the first drop since 1996.

These declines occurred as the value of the Canadian dollar rose 12.1% in relation to its American counterpart to reach an average of US \$0.71, its highest level since 1997.

Residents from countries other than the United States made 3.2 million overnight trips to Canada last year, down 16.0%.

#### United States: Travel down in both directions despite gain in loonie

Notwithstanding the strong gain in value of the Canadian dollar, overnight travel by Canadians to the United States continued a downward trend that began in 2000. Last year, Canadians spent 97.4 million nights in the United States, and paid out \$8.1 billion.

Visits to New York State, which remained the most popular state for Canadian residents, fell 8.2%, while spending by Canadians there was down 15.8%. Florida was the second most popular state for Canadians, with a 4.2% gain in visits. Spending in Florida accounted for one-quarter of total Canadian spending in the United States.

The number of overnight trips by air to the United States fell 0.2%, while car trips were down 2.6%. In 2003, one-third of overnight trips made by Canadians to the United States were by air. Canadian residents made 7.5 million car trips south of the border, the lowest level since 1986.

In the opposite direction, travel from the United States to Canada fell in every purpose category. Pleasure trips, which accounted for 58.4% of all trips, experienced the largest decrease (-14.2%), while business trips fell 12.6%.

American spending on overnight trips in Canada declined 13.4% to \$7.3 billion. This spending accounted for almost 62.5% of foreign spending in Canada. Americans spent 56.7 million nights in Canada, down 12.0% from 2002.

Both overnight car and air travel to Canada reached their lowest levels since 1997. Air travel was down 7.6%, while car travel declined 14.0%.

The number of travellers from New York State, the most popular state of origin, declined 15.9%. Minnesota and New Hampshire were the only states of origin in the top 15 to post an increase in the number of visitors to Canada. Travel from New Jersey registered the largest drop (-28.3%).

#### Overseas travel: Canadian trips surpass the five-million mark for the first time

Canadian travel to overseas countries (other than the United States) hit a record 5.1 million trips last year, mostly as a result of a 15.6% gain in pleasure trips. Business travel was down 4.4%, and visits to friends and relatives were off 3.0%.

At the same time, Canadian spending overseas reached a record \$7.6 billion, up 6.9%.

Canadian travel patterns have changed since the beginning of the 1990s. The trend in trips to countries other than the United States has grown almost continuously. In 2003, 28.6% of Canadian overnight trips had an overseas destination. This was almost twice the proportion of 15.9% in 1993.

Travel to the Caribbean soared 29.2% last year. Mexico was the most popular overseas destination for Canadian residents, with a new record of 717,000 visits. It replaced the United Kingdom as the top destination for the second time in three years.

Most of the sun destinations bounced back last year. Following a slight decrease in 2002, the number of Canadian visits to Cuba jumped 49.3%, while those to the Dominican Republic increased 29.9%.

Significant declines occurred in the number of trips to Hong Kong (-26.7%) and China (-18.0%), largely the result of the SARS crisis last spring.

On the other hand, overseas residents continued to travel less to Canada in 2003, taking only 3.2 million overnight trips, down 16.0% from 2002. This was the third consecutive annual drop and the lowest level in 10 years.

Overseas residents spent 49.5 million nights in Canada, down 14.2% from 2002. Their spending fell to \$4.4 billion, a 17.3% drop.

All overseas regions registered drops in the number of overnight trips to Canada. The strongest decline was

from Asia (-27.5%). Asian countries that experienced the most significant drops were Japan (-41.0%), Taiwan (-34.8%) and Hong Kong (-26.0%).

Even with a drop of 4.2% in overnight trips to Canada, the United Kingdom was still the most important overseas market for Canada, followed by France. Japan, which ranked as the second most important overseas market in 2002, dropped to fourth place in 2003, after third-place Germany.

#### Canada's top 12 overseas tourist markets

	2002	2003	2002 to 2003
Overnight visits ('000)			% change
United Kingdom	721	691	-4.2
France	312	274	-12.3
Germany	292	253	-13.4
Japan	423	249	-41.0
Australia	149	136	-8.4
South Korea	143	133	-7.4
Mexico	161	132	-18.0
Netherlands	107	104	-2.9
Hong Kong	118	87	-26.0
Switzerland	88	83	-6.0
China	95	77	-19.4
Taiwan	104	68	-34.8

#### Top 12 overseas countries visited by Canadians

	2002	2003	2002 to 2003
Overnight visits ('000)			% change
Mexico	607	717	18.1
United Kingdom	720	685	-4.9
France	505	506	0.1
Cuba	331	494	49.3
Dominican Republic	319	415	29.9
Germany	255	330	29.5
Italy	246	249	1.4
Netherlands	164	166	1.1
Spain	146	154	5.7
Switzerland	121	125	3.6
Japan	117	122	4.5
China	140	115	-18.0

#### Fourth quarter 2003: Record number of Canadian trips overseas

Canadian residents took 1.1 million overnight trips to overseas countries in the fourth quarter of 2003, a record for the last three months of any year. The 16.0% gain compared with the fourth quarter of 2002 was the largest for a fourth quarter since 1983.

Overnight trips by overseas residents to Canada declined 10.4% in the fourth quarter of 2003 to 637,000. This was only 2.2% higher than the fourth quarter of 2001, which was affected by the events of September 11th. Only business travel increased (+4.3%), while pleasure trips to Canada fell 25.7%. Overseas spending fell 16.9% to \$767 million.

Overnight travel to the United States rose only 1.9% in the fourth quarter to 2.7 million. This growth was mostly as a result of a 6.8% increase in pleasure trips, the only purpose category to record a gain.

American travellers took 6.2% fewer trips to Canada in the fourth quarter of 2003 than at the same time in 2002 and their spending decreased 9.9% to \$1.2 billion. Car travel fell 7.7%, three times the rate of decline in air travel (-2.3%).

#### Definitions, data sources and methods: survey number 3152.

This release summarizes data now available from the International Travel Survey. Tables, various statistical profiles and microdata files of characteristics of international travellers using revised third quarter 2003 data, as well as the preliminary fourth quarter 2003 and full-year 2003 data, are now available upon request.

Data on characteristics of international travellers for the first quarter of 2004 will be released on August 27.

To obtain one or more of these products, contact Client Services (1-800-307-3382; 613-951-7608; fax: 613-951-2909; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Annie Gilbert (613-951-4483; fax: 613-951-2909; [annie.gilbert@statcan.ca](mailto:annie.gilbert@statcan.ca)), Culture, Tourism and the Centre for Education Statistics.

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## Person-trips, person-nights and expenditures of selected market segments in Canada (overnight trips)

	2003						2002 to 2003
	Person-trips	Person-nights	Average number of nights	Spending	Average spending per trip	Average spending per night	Person-trips
	'000			\$ millions	\$		% change
<b>United States</b>							
<b>Total</b>	<b>14,232</b>	<b>56,740</b>	<b>4.0</b>	<b>7,283</b>	<b>512</b>	<b>128</b>	<b>-12.0</b>
Auto	9,120	35,064	3.8	3,525	387	101	-14.0
Plane	3,502	16,578	4.7	3,152	900	190	-7.6
Business trips	1,709	5,598	3.3	1,365	799	244	-12.6
Pleasure trips	8,315	34,170	4.1	4,450	535	130	-14.2
Visits to friends and relatives	2,814	12,069	4.3	806	287	67	-7.6
<b>Overseas</b>							
<b>Total</b>	<b>3,188</b>	<b>49,485</b>	<b>15.5</b>	<b>4,362</b>	<b>1,368</b>	<b>88</b>	<b>-16.0</b>

## Overnight travel between Canada and other countries, 2002 and 2003

	Trips			Expenditures			Nights		
	2002 <sup>r</sup>	2003 <sup>p</sup>	2002 to 2003	2002 <sup>r</sup>	2003 <sup>p</sup>	2002 to 2003	2002 <sup>r</sup>	2003 <sup>p</sup>	2002 to 2003
	'000		% change	\$ millions		% change	'000		% change
<b>Canadian trips abroad</b>	<b>17,705</b>	<b>17,739</b>	0.2	<b>15,592</b>	<b>15,683</b>	0.6	<b>181,192</b>	<b>183,121</b>	1.1
To the United States	13,025	12,665	-2.8	8,457	8,058	-4.7	100,246	97,431	-2.8
To other countries	4,680	5,074	8.4	7,135	7,626	6.9	80,947	85,689	5.9
<b>Travel to Canada</b>	<b>19,964</b>	<b>17,420</b>	-12.7	<b>13,683</b>	<b>11,645</b>	-14.9	<b>122,150</b>	<b>106,225</b>	-13.0
From the United States	16,168	14,232	-12.0	8,412	7,283	-13.4	64,507	56,740	-12.0
From other countries	3,796	3,188	-16.0	5,271	4,362	-17.3	57,642	49,485	-14.2

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures

## Overnight travel between Canada and other countries

	Trips				Expenditures			
	Third quarter 2003 <sup>r</sup>	Fourth quarter 2002 <sup>r</sup>	Fourth quarter 2003 <sup>p</sup>	2002 to 2003	Third quarter 2003 <sup>r</sup>	Fourth quarter 2002 <sup>r</sup>	Fourth quarter 2003 <sup>p</sup>	2002 to 2003
	'000			% change	'000,000			% change
<b>Canadian trips abroad</b>	<b>5,414</b>	<b>3,620</b>	<b>3,824</b>	<b>5.6</b>	<b>3,863</b>	<b>3,214</b>	<b>3,411</b>	<b>6.1</b>
To the United States	4,180	2,657	2,707	1.9	1,819	1,721	1,646	-4.3
To other countries	1,234	963	1,117	16.0	2,045	1,493	1,764	18.2
<b>Travel to Canada</b>	<b>7,301</b>	<b>3,509</b>	<b>3,261</b>	<b>-7.1</b>	<b>5,034</b>	<b>2,249</b>	<b>1,961</b>	<b>-12.8</b>
From the United States	6,050	2,799	2,624	-6.2	3,296	1,325	1,193	-9.9
From other countries	1,251	711	637	-10.4	1,738	924	767	-16.9

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

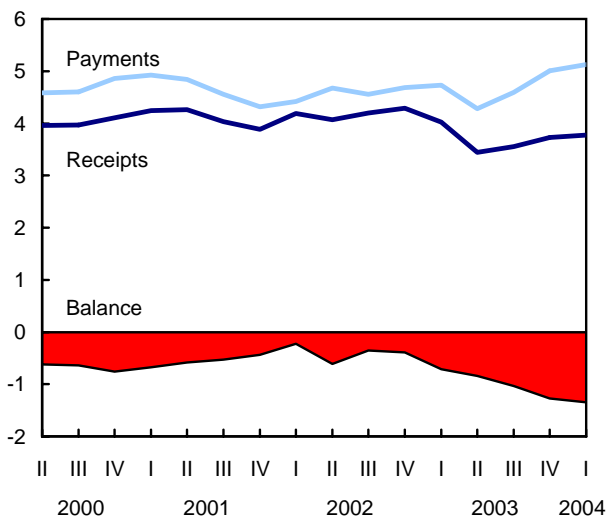
## International travel account

First quarter 2004 (preliminary)

In the first quarter of 2004, Canada's international travel deficit reached its highest level in more than 10 years as spending by Canadian residents abroad rose twice as fast as spending by foreigners in Canada.

### Canada's travel deficit highest since the fourth quarter of 1993

\$ billions



The deficit—the difference between spending by Canadians abroad and spending by foreigners in Canada—increased for the sixth consecutive quarter, to an estimated \$1.3 billion.

The increase in the deficit was the result of record spending of \$5.1 billion by Canadian travellers abroad, a 2.4% increase from the fourth quarter of 2003.

Spending by foreigners in Canada, up 1.1% from the previous quarter to \$3.8 billion in the first quarter of 2004, was at its highest level since the first quarter of 2003.

### Travel deficit with the US hits three-year high

Canada's travel deficit with the United States reached an estimated \$548 million in the first quarter. This was the first time since the fourth quarter of 2000 that the deficit topped the \$500-million mark. The deficit for the previous quarter stood at \$461 million.

The jump in the deficit was caused by a 3.0% increase in spending by Canadian residents in the United States, coupled with a 0.2% decrease in spending by American residents in Canada.

#### Note to readers

*This international travel account analysis is based on preliminary quarterly data, seasonally adjusted unless otherwise stated. Amounts are in Canadian dollars and are have not been adjusted for inflation.*

**Receipts** represent spending by foreigners travelling in Canada, including education spending and medical spending. **Payments** represent spending by Canadian residents travelling abroad, including education spending and medical spending.

**Overseas countries** are those countries other than the United States.

Canadians travelling to the United States injected over \$2.8 billion in the American economy during the first quarter, the highest quarterly level in nearly three years. A rise in overnight trips to the United States contributed to the increase as 3.4 million Canadian residents crossed the border in the first quarter, up 2.0%.

Conversely, fewer Americans travelled to Canada in the first quarter. With a 2.5% drop in overnight trips, spending by American residents in Canada slipped to \$2.3 billion.

The Canadian dollar compared with its American counterpart remained relatively stable since the fourth quarter of 2003, maintaining an average of US \$0.76.

### Slight drop in travel deficit with overseas countries

The travel deficit with overseas countries dropped slightly in the first quarter, down to \$801 million from the record high of \$810 million the previous quarter. However, it was still nearly twice as high as it was a year ago. The drop was the result of a higher increase in overseas spending in Canada.

Spending by overseas residents in Canada rose 3.2% to \$1.5 billion in the first quarter, its highest level since the first quarter of 2003. About 878,000 overseas residents travelled to Canada, up 0.3% from the fourth quarter 2003.

The first quarter saw record spending by Canadian residents in overseas countries. Almost \$2.3 billion were spent in overseas destinations, up 1.7% from the previous quarter. Spending in the first quarter was more than 50% higher than the five-year low of \$1.5 billion recorded in the third quarter of 1999.

Although spending grew in the first quarter, fewer Canadians travelled to overseas countries. Over 1.4 million Canadian residents travelled overseas, down 1.2% from the record level set in the previous quarter.

The Canadian dollar compared with other major currencies dropped considerably. For example, the

British pound was up 7.3% during the first quarter, while the Euro gained 5.0% and the Australian dollar 6.6%.

### International travel account receipts and payments

	First quarter 2003 <sup>r</sup>	Fourth quarter 2003 <sup>r</sup>	First quarter 2004 <sup>p</sup>	Fourth quarter 2003 to first quarter 2004
seasonally adjusted <sup>1</sup>				
	\$ millions			% change
<b>United States</b>				
Receipts	2,433	2,285	2,279	-0.2
Payments	2,703	2,746	2,827	3.0
Balance	-269	-461	-548	
<b>All other countries</b>				
Receipts	1,586	1,447	1,494	3.2
Payments	2,029	2,257	2,295	1.7
Balance	-442	-810	-801	
<b>Total</b>				
Receipts	4,020	3,732	3,773	1.1
Payments	4,731	5,002	5,122	2.4
Balance	-712	-1,271	-1,349	

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

1. Data may not add to totals due to rounding.

### Definitions, data sources and methods: survey numbers, including related surveys, 3152 and 5005.

Data on characteristics of international travellers for the second quarter of 2004 will be released on August 27.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Client Services (1-800-307-3382; 613-951-7608; fax: 613-951-2909; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)) or Eric Desjardins (613-951-1781; [eric.desjardins@statcan.ca](mailto:eric.desjardins@statcan.ca)), Culture, Tourism and the Centre for Education Statistics. ■

## OTHER RELEASES

### Employment Insurance

March 2004 (preliminary)

The estimated number of Canadians (seasonally adjusted) receiving regular Employment Insurance benefits in March was 550,790, a decrease of 0.8% from February. The number of beneficiaries has been dropping since last August yet is still 2.1% higher than a year ago. Increases in each of the first six months of 2003 were followed by eight consecutive month-to-month declines. At the provincial level, there have been almost continual month-to-month decreases in Quebec, Ontario and the western provinces since September 2003.

Also on a seasonally adjusted basis, regular benefit payments in March totalled \$665.9 million, while the number of people making initial and renewal claims was 237,180.

**Note:** Employment Insurance Statistics Program data are produced from an administrative data source and may, from time to time, be affected by changes to the *Employment Insurance Act* or administrative procedures.

The number of beneficiaries is a measure of all persons who received Employment Insurance benefits for the week containing the 15th day of the month. The regular benefit payments series measures the total of all monies received by individuals for the entire month.

**Available on CANSIM:** tables 276-0001 to 276-0006, 276-0009, 276-0011, 276-0015 and 276-0016.

**Definitions, data sources and methods:** survey number 2604.

### Employment Insurance statistics

	March 2004	February 2004	March 2003	Feb- ruary to March 2004	March 2003 to March 2004
seasonally adjusted					
				% change	
Regular beneficiaries	550,790 <sup>P</sup>	555,220 <sup>P</sup>	539,710	-0.8	2.1
Regular benefits paid (\$ millions)	665.9 <sup>P</sup>	825.0 <sup>r</sup>	748.6	-19.3	-11.0
Initial and renewal claims received ('000)	237.2 <sup>P</sup>	243.1 <sup>r</sup>	248.9	-2.4	-4.7
unadjusted					
All beneficiaries ('000) (see Note below)	985.8 <sup>P</sup>	1,012.2 <sup>P</sup>	974.4		
Regular beneficiaries ('000)	686.8 <sup>P</sup>	710.4 <sup>P</sup>	689.0		
Initial and renewal claims received ('000)	220.9	197.9	223.3		
Payments (\$ millions)	1,409.0	1,655.1	1,573.5		
year-to-date (January to March)					
	2004		2003	2003 to 2004	
				% change	
Claims received ('000)	741.9		763.5	-2.8	
Payments (\$ millions)	4,503.7		4,392.5	2.5	

<sup>r</sup> Revised figures.

<sup>P</sup> Preliminary figures.

**Note:** "All beneficiaries" includes all claimants receiving regular benefits (e.g., as a result of layoff) or special benefits (e.g., as a result of illness) and are representative of data for the Labour Force Survey reference week, usually the week containing the 15th of the month.

Data on Employment Insurance for April 2004 will be released on June 29.



## Number of beneficiaries receiving regular benefits

	March 2004 <sup>P</sup>	February to March 2004	March to March 2004
seasonally adjusted			
		% change	
<b>Canada</b>	<b>550,790</b>	<b>-0.8</b>	<b>2.1</b>
Newfoundland and Labrador	37,040	0.0	-0.7
Prince Edward Island	8,000	-1.0	-3.0
Nova Scotia	29,840	-1.8	-0.4
New Brunswick	34,120	-1.2	0.4
Quebec	183,560	-0.1	2.9
Ontario	138,540	-0.8	4.4
Manitoba	13,870	-1.8	6.2
Saskatchewan	12,130	-4.9	7.1
Alberta	29,720	-2.3	-8.5
British Columbia	61,990	-0.2	0.8
Yukon	980	1.0	3.2
Northwest Territories and Nunavut	1,210	-0.8	10.0
unadjusted			
		% change	
Northwest Territories	830	-6.7	3.8
Nunavut	400	2.6	29.0

<sup>P</sup> Preliminary figures.

**Note:** The number of beneficiaries includes all claimants who received regular benefits for the Labour Force Survey reference week, usually the week containing the 15th day of the month.

For general information or to order data, contact Client Services (1-866-873-8788; 613-951-4090; [labour@statcan.ca](mailto:labour@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Gilles Groleau (613-951-4091), Labour Statistics Division. ■

## Family income

2002

The median total family income for couple families in Canada amounted to \$61,200 in 2002. For the second consecutive year, couple families in Ottawa–Gatineau and Oshawa led all census metropolitan areas in family income.

Those in Ottawa–Gatineau had a median of \$78,400, and those in Oshawa, \$77,900. Couple families in Windsor, in third place since 2001, had a median of \$75,300.

The median is the point where exactly one half of incomes are higher and one half are lower.

Among lone-parent families, Ottawa–Gatineau remained the highest in 2002 among all metropolitan areas with a median family income of \$34,300. Calgary was a close second at \$34,100. The national median for lone-parent families was \$28,100.

Provincially and territorially, the median total family income for couple families in the Northwest Territories remained highest, at \$94,300. Couple families in the Yukon and Alberta followed with median family incomes of \$75,500 and \$68,100, respectively.

For lone-parent families, those in the Yukon had the highest median family income at \$32,300, followed by Northwest Territories (\$31,200) and Ontario (\$30,500).

Data are defined according to census family definitions. Couple families consist of a couple living together, whether married or common law, at the same address and any children living at the same address. A lone-parent family is a family with only one parent, male or female, and with at least one child.

Data in this release were obtained primarily from income tax returns filed in the spring of 2003. Income data are after receipt of transfers and are available for both before and after the payment of tax. All figures for previous years have been adjusted for inflation, as measured by the Consumer Price Index.

Data for family income (13C0016, various prices) and seniors' income (89C0022, various prices) are available for the following geographic levels: letter carrier routes, census tracts, urban forward sortation areas (the first three characters of the postal code), cities, towns, federal electoral districts, census agglomerations, census divisions, census metropolitan areas, economic regions, provinces, territories and Canada.

**Available on CANSIM: tables 111-0009 to 111-0015.**

**Definitions, data sources and methods: survey number 4105.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (1-866-652-8443; 613-951-9720; fax: 1-866-652-8444 or 613-951-4745; [saadinfo@statcan.ca](mailto:saadinfo@statcan.ca)), Small Area and Administrative Data Division.

## Median total income of families before payment of taxes<sup>1</sup> 2002

	Family type			
	Couple families	Lone-parent families	Total couple and lone-parent families	Non-family persons
	\$			
<b>Canada</b>	<b>61,200</b>	<b>28,100</b>	<b>55,000</b>	<b>20,100</b>
St. John's	62,300	24,700	53,800	16,900
Halifax	65,200	26,100	58,000	22,000
Saint John	58,700	24,000	51,200	17,900
Saguenay	58,300	27,800	53,400	16,800
Québec	63,400	33,000	58,200	20,200
Sherbrooke	56,600	28,300	50,800	17,500
Trois-Rivières	55,500	25,400	49,400	16,500
Montréal	59,900	29,100	53,500	19,200
Ottawa-Gatineau	78,400	34,300	70,200	26,800
Kingston	66,500	28,900	59,900	22,000
Oshawa	77,900	32,600	70,300	25,100
Toronto	64,800	32,600	58,200	21,800
Hamilton	70,500	30,800	63,800	22,500
St.Catharines-Niagara	62,700	28,400	56,600	21,000
Kitchener	71,900	32,400	65,900	24,300
London	66,700	28,900	59,800	22,400
Windsor	75,300	30,000	67,100	23,900
Greater Sudbury	65,900	25,700	58,300	19,500
Thunder Bay	69,200	27,000	61,800	20,900
Winnipeg	62,800	28,400	56,200	21,000
Regina	70,800	28,200	61,500	22,200
Saskatoon	63,600	24,600	56,100	20,500
Calgary	73,000	34,100	66,700	26,000
Edmonton	70,500	31,000	63,400	22,800
Abbotsford	55,500	24,800	50,400	18,800
Vancouver	58,700	29,700	53,500	21,100
Victoria	66,600	31,600	60,400	23,800

1. Go online to view the census subdivisions that comprise the census metropolitan areas.

## Food consumption 2003

The world may have stopped eating Canadian beef last year as a result of the mad cow scare, but new data show Canadians continued to eat it. In fact, per capita consumption actually rose.

Each Canadian ate 14.2 kilograms (kg) of beef in 2003, up from 13.5 kg the year before, a 5.0% gain.

On May 20, 2003, most nations imposed a ban on Canadian beef products after a single breeder cow in northern Alberta tested positive for bovine spongiform encephalopathy (BSE), more commonly known as mad cow disease. As a result, both exports and domestic slaughter plunged. Even so, last year more beef disappeared within the domestic market.

Two important factors may be behind the gain in beef consumption. The Canadian public rallied around the cause of beef farmers who were devastated by the BSE outbreak. Secondly, beef prices plunged in the last half of the year.

Retail prices for ground beef and lower cuts of beef began falling in June, reaching a low in September.

For example, ground beef prices tumbled an average of 24% between May and September. Retail prices for higher-valued beef cuts remained strong because of a number of factors, including high demand by Canadian consumers for the barbeque season, high food service demand and low levels of imports. The price for pork or chicken products remained stable. Lower prices for some beef helped prompt a shift from pork to beef.

At the same time, pork consumption fell from 12.1 kg per person to 10.9 kg, a 9.6% decline. In total, each Canadian consumed 27.0 kg of red meat, down marginally from 27.2 kg in 2002, which was the fourth consecutive annual decline.

Consumption of poultry, meanwhile, held steady at 13.6 kg, unchanged from 2002. In the past 10 years, it has made major gains, increasing 21%. Last year, chicken remained the poultry of choice, at 10.8 kg per person.

Despite the popularity of low-carbohydrate diets, Canadians are still demanding grain-based products such as pasta, bakery products and cereal-based snacks. Though total cereal consumption fell slightly to 63.9 kg per Canadian in 2003, it remained well above

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the 55.5 kg a decade earlier. Products made with wheat flour accounted for the majority.

Rice consumption continued to make inroads as Canadians ate 5.7 kg per person in 2003, up from 5.6 kg the previous year and nearly 1.3 kg over a decade earlier.

Milk consumption slumped for the third consecutive year, as each Canadian drank 63.1 litres of milk in 2003, down from 66.5 litres 10 years ago. Consumption of 1% milk, which hit the market place only in 1990, has surpassed standard (3.25%) milk. Each Canadian consumed 9.9 litres of standard milk last year, compared with 12.9 litres of 1%.

However, Canadians have not abandoned higher-fat products entirely. Table cream continues to show a surge in popularity, as consumption in 2003 reached 1.8 litres per person, up more than 1 litre per person from a decade ago. The growth is in line with the increasing consumption of coffee, especially from food-service establishments in recent years.

New food consumption data adjusts for retail, household, cooking and plate loss.

**Available on CANSIM: tables 002-0010, 002-0011 and 002-0019.**

**Definitions, data sources and methods: survey numbers, including related surveys, 3403, 3404, 3407, 3430 and 3475.**

The 2003 issue of *Food Statistics*, Vol. 3, no. 1 (21-020-XIE, free) is now available online. From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Agriculture*.

More detailed information can be found on the *Canada Food Stats* CD-ROM, (23F0001XCB, \$81/\$129), which will soon be available. This is an easy-to-use system that provides access to

a broad spectrum of data, preformatted reports and articles on food and the food industry.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kim Boyuk (613-951-2510; or toll-free: 1-800-465-1991; [kimberley.boyuk@statcan.ca](mailto:kimberley.boyuk@statcan.ca)), Agriculture Division. ■

## **Production of Poultry and Eggs**

### **2003**

The value of poultry products totalled \$2.6 billion in 2003, up 3.4% from 2002. Sales from poultry meat jumped by 4.3% and totalled \$1.8 billion. Egg sales increased by 1.3%, to stand at \$760.5 million.

Canadian farmers produced 1.1 million tonnes of poultry meat in 2003, virtually unchanged from the year before. Production of chicken, which accounts for over 85% of all poultry meat produced, dropped 0.3% from 2002 levels. Turkey production stood at 147.8 thousand tonnes in 2003, up almost 1% from 2002.

Egg production in 2003, at 576.5 million dozen, remained unchanged from 2002.

**Available on CANSIM: tables 003-0017 to 003-0020.**

**Definitions, data sources and methods: survey number 5039.**

The 2003 issue of *Production of Poultry and Eggs* (23-202-XIB, \$31) is now available. See *How to order products*.

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