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Statistics Canada

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Releases

Releases

Control and sale of alcoholic beverages

Fiscal year ending March 31, 2006

Although beer remains by far the most popular alcoholic beverage in Canada, growth in the volume of wine sales continued to outpace growth in the sales of beer and spirits. And, for the second year in a row, sales of wine in dollar terms surpassed sales of spirits.

Canada's beer and liquor stores and agencies sold more than $17.3 billion worth of alcoholic beverages during the fiscal year ending March 31, 2006, up 6.1% from the year before. This increase reflects, in part, the end of the three-month strike at the Société des alcools du Québec in 2004/2005.

Sales of alcoholic beverages at March 31, 2006

	Beer	Wine	Spirits	Total
	$ thousands			
Newfoundland and Labrador	178,449	33,117	106,850	318,416
Prince Edward Island	34,634	10,441	23,197	68,272
Nova Scotia	264,881	89,912	174,820	529,613
New Brunswick	214,492	57,446	96,257	368,195
Quebec	2,314,310	1,592,074	525,098	4,431,483
Ontario	3,085,951	1,584,699	1,714,708	6,385,358
Manitoba	229,917	94,575	196,313	520,805
Saskatchewan	214,518	49,043	165,415	428,976
Alberta	795,281	380,894	561,683	1,737,857
British Columbia	1,061,123	703,253	707,613	2,471,990
Yukon	14,045	5,175	8,465	27,684
Northwest Territories	20,095	4,712	16,683	41,490
Nunavut	3,020	240	1,003	4,263
Canada	**8,430,715**	**4,605,583**	**4,298,105**	**17,334,404**

Note: *Figures may not add up to totals due to rounding.*

In litres of absolute alcohol, the volume of sales of alcoholic beverages edged up 3.8% in 2005/2006 to 211.9 million litres.

Beer was by far the most popular beverage. In terms of dollar value, beer captured 48.6% of sales, wine, 26.6%, and spirits, 24.8%.

Consumers bought more than 2.2 billion litres of beer, up 2.9% from 2004/2005. This volume was worth more than $8.4 billion, a 4.8% increase.

The value of wine sales rose 8.9% in 2005/2006, faster than the 5.5% growth in the spirits market. In terms of volume, wine sales were up 5.9%, twice the rate of growth of 2.9% in the volume of spirits.

On a per capita basis, Canadians aged 15 and over spent the equivalent of $651.50 on alcoholic beverages in 2005/2006, up $28 from the previous year.

Revenue from the sale of alcoholic beverages, combined with the net income realized by provincial and territorial liquor authorities, hit $4.7 billion in 2005/2006, up 4.8% from the previous year. The increase is due in part to the end of a three-month strike at the Société des alcools du Québec in 2004/2005.

Provincially, net income increased rapidly in Prince Edward Island (+8.1%), Nova Scotia (+6.6%) and Manitoba (+6.0%). However, in Quebec, net income surged 21.4%, reflecting a return to normal activities after the strike.

Note to readers

This release includes revisions. Data for Ontario have been revised downward from March 2001 to March 2005 to remove sales of beer from the Liquor Control Board of Ontario to the Beer Store. Data for the Yukon have been revised downward from March 2003 to March 2005 due to a miscalculation of the effective tax rate of the Liquor Ordinary Tax.

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries, breweries and outlets that operate under licence from the liquor authorities.

Consumption of alcoholic beverages includes all of these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, sales in duty-free shops, and any unrecorded transactions.

Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer expenditures on alcoholic beverages. The sales data refer to the revenues received by liquor authorities, wineries and breweries, and these revenues include sales to licensed establishments, such as bars and restaurants.

The sales data, therefore, do not reflect the total amount spent by consumers on alcoholic beverages since the prices paid in licensed establishments are greater than the prices paid by those establishments to the liquor authorities.

Per capita data are based on the population aged 15 and over.

Net income of provincial and territorial liquor authorities and revenue from the sales of alcoholic beverages at March 31

	2005	2006	2005 to 2006
	$ thousands		% change
Newfoundland and Labrador	104,254	107,304	2.9
Prince Edward Island	23,030	24,896	8.1
Nova Scotia	173,862	185,273	6.6
New Brunswick	125,086	127,409	1.9
Quebec	683,627	829,847	21.4
Ontario	1,637,467	1,626,547	-0.7
Manitoba	186,560	197,671	6.0
Saskatchewan	143,345	140,963	-1.7
Alberta	566,691	596,017	5.2
British Columbia	785,897	807,921	2.8
Yukon	8,008	8,001	-0.1
Northwest Territories	20,572	20,781	1.0
Nunavut	1,650	1,300	-21.2
Canada	**4,460,049**	**4,673,929**	**4.8**

Note: *Figures may not add up to totals due to rounding.*

Wine's popularity keeps growing

Wineries and liquor stores and agencies sold $4.6 billion worth of wines in 2005/2006, up 8.9% from 2004/2005. In terms of volume, Canadians bought 378.7 million litres of wine, up 5.9% from 2004/2005.

In 2005/2006, red wines clearly asserted their dominance over white wines, with sales of 192.7 million litres. These sales accounted for 60% of the total volume of red and white wines sold.

Almost 75% of all red wines sold in Canada were from other countries, compared with just over 50% of white wines.

In the last 10 years, the value of sales of imported wines grew at an annual average rate of 9.5%, compared with 5.7% for Canadian products.

On a per capita basis, Canadians aged 15 and over spent $173.10 on wines in 2005/2006, an increase of almost $12 from the previous year.

The value of sales of wine increased in all provinces in 2005/2006, with noticeable gains in Newfoundland and Labrador (+15.4%), Alberta (+11.2%) and Manitoba (+11.0%).

Consumers in Quebec bought the most wine by far. They accounted for 35% of all wine sold in Canada in 2005/2006, and 42% of all red wine sold.

Three provinces reported a higher volume of sales of white wines than red wines: Prince Edward Island, Nova Scotia and New Brunswick.

The volume of sales of other wines, such as fortified, aperitif and sparkling wines, followed a very different pattern in 2005/2006. These sales were down 3.2% from 2004/2005.

Beer: Imported brands still on the rise

On a per capita basis, Canadians aged 15 and over bought $316.90 worth of beer in 2005/2006, compared with $306.60 the year before.

The growth in the volume of sales of imported beer continued to outpace sales of domestic brands. The volume of imported beer sold surged 15.0% in 2005/2006, while sales of domestic brands increased 1.6%.

By volume, imported beer continued to increase its market share. In 2005/2006, foreign brands captured 11.1% of the beer market in Canada, up from 9.9% in 2004/2005.

The value of sales of beer increased in all provinces except Saskatchewan (-1.9%).

Spirits: Coolers on the down side

Liquor stores and agencies sold $4.3 billion worth of spirits in 2005/2006, up 5.5% from the previous year. Again, part of the increase reflects the end of the strike in Quebec. Canadian products represented 62% of these sales.

After experiencing high popularity in the second half of the 1990s, the value of sales of spirit-based coolers declined in Canada for a second year in a row.

Sales of imported spirits rose 9.2% to $1.6 billion, almost three times the rate of growth of Canadian spirits.

On a per capita basis, Canadians aged 15 and over spent $161.60 on spirits in 2005/2006, an increase of $6 from the previous year.

The volume of sales of spirits increased 2.9% in 2005/2006 to 202.6 million litres.

While domestic producers dominated the spirits market, the sales volume of imported spirits increased 6.4% to 58.3 million litres. Sales of Canadian spirits rose a modest 1.5% to 144.3 million litres.

Whisky-type products, such as whisky, scotch and bourbon, are still the preferred spirits choice of Canadians, accounting for almost 30% of all spirits sales in 2005/2006. Almost 70% of these sales were of Canadian products.

Provincially, the value of sales of spirits in 2005/2006 rose in all provinces, with noticeable increases in Alberta (+8.4%), Nova Scotia (+7.2%) and Newfoundland and Labrador (+6.0%). In Quebec, the value of sales rose 13.2%, reflecting the three-month strike at the Société des alcools du Québec in 2004/2005.

Available on CANSIM: tables 183-0006, and 183-0015 to 183-0020.

Definitions, data sources and methods: survey number 1726.

Data tables on sales of alcoholic beverages are available from the *National economic accounts* module of our website.

The 2006 issue of *The Control and Sale of Alcoholic Beverages in Canada* (63-202-XWE, free) is now available from the *Publications* module of our website.

Data are also available through custom and special tabulation. For more information on products and services, contact Client Services (613-951-0767; *fe-pid-dipinfo@statcan.ca*), Public Institutions Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Claude Vaillancourt (613-951-1820; *claude.vaillancourt@statcan.ca*), Public Institutions Division. ■

Hog inventories

Third quarter 2007

Hog inventories tumbled for the second consecutive quarter, despite high international demand for Canadian hogs and pork. Soft slaughter prices and high feed costs continued to adversely affect the hog industry in Canada.

Hog producers reported 14.4 million hogs on their farms as of October 1, 2007, according to a survey of producers taken in September. This was down 1.7% from the second quarter of 2007, and 3.1% below the same date last year.

Hog prices continued to be soft as they have been since 2005, in part because of a stronger Canadian dollar. Although prices have improved modestly in recent months, they are still well below those recorded in the same period in 2005. Prices as of August 2007 were about 4.6% higher than the same period in 2006, but still 11.6% below the 2005 average.

Farmers exported hogs, principally to the United States, at a record pace—an estimated 7.2 million hogs during the first nine months of 2007. This surpassed the previous record established in 2006. With rising feed costs, the weaner export market remains attractive to Canadian farrowing producers. The small weaner pigs are fed on US farms before being sent to market in that country.

The record exports, combined with recent stronger prices, helped push hog farm cash receipts up during the first half of 2007, climbing to $1.8 billion, a 7.8% increase from the same period last year.

Hog slaughter in Canada slipped 2.9% in the first nine months of 2007 from the same period in 2006. Domestic slaughter had risen steadily from 1999 to 2004, reaching a record high of 22.9 million head in 2004. Since then, levels have been declining. This decline coincides with a shrinking of domestic hog slaughter capacity.

Available on CANSIM: table 003-0004.

Definitions, data sources and methods: survey number 3460.

The report, *Hog Statistics*, Vol. 6, no. 4 (23-010-XIE, free), is now available on our website. From the *Publications* module, choose *Free Internet publications*, then *Agriculture*.

For general information, contact Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Yukman Cheung (613-951-9180; *yukman.cheung@statcan.ca*), Agriculture Division.

Hog inventories, October 1, 2007

	Breeding		Market Hogs				Total Hogs	
	2007	2006 to 2007	2007	2006 to 2007	2007	2006 to 2007	2007	2006 to 2007
			Under 20 kg		20 kg and over			
	thousand head	% change	thousand head	% change	thousand head	% change	thousand head	% change
Canada	**1,560**	**-1.4**	**4,692**	**4.7**	**8,185**	**-7.4**	**14,437**	**-3.1**
Atlantic	31	-1.9	84	-15.3	175	-10.3	290	-11.0
Quebec	399	-1.3	1,329	5.8	2,342	-6.7	4,070	-2.4
Ontario	417	-2.1	1,187	-0.7	2,186	-4.5	3,790	-3.1
East	**847**	**-1.7**	**2,600**	**1.9**	**4,703**	**-5.8**	**8,150**	**-3.1**
Manitoba	371	-0.5	1,133	19.3	1,407	-13.6	2,910	-1.4
Saskatchewan	137	1.7	321	0.4	882	-4.1	1,340	-2.5
Alberta	188	-4.0	597	-1.0	1,125	-9.0	1,910	-6.1
British Columbia	18	-1.6	42	-27.9	67	16.3	127	-5.2
West	**713**	**-1.1**	**2,092**	**8.4**	**3,482**	**-9.4**	**6,287**	**-3.2**

Note: *Figures may not add up to totals due to rounding.*

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Stocks of frozen and chilled meats
October 2007

Stocks of red meat in storage amounted to 81 357 tonnes in October. This is up 3% from last year, but down 3% from July 2007. Stocks of frozen poultry meat amounted to 65 089 tonnes in October, down 2% from last year, but unchanged from July 2007.

This release contains details for various cuts of pork, beef, veal, poultry, mutton and lamb, as well as fancy meats at the Canadian level. At the regional level, it contains totals for the red meats. This release also contains the holdings of imported meat at the national level for the same periods.

Available on CANSIM: tables 003-0081 and 003-0082.

Definitions, data sources and methods: survey number 3423.

The October 2007 issue of *Stocks of Frozen and Chilled Meats*, Vol. 2, no. 3 (23-009-XWE, free), is now available on our website. From the *Publications* module, choose *Free Internet publications*, then *Agriculture*.

For more information or to order data, contact Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods and data quality of this release, contact Barbara McLaughlin (902-893-7251; *barbara.mclaughlin@statcan.ca*), Agriculture Division. ■

Crushing statistics
September 2007

Oilseed processors crushed 325 278 tonnes of canola in September. Oil production in September totalled 136 003 tonnes, while meal production amounted to 195 326 tonnes.

Available on CANSIM: table 001-0005.

Definitions, data sources and methods: survey number 3404.

The September 2007 issue of *Cereals and Oilseeds Review* (22-007-XIB, free) will be available in November.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; *agriculture@statcan.ca*), Agriculture Division. ■

Cereals and oilseeds review
August 2007

Data from the August issue of *Cereals and Oilseeds Review* are now available.

Definitions, data sources and methods: survey numbers, including related surveys, 3401, 3403, 3404, 3443, 3464, 3476 and 5046.

The August 2007 issue of *Cereals and Oilseeds Review*, Vol. 30, no. 8 (22-007-XIB, free), is now available from the *Publications* module of our website. The August issue contains an overview of September's market conditions.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; *agriculture@statcan.ca*), Agriculture Division. ■

Deliveries of major grains
September 2007

Data on September major grain deliveries are now available.

Available on CANSIM: table 001-0001.

Definitions, data sources and methods: survey numbers, including related surveys, 3403, 3404 and 3443.

The September 2007 issue of *Cereals and Oilseeds Review* (22-007-XIB, free) will be available in November.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; *agriculture@statcan.ca*), Agriculture Division. ■

New products

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Cereals and Oilseeds Review, August 2007, Vol. 30, no. 8
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Stocks of Frozen and Chilled Meats, October 2007, Vol. 2, no. 3
Catalogue number 23-009-XWE
(free).

Hog Statistics, Vol. 6, no. 4
Catalogue number 23-010-XIE
(free).

The Control and Sale of Alcoholic Beverages in Canada, Fiscal year ended March 31, 2006
Catalogue number 63-202-XWE
(free).

Science Statistics, Vol. 31, no. 5
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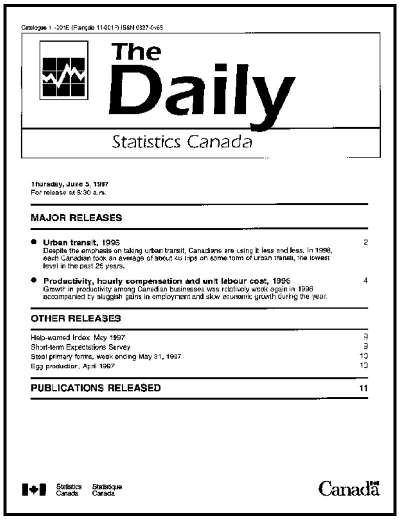

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Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 46 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

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