Catalogue 11-001-XIE (Français 11-001-XIF) ISSN 1205-9137

The Daily

Statistics Canada

Wednesday, April 20, 2011
Released at 8:30 a.m. Eastern time

Releases

Releases

Control and sale of alcoholic beverages

For the year ending March 31, 2010

Beer and liquor stores and agencies sold $19.9 billion worth of alcoholic beverages during the fiscal year ending March 31, 2010, up 2.8% from the previous year. Beer remained the alcoholic drink of choice for Canadians.

The growth in dollar value reflected a combination of factors, including an increase in sales of imported wine and beer as well as a 1.1% average increase in alcoholic beverage prices during the fiscal year.

In litres of absolute alcohol, the volume of sales of alcoholic beverages increased 1.3% to 229.5 million litres.

The net income realized by provincial and territorial liquor authorities, combined with other alcohol-related revenue, such as liquor licenses and permits, reached $5.6 billion in 2010, up 2.5% from the previous year. British Columbia reported a decline of 1.5% in net income, while the rest of the provinces and territories experienced growth.

Beer: Imported brands still on the rise

Beer and liquor stores and agencies sold $9.2 billion worth of beer during the fiscal year ending March 31, 2010, up 3.8% from the previous year. Newfoundland and Labrador had the largest increase in sales at 14.7%.

Although beer remained the alcoholic drink of choice in terms of both volume and dollar value, its dominance continued to decline as consumers turned more to wine.

A decade ago, beer had a market share of 52% in terms of dollar value, compared with 23% for wine. By 2010, the market share for beer had declined to 46%, while wine accounted for 29%.

Note to readers

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 and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all 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.

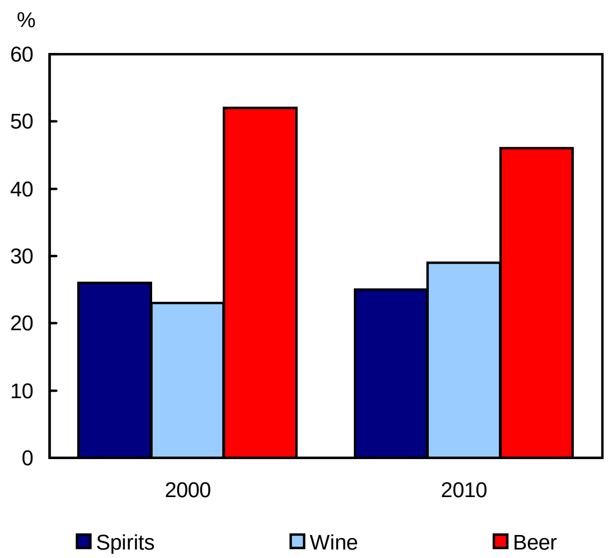
Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer spending on alcoholic beverages. Sales data refer to the revenues received by liquor authorities, wineries and breweries. These revenues include sales to licensed establishments, such as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

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

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

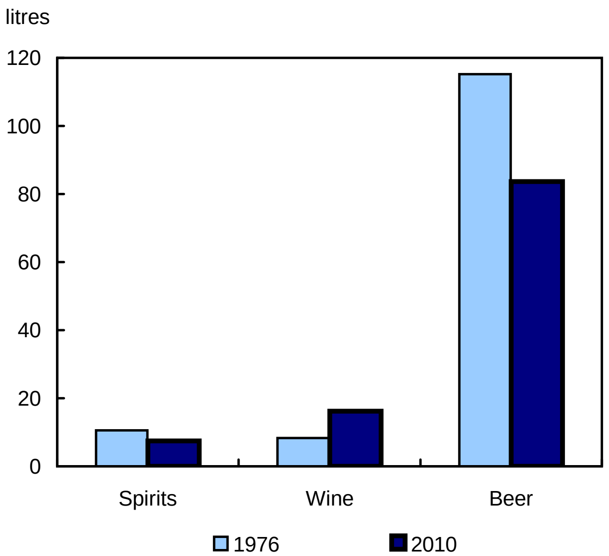
Volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. For more information on conversion rates, consult the 'definitions, data sources and methods' section of this release.

Proportion of sales of alcoholic beverages in dollars



In terms of volume, beer stores and agencies sold 2.4 billion litres of beer in 2010, up 1.4% from the previous year.

Sales of alcoholic beverages per capita 15 years and over: Volume



On a per capita basis, beer sales amounted to 83.6 litres per person in 2010, down from 85.6 litres in 2000. In contrast, during the same period, beer sales in terms of value increased by almost $53 to $326.4 per person.

The growth in volume of sales of imported beer continued to outpace that of domestic products. The volume of imported beer sold increased 7.8% in 2010, while volume sales of domestic products were up (+0.4%).

In 2010, imported beer captured 14% of the beer market in Canada, double its market share of 7% in 2000.

Of all the imported beer sold in Canada, 24% came from the United States, 20% from Mexico and 17% from the Netherlands.

Wine's popularity still on the rise

Wineries and liquor stores and agencies sold $5.8 billion worth of wines during the year ending March 31, 2010, up 3.1% from the previous year.

In terms of volume, wine sales reached 456.5 million litres in 2010, a 3.4% increase from 2009. The growth in sales of imported wine (+3.8%) outpaced the growth of domestic wine sales (+2.9%).

Much of the strength in wine sales can be attributed to the rising popularity of red wines. Sales of red wine, which includes both red and rosé wines, accounted for almost 62% of the total volume of red and white wine sold.

Dollar sales of red wine more than doubled (+168.9%) between 2000 and 2010, while dollar sales of white wine rose at a much slower pace (+56.4%) during the same period. Just over 75% of all red wines sold in Canada were imported, compared with 61% of white wines.

Spirits: Imported products capturing greater market share

Liquor stores and agencies sold $4.9 billion worth of spirits during the year ending March 31, 2010, up 0.7% from the previous year. This gain was mainly due to a 4.3% increase in vodka sales and a 3.0% gain in rum sales.

The volume of spirits declined 0.4% in 2010 to 209.5 million litres. Over the past decade, domestic spirits dominated the spirits market, but their lead has been declining.

In 2000, domestic products represented 74% of total volume of sales; by 2010, they accounted for 68%.

Over the past 10 years, the market share in terms of dollar value of whisky-type products, such as whisky, scotch and bourbon, has declined. However, whisky-type products continue to have the largest share, accounting for 27% of total spirits sales in 2010.

In contrast, strong vodka sales closed the gap with whisky sales in 2010, capturing nearly 23% of market share, up from 18% a decade ago. Much of this strong growth in vodka sales is attributed to imported brands, which have almost doubled their market share from 19% in 2000 to 35% in 2010.

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.

Data are also available through custom and special tabulation. For more information on products and services, contact Client Services (613-951-0767; *pssd-info-dssp@statcan.gc.ca*). For more information, or to enquire about the concepts, methods or data quality of this release, contact Luqman Rana (613-951-3524; *luqman.rana@statcan.gc.ca*), or Fadi Ibrahim (613-951-3565; *fadi.ibrahim@statcan.gc.ca*), Public Sector Statistics Division.

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

	2009[r]	2010[p]	2009 to 2010
	$ thousands		% change
Canada	**5,426,688**	**5,559,966**	**2.5**
Newfoundland and Labrador	124,262	132,115	6.3
Prince Edward Island	29,050	30,976	6.6
Nova Scotia	214,375	221,125	3.1
New Brunswick	154,317	159,462	3.3
Quebec	973,066	1,034,810	6.3
Ontario	1,883,422	1,901,072	0.9
Manitoba	230,652	235,278	2.0
Saskatchewan	197,150	205,293	4.1
Alberta	684,468	715,805	4.6
British Columbia	900,835	887,128	-1.5
Yukon	10,015	10,939	9.2
Northwest Territories	23,236	23,935	3.0
Nunavut	1,840	2,028	10.2

r *revised*
p *preliminary*
Note: *Data may not add up to totals as a result of rounding.*

Sales of alcoholic beverages at March 31

	Beer	Wine	Spirits	Total
	2010			
	$ thousands			
Canada	**9,174,052**	**5,835,607**	**4,916,048**	**19,925,707**
Newfoundland and Labrador	230,995	50,481	130,613	412,088
Prince Edward Island	41,839	14,336	26,723	82,898
Nova Scotia	304,795	115,261	196,337	616,393
New Brunswick	240,051	76,599	110,923	427,573
Quebec	2,547,323	2,025,631	626,224	5,199,178
Ontario	3,005,214	1,893,529	1,857,848	6,756,591
Manitoba	284,678	124,678	231,685	641,041
Saskatchewan	277,355	76,037	216,888	570,280
Alberta	979,291	498,120	665,975	2,143,386
British Columbia	1,220,297	946,762	820,920	2,987,980
Yukon	17,845	6,765	10,749	35,360
Northwest Territories	20,163	7,079	19,777	47,019
Nunavut	4,204	331	1,386	5,921
	2009 to 2010			
	% change			
Canada	**3.8**	**3.1**	**0.7**	**2.8**
Newfoundland and Labrador	14.7	6.3	5.8	10.7
Prince Edward Island	7.4	2.5	4.4	5.6
Nova Scotia	4.8	5.0	1.2	3.6
New Brunswick	3.0	5.0	2.3	3.1
Quebec	4.8	5.6	3.5	4.9
Ontario	1.0	0.4	-0.3	0.5
Manitoba	6.4	4.0	2.7	4.6
Saskatchewan	8.3	8.5	4.7	6.9
Alberta	4.5	2.8	-0.7	2.5
British Columbia	4.6	2.3	-1.0	2.3
Yukon	9.0	3.4	3.2	6.1
Northwest Territories	-0.4	3.6	-0.1	0.3
Nunavut	10.2	10.3	10.3	10.2

Note: *Data may not add up to totals as a result of rounding.*

Sales of alcoholic beverages per capita 15 years and over at March 31, 2010

	Beer	Wine	Spirits	Total
	$			
Canada	**326.4**	**207.6**	**174.9**	**708.8**
Newfoundland and Labrador	534.1	116.7	302.0	952.8
Prince Edward Island	355.0	121.6	226.7	703.3
Nova Scotia	382.0	144.4	246.1	772.5
New Brunswick	378.1	120.6	174.7	673.4
Quebec	386.3	307.2	95.0	788.4
Ontario	276.9	174.5	171.2	622.7
Manitoba	287.8	126.0	234.2	648.1
Saskatchewan	332.3	91.1	259.9	683.3
Alberta	326.4	166.0	222.0	714.4
British Columbia	323.4	250.9	217.5	791.8
Yukon	641.7	243.3	386.5	1,271.5
Northwest Territories and Nunavut	435.4	132.4	378.1	945.9

Note: *Data may not add up to totals as a result of rounding.*

■

Travel between Canada and other countries

February 2011

Travel to Canada by foreign residents was down 3.0% in February compared with January to 1.9 million trips. This decline was largely a result of a 3.5% decrease in overnight travel to Canada. In the other direction, Canadian residents took 4.8 million trips abroad in February, up 0.8% compared with January.

Travel by American residents to Canada declined 1.6% to 1.6 million trips in February. Overnight travel by US residents to Canada decreased 1.6% to 949,000 trips.

Declines were recorded by US residents in all transportations modes. Overnight plane travel recorded the strongest decrease, down 4.6% to 283,000 trips.

Same-day car travel by US residents to Canada declined 0.6% to 559,000. This was a continuation of a downward trend over the last few years.

Overseas residents took 345,000 trips to Canada in February, down 8.7% from January.

Travel from all of Canada's top 12 overseas markets decreased in February compared with January, with 5 of the top 12 markets recording double-digit declines. The largest decrease was recorded by Hong Kong (-24.8%).

In the other direction, Canadian residents took 4.8 million trips abroad in February, up 0.8% from January.

Canadian residents took 4.0 million trips to the United States in February, up 0.9% from January. Overnight travel by Canadian residents to the United States rose 2.2% to 1.7 million. This gain was largely a result of a 4.0% increase in overnight car travel to the United States, as Canadian residents took 1.0 million trips.

Canadian residents took 2.3 million same-day car trips to the United States in February, virtually unchanged from January.

Canadian travel to overseas countries increased 0.3% to 734,000 trips in February.

Note: Monthly data are seasonally adjusted.

Available on CANSIM: tables 427-0001 to 427-0006.

Definitions, data sources and methods: survey number 5005.

The February 2011 issue of *International Travel, Advance Information*, Vol. 27, no. 2 (66-001-P, free), is now available from the *Key resource* module of our website under *Publications*.

For general information, contact Client Services (toll-free 1-800-307-3382; 613-951-9169; fax: 613-951-2909; *tourism@statcan.gc.ca*). To enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi (613-951-3136; *lotfi.chahdi@statcan.gc.ca*), Tourism and the Centre for Education Statistics Division.

□

Travel between Canada and other countries

	February 2010[r]	January 2011[r]	February 2011[p]	January to February 2011
	Seasonally adjusted			
	thousands			% change[1]
Canadian trips abroad[2]	**4,209**	**4,735**	**4,773**	**0.8**
To the United States	3,524	4,003	4,039	0.9
To other countries	685	732	734	0.3
Same-day car trips to the United States	1,873	2,281	2,280	0.0
Total trips, one or more nights	2,299	2,412	2,451	1.6
United States[3]	1,614	1,680	1,717	2.2
Car	971	997	1,037	4.0
Plane	550	590	585	-0.7
Other modes of transportation	92	94	95	1.5
Other countries[4]	685	732	734	0.3
Travel to Canada[2]	**2,137**	**1,996**	**1,936**	**-3.0**
From the United States	1,759	1,618	1,591	-1.6
From other countries	378	378	345	-8.7
Same-day car trips from the United States	667	563	559	-0.6
Total trips, one or more nights	1,370	1,334	1,287	-3.5
United States[3]	1,001	965	949	-1.6
Car	564	552	552	-0.1
Plane	289	296	283	-4.6
Other modes of transportation	148	116	115	-0.8
Other countries[4]	369	369	338	-8.5
Travel to Canada: Top overseas markets, by country of origin[5]				
United Kingdom	58	59	56	-4.5
France	36	39	37	-3.2
Germany	29	26	23	-13.9
Japan	20	19	19	-2.8
Australia	18	21	18	-12.9
China	16	20	17	-16.1
South Korea	13	14	13	-10.9
India	9	12	11	-8.6
Mexico	10	10	10	-4.9
Netherlands	15	9	9	-1.0
Hong Kong	8	12	9	-24.8
Switzerland	11	9	8	-6.9

r *revised*
p *preliminary*
1. *Percentage change is based on unrounded data.*
2. *Totals exceed the sum of "same-day car trips" and "total trips, one or more nights" because they include all of the same-day trips.*
3. *Estimates for the United States include counts of cars and buses, and estimated numbers for planes, trains, boats and other methods.*
4. *Figures for other countries exclude same-day entries by land only, via the United States .*
5. *Includes same-day and overnight trips.*

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Study: Conditional survival analyses by cancer type
2004 to 2006

The predicted prognosis for people diagnosed with cancer between 2004 and 2006 tended to improve, sometimes substantially, after one or more years' survival.

For the first time in Canada, five-year survival ratios for a large number of cancers were estimated for people who had already survived from one to five years since diagnosis. These estimates were based on records from the Canadian Cancer Registry linked to the Canadian Vital Statistics Death Database.

The estimated five-year relative survival ratio for cancer of the pancreas is 6% at diagnosis, but among one-year survivors is 28%, and among five-year survivors, is 88%. Similarly, among those surviving esophageal cancer for at least five years, the estimated relative survival ratio is 83%, although the initial prognosis is 13%.

For five-year survivors from colon cancer, a cancer with an initial estimated five-year relative survival ratio of 63%, the updated prognosis is 97%.

There was no apparent improvement in survival prospects during the first five years after diagnosis for chronic lymphocytic leukemia, the estimated five-year relative survival ratio remained just under 80%.

Note: Relative survival is a measure of survival which compares the observed survival of those with cancer to the expected survival for comparable people in the general population.

Conditional survival is a measure of survival based solely on cases that have met a certain condition such as survival for one year after diagnosis.

Definitions, data sources and methods: survey number 3207.

The article, "Conditional survival analyses across cancer sites," which is part of today's online release of *Health Reports*, Vol. 22, no. 2 (82-003-X, free), is now available from the *Key resource* module of our website under *Publications*. For information about this article, contact Larry Ellison (613-951-5244; *larry.ellison@statcan.gc.ca*), Health Statistics Division.

Today's release includes one other article.

"Breast cancer incidence and neighbourhood income" uses data from the Canadian Cancer Registry to calculate national age-specific and age-standardized incidence rates of breast cancer from 1992 through 2004 by neighbourhood income quintile and region. For more information about the article, contact Marilyn J. Borugian (604-675-8058; *mborugian@bccrc.ca*), British Columbia Cancer Agency.

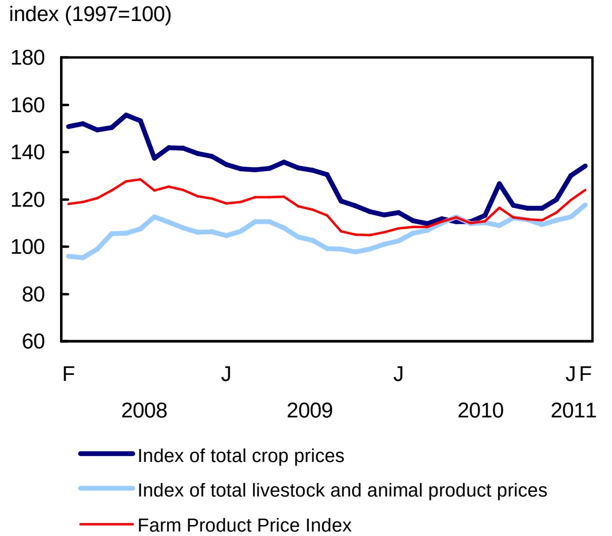
For information about Health Reports, contact Janice Felman (613-951-6446; *janice.felman@statcan.gc.ca*), Health Analysis Division. ■

Farm Product Price Index

February 2011

In February, prices farmers received for their commodities rose 14.4% from February 2010, as both the crops index and livestock and animal products index advanced. The advance in February was the largest increase in an upward trend which started in August 2010.

Farm Product Price Index



The prices producers received for crops in February were 21.0% higher compared with the same month in 2010, led by increases in oilseeds, grains and potatoes. Estimates for oilseed stocks continued to tighten, fuelled by growing demand from emerging economies and biofuels.

The International Grains Council reported that global carryover grain stocks are set to fall to their lowest level in three years. At the end of January, the Canadian Wheat Board increased the initial price that producers receive for wheat and barley for the second time this crop year.

In February, the potato index was 16.0% higher than the year earlier level, as North American production in the fall of 2010 fell 7.0% to the lowest level this decade.

The prices producers received for livestock and animal products in February rose 11.4% compared with February 2010, as increases were recorded in all livestock commodities. Cattle and calves and hogs, the largest contributors to the livestock index, have posted year-over-year increases in the last 9 and 11 months respectively.

Over the last few years, livestock producers have been affected by the US Country of Origin Labeling legislation, lower demand driven by the economic situation and higher feed grain costs. By the end of 2010, the number of cattle on Canadian farms had declined to their lowest level since January 1995, while hog inventories (+0.6%) recorded their first increase on a year-over-year basis since April 1, 2006.

In February, the total index rose 3.7% from January as all commodities except fruit posted increases. This was the third consecutive monthly increase.

Note: The growth rate of the total Farm Product Price Index (FPPI) is derived from a weighted average of the component indices using a different set of weights in consecutive months; it is not a weighted average of the growth rates of its crop and livestock components. Given this, the growth rate of the composite FPPI can lie outside the growth rate of these components.

Available on CANSIM: tables 002-0021 and 002-0022.

Definitions, data sources and methods: survey number 5040.

The February 2011 issue of *Farm Product Price Index*, Vol. 11, no. 2 (21-007-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, or to order data, call Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Gail-Ann Breese (204-983-3445; fax: 204-983-7543; *gail-ann.breese@statcan.gc.ca*), Agriculture Division.

Farm Product Price Index

	February 2010[r]	January 2011[r]	February 2011[p]	February 2010 to February 2011	January to February 2011
	(1997=100)			% change	
Farm Product Price Index	**108.4**	**119.6**	**124.0**	**14.4**	**3.7**
Crops	**110.8**	**130.1**	**134.1**	**21.0**	**3.1**
Grains	104.3	121.1	123.3	18.2	1.8
Oilseeds	104.6	136.8	142.7	36.4	4.3
Specialty crops	152.9	133.9	137.8	-9.9	2.9
Fruit	113.1	127.4	112.3	-0.7	-11.9
Vegetables	120.4	124.1	124.6	3.5	0.4
Potatoes	161.4	182.5	187.3	16.0	2.6
Livestock and animal products	**105.7**	**112.6**	**117.7**	**11.4**	**4.5**
Cattle and calves	92.1	112.9	117.9	28.0	4.4
Hogs	76.1	75.4	83.7	10.0	11.0
Poultry	114.6	117.0	117.2	2.3	0.2
Eggs	109.0	109.3	112.6	3.3	3.0
Dairy	145.6	146.7	150.5	3.4	2.6

r *revised*
p *preliminary*

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Stocks of frozen eggs, poultry meats and edible dried egg products

April 1, 2011 (preliminary)

Data on stocks of frozen eggs and poultry meats as well as edible dried egg products in storage as of April 1 are now available.

Available on CANSIM: tables 003-0023 and 003-0024.

Definitions, data sources and methods: survey number 3425.

For more information, call Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Sandra Venturino (613-951-9278; *sandra.venturino@statcan.gc.ca*), Agriculture Division. ■

New products and studies

Farm Product Price Index, February 2011, Vol. 11, no. 2
Catalogue number 21-007-X (PDF, free; HTML, free)

Wholesale Trade, February 2011, Vol. 74, no. 2
Catalogue number 63-008-X (PDF, free; HTML, free)

International Travel: Advance Information, February 2011, Vol. 27, no. 2
Catalogue number 66-001-P (PDF, free; HTML, free)

Health Reports, Vol. 22, no. 2
Catalogue number 82-003-X (PDF, free; HTML, free)

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Catalogue 11-001-XIE.

Published each working day by the Communications and Library Services Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

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