

MONTHLY STATISTICS
OF THE

FLUID

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Herbert Marshall
J. B. Rutherford
P. H. Ferguson

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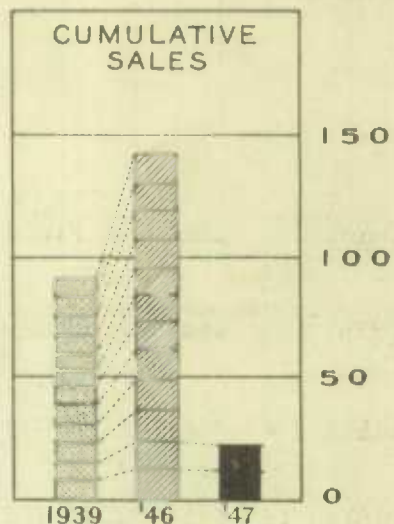
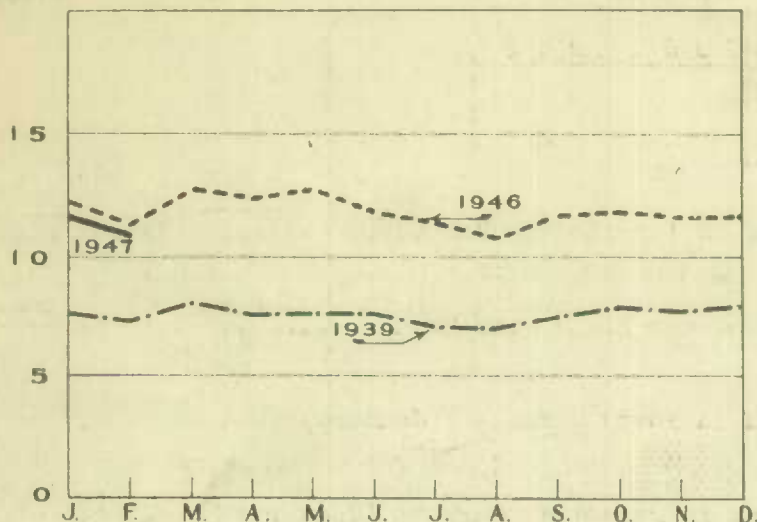
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MILK SALES

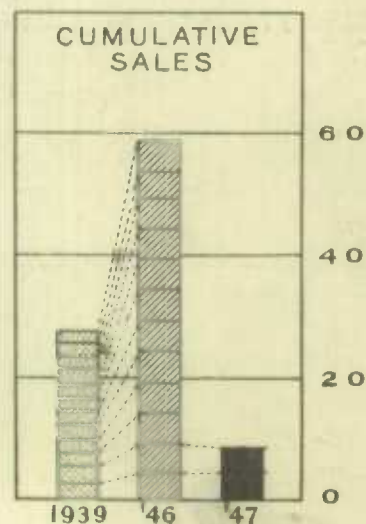
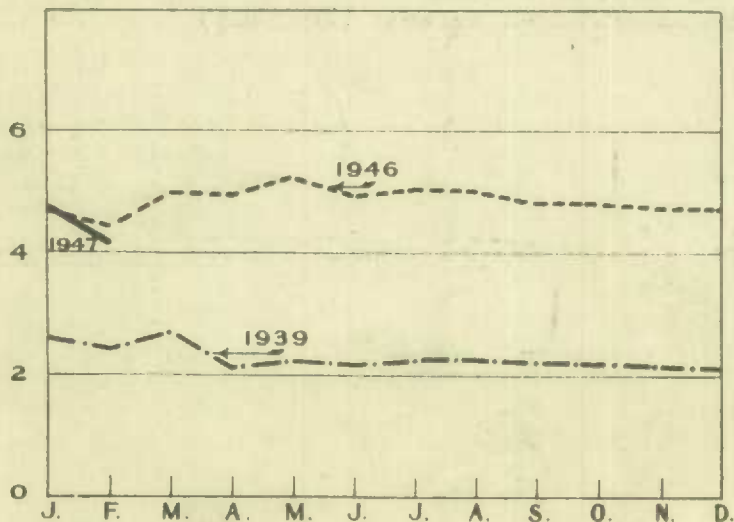
MILLION
QUARTS

TORONTO

MILLION
QUARTS



VANCOUVER



C O N T E N T S

	<u>Page</u>
<u>Chart</u> Sales of Fluid Milk in Toronto and Vancouver	Frontispiece
<u>Text</u> Monthly Statistics of the Fluid Milk Trade	1
<u>Table</u> I Sales of Fluid Milk in Forty Markets (January)	2
<u>Table</u> II Sales of Fluid Cream in Principal Markets (January).	3
<u>Table</u> III Sales of Fluid Milk in Forty Markets (February)	4
<u>Table</u> IV Sales of Fluid Cream in Principal Markets (February)	5

MONTHLY STATISTICS OF THE FLUID MILK TRADE

In order to meet the requirements of an important branch of the Canadian dairy industry, the Dominion Bureau of Statistics commenced in 1935 to collect fluid milk statistics, by markets. After making a study of the statistics obtained, it was found necessary to extend the survey to additional markets so that a more reliable basis for over-all estimates of dairy production would be provided. With the assistance of Municipal Health Officials, extensive lists of distributors were secured. Likewise the Milk Boards of Quebec, Ontario and the Western Provinces have co-operated with the Bureau in collecting and assembling data in the areas in which control is exercised. Reports have been obtained directly or indirectly from milk distributors for the past ten years. In 1940, the data were published for the first time, showing receipts and sales of milk and cream for a number of the principal markets of the Dominion. The first publication covered the years 1939 and 1940. This was followed by publications for 1941-1942 and 1943-1944. The 1945-1946 statement is now in the course of preparation.

During the past few years, it has become evident that the statistical position of the fluid milk trade should be given more detailed treatment in current monthly reports. Thus, by authority of the Honourable Minister of Trade and Commerce, the Bureau is offering for the first time a monthly report on the sales of fluid milk and cream in the principal markets of Canada in January and February, together with comparative data for the previous month and the same month in 1946 and 1939.

During the war period there was a continuous increase in fluid sales, and also in the post-war period up to the end of 1946. It will be observed from the statistics shown in this report that the pendulum is now beginning to swing in the opposite direction. As might be expected, most significant increases appear in the percentage comparisons between 1939 and 1947. In some cases, these increases are well over 100 per cent, and in one market both milk and cream sales are more than 170 per cent above those of the same month of 1939. It should be realized in making these comparisons, that important changes have taken place in the sale and distribution of milk in these market areas during the past eight years. Many amalgamations have taken place; some distributors have ceased to operate and others have taken their place that were not in business in 1939. Consequently, it is not always possible to establish exact relationships, even if the comparative data were based on a limited number of firms that have operated continuously. In this report the percentage changes have been calculated on the basis of all monthly reports received; a fact that should be kept in mind when data for different markets are compared.

Monthly estimates, covering the total Production and Utilization of Milk, have been compiled by the Bureau since 1940. These are published currently in the Dairy Review of Canada. In order to relate the fluid sales statistics shown on this report to the over-all estimate of fluid milk or cream in terms of milk, the following data are presented for each economic area as a supplement to Tables I to IV.

(See page 6 for Table)

TABLE I - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY, 1947

Showing Percentage Comparisons with the Previous Month and With the Same Month in 1946 and in 1939

Maritime Provinces

Market	TOTAL SALES		PERCENTAGE COMPARISONS		
	Quarts	Pounds	December	January	
	Qt.	Lb.	1946 %	1946 %	1939 %
Charlottetown	234,150	604,107	- 2.1	- 0.8	+ 97.9
Halifax	1,387,949	3,580,908	+ 0.8	- 3.9	+ 118.7
Sydney Area	784,852	2,024,918	+ 5.6	- 19.2	+ 104.7
Saint John	909,752	2,347,160	+ 16.9	- 6.7	+ 90.9
Moncton	534,526	1,379,077	+ 10.2	+ 13.7	+ 203.1

Quebec

Montreal	12,730,300	32,844,174	- 3.1	- 4.2	+ 67.4
Quebec	2,248,926	5,802,229	- 4.4	- 1.2	+ 94.4
Sherbrooke	598,445	1,543,988	+ 0.2	- 10.7	x
Three Rivers	554,817	1,431,428	- 1.4	- 3.4	x
Chicoutimi	316,949	817,728	- 4.2	- 2.5	x
Noranda-Rouyn	341,021	879,854	+ 1.5	+ 4.4	x
Levis-Lauzon	265,855	685,906	- 9.7	- 20.5	x
St. Hyacinthe	275,729	711,381	- 2.6	+ 24.4	x
Valleyfield	183,002	472,145	+ 21.1	+ 3.1	x
St. Jerome	152,706	393,981	- 4.4	- 17.5	x
Thetford	120,132	309,941	- 1.9	- 2.7	x
Rimouski	112,883	291,238	x	x	x

Ontario

Toronto	11,690,844	30,162,378	+ 0.3	- 4.7	+ 53.6
Ottawa-Hull	2,908,023	7,502,699	+ 0.2	- 9.6	+ 89.7
Hamilton	2,437,271	6,288,159	+ 0.2	- 8.4	+ 65.1
Windsor	1,639,090	4,228,852	-	- 3.7	+ 66.3
London	1,220,052	3,147,734	- 3.9	- 9.5	+ 86.3
Pt. William and Pt. Arthur.	781,235	2,015,586	- 0.8	- 0.1	+ 171.3
Kitchener	671,273	1,751,884	+ 5.9	- 0.9	+ 83.3
Kingston	554,837	1,431,479	+ 2.0	- 15.6	+ 86.0
Sudbury	539,102	1,390,883	- 1.5	+ 2.6	+ 82.9
Brantford	519,943	1,341,453	- 2.2	- 7.5	+ 77.5
Cornwall	321,271	828,879	- 2.1	- 7.0	+ 72.0
Bellefonte	279,812	721,915	+ 1.6	- 7.1	+ 69.0

Prairie Provinces

Winnipeg	3,638,917	9,388,406	+ 1.1	- 0.9	+ 47.9
Saskatoon-Prince Albert- Battlefords	950,717	2,452,850	+ 3.0	+ 2.4	+ 104.9
Regina-Moose Jaw	979,246	2,526,455	-	+ 1.3	+ 82.8
Edmonton	1,438,075	3,710,234	+ 0.3	+ 16.6	+ 92.3
Calgary	1,172,198	3,024,271	- 1.8	- 5.4	+ 66.2
Lethbridge	176,324	454,916	- 19.5	- 10.6	+ 85.6

British Columbia

Vancouver	4,759,947	12,280,663	+ 0.8	+ 0.6	+ 82.9
Victoria	1,016,643	2,622,939	- 14.5	- 14.5	+ 93.8

x Comparable data for previous period not available.

TABLE II - SALES OF FLUID CREAM IN THE PRINCIPAL MARKETS OF CANADA, JANUARY, 1947

Showing Percentage Comparison With the Previous Month and With the Same Month in 1946 and in 1939

Maritime Provinces

Market	TOTAL SALES		PERCENTAGE COMPARISONS ⁽¹⁾		
	in quarts	in lb. of butter-fat	December 1946	January	
			%	1946 %	1939 %
Charlottetown	3,428	1,543	- 15.3	- 16.3	- 38.5
Halifax	52,067	14,511	- 6.4	+ 27.4	+ 131.6
Saint John	19,282	8,677	- 1.9	+ 35.8	+ 54.4

Quebec

Montreal	659,945	247,479	- 5.4	+ 3.4	+ 54.3
Quebec	60,992	22,872	- 9.1	- 1.0	+ 118.4
Sherbrooke	9,942	4,474	- 5.5	+ 5.7	(2)
Three Rivers	9,940	4,473	- 17.0	+ 4.9	(2)

Ontario

Toronto	531,341	179,062	- 2.3	- 0.4	+ 38.3
Ottawa-Hull	90,231	35,370	- 3.8	- 19.2	+ 44.4
Hamilton	60,456	22,066	- 1.8	- 2.1	+ 23.6
Windsor	71,032	18,965	- 5.3	- 5.5	+ 127.4
Kingston	8,531	3,839	- 4.5	- 14.0	+ 4.9
Sudbury	10,674	4,803	- 11.7	+ 5.5	+ 32.7

Prairie Provinces

Winnipeg	395,015	108,606	+ 3.1	+ 9.4	+ 56.1
Saskatoon-Prince Albert- Battlefords	80,081	23,175	- 4.9	+ 21.4	+ 37.0
Regina-Moose Jaw	108,335	28,790	- 1.9	+ 2.8	+ 32.2
Edmonton	142,087	35,598	- 0.1	+ 0.6	+ 72.1
Calgary	134,623	33,781	+ 0.7	+ 12.1	+ 88.5

British Columbia

Vancouver	586,300	141,562	+ 5.0	+ 21.9	(2)
Victoria	68,494	19,183	- 4.5	+ 13.0	(2)

(1) Based on sales in quarts.

(2) Comparable data for previous period not available.

TABLE III - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, FEBRUARY, 1947

Showing Percentage Comparisons With the Previous Month and With the Same Month in 1946 and in 1939

Maritime Provinces

Market	TOTAL SALES		PERCENTAGE COMPARISON		
	Quarts	Pounds	January 1947	February	
	Qt.	Lb.	%	1946	1939
Charlottetown	212,949	549,408	- 9.1	- 4.6	+ 100.8
Halifax	1,314,093	3,390,360	- 5.3	- 3.4	+ 117.7
Sydney Area	701,406	1,809,627	- 10.6	- 24.4	+ 88.9
Saint John	872,001	2,249,763	- 4.2	- 3.7	+ 98.4
Moncton	459,221	1,184,790	- 14.1	+ 0.7	+ 180.3

Quebec

Montreal	12,086,950	31,184,331	- 5.1	- 5.3	+ 67.8
Quebec	2,159,816	5,572,325	- 4.0	- 2.8	+ 111.4
Sherbrooke	564,651	1,456,800	- 5.6	- 14.4	x
Three Rivers	532,141	1,372,924	- 4.1	- 5.6	x
Chicoutimi	287,616	742,049	- 2.8	+ 0.6	x
Noranda-Rouyn	276,272	712,782	- 6.0	- 0.8	x
Levis-Lauzon	252,511	651,478	- 6.8	- 21.3	x
St. Hyacinthe	264,945	683,558	+ 0.2	+ 14.2	x
Valleyfield	168,813	455,538	- 14.5	- 4.3	x
St. Jerome	152,862	394,384	+ 2.7	- 3.1	x
Thetford	113,815	293,643	- 4.4	- 7.1	x
Rimouski	109,211	281,764	x	x	x

Ontario

Toronto	10,839,544	27,966,024	- 7.3	- 4.7	+ 49.4
Ottawa-Hull	2,807,574	7,243,541	- 3.5	- 5.3	+ 86.9
Hamilton	2,269,410	5,855,078	- 6.9	- 9.4	+ 64.9
Windsor	1,548,462	3,995,032	- 5.5	- 4.4	+ 70.6
London	1,149,519	2,965,759	- 5.8	- 9.8	+ 82.6
Ft. William and Pt. Arthur	746,230	1,925,273	- 4.5	- 0.7	+176.4
Kitchener	626,411	1,616,140	- 6.7	- 0.2	+ 85.3
Kingston	532,279	1,373,277	- 4.1	- 15.7	+ 83.2
Sudbury	512,113	1,321,252	- 5.0	+ 3.2	+ 74.4
Brantford	489,782	1,263,638	- 5.8	- 4.9	+ 79.6
Cornwall	311,560	803,825	- 3.0	- 5.1	+ 74.3
Belleville	256,358	661,404	- 8.4	- 8.4	+ 69.8

Prairie Provinces

Winnipeg	3,376,640	8,711,731	- 7.2	- 3.2	+ 47.6
Saskatoon-Prince Albert- Battlefords	893,788	2,305,973	- 6.0	+ 1.3	+103.4
Regina-Moose Jaw	894,908	2,308,863	- 8.6	- 4.0	+ 73.3
Edmonton	1,337,343	3,450,345	- 7.0	- 1.8	+ 89.2
Calgary	1,099,170	2,835,859	- 6.2	- 6.6	+ 68.2
Lethbridge	176,613	455,662	+ 0.2	- 10.6	+ 85.6

British Columbia

Vancouver	4,499,558	11,608,860	- 5.5	+ 2.2	+ 82.8
Victoria	1,058,610	2,731,214	+ 4.1	- 3.7	+114.3

x Comparable data for previous period not available.

TABLE IV - SALES OF FLUID CREAM IN THE PRINCIPAL MARKETS OF CANADA, FEBRUARY, 1947

Showing Percentage Comparison With the Previous Month and With the Same Month
in 1946 and in 1939

Maritime Provinces

Market	TOTAL SALES		PERCENTAGE COMPARISONS ⁽¹⁾		
	in quarts	in lb. of butter-fat	January 1947	February 1946	1939
			%	%	%
Charlottetown	4,232	1,904	+ 23.4	+ 3.4	- 13.6
Halifax	50,297	13,530	- 3.4	+ 33.4	+ 131.6
Saint John	19,503	8,776	+ 1.1	+ 34.2	+ 61.0

Quebec

Montreal	593,958	222,734	- 10.0	- 0.8	+ 61.4
Quebec	57,113	21,417	- 6.4	+ 16.6	+ 126.0
Sherbrooke	9,471	4,262	- 4.7	+ 0.1	(2)
Three Rivers	9,804	4,412	- 1.4	+ 3.4	(2)

Ontario

Toronto	503,808	170,791	- 5.2	- 3.8	+ 38.2
Ottawa-Hull	38,971	33,809	- 1.4	- 21.6	+ 45.5
Hamilton	57,214	20,483	- 5.4	- 4.4	+ 30.4
Windsor	67,090	17,846	- 5.6	- 8.3	+ 135.3
Kingston	9,018	4,058	+ 5.7	- 6.2	+ 14.7
Sudbury	10,152	4,568	- 4.9	+ 1.4	+ 27.1

Prairie Provinces

Winnipeg	377,041	103,659	- 4.6	+ 5.0	+ 58.5
Saskatoon-Prince Albert- Battlefords	76,977	22,035	- 3.9	+ 7.3	+ 39.0
Regina-Moose Jaw	103,218	27,236	- 4.8	+ 2.3	+ 32.0
Edmonton	138,219	34,618	- 2.7	+ 4.4	+ 82.4
Calgary	127,448	32,005	- 5.3	+ 10.7	+ 99.0

British Columbia

Vancouver	560,232	135,605	- 4.5	+ 23.1	120.0 (2)
Victoria	71,251	19,962	+ 4.0	+ 21.1	120.0

(1) Based on sales in quarts.

(2) Comparable data for previous period not available.



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- 6 -

Economic Area and Month	M I L K			CREAM (MILK EQUIVALENT)		
	Over-all Estimate in Province or Area Shown	Percentage of Total Reported by Markets to Over-all Estimate for Province or Area		Over-all Estimate in Province or Area Shown	Percentage of Total Reported by Markets to Over-all Estimate for Province or Area	
	'000 lb.	No. of Markets	%	'000 lb.	No. of Markets	%
<u>CANADA</u>						
Jan.	305,601	40	50.2	52,671	23	52.0
Feb.	284,776	40	50.7	46,836	23	55.1
<u>Maritime Provinces</u>						
Jan.	18,472	5	53.8	2,205	3	32.0
Feb.	16,937	5	54.2	1,906	3	36.3
<u>Quebec</u>						
Jan.	94,835	12	48.7	14,422	4	55.3
Feb.	89,059	12	49.2	12,087	4	59.8
<u>Ontario</u>						
Jan.	126,027	12	48.2	15,211	6	49.6
Feb.	121,493	12	46.9	15,047	6	47.8
<u>Prairie Provinces</u>						
Jan.	43,342	9	49.7	13,289	8	49.4
Feb.	38,585	9	52.0	11,641	8	53.9
<u>British Columbia</u>						
Jan.	22,925	2	65.0	7,544	2	60.9
Feb.	18,702	2	76.7	6,155	2	72.2