

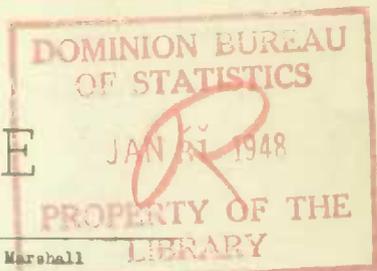
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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE



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(November)

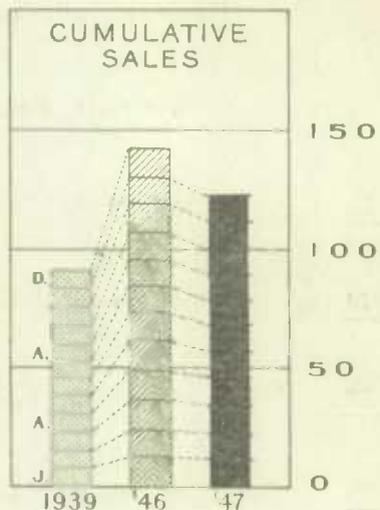
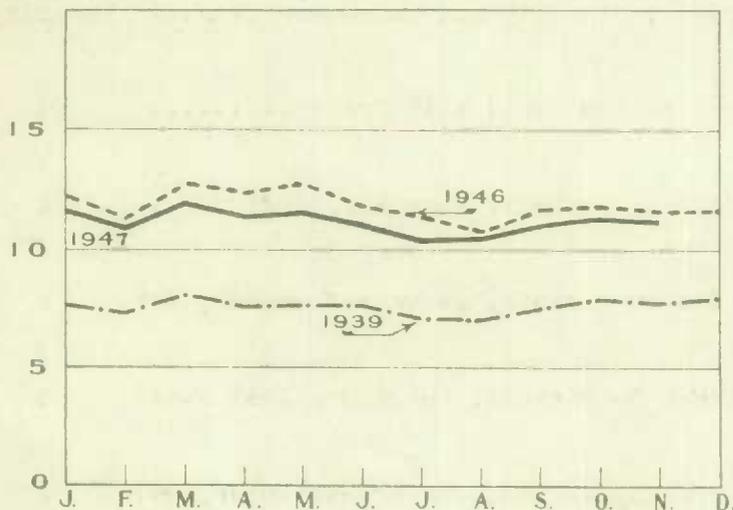
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MILK SALES

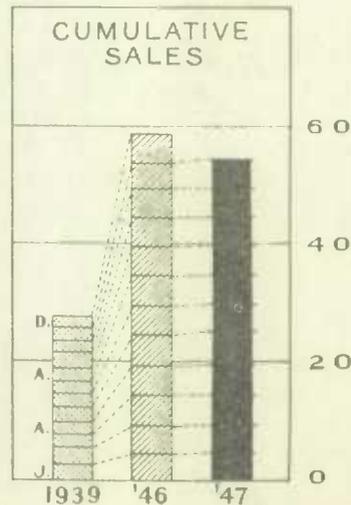
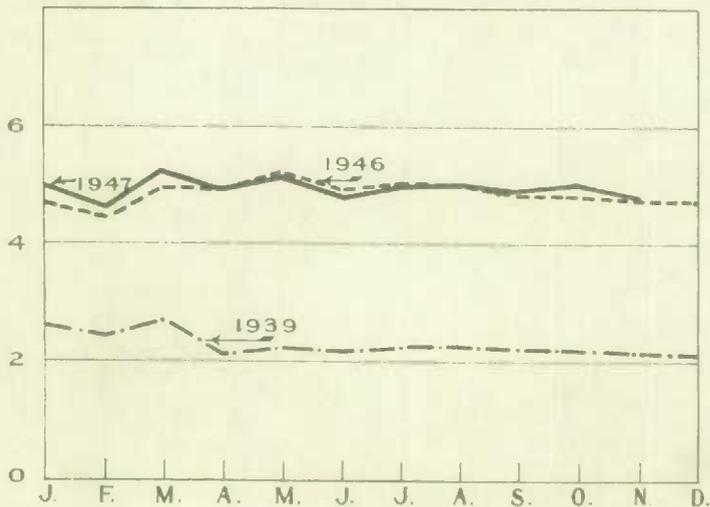
MILLION
QUARTS

TORONTO

MILLION
QUARTS



VANCOUVER



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada amounted to 336,288,000 pounds during the month of November, only fractionally lower than those of the same month last year. Of this amount, 84 per cent was sold as milk and 16 per cent was sold as cream.

Fluid milk sales in November amounted to 281,107,000 pounds. Cream sales expressed as milk reached a total of 55,181,000 pounds. Compared with the same month of 1946, milk sales declined 3 per cent while cream sales increased 16 per cent.

Sales of fluid milk and cream for the eleven-month period reached a total of 3,815,966,000 pounds (milk equivalent). Compared with the same period of the previous year, this represented a decrease of 85 million pounds or 2 per cent less than that recorded in the January-November period of 1946. Cumulative milk sales fell 5 per cent, while cream sales in terms of milk increased 14 per cent.

In the forty cities of Canada covered by this report, the November milk sales amounted to approximately 148,551,000 pounds (57,578,000 quarts); and for the eleven-month period, January-November, a total of 1,672,469,000 pounds (648,244,000 quarts). These figures represent decreases of 3 per cent and 5 per cent, respectively.

Sales of fluid cream in November as reported in the forty cities of Canada moved up to 32,932,000 pounds in terms of milk (3,129,000 quarts of cream); and in the January-November period they amounted to 306,303,000 pounds (36,303,000 quarts of cream). Making comparisons with cream sales on a milk basis for November of the previous year, an increase of 16 per cent was recorded. During the eleven-month period the cumulative sales showed an advance of 16 per cent over those of January-November, 1946.

Summarizing the situation analyzed above, it will be seen that the overall milk sales of Canada continue to move in a downward direction, the November milk sales showing a somewhat greater reduction than those of October. With the exception of British Columbia, the totals for all provinces reflected this reduction. Cream sales, although well above those of the same month last year, showed a slightly smaller gain than in the previous month. In fact, the quart sales in the forty markets revealed a slight decline in November, 1947, compared with the quart sales of November, 1946. These reverses may be attributed to price increases of both milk and other food products. With the advance in milk prices which have since gone into effect, together with a five-point increase in the food index during November, it is expected that the consumer resistance will be revealed in still greater reductions in milk and cream sales during the month of December.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, NOVEMBER, 1947

With Percentage Changes from the Previous Month and from the Same Month of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	November, 1947		October	November	
	Quarts	Pounds (1)	1947	1946	1939
MARITIME PROVINCES					
	000	000	%	%	%
Charlottetown	213	550	- 3.1	- 8.9	+ 70.8
Halifax	1,147	2,958	- 11.7	- 20.7	+ 80.7
Sydney Area	663	1,712	- 6.6	- 9.8	+ 150.9
Saint John	792	2,043	- 8.8	- 13.3	+ 100.3
Moncton	402	1,037	- 8.0	- 16.5	+ 152.3
QUEBEC					
Montreal	12,677	52,706	- 4.7	- 0.1	+ 60.6
Quebec	2,216	5,717	- 8.1	- 4.2	+ 81.5
Sherbrooke	536	1,383	- 9.2	- 11.0	(2)
Three Rivers	559	1,443	- 2.3	+ 2.1	(2)
Chicoutimi	328	846	- 3.2	+ 5.4	(2)
Noranda-Rouyn	326	840	+ 1.3	- 5.5	(2)
Levis-Lauzon	246	634	- 5.5	- 17.1	(2)
St-Hyacinthe	331	853	- 2.9	+ 19.4	(2)
Valleyfield	188	486	- 0.9	+ 2.4	(2)
St. Jerome	166	429	- 8.0	+ 5.4	(2)
Thetford	114	295	- 7.4	- 9.9	(2)
Rimouski	117	301	- 1.1	- 6.2	(2)
ONTARIO					
Toronto	11,285	29,114	- 0.6	- 2.8	+ 44.8
Ottawa-Hull	2,780	7,172	- 5.4	- 6.6	+ 72.7
Hamilton	2,395	6,173	- 4.0	- 0.5	+ 57.2
Windsor	1,622	4,185	- 6.3	- 4.2	+ 76.3
London	1,172	3,023	- 5.0	- 7.4	+ 79.1
Ft. William and Pt. Arthur	785	2,025	- 4.8	- 1.3	+ 160.3
Kitchener	655	1,690	- 3.1	+ 7.8	+ 73.5
Kingston	532	1,374	- 3.3	- 2.8	+ 62.1
Sudbury	528	1,361	- 4.1	+ 2.9	+ 60.6
Brantford	512	1,321	- 5.4	- 1.7	+ 80.2
Cornwall	326	840	- 6.6	- 4.1	+ 66.4
Bellefleur	258	666	- 3.7	- 8.1	+ 54.6
PRAIRIE PROVINCES					
Winnipeg	3,484	8,990	- 4.3	- 4.5	+ 42.7
Saskatoon, Prince Albert and The Battlefords	910	2,549	- 3.2	- 1.8	+ 83.0
Regina and Moose Jaw	886	2,286	- 7.0	- 7.3	+ 52.2
Edmonton	1,392	3,591	- 2.3	- 2.4	+ 85.6
Calgary	1,125	2,902	- 3.2	- 2.6	+ 57.1
Lethbridge	177	456	- 5.3	- 24.2	+ 67.6
BRITISH COLUMBIA					
Vancouver	4,800	12,384	- 4.1	+ 1.5	+ 122.6
Victoria	936	2,415	- 5.0	- 22.2	+ 71.2

(1) Converted to pounds by multiplying quart sales shown in the adjoining column by 2.58.
 (2) Comparable data for previous period not available.

Table 11. - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY-NOVEMBER, 1947

With Percentage Changes from the same Period of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-November, 1947		January-November	
	Quarts	Pounds (1)	1946	1939
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	2,477	6,391	- 6.3	+ 93.9
Halifax	14,515	37,449	- 11.3	+ 116.0
Sydney Area	7,987	20,605	- 11.8	+ 175.4
Saint John	9,554	24,648	- 6.7	+ 118.5
Moncton	4,986	12,865	- 7.5	+ 200.7
QUEBEC				
Montreal	140,681	362,196	- 3.0	+ 64.8
Quebec	25,186	64,979	- 4.3	+ 90.5
Sherbrooke	6,476	16,708	- 12.3	(2)
Three Rivers	6,261	16,152	- 6.4	(2)
Chicoutimi	3,692	9,526	+ 1.7	(2)
Noranda-Rouyn	3,575	9,224	+ 5.1	(2)
Levis-Lauzon	2,972	7,669	- 12.1	(2)
St. Hyacinthe	3,560	9,186	+ 12.0	(2)
Valleyfield	2,029	5,235	- 4.6	(2)
St. Jerome	2,049	5,287	- 0.1	(2)
Thetford	1,330	3,433	- 5.4	(2)
Rimouski	1,280	3,302	(2)	(2)
ONTARIO				
Toronto	123,334	318,201	- 5.7	+ 48.3
Ottawa-Hull	31,918	82,349	- 6.2	+ 86.1
Hamilton	26,394	68,096	- 7.4	+ 63.0
Windsor	18,608	48,008	- 5.2	+ 73.9
London	13,262	34,217	- 9.6	+ 86.0
Ft. William and Pt. Arthur	8,983	23,176	- 1.9	+ 183.5
Kitchener	7,181	18,527	+ 0.5	+ 81.9
Kingston	5,860	15,118	- 11.2	+ 76.2
Sudbury	5,936	15,314	- 0.6	+ 69.3
Brantford	5,756	14,851	- 6.3	+ 80.9
Cornwall	3,773	9,734	- 5.8	+ 80.1
Belleville	2,923	7,541	- 9.6	+ 63.1
PRAIRIE PROVINCES				
Winnipeg	39,591	102,146	- 4.9	+ 46.9
Saskatoon, Prince Albert and The Battlefords	10,198	26,311	- 0.6	+ 104.1
Regina and Moose Jaw	10,272	26,501	- 4.1	+ 81.6
Edmonton	15,351	39,605	- 3.8	+ 90.3
Calgary	12,763	32,928	- 5.4	+ 66.0
Lethbridge	2,042	5,268	- 18.3	+ 81.7
BRITISH COLUMBIA				
Vancouver	54,483	140,567	+ 1.8	+ 114.3
Victoria	11,005	28,393	- 17.0	+ 86.2

(1) Converted to pounds by multiplying quart sales shown in the adjoining column by 2.58.

(2) Comparable data for previous period not available.

Table III. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, November, 1947
With Percentage Changes from the Previous Month and the Same Month of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	November, 1947		October	November	
	Cream	Butter-fat(1)	1947	1946	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown	4	2	- 9.9	+ 17.8	- 14.8
Halifax	36	13	- 17.5	- 31.0	+ 44.2
Sydney Area	5	3	+ 2.4	+ 28.7	+ 1.9
Saint John	14	11	- 15.1	- 20.9	+ 47.1
Moncton	7	5	- 11.4	- 22.4	+ 114.8
QUEBEC					
Montreal	633	285	- 5.5	+ 0.3	+ 51.6
Quebec	57	23	- 11.8	- 13.7	+ 93.9
Sherbrooke	15	8	- 8.1	+ 46.5	(4)
Three Rivers	11	5	+ 4.4	- 1.8	(4)
Chicoutimi	3	3	- 5.3	+ 85.4	(4)
Noranda-Rouyn	2	1	- 25.7	+ 25.9	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	565	225	+ 1.7	+ 5.8	+ 41.7
Ottawa-Hull	89	41	- 3.5	- 2.7	+ 23.5
Hamilton	61	26	+ 1.8	+ 1.8	+ 17.9
Windsor	71	24	+ 1.0	- 4.1	+ 158.0
London	35	18	+ 10.4	+ 21.8	+ 15.6
Ft. William and Pt. Arthur ..	22	10	- 2.6	- 4.9	+ 71.0
Kitchener	15	8	- 4.7	+ 10.7	+ 33.9
Kingston	10	5	- 4.7	+ 18.1	+ 32.0
Sudbury	12	6	+ 7.9	+ 13.7	+ 40.8
Brantford	13	6	+ 4.7	+ 32.4	+ 64.5
Cornwall	4	2	- 0.6	+ 11.1	+ 13.6
Belleville	4	2	+ 0.9	- 9.8	+ 85.3
PRAIRIE PROVINCES					
Winnipeg	367	112	- 2.6	- 4.3	+ 42.6
Saskatoon, Prince Albert and The Battlefords	74	23	- 0.7	- 7.9	+ 10.8
Regina and Moose Jaw	101	29	+ 1.6	- 8.7	+ 8.7
Edmonton	145	41	+ 2.2	+ 3.3	+ 76.0
Calgary	125	35	+ 0.5	- 5.0	+ 66.2
Lethbridge	17	5	+ 2.8	+ 5.7	+ 89.3
BRITISH COLUMBIA					
Vancouver	536	147	- 5.3	+ 0.3	(4)
Victoria	66	21	- 5.3	- 3.2	(4)

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on basis of average test in each market. (2) Percentages calculated on basis of quart sales. (3) Less than three distributors. (4) Data not available.

Table IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-NOVEMBER, 1947
With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-November, 1947		January-November	
	Cream	Butter-fat(1)	1946	1939
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	52	27	+ 19.3	- 20.2
Halifax	561	194	+ 11.4	+ 106.6
Sydney Area	57	37	+ 87.0	- 25.3
Saint John	188	123	- 6.0	+ 54.0
Moncton	92	56	+ 2.5	+ 157.2
QUEBEC				
Montreal	7,457	3,206	+ 4.4	+ 48.5
Quebec	747	298	- 4.6	+ 98.3
Sherbrooke	167	84	+ 41.7	(4)
Three Rivers	120	59	- 3.5	(4)
Chicoutimi	34	24	+ 59.4	(4)
Noranda-Rouyn	27	15	+ 38.6	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	6,079	2,332	+ 1.8	+ 47.4
Ottawa-Hull	1,037	460	- 6.9	+ 37.5
Hamilton	640	262	- 3.1	+ 24.9
Windsor	804	255	- 8.0	+ 136.8
London	337	165	+ 11.2	+ 32.3
Pt. William and Pt. Arthur ..	261	124	- 10.4	+ 91.2
Kitchener	169	87	+ 8.8	+ 24.6
Kingston	115	58	+ 9.1	+ 36.0
Sudbury	128	62	+ 4.9	+ 35.4
Brantford	126	59	+ 11.1	+ 64.2
Cornwall	50	27	+ 2.3	+ 10.9
Belleville	51	25	- 6.6	+ 98.5
PRAIRIE PROVINCES				
Winnipeg	4,333	1,268	+ 5.1	+ 56.5
Saskatoon, Prince Albert and The Battlefords	860	265	+ 5.2	+ 31.4
Regina and Moose Jaw	1,176	328	+ 1.5	+ 30.4
Edmonton	1,561	426	+ 4.8	+ 75.1
Calgary	1,469	401	+ 6.1	+ 88.1
Lethbridge	192	63	+ 13.9	+ 124.7
BRITISH COLUMBIA				
Vancouver	6,462	1,715	+ 16.1	(4)
Victoria	822	256	+ 19.1	(4)

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on basis of average test in each market. (2) Percentages calculated on basis of quart sales. (3) Less than three distributors. (4) Data not available.



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Table V - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS,
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA

November and January-November, 1947

Economic Area and Period	MILK SALES			CREAM SALES (MILK EQUIVALENT)		
	Economic Area	Selected Markets		Economic Area	Selected Markets	
	Total Estimated Sales	Number of Markets	Sales in Per Cent of Sales in Economic Area	Total Estimated Sales	Number of Markets	Sales in Per Cent of Sales in Economic Area
	000 lb.	No.	%	000 lb.	No.	%
<u>CANADA</u>						
November	281,107	40	52.8	55,181	40	59.7
January-November	3,168,583	40	52.8	647,383	40	56.6
<u>Maritime Provinces</u>						
November	15,903	5	52.2	1,653	5	60.1
January-November	190,414	5	53.5	25,665	5	48.5
<u>Quebec</u>						
November	92,680	12	49.6	17,261	12	62.2
January-November	1,012,301	12	50.7	208,293	12	56.3
<u>Ontario</u>						
November	108,222	12	54.5	17,035	12	62.9
January-November	1,282,259	12	51.1	191,395	12	58.4
<u>Prairie Provinces</u>						
November	42,138	9	48.8	15,162	9	53.2
January-November	461,329	9	50.4	147,723	9	53.2
<u>British Columbia</u>						
November	22,164	2	56.8	6,070	2	79.2
January-November	222,280	2	76.0	74,307	2	75.8