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DOMINION BUREAU OF STATISTICS

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MONTHLY STATISTICS
OF THE

FLUID MILK TRADE

DOMINION BUREAU
OF STATISTICS

TRADE

Feb 28 1948

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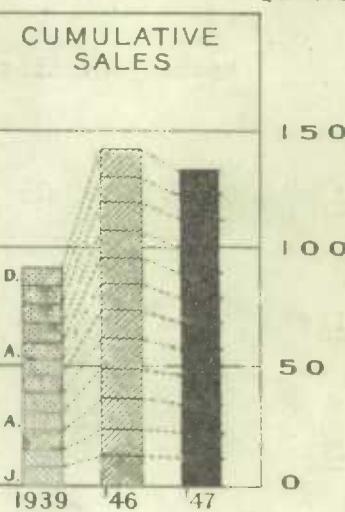
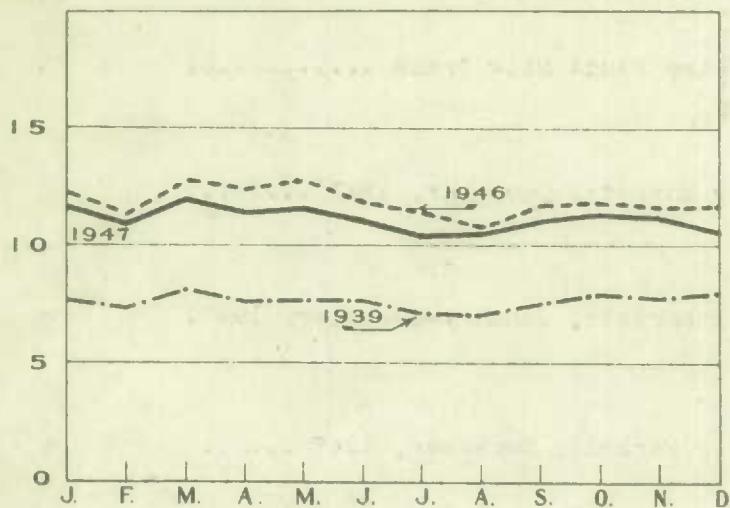
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MILK SALES

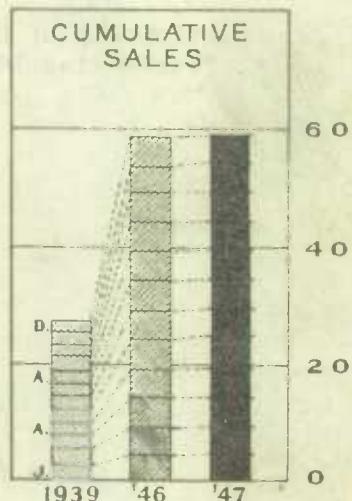
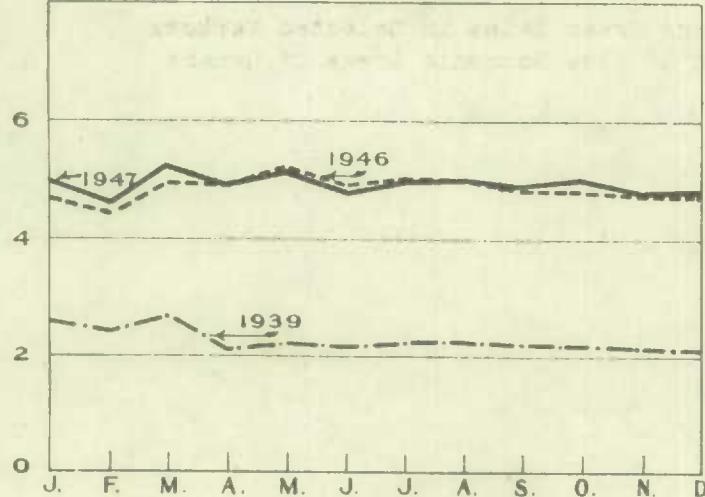
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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada amounted to 346,573,000 pounds during the month of December, approximately $2\frac{1}{2}$ per cent less 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 December amounted to 290,470,000 pounds. Cream sales expressed as milk reached a total of 56,103,000 pounds. Compared with the same month of 1946, milk sales declined 5 per cent while cream sales increased $14\frac{1}{2}$ per cent.

Sales of fluid milk and cream for the year 1947 reached a total of **4,162,539,000 pounds, as milk.** Compared with the same period of the previous year, this represented a decrease of 91 million pounds or 2 per cent less than that recorded in the January-December period of 1946. Cumulative milk sales fell 5 per cent, while cream sales in terms of milk increased 15 per cent.

In the forty cities of Canada covered by this report, the December milk sales amounted to approximately 147,327,000 pounds (57,103,000 quarts); and for the twelve-month period, January-December, a total of 1,819,378,000 pounds (705,185,000 quarts). Compared with December, and with January-December, 1946, a 5 per cent decrease is indicated in both cases.

Sales of fluid cream in December as reported in the forty cities of Canada moved up to 34,005,000 pounds in terms of milk (3,206,000 quarts of cream); and in the January-December period they amounted to 400,368,000 pounds (39,509,000 quarts of cream). Making comparisons with cream sales on a milk basis for December of the previous year, an increase of 15 per cent was recorded, whereas during the twelve-month period the cumulative sales showed an advance of 16 per cent over those of January-December, 1946. Sales of cream on a quart basis showed a decline of 2 per cent in December, but an increase of nearly 5 per cent during the twelve-month period ended December.

It will be seen from the above that milk sales in Canada in the month of December showed a more positive reaction to higher prices. This development was less evident in cream sales, the relationship between milk and cream being unchanged from that of the previous month. In the forty markets covered by this report, practically the same situation prevails. It may be noted, however, that quart sales of cream fell 2 per cent, while showing a 15 per cent increase on a milk or butter-fat basis. Since the restrictions on the butter-fat content of cream were not removed until April 1, 1947, cream sales in terms of milk would be expected to reveal a substantial increase during the first quarter of 1948. It is evident, however, that quart sales of both milk and cream will continue to decline, showing an inverse relationship to higher living costs.



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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

December and January-December, 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>						
<u>December</u>	290,470	40	50.7	56,103	40	60.6
<u>January-December</u>	3,463,250	40	52.5	699,289	40	57.2
<u>Maritime Provinces</u>						
<u>December</u>	16,716	5	50.4	1,718	5	61.5
<u>January-December</u>	211,099	5	52.2	23,414	5	57.7
<u>Quebec</u>						
<u>December</u>	95,070	12	48.4	17,706	12	56.2
<u>January-December</u>	1,107,371	12	50.5	225,999	12	51.8
<u>Ontario</u>						
<u>December</u>	118,146	12	48.3	18,597	12	57.9
<u>January-December</u>	1,400,405	12	50.8	209,992	12	58.4
<u>Prairie Provinces</u>						
<u>December</u>	38,672	9	54.1	12,093	9	60.1
<u>January-December</u>	500,229	9	50.7	159,588	9	53.8
<u>British Columbia</u>						
<u>December</u>	21,866	2	68.3	5,989	2	83.1
<u>January-December</u>	244,146	2	75.3	80,296	2	76.3