

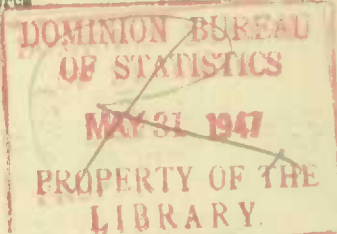
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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK
TRADE



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Series 1, Report No. 2

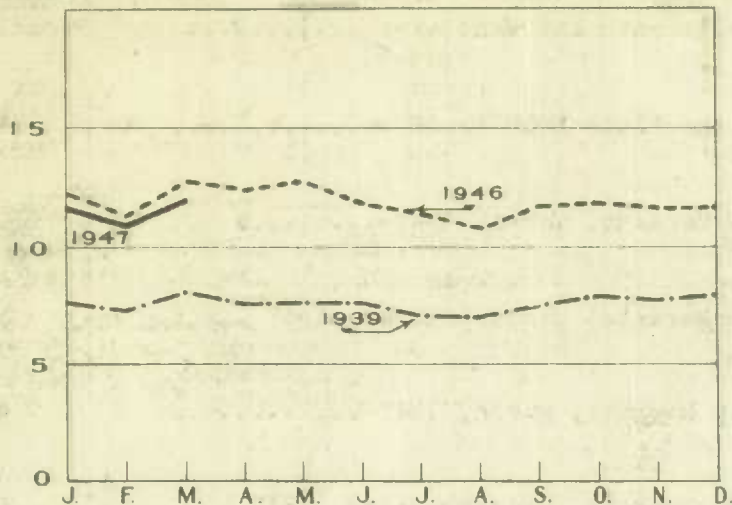
(January-March)

Published May 30, 1947

MILK SALES

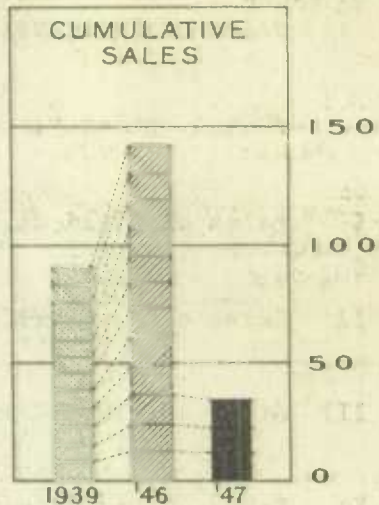
MILLION
QUARTS

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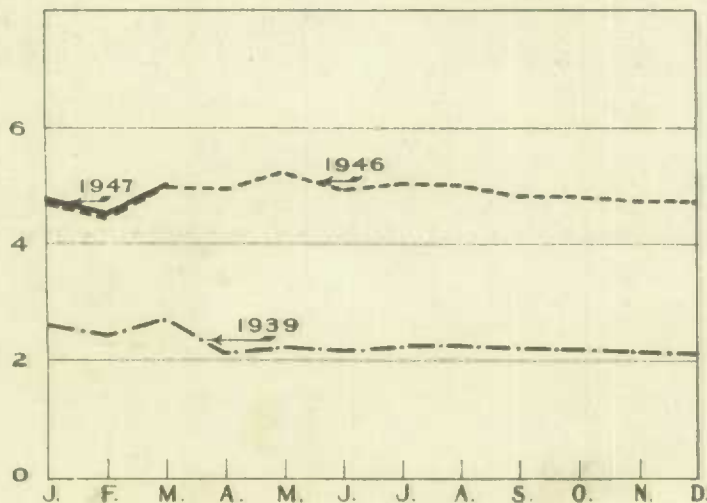


MILLION
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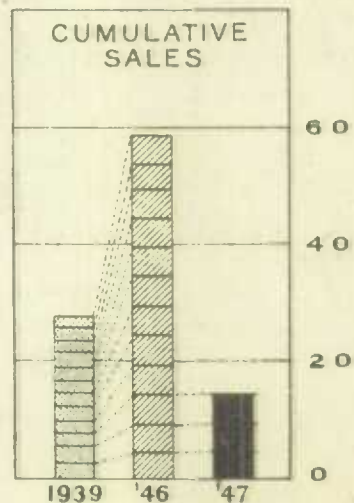
CUMULATIVE
SALES



VANCOUVER



CUMULATIVE
SALES



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 I</u> Sales of Fluid Milk by Markets, March, 1947 | 2 |
| <u>Table II</u> Sales of Fluid Milk by Markets, January-March, 1947 | 3 |
| <u>Table III</u> Sales of Fluid Cream by Markets, March, 1947 | 4 |
| <u>Table IV</u> Sales of Fluid Cream by Markets, January-March, 1947 | 5 |
| <u>Table V</u> Relationship of Milk and Cream Sales in Selected Markets, To Total Sales in Each of the Five Economic Areas of Canada | 6 |

MONTHLY STATISTICS OF THE FLUID MILK TRADE

In the first issue of this report fluid sales data were offered for the months of January and February, 1947. In continuing this series of reports, it is planned to present similar statistics for the latest month for which figures are available, and cumulative figures for the period dating back to the first of the year. In this statement, therefore, milk and cream sales are presented for the month of March (Tables I and III), and for the three-month period ended March (Tables II and IV). The former shows percentage changes from the previous month, and from March, 1946 and 1939. In the latter, percentage changes are based on comparative data for the corresponding period (January-March), 1946 and 1939.

It will be seen from Table V that milk sales for the month of March reported from the forty selected markets represented approximately 53 per cent of the total sales for Canada. During the first quarter of 1947 the proportion was somewhat lower, being approximately 51 per cent. The aggregate for March, shown in the nine markets of the Prairie Provinces represented the smallest proportion, namely, 50 per cent, while the two large markets of Vancouver and Victoria which more or less dominate the situation in British Columbia, represented 68 per cent of the total sales in that province. A slightly different situation is shown for the three-month period. The lowest percentage appears in the analysis of aggregate sales for the twelve markets of Quebec, while British Columbia again takes the lead with approximately 70 per cent of the total being reported in the two large markets already referred to.

Since there are fewer firms engaged in the distribution of cream, separate data cannot be offered for all markets listed. The percentages to total sales shown in Table V, however, are based on the aggregate for all markets in each economic area. In March, the Maritime Provinces fell into the low position with approximately 50 per cent, while the two urban markets of British Columbia represented approximately 73 per cent of the total distribution for the province. In the three-month period, the same result is indicated, the percentage distribution falling to 45 per cent in the Maritimes and to 68 per cent in British Columbia.

In order to properly evaluate the significance of the data which appear in this report, reference should be made to the "Dairy Review of Canada", issued on or about the 20th of each month, in which total milk and cream sales are shown by provinces in relation to total production and utilization. In the month of March, the total fluid milk sales of Canada were estimated at approximately 298 million pounds, and cream sales expressed as milk amounted to 52 million pounds. Compared with the same month of the previous year, the former declined $3\frac{1}{2}$ per cent and the latter fell eight tenths of one per cent. During the period January to March, milk sales were approximately 889 million pounds, and cream sales expressed as milk, reached a total of 152 million pounds. In comparison with the same period of the previous year, these figures represent reductions of 2 per cent and 4 per cent, respectively.

Table I. - **SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, MARCH, 1947**
With Percentage Changes from the Previous Month and from the Same Month of 1946 and 1939

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM | | |
|--|-------------|-----------|------------------------|--------|--------|
| | Thousands | | February | March | |
| | Quarts | Pounds 1/ | 1947 | 1946 | 1939 |
| Maritime Provinces | | | | | |
| | '000 qt. | '000 lb. | % | % | % |
| Charlottetown | 241 | 621 | + 12.8 | - 6.6 | + 85.5 |
| Halifax | 1,471 | 3,796 | + 11.9 | - 7.0 | +133.3 |
| Sydney Area | 775 | 1,999 | + 10.9 | - 7.8 | +150.4 |
| Saint John | 1,013 | 2,613 | + 16.2 | - 7.2 | +148.8 |
| Moncton | 509 | 1,314 | + 12.3 | + 0.3 | +201.0 |
| Quebec | | | | | |
| Montreal | 13,187 | 34,022 | + 9.1 | - 4.4 | + 61.9 |
| Quebec | 2,364 | 6,099 | + 9.4 | - 2.6 | + 86.1 |
| Sherbrooke | 627 | 1,617 | + 11.0 | - 18.4 | 2/ |
| Three Rivers | 595 | 1,534 | + 11.7 | - 6.0 | 2/ |
| Chicoutimi | 334 | 861 | + 16.0 | - 12.0 | 2/ |
| Noranda-Rouyn | 335 | 865 | + 21.3 | - 8.2 | 2/ |
| Levis-Lauzon | 267 | 689 | + 5.7 | - 18.8 | 2/ |
| St. Hyacinthe | 286 | 738 | + 8.0 | + 17.1 | 2/ |
| Valleyfield | 194 | 501 | + 15.1 | - 8.3 | 2/ |
| St. Jerome | 172 | 445 | + 12.8 | - 0.3 | 2/ |
| Thetford | 126 | 324 | + 10.4 | - 2.4 | 2/ |
| Rimouski | 126 | 325 | + 15.3 | 2/ | 2/ |
| Ontario | | | | | |
| Toronto | 11,909 | 30,726 | + 9.9 | - 6.9 | + 48.3 |
| Ottawa-Hull | 3,060 | 7,895 | + 9.0 | - 6.2 | + 95.1 |
| Hamilton | 2,494 | 6,435 | + 9.9 | - 8.1 | + 66.0 |
| Windsor | 1,726 | 4,452 | + 11.4 | - 6.5 | + 68.1 |
| London | 1,275 | 3,290 | + 10.9 | - 9.7 | + 92.7 |
| Ft. William and Pt. Arthur. | 845 | 2,181 | + 13.3 | - 5.2 | +162.4 |
| Kitchener | 680 | 1,755 | + 8.6 | - 2.0 | + 85.8 |
| Kingston | 580 | 1,495 | + 8.9 | - 13.9 | + 87.8 |
| Sudbury | 555 | 1,432 | + 8.4 | - 5.1 | + 73.7 |
| Brantford | 529 | 1,366 | + 8.1 | - 7.8 | + 77.7 |
| Cornwall | 342 | 883 | + 9.8 | - 8.8 | + 73.5 |
| Bellefonte | 274 | 707 | + 6.9 | - 7.8 | + 60.4 |
| Prairie Provinces | | | | | |
| Winnipeg | 3,787 | 9,770 | + 12.1 | - 4.4 | + 48.9 |
| Saskatoon, Prince Albert and The Battlefords..... | 1,009 | 2,603 | + 12.9 | + 1.6 | +110.5 |
| Regina-Moose Jaw | 1,028 | 2,653 | + 14.9 | - 3.1 | + 93.3 |
| Edmonton | 1,549 | 3,996 | + 15.8 | + 7.6 | + 98.8 |
| Calgary | 1,226 | 3,164 | + 11.6 | - 7.0 | + 68.3 |
| Lethbridge | 192 | 496 | + 8.8 | - 13.6 | + 83.9 |
| British Columbia | | | | | |
| Vancouver | 5,004 | 12,911 | + 11.2 | + 0.2 | + 82.8 |
| Victoria | 1,164 | 3,003 | + 9.9 | - 3.9 | +119.2 |

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 II. - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY-MARCH, 1947
With Percentage Changes from the same period of 1946 and 1939.

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM | |
|---|-------------|----------------------|------------------------|--------|
| | Thousands | | January-March | |
| | Quarts | Pounds ^{1/} | 1946 | 1939 |
| Maritime Provinces | | | | |
| | '000 qt. | '000 lb. | % | % |
| Charlottetown | 688 | 1,775 | - 4.0 | 95.0 |
| Halifax | 4,173 | 10,767 | - 4.9 | +130.6 |
| Sydney Area | 2,253 | 5,813 | - 17.8 | +161.4 |
| Saint John | 2,774 | 7,157 | - 6.6 | +133.4 |
| Moncton | 1,458 | 3,762 | + 1.6 | +194.9 |
| Quebec | | | | |
| Montreal | 38,004 | 98,051 | - 4.6 | + 65.6 |
| Quebec | 6,773 | 17,474 | - 2.2 | + 96.4 |
| Sherbrooke | 1,790 | 4,617 | - 14.7 | 2/ |
| Three Rivers | 1,682 | 4,338 | - 5.0 | 2/ |
| Chicoutimi | 938 | 2,420 | - 4.2 | 2/ |
| Noranda-Rouyn | 952 | 2,457 | - 1.3 | 2/ |
| Levis-Lauzon | 785 | 2,026 | - 20.2 | 2/ |
| St. Hyacinthe | 827 | 2,133 | + 18.3 | 2/ |
| Valleyfield | 546 | 1,409 | - 3.2 | 2/ |
| St. Jerome | 478 | 1,233 | - 7.2 | 2/ |
| Thetford | 360 | 928 | - 4.0 | 2/ |
| Rimouski | 348 | 898 | 2/ | 2/ |
| Ontario | | | | |
| Toronto | 34,440 | 88,855 | - 5.4 | + 50.4 |
| Ottawa-Hull | 8,776 | 22,641 | - 6.8 | + 90.6 |
| Hamilton | 7,201 | 18,579 | - 8.6 | + 65.3 |
| Windsor | 4,913 | 12,676 | - 4.9 | + 68.2 |
| London | 3,645 | 9,403 | - 9.4 | + 87.3 |
| Ft. William and Pt. Arthur. | 2,373 | 6,122 | - 2.2 | +176.8 |
| Kitchener | 1,978 | 5,103 | - 1.0 | + 84.8 |
| Kingston | 1,667 | 4,300 | - 15.0 | + 85.7 |
| Sudbury | 1,606 | 4,144 | -- | + 76.9 |
| Brantford | 1,539 | 3,971 | - 6.8 | + 78.2 |
| Cornwall | 975 | 2,515 | - 7.0 | + 73.3 |
| Belleville | 810 | 2,090 | - 7.8 | + 66.3 |
| Prairie Provinces | | | | |
| Winnipeg | 10,802 | 27,870 | - 2.9 | + 48.2 |
| Saskatoon, Prince Albert and The Battlefords | 2,853 | 7,362 | + 1.8 | +106.3 |
| Regina-Moose Jaw | 2,902 | 7,489 | - 1.9 | + 89.8 |
| Edmonton | 4,324 | 11,157 | + 2.5 | + 93.6 |
| Calgary | 3,498 | 9,024 | - 6.3 | + 67.5 |
| Lethbridge | 545 | 1,406 | - 12.5 | + 81.2 |
| British Columbia | | | | |
| Vancouver | 14,264 | 36,801 | + 1.0 | + 82.8 |
| Victoria | 3,239 | 8,357 | - 7.4 | +109.0 |

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, MARCH, 1947

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

| | TOTAL SALES | | PERCENTAGE CHANGE FROM | | |
|---|--------------------|---------------|------------------------|--------|---------|
| | Thousands of Units | | February | March | |
| | Cream | Butter-fat 1/ | 1947 | 1946 | 1939 |
| Maritime Provinces | | | | | |
| | '000 qt. | '000 lb. | % | % | % |
| Charlottetown | 4 | 2 | - 4.9 | + 7.0 | - 36.8 |
| Halifax | 59 | 15 | + 10.9 | + 24.9 | + 163.5 |
| Sydney Area | 4 | 2 | + 39.0 | + 71.2 | - 45.3 |
| Saint John | 20 | 9 | + 5.2 | + 1.5 | + 81.3 |
| Moncton | 10 | 4 | + 10.8 | + 23.6 | + 204.0 |
| Quebec | | | | | |
| Montreal | 630 | 236 | + 6.1 | - 2.3 | + 48.1 |
| Quebec | 63 | 24 | + 10.5 | + 12.4 | + 96.5 |
| Sherbrooke | 10 | 4 | + 5.1 | - 3.3 | 4/ |
| Three Rivers | 11 | 5 | + 14.6 | - 6.0 | 4/ |
| Chicoutimi | 2 | 1 | + 38.4 | - 4.0 | 4/ |
| Noranda-Rouyn | 2 | 1 | + 35.0 | - 2.5 | 4/ |
| Levis-Lauzon | 3/ | | | | 4/ |
| St. Hyacinthe | 3/ | | | | 4/ |
| Valleyfield | 3/ | | | | 4/ |
| St. Jerome | 3/ | | | | 4/ |
| Thetford | 3/ | | | | 4/ |
| Rimouski | 3/ | | | 4/ | 4/ |
| Ontario | | | | | |
| Toronto | 529 | 180 | + 5.0 | - 5.8 | + 30.0 |
| Ottawa-Hull | 96 | 37 | + 8.0 | - 14.0 | + 50.8 |
| Hamilton | 60 | 22 | + 5.1 | - 1.4 | + 25.7 |
| Windsor | 74 | 20 | + 10.4 | - 9.8 | + 136.2 |
| London | 30 | 13 | + 7.8 | + 11.3 | + 34.4 |
| Ft. William and Pt. Arthur . | 24 | 11 | + 17.6 | - 8.2 | + 99.3 |
| Kitchener | 15 | 7 | + 8.3 | - 3.2 | + 3.4 |
| Kingston | 10 | 4 | + 11.6 | - 2.5 | + 21.6 |
| Sudbury | 11 | 5 | + 9.1 | - 6.2 | + 30.4 |
| Brantford | 9 | 4 | + 15.6 | - 14.6 | + 29.4 |
| Cornwall | 4 | 2 | + 5.3 | - 15.1 | - 13.9 |
| Belleveille | 5 | 2 | - 3.5 | - 7.9 | + 104.0 |
| Prairie Provinces | | | | | |
| Winnipeg | 408 | 111 | + 8.2 | + 10.2 | + 55.5 |
| Saskatoon, Prince Albert and Battlefords | 85 | 25 | + 10.4 | + 11.5 | + 46.7 |
| Regina and Moose Jaw | 111 | 29 | + 7.7 | + 2.5 | + 32.7 |
| Edmonton | 152 | 38 | + 9.8 | + 8.5 | + 72.5 |
| Calgary | 140 | 35 | + 10.2 | + 8.2 | + 98.4 |
| Lethbridge | 16 | 4 | + 17.4 | + 9.6 | + 126.3 |
| British Columbia | | | | | |
| Vancouver | 620 | 164 | + 10.6 | + 19.9 | + 197.8 |
| Victoria | 77 | 23 | + 8.6 | + 16.8 | 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-MARCH, 1947
With Percentage Changes from the Same Period of 1946 and 1939

| Market | TOTAL SALES | | | PERCENTAGE CHANGE FROM 2/ | |
|---|-------------------|----------|--------|---------------------------|--------|
| | Thousand of Units | | | January-March | |
| | Cream | Butter | Fat 1/ | 1946 | 1939 |
| Maritime Provinces | | | | | |
| | '000 lb. | '000 lb. | | % | % |
| Charlottetown | 12 | 5 | | - 0.6 | - 30.0 |
| Halifax | 167 | 45 | | + 28.1 | +153.7 |
| Sydney Area | 8 | 4 | | + 49.8 | - 48.8 |
| Saint John | 59 | 27 | | + 21.2 | + 73.7 |
| Moncton | 28 | 13 | | + 26.6 | +200.7 |
| Quebec | | | | | |
| Montreal | 1,884 | 706 | | + 0.1 | + 54.3 |
| Quebec | 181 | 68 | | + 8.7 | +112.4 |
| Sherbrooke | 29 | 11 | | + 0.7 | 4/ |
| Three Rivers | 31 | 14 | | + 1.7 | 4/ |
| Chicoutimi | 5 | 2 | | - 26.9 | 4/ |
| Noranda-Rouyn | 6 | 3 | | + 11.3 | 4/ |
| Levis-Lauzon | 3/ | | | | 4/ |
| St. Hyacinthe | 3/ | | | | 4/ |
| Valleyfield | 3/ | | | | 4/ |
| St. Jerome | 3/ | | | | 4/ |
| Thetford | 3/ | | | | 4/ |
| Rimouski | 3/ | | | | 4/ |
| Ontario | | | | | |
| Toronto | 1,564 | 530 | | - 3.4 | + 35.4 |
| Ottawa-Hull | 275 | 106 | | - 18.3 | + 46.9 |
| Hamilton | 178 | 65 | | - 2.6 | + 26.5 |
| Windsor | 212 | 57 | | - 7.9 | +132.9 |
| London | 86 | 39 | | + 9.4 | + 35.2 |
| Ft. William and Pt. Arthur . | 69 | 31 | | - 6.9 | +101.8 |
| Kitchener | 42 | 19 | | - 1.8 | + 11.9 |
| Kingston | 28 | 12 | | - 7.5 | + 13.8 |
| Sudbury | 32 | 14 | | - 0.1 | + 30.1 |
| Brantford | 27 | 11 | | - 11.6 | + 26.1 |
| Cornwall | 11 | 5 | | - 13.8 | - 12.4 |
| Bellefille | 15 | 6 | | - 1.7 | +124.2 |
| Prairie Provinces | | | | | |
| Winnipeg | 1,180 | 322 | | + 8.2 | + 56.7 |
| Saskatoon, Prince Albert and The Battlefords | 242 | 70 | | + 8.9 | + 39.3 |
| Regina and Moose Jaw | 323 | 85 | | + 2.5 | + 32.3 |
| Edmonton | 432 | 108 | | + 4.5 | + 75.4 |
| Calgary | 402 | 101 | | + 10.3 | + 95.2 |
| Lethbridge | 49 | 12 | | + 13.8 | +125.9 |
| British Columbia | | | | | |
| Vancouver | 1,766 | 441 | | + 21.5 | +198.0 |
| Victoria | 217 | 62 | | + 16.9 | 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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- 6 -

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

March and January-March, 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. | % |
| CANADA | | | | | | |
| March | 298,332 | 40 | 53.5 | 52,112 | 40 | 57.4 |
| January-March | 888,709 | 40 | 51.4 | 151,619 | 40 | 56.7 |
| Maritime Provinces | | | | | | |
| March | 18,521 | 5 | 55.8 | 1,865 | 5 | 49.9 |
| January-March | 53,930 | 5 | 54.3 | 5,976 | 5 | 44.7 |
| Quebec | | | | | | |
| March | 92,205 | 12 | 52.1 | 14,923 | 12 | 52.6 |
| January-March | 276,099 | 12 | 50.0 | 41,432 | 12 | 56.3 |
| Ontario | | | | | | |
| March | 119,291 | 12 | 52.5 | 14,264 | 12 | 61.7 |
| January-March | 366,811 | 12 | 49.2 | 44,522 | 12 | 57.5 |
| Prairie Provinces | | | | | | |
| March | 45,045 | 9 | 50.4 | 13,688 | 9 | 50.8 |
| January-March | 126,972 | 9 | 50.6 | 38,613 | 9 | 51.9 |
| British Columbia | | | | | | |
| March | 23,270 | 2 | 68.4 | 7,377 | 2 | 72.6 |
| January-March | 64,897 | 2 | 69.6 | 21,076 | 2 | 68.3 |