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MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE

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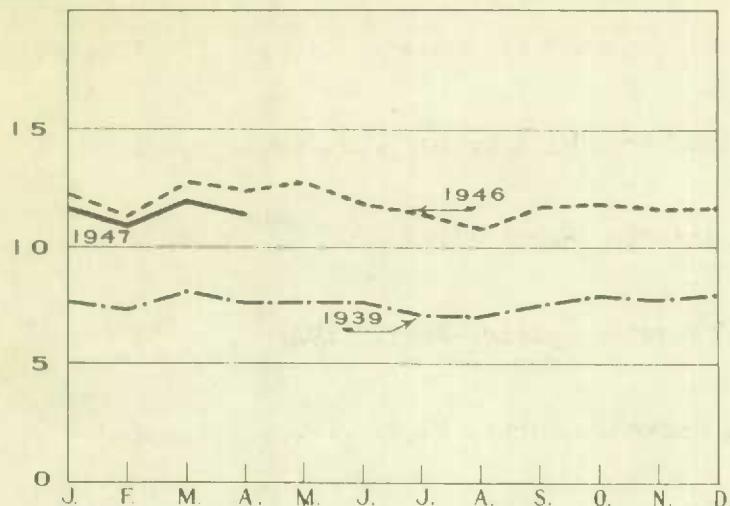
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MILK SALES

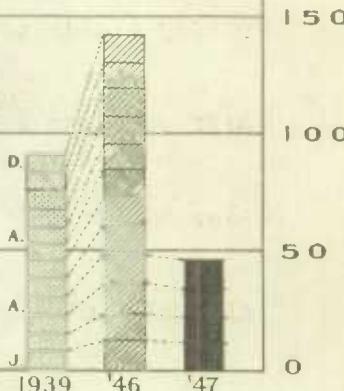
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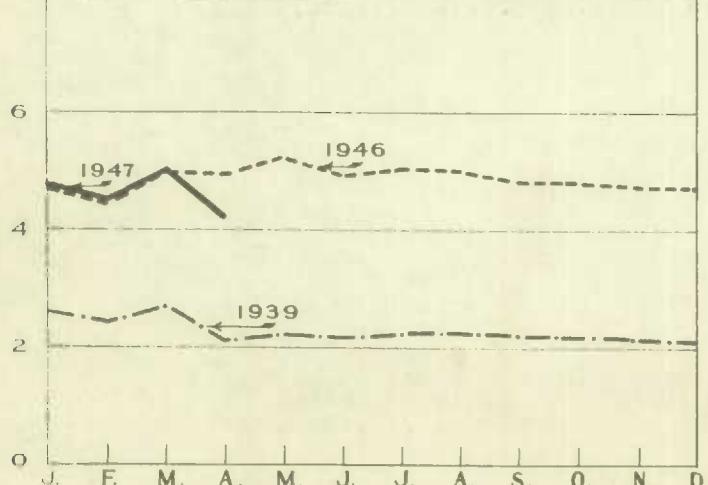
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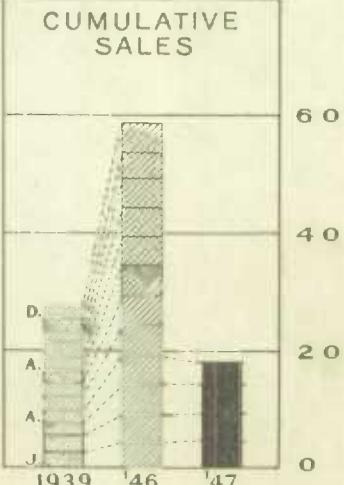
CUMULATIVE
SALES



VANCOUVER



CUMULATIVE
SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Milk and cream sales statistics in forty markets in Canada for the month of April appear in Tables I and III, while the cumulative data for the period January to April appear in Tables II and IV. For the month of April the milk sales reported in these forty markets of Canada represented approximately 54 per cent of the estimated total for the whole of the Dominion (281,531,000 pounds); and for the January--April period milk sales reported in this statement represented 52 per cent of the estimated Canada total (1,170,240,000 pounds). The sales of cream in the forty markets during the month of April, and in the period January--April, amounted to approximately 60 per cent of the estimated totals of 59,868,000 pounds and 205,731,000 pounds, respectively.

The figures presented in Table I show the sales of fluid milk for the month of April in quarts and in pounds. In comparison with the same month of the previous year it will be observed that a decline is indicated in all markets with the exception of Chicoutimi, St. Hyacinthe and St. Jerome, all in the Province of Quebec. The combined total for Saskatoon, Prince Albert and the Battlefords also reveal an increase, although the Prince Albert market showed a reduction. It is significant that the greatest fall-off in milk sales for April was also reported from the Province of Quebec, the Sherbrooke sales declining 18 per cent below the April sales of a year ago. In the markets for which statistics are available for April, 1939, it will be seen that substantial advances were recorded, the greatest being reported from Fort William--Port Arthur, with Moncton, Saint John and the Sydney area following in the order given. Statistical comparisons with the previous month indicate that in all markets but three (Chicoutimi, Levis-Lauren and St. Hyacinthe), milk sales in April were substantially lower than those of March, 1947.

Cumulative sales for the period January--April carried in Table II, reveal percentage changes from the same period of 1946 and 1939. In reviewing the data given in relation to those of the previous year it will be seen that decreases are indicated in all markets with the exception of St. Hyacinthe, the north-Saskatchewan markets already referred to, and Edmonton, Alberta. The only significant increase occurred at St. Hyacinthe. In order of magnitude the greatest reductions were registered in the Sydney area, Levis-Lauren, Sherbrooke, Kingston and Lethbridge. All of these markets reported declines of 10 per cent or more. The lead taken by Moncton, Fort William--Port Arthur, Sydney area and Saint John during the four-month period as compared with the same period of 1939 is indicative of the change that has taken place in the sale of milk since the beginning of World War II.

Sales of fluid cream in April, and January-April reflect increases following the removal of restrictions on the sale of high-test cream as from April 1, 1947. This was revealed in the increase from the previous month; and also in the advance which took place between March, 1946 and March, 1947. April cream sales in the Sydney area and Chitoutimi registered the greatest expansion as compared with those of the same month last year. Outstanding changes in the January-April cream sales in comparison with those made during the first four months of 1946, were recorded in the figures shown for the Halifax market and the Sydney area of Nova Scotia.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	Thousands		March 1947	April 1946	April 1939
	Quarts	Pounds(1)			
Maritime Provinces					
	'000 qt.	'000 lb.	%	%	%
Charlottetown	236	608	- 2.0	- 1.7	+ 99.4
Halifax	1,388	3,581	- 5.6	- 10.6	+ 133.9
Sydney Area	756	1,952	- 2.4	- 10.7	+ 147.4
Saint John	965	2,489	- 4.8	- 4.1	+ 149.1
Moncton	464	1,197	- 9.0	- 5.6	+ 190.5
Quebec					
Montreal	12,643	32,619	- 4.1	- 6.0	+ 70.6
Quebec	2,302	5,940	- 2.6	- 2.6	+ 89.3
Sherbrooke	612	1,580	- 2.2	- 17.6	(2)
Three Rivers	577	1,489	- 3.0	- 7.0	(2)
Chicoutimi	339	875	+ 1.7	+ 1.2	(2)
Noranda-Houyn	337	868	- 0.4	- 6.4	(2)
Levis-Lauzon	274	707	+ 2.6	- 1.4	(2)
St-Hyacinthe	342	883	+ 19.5	+ 29.0	(2)
Valleyfield	185	478	- 4.7	- 8.9	(2)
St. Jerome	162	418	- 6.0	+ 3.4	(2)
Thetford	119	306	- 5.5	- 0.8	(2)
Rimouski	122	315	- 3.2	(2)	(2)
Ontario					
Toronto	11,451	29,543	- 3.8	- 6.9	+ 51.8
Ottawa-Hull	3,020	7,789	- 1.3	- 4.7	+ 99.0
Hamilton	2,372	6,120	- 4.9	- 11.7	+ 63.3
Windsor	1,670	4,310	- 3.2	- 8.1	+ 85.3
London	1,216	3,137	- 4.6	- 11.0	+ 86.5
Ft. William and Pt. Arthur	826	2,132	- 2.3	- 6.4	+ 194.2
Kitchener	655	1,690	- 3.8	- 4.3	+ 81.9
Kingston	550	1,419	- 5.1	- 10.1	+ 80.0
Sudbury	533	1,375	- 3.9	- 4.6	+ 70.9
Brantford	529	1,366	-	- 7.5	+ 78.5
Cornwall	330	851	- 3.6	- 9.3	+ 79.9
Belleville	270	698	- 1.3	- 7.0	+ 68.5
Prairie Provinces					
Winnipeg	3,599	9,285	- 5.0	- 7.4	+ 48.5
Saskatoon, Prince Albert and The Battlefords	952	2,455	- 5.7	+ 0.6	+ 108.0
Regina-Moose Jaw	967	2,495	- 6.0	- 3.7	+ 89.2
Edmonton	1,431	3,692	- 7.6	- 5.6	+ 88.6
Calgary	1,179	3,041	- 3.9	- 7.1	+ 67.8
Lethbridge	190	491	- 1.0	- 13.8	+ 88.7
British Columbia					
Vancouver	4,248	10,961	- 15.1	- 13.9	+ 97.6
Victoria	978	2,524	- 15.9	- 15.6	+ 83.6

(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-APRIL, 1947
With Percentage Changes from the same Period of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	Thousands		January-April	
	Quarts	Pounds(1)	1946	1939
Maritime Provinces				
Charlottetown	'000 qt.	'000 lb.	%	%
	924	2,386	- 3.4	+ 96.1
Halifax	5,561	14,347	- 6.4	+131.4
Sydney Area	3,009	7,764	- 16.1	+157.7
Saint John	3,739	9,646	- 6.0	+137.3
Moncton	1,922	4,958	- 0.2	+193.8
Quebec				
Montreal	50,647	130,670	- 5.0	+ 66.8
Quebec	9,075	23,414	- 2.3	+ 94.6
Sherbrooke	2,402	6,198	- 15.4	(2)
Three Rivers	2,259	5,827	- 5.5	(2)
Chicoutimi	1,277	3,295	- 2.8	(2)
Noranda-Rouyn	1,289	3,326	- 2.4	(2)
Levis-Lauzon	1,059	2,733	- 15.8	(2)
St-Hyacinthe	1,169	3,016	+ 20.8	(2)
Valleyfield	731	1,887	- 4.6	(2)
St-Jerome	640	1,651	- 4.7	(2)
Thetford	478	1,234	- 3.2	(2)
Rimouski	470	1,212	(2)	(2)
Ontario				
Toronto	45,890	118,397	- 5.8	+ 50.7
Ottawa-Hull	11,795	30,430	- 6.3	+ 92.7
Hamilton	9,573	24,699	- 9.4	+ 64.8
Windsor	6,584	16,986	- 5.8	+ 72.3
London	4,860	12,540	- 9.8	+ 87.1
Ft. William and Pt. Arthur	3,199	8,254	- 3.3	+181.1
Kitchener	2,633	6,793	- 1.9	+ 84.1
Kingston	2,217	5,719	- 13.9	+ 84.2
Sudbury	2,139	5,519	- 1.2	+ 75.4
Brantford	2,068	5,337	- 7.2	+ 78.3
Cornwall	1,305	3,366	- 7.6	+ 74.9
Belleville	1,081	2,788	- 7.6	+ 66.8
Prairie Provinces				
Winnipeg	14,401	37,154	- 4.0	+ 48.2
Saskatoon, Prince Albert and The Battlefords	3,805	9,817	+ 1.5	+106.8
Regina-Moose Jaw	3,870	9,985	- 2.4	+ 89.6
Edmonton	5,755	14,848	+ 0.4	+ 92.3
Calgary	4,676	12,064	- 6.5	+ 67.6
Lethbridge	735	1,896	- 12.8	+ 83.1
British Columbia				
Vancouver	18,512	47,762	- 2.8	+ 86.0
Victoria	4,217	10,880	- 9.5	+102.5

(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, APRIL, 1947
With Percentage Changes from the Previous Month, and the Same Month of 1946 and 1939

	TOTAL SALES		PERCENTAGE CHANGE FROM		
	Thousands of Units		March	April	
	Cream	Butter-fat(1)	1947	1946	1939
Maritime Provinces					
Charlottetown	'000 qt.	'000 lb.	%	%	%
Charlottetown	4	2	+ 2.7	+ 9.6	- 29.4
Halifax	61	21	+ 2.4	+ 28.5	+132.8
Sydney Area	6	3	+ 68.5	+ 94.4	- 16.4
Saint John	17	9	- 17.1	- 20.7	+ 56.2
Moncton	9	5	- 8.4	+ 15.4	+160.1
Quebec					
Montreal	687	303	+ 9.1	+ 6.0	+ 33.0
Quebec	68	31	+ 8.0	- 4.6	+117.1
Sherbrooke	15	7	+ 54.1	+ 43.1	(4)
Three Rivers	12	7	+ 5.2	+ 7.3	(4)
Chicoutimi	3	2	+ 60.0	+ 57.2	(4)
Noranda-Rouyn	2	1	- 48.0	+ 54.5	(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	590	236	+ 11.4	+ 7.0	+ 56.1
Ottawa-Hull	100	47	+ 3.7	+ 4.0	+ 42.4
Hamilton	65	28	+ 8.0	+ 5.5	+ 37.8
Windsor	77	26	+ 4.2	- 5.2	+146.5
London	35	17	+ 16.2	+ 27.2	+ 44.9
Ft. William and Pt. Arthur ..	26	12	+ 7.8	+ 4.9	+114.9
Kitchener	16	8	+ 7.5	+ 6.5	+ 15.6
Kingston	11	6	+ 11.0	+ 10.7	+ 38.0
Sudbury	12	6	+ 4.5	+ 2.3	+ 31.9
Brantford	13	6	+ 38.6	+ 18.7	+ 89.1
Cornwall	5	3	+ 23.4	+ 2.6	+ 6.5
Belleville	4	3	- 8.0	- 16.8	+102.0
Prairie Provinces					
Winnipeg	424	126	+ 3.8	+ 17.2	+ 68.2
Saskatoon, Prince Albert and Battlefords	88	28	+ 4.1	+ 22.2	+ 51.3
Regina-Moose Jaw	123	35	+ 10.5	+ 19.0	+ 53.0
Edmonton	156	41	+ 2.6	+ 18.0	+ 87.5
Calgary	139	38	- 1.1	+ 14.3	+ 97.8
Lethbridge	22	8	+ 30.5	+ 40.9	+212.3
British Columbia					
Vancouver	538	157	- 13.2	+ 7.4	(4)
Victoria	81	28	+ 4.5	+ 40.0	(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-APRIL, 1947
With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	Thousand of Units		January-April	
	Cream	Butter-Fat(1)	1946	1939
Maritime Provinces				
Charlottetown	1,000 lb.	1,000 lb.	%	%
Charlottetown	16	8	+ 1.8	- 29.8
Halifax	228	66	+ 28.2	+147.8
Sydney Area	15	7	+ 65.8	- 44.0
Saint John	76	36	+ 8.4	+ 69.5
Moncton	37	18	+ 23.7	+183.0
Quebec				
Montreal	2,571	1,010	+ 1.6	+ 48.0
Quebec	249	99	+ 4.7	+113.3
Sherbrooke	45	18	+ 12.1	(4)
Three-Rivers	42	20	+ 3.2	(4)
Chicoutimi	8	4	- 4.4	(4)
Noranda-Rouyn	7	3	+ 22.9	(4)
Levis-L'Isle-aux-Coudres	(3)			(4)
St. Hyacinthe	(3)			(4)
Valleyfield	(3)			(4)
St. Jerome	(3)			(4)
Thetford	(3)			(4)
Rimouski	(3)		(4)	(4)
Ontario				
Toronto	2,154	766	- 0.7	+ 40.5
Ottawa-Hull	375	153	- 13.4	+ 45.7
Hamilton	243	93	- 0.6	+ 29.3
Windsor	289	83	- 7.2	+136.4
London	121	56	+ 13.9	+ 37.8
Ft. William and Pt. Arthur	95	43	- 3.9	+105.2
Kitchener	58	27	+ 0.3	+ 12.9
Kingston	39	18	- 2.9	+ 19.8
Sudbury	43	20	+ 0.5	+ 30.6
Brantford	40	17	- 3.6	+ 41.5
Cornwall	16	8	- 9.5	- 7.4
Belleville	19	9	- 5.6	+118.8
Prairie Provinces				
Winnipeg	1,603	448	+ 10.5	+ 59.6
Saskatoon, Prince Albert and The Battlefords	330	98	+ 12.2	+ 42.3
Regina-Moose Jaw	446	121	+ 6.6	+ 37.4
Edmonton	588	149	+ 7.8	+ 78.5
Calgary	541	140	+ 11.3	+ 95.9
Lethbridge	71	20	+ 20.9	+146.8
British Columbia				
Vancouver	2,304	599	+ 17.9	+211.0
Victoria	298	90	+ 22.4	(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 THE FIVE ECONOMIC AREAS OF CANADA.

April and January-April, 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
		'000 lb.	No.	%	'000 lb.	No.
<u>CANADA</u>						
April		281,531	40	53.9	59,868	40
January-April		1,170,240	40	52.0	203,731	40
<u>Maritime Provinces</u>						
April		18,592	5	52.9	2,229	5
January-April		72,522	5	53.9	8,205	5
<u>Quebec</u>						
April		90,218	12	51.5	17,454	12
January-April		366,317	12	50.4	58,886	12
<u>Ontario</u>						
April		111,181	12	54.4	17,441	12
January-April		477,992	12	50.4	61,963	12
<u>Prairie Provinces</u>						
April		41,785	9	51.4	15,326	9
January-April		168,757	9	50.8	53,939	9
<u>British Columbia</u>						
April		19,755	2	68.3	7,418	2
January-April		84,652	2	69.3	28,494	2