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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE

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May 31 1947

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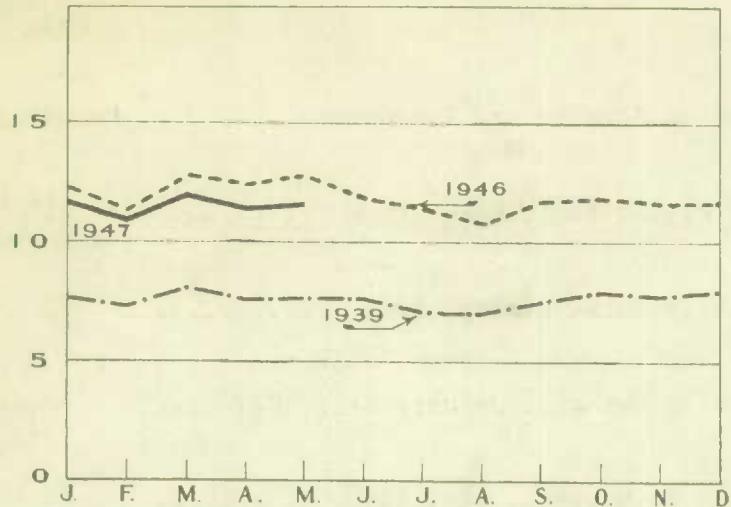
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MILK SALES

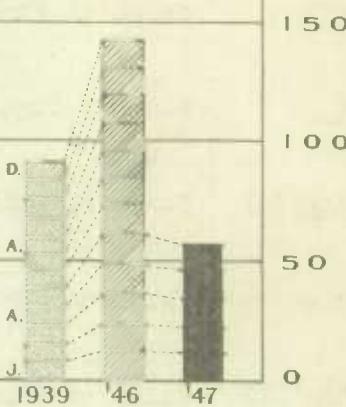
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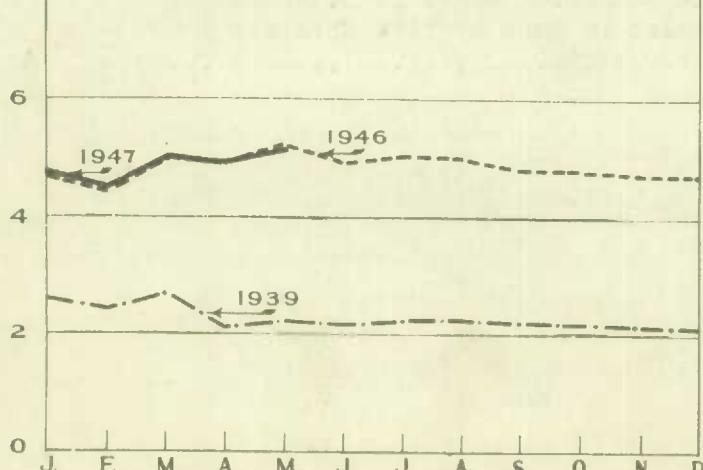
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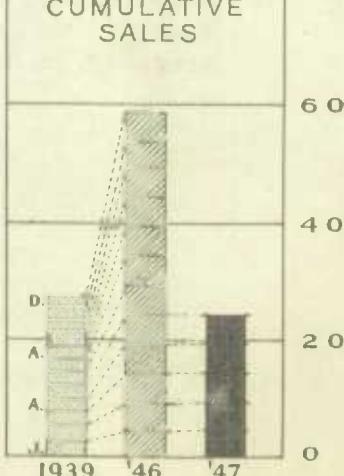
CUMULATIVE
SALES



VANCOUVER



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Total sales of fluid milk and cream in Canada during the month of May are estimated at 367,113,000 (milk equivalent); a decline of approximately 2½ per cent as compared with total fluid sales during May, 1946. While milk sales showed a decrease of about 7½ per cent, the sales of cream in terms of butter-fat increased 30 per cent. Cream sales may be expected to continue on a high level during the summer months since butter-fat content restrictions have been lifted.

Milk sales during May in the forty markets dealt with in the following tables amounted to approximately 53 per cent of the estimated sales in Canada. These forty markets accounted for 56 per cent of the cream sold in Canada during May. For the first five months of the year, sales in the forty markets amounted to about 52 per cent of the milk and 57 per cent of the cream entering into fluid sales in Canada.

Total milk sales in the forty markets in May, 1947, were more than 7 per cent below the peak month of May, 1946, but almost 3 per cent above the level of April, 1947. Quart sales of cream in the forty markets were 15 per cent greater than in May, 1946, but in terms of butter-fat cream sales were 30 per cent greater than during the month of May a year ago.

Reference to the tables will show considerable variation among the markets for which statistics are given. When May sales this year are compared with May, 1946, considerable declines in milk sales are reported for The Sydney Area, Moncton, Halifax, Sherbrooke, Valleyfield, London, Kingston, Belleville, Hamilton, Lethbridge and Victoria with more moderate decreases elsewhere. In contrast, advances are reported from Chicoutimi and St. Jerome.

The most pronounced expansion in cream sales, compared with May, 1946, took place in Halifax, The Sydney Area, Sherbrooke, Chicoutimi, Noranda-Rouyn and Brantford. On the other hand, less cream was sold in May, 1947, than in the same month last year in Saint John, Moncton, Quebec and Fort William-Port Arthur. For the five-month period, declines from 1946 took place in Saint John, Ottawa-Hull, Windsor, Cornwall and Belleville. About one third of the cities reported lower sales of cream in May than in April, 1947, while a large increase over the same month in 1939 is quite general.

Table I: SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, MAY, 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	May 1947		April	May	
	Quarts	Pounds (1)	1947	1946	1939
MARITIME PROVINCES					
Charlottetown	000's	000's	%	%	%
236	609	+ 1.6	- 4.0	+ 104.5	
Halifax	1,436	3,705	+ 3.5	-10.1	+ 130.1
Sydney Area	724	1,867	+ 0.4	-14.8	+ 168.5
Saint John	938	2,420	+ 3.8	- 3.6	+ 128.1
Moncton	452	1,166	- 2.6	-11.0	+ 184.0
QUEBEC					
Montreal	13,111	33,827	+ 3.7	- 5.9	+ 56.8
Quebec	2,345	6,051	+ 1.9	- 3.9	+ 89.8
Sherbrooke	625	1,613	+ 2.1	-10.9	(2)
Three Rivers	595	1,534	+ 3.0	- 7.1	(2)
Chicoutimi	354	915	+ 4.5	+ 4.5	(2)
Noranda-Rouyn	348	897	+ 3.3	- 6.2	(2)
Levis-Lauzon	277	716	+ 1.2	- 4.0	(2)
St-Hyacinthe	355	915	+ 3.6	- 7.3	(2)
Valleyfield	191	492	+ 2.9	-14.0	(2)
St. Jerome	175	450	+ 7.7	+ 8.6	(2)
Thetford	123	317	+ 3.4	- 3.6	(2)
Rimouski	123	317	+ 0.7	(2)	(2)
ONTARIO					
Toronto	11,690	30,160	+ 2.1	- 8.4	+ 52.3
Ottawa-Hull	3,071	7,923	+ 1.7	- 6.6	+ 89.7
Hamilton	2,500	6,451	+ 5.4	- 9.8	+ 64.1
Windsor	1,776	4,582	+ 6.3	- 6.6	+ 80.2
London	1,267	3,270	+ 4.2	-11.6	+ 93.6
Ft. William and Pt. Arthur	858	2,214	+ 3.8	- 4.6	+ 194.3
Kitchener	675	1,741	+ 3.0	- 5.3	+ 79.6
Kingston	538	1,388	- 2.2	-12.4	+ 75.4
Sudbury	549	1,417	+ 3.0	- 5.2	+ 72.1
Brantford	559	1,442	+ 5.6	- 7.4	+ 82.6
Cornwall	361	932	+ 9.6	- 9.9	+ 80.4
Belleville	272	703	+ 0.7	-12.1	+ 56.0
RAIRIE PROVINCES					
Winnipeg	3,720	9,597	+ 3.3	- 7.2	+ 45.9
Saskatoon, Prince Albert and The Battlefords	934	2,410	- 1.8	- 3.1	+ 105.3
Regina and Moose Jaw	965	2,489	- 0.2	- 6.5	+ 84.3
Edmonton	1,439	3,711	+ 0.5	- 7.6	+ 87.9
Calgary	1,222	3,152	+ 3.7	- 7.1	+ 67.0
Lethbridge	202	520	- 6.0	- 9.1	+ 94.4
BRITISH COLUMBIA					
Vancouver	5,121	13,212	+ 2.9	- 1.9	+ 126.8
Victoria	1,014	2,616	+ 0.5	-19.5	+ 84.9

(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-MAY, 1947

With Percentage Changes from the same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-May, 1947		January - May	
	Quarts	Pounds(1)	1946	1939
MARITIME PROVINCES				
Charlottetown	000's	000's	%	%
1,145	2,955	- 4.8	+ 97.8	
Halifax	7,004	18,071	- 7.1	+ 131.2
Sydney Area	3,685	9,507	- 17.0	+ 157.3
Saint John	4,524	11,673	- 5.0	+ 127.4
Moncton	2,374	6,124	- 2.5	+ 192.0
QUEBEC				
Montreal	63,759	164,497	- 5.2	+ 64.6
Quebec	11,420	29,465	- 2.6	+ 93.6
Sherbrooke	3,027	7,811	- 14.5	(2)
Three Rivers	2,853	7,361	- 5.9	(2)
Chicoutimi	1,632	4,210	- 3.8	(2)
Noranda-Rouyn	1,637	4,223	- 3.2	(2)
Levis-Lauzon	1,337	3,449	- 13.5	(2)
St-Hyacinthe	1,524	3,930	+ 14.0	(2)
Valleyfield	922	2,378	- 6.7	(2)
St-Jerome	815	2,101	- 2.1	(2)
Thetford	601	1,550	- 3.3	(2)
Rimouski	593	1,529	(2)	(2)
ONTARIO				
Toronto	57,580	148,557	- 6.4	+ 51.0
Ottawa-Hull	14,866	38,354	- 6.4	+ 92.1
Hamilton	12,074	31,150	- 9.5	+ 64.7
Windsor	8,359	21,567	- 5.9	+ 73.9
London	6,128	15,809	- 10.2	+ 88.4
Ft. William and Pt. Arthur	4,057	10,468	- 3.6	+ 183.8
Kitchener	3,308	8,534	- 2.6	+ 83.1
Kingston	2,754	7,107	- 13.6	+ 82.4
Sudbury	2,688	6,936	- 2.0	+ 74.7
Brantford	2,627	6,778	- 7.2	+ 79.2
Cornwall	1,666	4,299	- 9.1	+ 76.1
Belleville	1,353	3,490	- 8.5	+ 64.5
PRAIRIE PROVINCES				
Winnipeg	18,121	46,751	- 4.7	+ 47.8
Saskatoon, Prince Albert and The Battlefords	4,739	12,227	+ 0.5	+ 106.5
Regina and Moose Jaw	4,835	12,473	- 3.2	+ 88.5
Edmonton	7,194	18,561	- 1.3	+ 91.4
Calgary	5,898	15,217	- 6.8	+ 67.5
Lethbridge	937	2,417	- 12.1	+ 85.4
BRITISH COLUMBIA				
Vancouver	24,360	62,848	+ 0.4	+ 99.5
Victoria	5,262	13,576	- 11.1	+ 100.0

(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, MAY, 1947

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

	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	May, 1947		April	May	
	Cream	Butter-fat(1)	1947	1946	1939
Maritime Provinces					
Charlottetown	4	2	+ 6.3	+ 5.3	- 19.8
Halifax	61	23	+ 0.5	+ 31.9	+ 137.5
Sydney Area	6	4	+ 5.0	+ 101.4	+ 3.0
Saint John	17	10	+ 18.1	- 4.2	+ 35.6
Moncton	8	5	- 12.5	- 3.0	+ 126.4
Quebec					
Montreal	741	326	+ 7.8	+ 9.9	+ 28.3
Quebec	70	29	+ 3.1	- 5.1	+ 103.4
Sherbrooke	17	9	+ 11.2	+ 45.4	(4)
Three Rivers	12	6	- 1.0	+ 5.5	(4)
Chicoutimi	3	2	- 4.3	+ 46.6	(4)
Noranda-Rouyn	1	1	+ 19.7	+ 61.3	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
Ontario					
Toronto	622	249	+ 5.5	+ 11.5	+ 61.1
Ottawa-Hull	111	51	+ 11.1	+ 14.2	+ 45.3
Hamilton	67	28	+ 2.8	+ 4.4	+ 41.0
Windsor	83	28	+ 7.2	0	+ 161.9
London	33	17	- 4.5	+ 21.2	+ 45.4
Ft. William and Pt. Arthur.	26	14	+ 1.5	- 6.7	+ 108.6
Kitchener	17	8	+ 6.9	+ 10.4	+ 13.7
Kingston	11	6	- 0.2	+ 16.0	+ 49.3
Sudbury	13	6	+ 12.7	+ 16.8	+ 48.7
Brantford	14	7	+ 8.4	+ 34.1	+ 120.0
Cornwall	5	3	+ 3.7	+ 9.1	+ 18.9
Belleville	5	2	+ 16.8	- 7.8	+ 89.9
Prairie Provinces					
Winnipeg	455	137	+ 7.4	+ 21.7	+ 70.9
Saskatoon, Prince Albert and Battlefords	85	27	- 4.1	+ 17.0	+ 49.0
Regina and Moose Jaw	118	34	- 3.7	+ 14.9	+ 44.6
Edmonton	159	41	+ 2.0	+ 22.0	+ 100.4
Calgary	137	39	- 1.5	+ 10.4	+ 93.4
Lethbridge	20	7	- 8.2	+ 28.0	+ 169.4
British Columbia					
Vancouver	635	185	+ 2.5	+ 26.7	(4)
Victoria	78	26	- 3.7	+ 20.0	(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-MAY, 1947

With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January - May, 1947		January - May	
	Cream	Butter-Fat(1)	1946	1939
Maritime Provinces				
	'000 qt.	'000 lb.	%	%
Charlottetown	20	10	+ 2.6	- 27.9
Halifax	289	89	+ 29.0	+ 145.7
Sydney Area	22	11	+ 83.0	- 36.2
Saint John	83	41	- 1.7	+ 55.2
Moncton	45	22	+ 18.0	+ 173.6
Quebec				
Montreal	3,312	1,335	+ 3.4	+ 43.0
Quebec	320	128	+ 2.4	+ 111.3
Sherbrooke	62	28	+ 19.7	(4)
Three Rivers	54	26	+ 3.7	(4)
Chicoutimi	12	6	+ 7.1	(4)
Noranda-Rouyn	8	4	+ 31.2	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe(3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
Ontario				
Toronto	2,776	1,015	+ 1.8	+ 44.6
Ottawa-Hull	485	204	- 8.3	+ 45.6
Hamilton	309	121	+ 0.5	+ 31.6
Windsor	372	110	- 5.7	+ 141.6
London	154	73	+ 15.4	+ 39.4
Ft. William and Pt. Arthur ..	121	57	- 4.6	+ 106.0
Kitchener	75	35	+ 2.4	+ 13.0
Kingston	50	24	+ 0.8	+ 25.4
Sudbury	56	27	+ 3.9	+ 34.3
Brantford	55	24	+ 4.1	+ 56.1
Cornwall	21	10	- 5.7	- 2.3
Belleville	24	11	- 6.1	+ 112.0
Prairie Provinces				
Winnipeg	2,058	585	+ 12.8	+ 61.9
Saskatoon, Prince Albert and The Battlefords	415	125	+ 13.1	+ 43.6
Regina and Moose Jaw.....	564	155	+ 8.2	+ 38.9
Edmonton	747	190	+ 10.5	+ 82.7
Calgary	678	178	+ 11.1	+ 95.3
Lethbridge	90	28	+ 22.4	+ 151.5
British Columbia				
Vancouver	3,020	808	+ 23.0	(4)
Victoria	376	116	+ 21.9	(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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TABLE V - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS,
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA.

May and January-May, 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>								
May	298,960	40		52.8	68,153	40		56.1
January-May ..	1,469,200	40		52.5	279,640	40		57.4
<u>Maritime Provinces</u>								
May	17,846	5		54.7	3,215	5		39.5
January-May ..	90,368	5		53.5	11,420	5		43.8
<u>Quebec</u>								
May	95,934	12		50.1	23,535	12		45.9
January-May ..	462,251	12		50.3	82,421	12		53.7
<u>Ontario</u>								
May	124,354	12		50.0	19,724	12		60.7
January-May ..	602,546	12		50.3	81,687	12		59.9
<u>Prairie Provinces</u>								
May	41,841	9		52.3	14,890	9		54.6
January-May ..	210,598	9		51.1	68,829	9		52.3
<u>British Columbia</u>								
May	18,985	2		83.4	6,789	2		89.0
January-May ..	103,637	2		73.7	35,283	2		74.9