

23-002

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID

MILK

TRADE

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Series 1, Report No. 5

(June)

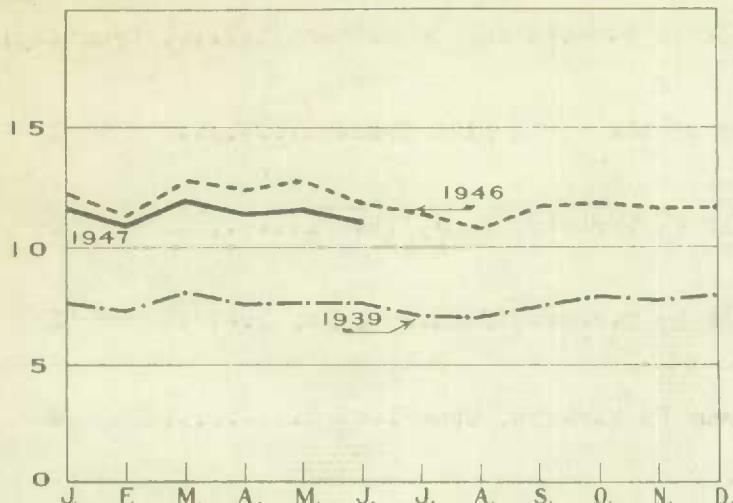
Published August 30, 1947

MILK SALES

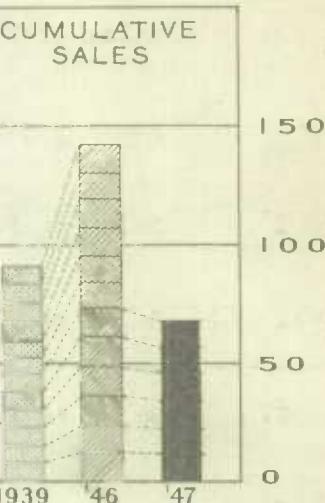
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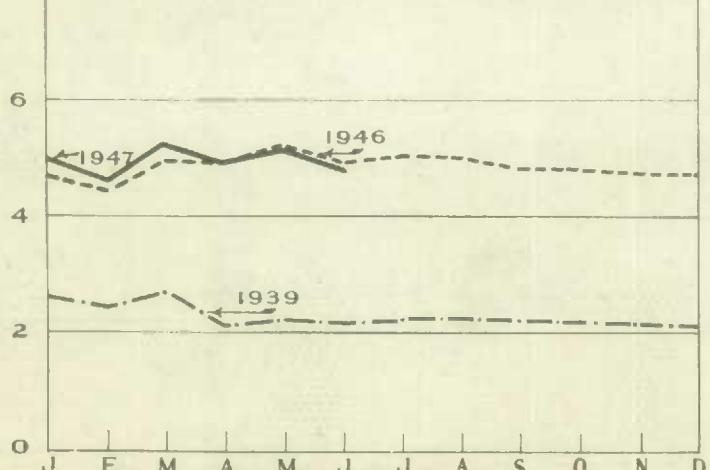
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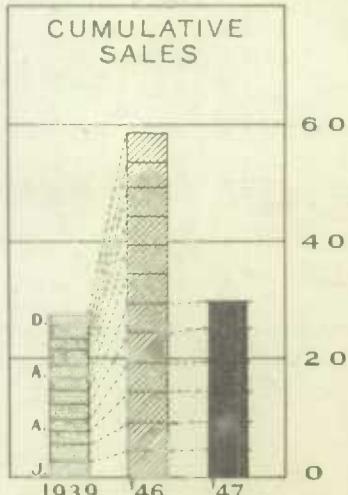
CUMULATIVE
SALES



VANCOUVER



CUMULATIVE
SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

The distribution of fluid milk and cream in Canada during the month of June, 1947, represented an estimated total of 364,000,000 pounds in terms of milk. Of this amount 295,250,000 pounds were sold as milk and 68,750,000 pounds were sold as cream. Compared with the same month of the previous year milk sales declined 7 per cent while cream sales (milk equivalent) advanced 33 per cent. Total sales on a milk basis, were only $1\frac{1}{2}$ per cent below those of June, 1946.

In the forty markets shown in this report, total fluid sales amounted to the equivalent of 184,474,000 pounds of milk, a decline of 2 per cent from the same month of the previous year. Quart sales of milk were reduced 6 per cent, while quart sales of cream advanced 7 per cent. A reduction in quart sales of cream was reported in several markets, owing to light cream being partially or entirely replaced by heavy cream with a fat content of 30 per cent or more.

An examination of Tables I to IV reveals wide variations in the June sales of both milk and cream as compared with the same month a year ago. With the exception of Chicoutimi, St. Jerome and Fort William-Fort Arthur, milk sales were reduced in all markets. The greatest reduction occurred in Victoria, while in Halifax, Valleyfield and Edmonton, milk sales decreased 15 per cent or more in comparison with those of June, 1946.

Cream sales followed a less definite pattern. In Saint John, Moncton, Quebec, Three Rivers, Windsor, Fort William-Fort Arthur and Edmonton, quart sales were less than those of the same month last year, the greatest decline being shown in Moncton. In all other markets, increases were recorded varying from 2.4 per cent in Hamilton, Ontario, to 109 per cent in the Sydney Area of Nova Scotia.

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Table I - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JUNE, 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	June, 1947		May 1947	June 1946	June 1939
	Quarts	Pounds (1)			
MARITIME PROVINCES					
Charlottetown	217	559	- 8.2	- 12.3	+ 70.9
Halifax	1,240	3,198	- 13.7	- 15.4	+ 99.9
Sydney Area	704	1,816	- 2.7	- 11.2	+177.1
Saint John	834	2,152	- 10.9	- 8.0	+115.4
Moncton	455	1,175	- 0.6	- 6.6	+194.8
QUEBEC					
Montreal	12,478	32,192	- 4.8	- 5.0	+ 57.9
Quebec	2,242	5,784	- 4.4	- 3.0	+ 87.9
Sherbrooke	565	1,458	- 9.6	- 10.9	(2)
Three Rivers	563	1,452	- 5.4	- 5.1	(2)
Chicoutimi	344	888	- 3.0	+ 9.7	(2)
Noranda-Rouyn.....	321	828	- 7.7	- 13.1	(2)
Lévis-Lauzon	272	702	- 2.0	- 9.8	(2)
St. Hyacinthe	338	871	- 4.8	- 6.9	(2)
Valleyfield	175	451	- 8.3	- 15.0	(2)
St. Jerome	169	436	- 3.2	- 7.4	(2)
Thetford	118	303	- 4.2	- 3.5	(2)
Rimouski	115	297	- 6.2	(2)	(2)
ONTARIO					
Toronto	11,042	28,489	- 5.5	- 6.6	+ 45.0
Ottawa-Hull	2,764	7,131	- 10.0	- 10.1	+ 79.0
Hamilton	2,371	6,118	- 5.2	- 12.1	+ 60.5
Windsor	1,683	4,342	- 5.2	- 7.8	+ 66.9
London	1,152	2,971	- 9.2	- 12.9	+ 83.9
Ft. William and Pt. Arthur.	803	2,073	- 6.3	+ 0.4	+185.2
Kitchener	649	1,676	- 3.7	- 1.9	+ 84.8
Kingston	500	1,289	- 7.1	- 10.3	+ 77.6
Sudbury	529	1,365	- 3.7	- 2.3	+ 64.6
Brantford	523	1,349	- 6.5	- 10.0	+ 76.5
Cornwall	340	876	- 6.0	- 7.3	+ 85.2
Belleville	253	654	- 6.9	- 11.9	+ 55.7
PRAIRIE PROVINCES					
Winnipeg	3,523	9,090	- 5.3	- 5.6	+ 43.5
Saskatoon, Prince Albert and The Battlefords	882	2,277	- 5.6	- 0.9	+ 86.2
Regina and Moose Jaw	899	2,319	- 6.8	- 5.0	+ 62.7
Edmonton	1,340	3,459	- 6.8	- 15.0	+ 85.9
Calgary	1,147	2,960	- 6.1	- 6.1	+ 68.8
Lethbridge	181	466	- 10.4	- 12.0	+ 82.1
BRITISH COLUMBIA					
Vancouver	4,780	12,333	- 7.6	- 1.2	+119.1
Victoria	952	2,455	- 8.4	- 20.3	+ 75.9

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-June, 1947		January-June	
	Quarts	Pounds(1)	1946	1939
MARITIME PROVINCES				
Charlottetown	000's	000's	%	%
Charlottetown	1,362	3,515	- 6.0	+ 93.2
Halifax	8,244	21,270	- 8.4	+125.9
Sydney Area	4,389	11,323	- 16.1	+160.2
Saint John	5,357	13,820	- 5.5	+125.4
Moncton	2,835	7,315	- 2.9	+192.4
QUEBEC				
Montreal	76,236	196,690	- 5.1	+ 63.5
Quebec	13,663	35,249	- 2.7	+ 92.6
Sherbrooke	3,593	9,269	- 14.0	(2)
Three Rivers	3,416	8,813	- 5.8	(2)
Chicoutimi	1,976	5,098	- 1.7	(2)
Noranda-Rouyn	1,958	5,051	- 4.8	(2)
Lévis-Lauzon	1,609	4,150	- 12.9	(2)
St. Hyacinthe	1,861	4,802	+ 10.2	(2)
Valleyfield	1,097	2,829	- 8.1	(2)
St. Jérôme	984	2,538	- 3.0	(2)
Thetford	718	1,854	- 3.3	(2)
Rimouski	708	1,826	(2)	(2)
ONTARIO				
Toronto	68,622	177,046	- 6.4	+ 50.0
Ottawa-Hull	17,630	45,485	- 7.0	+ 89.9
Hamilton	14,445	37,268	- 9.9	+ 64.0
Windsor	10,042	25,909	- 6.2	+ 72.7
London	7,279	18,781	- 10.6	+ 87.7
Ft. William and Pt. Arthur..	4,861	12,541	- 2.9	+184.0
Kitchener	3,957	10,210	- 2.5	+ 83.4
Kingston	3,254	8,396	- 13.1	+ 81.7
Sudbury	3,217	8,300	- 2.1	+ 73.0
Brantford	3,150	8,127	- 7.7	+ 78.8
Cornwall	2,006	5,175	- 8.0	+ 77.6
Belleville	1,606	4,144	- 9.1	+ 63.0
PRAIRIE PROVINCES				
Winnipeg	21,644	55,841	- 4.9	+ 47.1
Saskatoon, Prince Albert and The Battlefords	5,622	14,504	+ 0.3	+103.0
Regina and Moose Jaw	5,734	14,793	- 3.5	+ 84.0
Edmonton	8,535	22,019	- 3.8	+ 90.5
Calgary	7,046	18,178	- 6.6	+ 67.7
Lethbridge	1,117	2,883	- 12.1	+ 84.9
BRITISH COLUMBIA				
Vancouver	29,791	76,862	+ 2.4	+107.0
Victoria	6,111	15,767	- 14.1	+ 92.7

(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, JUNE 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	June, 1947		May 1947	June 1946	June 1939
	Cream	Butter-fat (1)			
MARITIME PROVINCES					
Charlottetown	1000 qt.	1000 lb.	%	%	%
Charlottetown	5	3	+ 9.2	+ 12.1	- 22.5
Halifax	48	19	- 20.3	+ 10.4	+ 91.0
Sydney Area	7	5	+ 7.2	+ 109.2	- 1.2
Saint John	17	13	- 2.0	- 9.1	+ 61.4
Moncton	6	5	- 19.9	- 22.0	+ 143.6
QUEBEC					
Montreal	719	321	- 3.0	+ 5.2	+ 32.9
Quebec	66	27	- 5.5	- 14.4	+ 78.0
Sherbrooke	19	10	+ 10.1	+ 75.6	(4)
Three Rivers	10	5	- 10.1	- 6.9	(4)
Chicoutimi	3	3	+ 7.7	+ 44.1	(4)
Noranda-Rouyn	3	2	+ 116.3	+ 37.7	(4)
Levis-Lauzon(3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield(3)	-	-	-	-	-
St. Jerome(3)	-	-	-	-	-
Thetford(3)	-	-	-	-	-
Rimouski(3)	-	-	-	-	-
ONTARIO					
Toronto	564	231	- 9.4	+ 4.7	+ 50.8
Ottawa-Hull	99	46	- 10.6	+ 3.7	+ 37.9
Hamilton	60	26	- 9.7	+ 2.4	+ 16.6
Windsor	77	27	- 6.8	- 15.8	+ 125.6
London	29	15	- 12.7	+ 9.8	+ 29.0
Ft. William and Pt. Arthur	25	13	- 3.2	- 16.1	+ 114.2
Kitchener	16	9	- 3.2	+ 8.7	+ 12.8
Kingston	10	6	- 7.0	+ 7.8	+ 36.5
Sudbury	12	6	- 10.5	+ 7.5	+ 32.1
Brantford	12	6	- 15.7	+ 21.1	+ 73.3
Cornwall	5	3	+ 3.1	+ 10.0	+ 16.9
Belleville	5	2	- 3.6	+ 2.5	+ 84.1
PRAIRIE PROVINCES					
Winnipeg	405	121	- 10.9	+ 9.5	+ 61.7
Saskatoon, Prince Albert and The Battlefords	76	24	- 10.9	+ 6.8	+ 17.9
Regina and Moose Jaw	108	31	- 8.5	+ 6.4	+ 22.9
Edmonton	127	37	- 20.0	- 5.2	+ 55.2
Calgary	144	41	+ 4.9	+ 12.2	+ 101.8
Lethbridge	17	7	- 11.7	+ 19.1	+ 128.4
BRITISH COLUMBIA					
Vancouver	596	169	- 6.3	+ 19.1	(4)
Victoria	81	28	+ 0.5	+ 32.3	(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-JUNE 1947

With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-June, 1947		January-June	
	Cream	Butter-Fat(1)	1946	1939
MARITIME PROVINCES				
Charlottetown	25	13	+ 4.3	- 27.6
Halifax	337	108	+ 25.9	+137.6
Sydney Area	29	17	+ 88.5	- 33.4
Saint John	100	54	- 3.1	+ 56.1
Moncton	51	28	+ 11.1	+168.7
QUEBEC				
Montreal	4,031	1,657	+ 3.7	+ 41.1
Quebec	386	158	- 1.0	+104.7
Sherbrooke	81	38	+ 29.3	(4)
Three Rivers	65	31	+ 1.8	(4)
Chicoutimi	18	9	+ 13.4	(4)
Noranda-Rouyn	12	6	+ 32.4	(4)
Levis-Lauzon(3)	-	-	-	-
St. Hyacinthe(3)	-	-	-	-
Valleyfield(3)	-	-	-	-
St. Jerome(3)	-	-	-	-
Thetford(3)	-	-	-	-
Rimouski(3)	-	-	-	-
ONTARIO				
Toronto	3,340	1,246	+ 2.3	+ 45.6
Ottawa-Hull	584	250	- 6.5	+ 44.3
Hamilton	370	147	+ 0.8	+ 28.9
Windsor	449	138	- 7.6	+138.7
London	183	88	+ 14.5	+ 37.6
Ft. William and Pt. Arthur..	146	70	- 6.8	+107.4
Kitchener	91	44	+ 3.5	+ 13.0
Kingston	60	29	+ 1.9	+ 27.2
Sudbury	68	32	+ 4.5	+ 34.0
Brantford	67	30	+ 6.8	+ 58.9
Cornwall	26	13	- 3.0	+ 0.9
Belleville	29	14	- 4.7	+106.8
PRAIRIE PROVINCES				
Winnipeg	2,464	706	+ 12.2	+ 61.9
Saskatoon, Prince Albert and The Battlefords	491	149	+ 12.1	+ 39.0
Regina and Moose Jaw	672	186	+ 7.9	+ 36.0
Edmonton	874	227	+ 7.9	+ 78.1
Calgary	822	219	+ 11.3	+ 96.4
Lethbridge	108	34	+ 21.9	+147.4
BRITISH COLUMBIA				
Vancouver	3,667	948	+ 24.1	(4)
Victoria	457	139	+ 23.6	(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 V - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS,
TO TOTAL SALES IN EACH OF THE FIVE ECONOMIC AREAS OF CANADA

JUNE AND JANUARY-JUNE, 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>						
June	295,250	40	50.2	68,760	40	52.7
January-June	1,764,450	40	52.0	348,400	40	56.2
<u>Maritime Provinces</u>						
June	16,329	5	54.5	2,640	5	48.6
January-June	106,697	5	53.6	14,060	5	44.7
<u>Quebec</u>						
June	98,461	12	46.4	23,487	12	45.6
January-June	560,712	12	49.6	105,908	12	51.9
<u>Ontario</u>						
June	121,924	12	47.8	19,733	12	56.3
January-June	724,270	12	49.9	101,420	12	59.2
<u>Prairie Provinces</u>						
June	41,368	9	49.7	14,274	9	52.3
January-June	251,966	9	50.9	83,103	9	52.3
<u>British Columbia</u>						
June	17,168	2	86.1	8,626	2	65.2
January-June	120,805	2	76.7	43,909	2	70.7