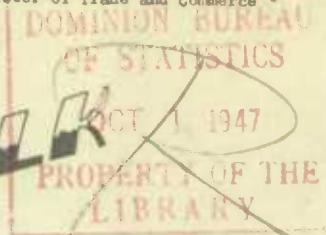


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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS  
OF THE

FLUID MILK TRADE



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Series 1, Report No. 6

(July)

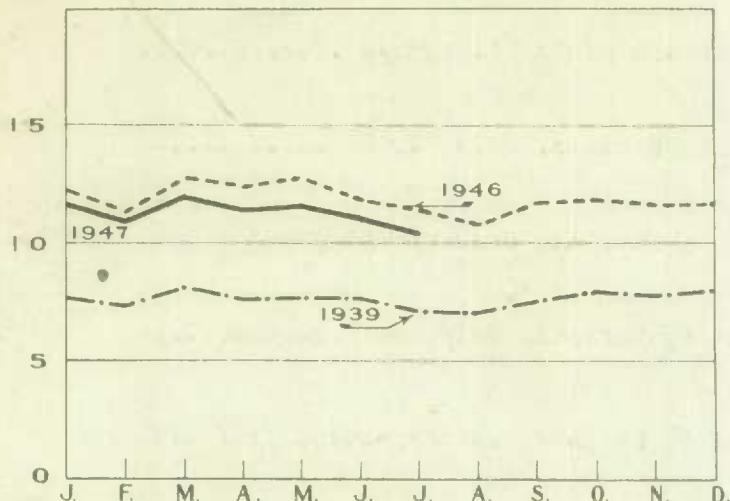
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MILK SALES

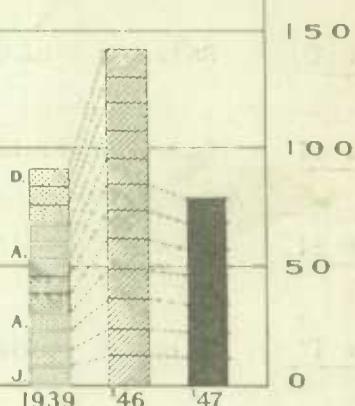
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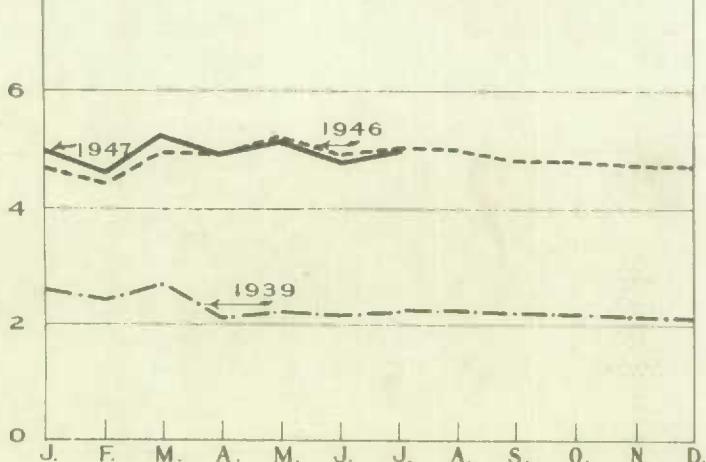
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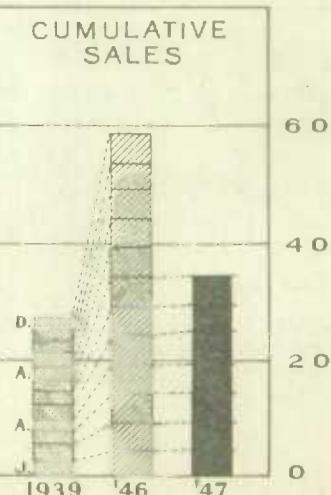
CUMULATIVE SALES



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CUMULATIVE SALES



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

Sales of fluid milk and cream in Canada during the month of July amounted to approximately 355 million pounds. Of this total, milk sales represented 288 million pounds and cream sales (converted to a milk basis), represented 67 million pounds. This means that 81 per cent was sold as milk and 19 per cent was sold as cream. The cumulative sales for the period January to July reached a total of 2,468 million pounds, milk sales being 83 per cent and cream sales 17 per cent of the total.

Making comparisons in the data for July, and January-July of the current year with those for corresponding periods of the previous year, it will be found that fluid sales in July declined  $3\frac{1}{4}$  per cent while cumulative sales for the seven-month period fell  $2\frac{1}{2}$  per cent. Sales made in the form of milk showed a reduction of 8 per cent in July and 5 per cent for the seven-month period ended July. Cream sales on the contrary, advanced nearly 25 per cent in July and 13 per cent in January-July.

The tables which appear in this report offer a partial analysis of the basic data by markets. In these forty markets the July milk sales amounted to approximately 180 million pounds (58,137,000 quarts), while cream sales in terms of milk were  $36\frac{1}{2}$  million pounds (3,389,000 quarts). Making comparisons on the basis of 32 cities for which data are available for both last year and this year, milk sales in July showed the same decline as that indicated in the over-all estimate mentioned above. Cream sales on the other hand, showed an increase of only  $22\frac{1}{2}$  per cent in the forty markets as against 25 per cent for the Dominion. This, of course, was due to a greater demand for the product in the smaller market areas not included in this report. For the seven-month period, sales of fluid milk fell to 1,068 million pounds, a decrease of 6 per cent in comparison with January-July sales in 1946. Owing to the lifting of regulations in April and consequent changes in the butter-fat content, quart sales of cream for the seven-month period advanced 8 per cent, while cream sales in terms of milk were 17 per cent greater than those recorded in the January-July period of the previous year.

In comparing the sales data which appear in this report by markets with those shown for the same period a year ago, it is well to bear in mind that the increases or decreases for individual markets may not exactly reflect the situation that exists. This is due to amalgamations, shifts in population, and in some cases to changes in the areas that comprise these markets. This is particularly the case in Vancouver and Victoria where the administrative unit for price control purposes differs considerably from the urban area covered in the sales data for the previous year. Consequently, differences in the numbers of distributors and in the volume of business done, make the comparative data in certain markets subject to greater variation than is the case where the figures are based on all reporting markets collectively. With these reservations, the figures published by markets offer a reasonably satisfactory indication of the trend in fluid sales in the markets for which data are available.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	July, 1947		June	July	
	Quarts	Pounds (1)	1947	1946	1939
MARITIME PROVINCES					
Charlottetown .....	231	595	+ 6.4	- 6.7	+ 94.0
Halifax .....	1,300	3,355	+ 4.9	- 15.5	+ 114.8
Sydney Area .....	750	1,935	+ 6.6	- 9.0	+ 222.8
Saint John .....	855	2,206	+ 2.5	- 9.4	+ 114.9
Moncton .....	442	1,141	- 2.9	- 12.6	+ 215.3
QUEBEC					
Montreal .....	12,635	32,597	+ 1.3	- 5.6	+ 63.7
Quebec .....	2,319	5,983	+ 3.4	-	+ 91.0
Sherbrooke .....	589	1,519	+ 4.1	- 8.7	(2)
Three Rivers .....	573	1,477	+ 1.8	- 9.6	(2)
Chicoutimi .....	353	911	+ 2.6	+ 10.2	(2)
Noranda-Rouyn .....	330	850	+ 2.7	- 15.0	(2)
Lévis-Lauzon .....	294	759	+ 8.2	- 11.5	(2)
St. Hyacinthe .....	344	888	+ 2.0	- 3.3	(2)
Valleyfield .....	184	476	+ 5.5	- 13.7	(2)
St. Jerome .....	273	704	+ 61.4	+ 4.7	(2)
Thetford .....	124	320	+ 5.5	- 4.9	(2)
Rimouski .....	112	289	- 2.7	(2)	(2)
ONTARIO					
Toronto .....	10,449	26,989	- 5.4	- 9.1	+ 46.3
Ottawa-Hull .....	2,821	7,278	+ 2.0	- 10.2	+ 76.0
Hamilton .....	2,279	5,881	- 3.9	- 14.9	+ 58.2
Windsor .....	1,718	4,432	+ 2.1	- 12.0	+ 72.5
London .....	1,181	3,048	+ 2.6	- 13.8	+ 96.1
Ft. William and Pt. Arthur	849	2,191	+ 5.7	+ 0.6	+ 205.6
Kitchener .....	623	1,609	- 4.0	- 0.3	+ 82.4
Kingston .....	509	1,314	+ 2.0	- 14.2	+ 76.3
Sudbury .....	553	1,428	+ 4.6	- 1.5	+ 67.1
Brantford .....	518	1,337	- 0.9	- 11.4	+ 91.6
Cornwall .....	357	922	+ 5.3	- 10.5	+ 86.4
Bellevoile .....	259	668	+ 2.1	- 14.5	+ 59.0
PRAIRIE PROVINCES					
Winnipeg .....	3,734	9,653	+ 6.0	- 5.8	+ 50.9
Saskatoon, Prince Albert and The Battlefords .....	955	2,464	+ 8.2	- 1.3	+ 121.7
Regina and Moose Jaw .....	915	2,362	+ 1.8	- 4.3	+ 94.7
Edmonton .....	1,379	3,559	+ 2.9	- 5.0	+ 96.8
Calgary .....	1,182	3,049	+ 3.0	- 5.6	+ 68.4
Lethbridge .....	190	491	+ 5.5	- 15.3	+ 90.9
BRITISH COLUMBIA					
Vancouver .....	4,949	12,768	+ 3.5	- 0.2	+ 123.9
Victoria .....	1,004	2,591	+ 5.5	- 20.9	+ 82.7

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-July, 1947		January-July	
	Quarts	Pounds (1)	1946	1939
MARITIME PROVINCES				
Charlottetown .....	1,593	4,110	- 6.1	+ 93.3
Halifax .....	9,545	24,625	- 9.5	+ 124.3
Sydney Area .....	5,139	13,258	- 15.1	+ 167.7
Saint John .....	6,212	16,026	- 6.0	+ 124.1
Moncton .....	3,278	8,456	- 4.4	+ 195.1
QUEBEC				
Montreal .....	88,871	229,287	- 5.2	+ 65.5
Quebec .....	19,981	41,252	- 2.5	+ 92.4
Sherbrooke .....	4,181	10,788	- 13.3	(2)
Three Rivers .....	3,988	10,290	- 6.3	(2)
Chicoutimi .....	2,829	6,008	-	(2)
Noranda-Rouyn .....	2,287	5,901	- 6.5	(2)
Lévis-Lauzon .....	1,903	4,910	- 12.6	(2)
St. Hyacinthe .....	2,205	5,690	+ 8.1	(2)
Valleyfield .....	1,251	3,505	- 8.9	(2)
St. Jérôme .....	1,256	3,241	- 1.1	(2)
Thetford .....	843	2,174	- 3.6	(2)
Rimouski .....	820	2,115	(2)	(2)
ONTARIO				
Toronto .....	79,072	204,005	- 6.8	+ 49.5
Ottawa-Hull .....	20,451	52,763	- 7.5	+ 87.8
Hamilton .....	16,724	43,149	- 10.6	+ 63.2
Windsor .....	11,760	30,541	- 7.1	+ 72.7
London .....	8,461	21,829	- 11.1	+ 86.6
Ft. William and Pt. Arthur .....	5,710	14,731	- 2.4	+ 136.8
Kitchener .....	4,881	11,818	- 2.2	+ 85.3
Kingston .....	3,764	9,710	- 13.2	+ 80.9
Sudbury .....	3,771	9,728	- 2.0	+ 72.1
Brantford .....	3,668	9,464	- 9.2	+ 80.4
Cornwall .....	2,363	6,097	- 8.4	+ 78.8
Belleville .....	1,865	4,812	- 9.9	+ 62.5
PRAIRIE PROVINCES				
Winnipeg .....	25,378	68,474	- 5.0	+ 47.6
Saskatoon, Prince Albert and The Rattlefords .....	6,577	16,968	+ 0.1	+ 105.5
Regina and Moose Jaw .....	6,649	17,155	- 3.6	+ 85.4
Edmonton .....	9,914	25,578	- 3.9	+ 91.4
Calgary .....	8,228	21,227	- 6.4	+ 67.8
Lethbridge .....	1,308	3,375	- 12.5	+ 85.7
BRITISH COLUMBIA				
Vancouver .....	34,740	89,630	+ 1.7	+ 109.3
Victoria .....	7,115	18,358	- 15.1	+ 91.2

(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 III - SALES OF FLUID CREAM IN FORTH MARKETS OF CANADA, JULY, 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	July, 1947		June	July	
	Cream	Butter-fat(1)	1947	1946	1939
MARITIME PROVINCES					
Charlottetown .....	6	3	+ 27.4	+ 47.0	- 17.4
Halifax .....	55	22	+ 13.2	+ 7.6	+ 65.7
Sydney Area .....	9	7	+ 32.1	+ 162.2	- 18.1
Saint John .....	22	17	+ 29.0	+ 1.4	+ 30.9
Moncton .....	7	5	+ 20.8	- 15.6	+ 142.2
QUEBEC					
Montreal .....	756	352	+ 5.2	+ 12.2	+ 42.2
Quebec .....	90	36	+ 36.4	- 4.8	+ 82.1
Sherbrooke .....	19	11	+ 3.2	+ 75.6	(4)
Three Rivers .....	12	6	+ 14.7	- 18.7	(4)
Chicoutimi .....	4	3	+ 12.2	+ 120.1	(4)
Noranda-Rouyn .....	4	2	+ 17.9	+ 39.5	(4)
Levis-Lauzon(3) .....	-	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-	-
Valleyfield(3) .....	-	-	-	-	-
St. Jerome(3) .....	-	-	-	-	-
Thetford(3) .....	-	-	-	-	-
Rimouski(3) .....	-	-	-	-	-
ONTARIO					
Toronto .....	545	216	- 3.7	+ 1.0	+ 59.0
Ottawa-Hull .....	95	48	- 4.1	- 4.3	+ 40.5
Hamilton .....	54	23	- 9.6	- 4.1	+ 28.7
Windsor .....	78	26	+ 1.7	- 2.7	+ 139.0
London .....	33	17	+ 15.4	+ 16.9	+ 50.2
Ft. William and Pt. Arthur	24	11	- 6.3	- 22.7	+ 77.1
Kitchener .....	16	9	- 4.8	+ 10.0	+ 29.2
Kingston .....	12	6	+ 15.8	+ 26.2	+ 57.4
Sudbury .....	13	7	+ 15.7	+ 18.0	+ 39.8
Brantford .....	12	7	+ 2.2	+ 26.9	+ 75.0
Cornwall .....	6	3	+ 15.1	+ 18.8	+ 29.2
Belleville .....	5	3	+ 8.2	+ 9.7	+ 101.4
PRAIRIE PROVINCES					
Winnipeg .....	383	113	- 5.6	- 1.6	+ 56.3
Saskatoon, Prince Albert and The Battlefords .....	71	23	- 5.6	- 4.3	+ 22.4
Regina and Moose Jaw .....	100	28	- 7.5	- 4.6	+ 35.6
Edmonton .....	134	38	+ 5.2	- 1.2	+ 70.6
Calgary .....	137	39	- 4.3	+ 2.6	+ 80.4
Lethbridge .....	16	6	- 9.3	+ 2.7	+ 109.8
BRITISH COLUMBIA					
Vancouver .....	574	158	- 3.8	+ 9.4	(4)
Victoria .....	80	26	- 1.6	+ 25.6	(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 IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-JULY, 1947  
With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-July, 1947		January-July	
	Cream	Butter-Fat(1)	1946	1939
MARITIME PROVINCES				
Charlottetown .....	31	16	+ 10.6	- 25.8
Halifax .....	392	130	+ 23.0	+123.9
Sydney Area .....	37	23	+101.8	- 29.9
Saint John .....	122	71	- 2.3	+ 51.5
Moncton .....	58	33	+ 6.7	+164.2
QUEBEC				
Montreal .....	4,787	2,008	+ 4.9	+ 41.3
Quebec .....	476	191	- 1.7	+100.0
Sherbrooke .....	100	49	+ 56.2	(4)
Three Rivers .....	77	37	- 1.0	(4)
Chicoutimi .....	19	12	+ 29.3	(4)
Noranda-Rouyn .....	15	8	+ 33.5	(4)
Levis-Lauzon(3) .....	-	-	-	-
St. Hyacinthe(3) .....	-	-	-	-
Valleyfield(3) .....	-	-	-	-
St. Jerome(3) .....	-	-	-	-
Thetford(3) .....	-	-	-	-
Rimouski(3) .....	-	-	-	-
ONTARIO				
Toronto .....	3,882	1,462	+ 2.1	+ 47.4
Ottawa-Hull .....	679	295	- 6.2	+ 43.7
Hamilton .....	424	170	+ 0.1	+ 28.5
Windsor .....	528	164	- 6.9	+138.8
London .....	216	104	+ 14.9	+ 39.4
Ft. William and Pt. Arthur	170	81	- 9.4	+102.5
Kitchener .....	107	53	+ 4.4	+ 15.1
Kingston .....	72	35	+ 5.2	+ 31.4
Sudbury .....	82	39	+ 6.1	+ 34.9
Brantford .....	79	36	+ 9.5	+ 61.2
Cornwall .....	32	17	+ 0.4	+ 5.2
Belleville .....	34	16	- 2.8	+105.9
PRAIRIE PROVINCES				
Winnipeg .....	2,846	818	+ 10.2	+ 61.1
Saskatoon, Prince Albert and The Battlefords .....	562	172	+ 9.7	+ 36.6
Regina and Moose Jaw ....	773	214	+ 6.1	+ 36.0
Edmonton .....	1,003	268	+ 6.0	+ 76.2
Calgary .....	959	257	+ 9.9	+ 94.0
Lethbridge .....	124	41	+ 19.0	+141.9
BRITISH COLUMBIA				
Vancouver .....	4,241	1,107	+ 21.9	(4)
Victoria .....	535	165	+ 23.9	(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 THE FIVE ECONOMIC AREAS OF CANADA

JULY AND JANUARY-JULY, 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>July</u>	288,086	40	52.1	67,111	40	54.3
<u>January-July</u>	2,052,536	40	52.0	415,511	40	55.9
<u>Maritime Provinces</u>						
<u>July</u>	16,544	5	55.8	3,682	5	42.1
<u>January-July</u>	123,241	5	53.9	17,742	5	44.1
<u>Quebec</u>						
<u>July</u>	96,299	12	48.6	26,469	12	45.2
<u>January-July</u>	657,011	12	49.4	132,377	12	50.6
<u>Ontario</u>						
<u>July</u>	116,688	12	48.9	18,290	12	58.2
<u>January-July</u>	840,958	12	49.8	119,710	12	59.0
<u>Prairie Provinces</u>						
<u>July</u>	41,187	9	52.3	12,989	9	54.4
<u>January-July</u>	293,153	9	51.1	96,042	9	52.7
<u>British Columbia</u>						
<u>July</u>	17,368	2	88.4	5,731	2	92.1
<u>January-July</u>	138,173	2	78.1	49,640	2	73.2