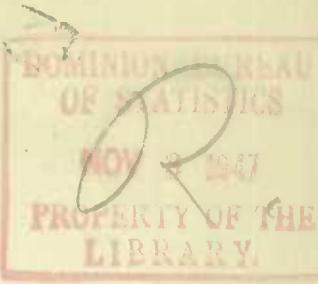


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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK TRADE



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(August)

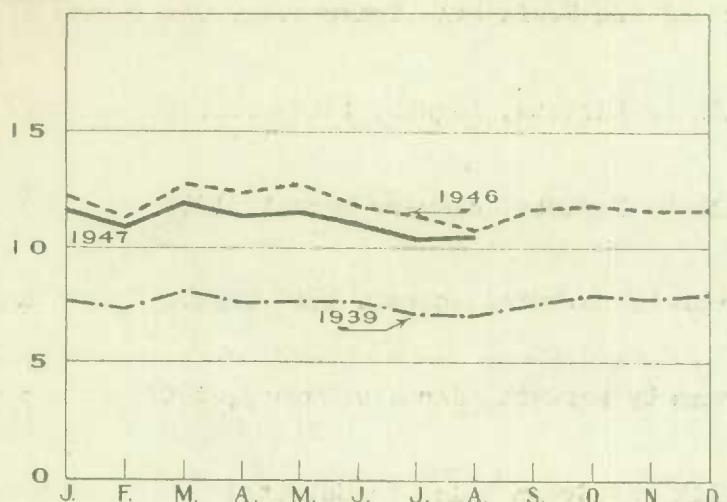
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MILK SALES

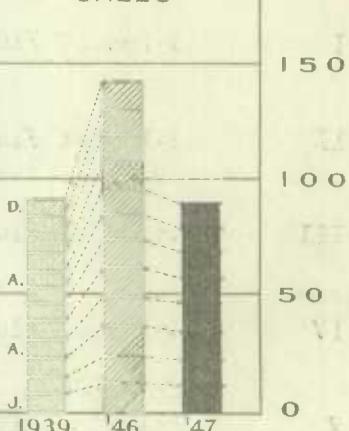
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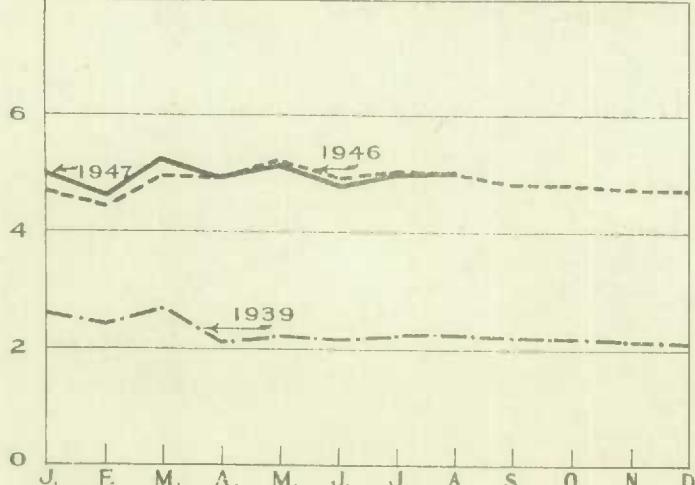
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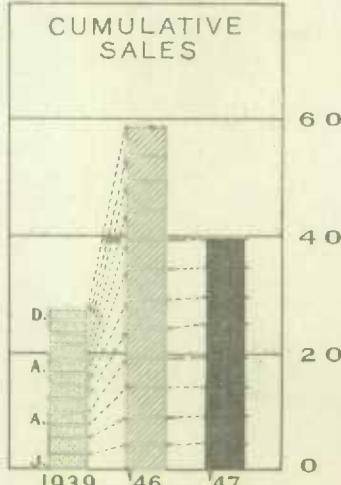
CUMULATIVE
SALES



VANCOUVER



CUMULATIVE
SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid milk sales for the whole of Canada in the month of August fell to 335,504,000 pounds, and declined 3 per cent from the same month last year. Of this amount, 80 per cent was sold as milk and 20 per cent was sold as cream.

Fluid milk sales in August amounted to 268,765,000 pounds. Cream sales expressed as milk reached a total of 66,739,000 pounds. Compared with the same month of 1946, milk sales declined 8½ per cent while cream sales increased nearly 27 per cent.

Sales of milk and cream for the eight-month period reached a total of 2,803,551,000 pounds (milk equivalent). Compared with the same period of the previous year, this represented a decrease of 74 million pounds or almost 3 per cent less than that recorded in the January-August period of 1946. Cumulative milk sales fell 5½ per cent, while cream sales in terms of milk increased 14 per cent.

In the forty cities of Canada covered by this report, the August milk sales amounted to approximately 151,124,000 pounds (58,575,400 quarts), and for the eight-month period, January-August, a total of 1,218,758,000 pounds (472,356,800 quarts). These figures represent decreases of 5 per cent and 6 per cent, respectively.

Sales of fluid cream in August as reported in the forty cities of Canada moved up to 33,922,400 pounds in terms of milk (3,249,800 quarts of cream); and in the January-August period they amounted to 266,307,000 pounds (26,717,100 quarts of cream). Making comparisons with cream sales on a milk basis for August and January-August of the previous year, respective increases of 14 per cent and 16 per cent are revealed.

While the figures shown in this report are the actual sales reported by firms now in operation within designated market areas, it is well to bear in mind that where adjustments have been made in these areas within the last year, the percentage changes may or may not reflect the actual relationship between 1946 and 1947. In Vancouver for example, milk sales in August, 1947, indicated a very slight variation from the same month last year. When comparisons are made on a paired-firm basis, however, the actual decline was approximately 6½ per cent. This situation developed with the introduction of Milk Board Orders which defined the actual boundaries of the metropolitan district and the operations of those engaged in the milk trade.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	August, 1947		July 1947	August	
	Quarts	Pounds (1)		1946	1939
MARITIME PROVINCES					
Charlottetown	000 232	000 598	% + 0.4	% - 7.1	% + 88.9
Halifax	1,258	3,246	- 3.2	- 17.0	+ 102.4
Sydney Area	755	1,947	+ 0.6	- 3.3	+ 201.0
Saint John	854	2,204	- 0.1	- 10.4	+ 121.8
Moncton	443	1,142	+ 0.1	- 12.2	+ 220.8
QUEBEC					
Montreal	12,877	33,224	+ 1.9	- 1.5	+ 69.2
Quebec	2,305	5,947	- 0.6	- 12.6	+ 85.2
Sherbrooke	590	1,523	+ 0.3	- 14.3	(2)
Three Rivers	583	1,505	+ 1.8	- 12.3	(2)
Chicoutimi	355	916	+ 0.5	+ 8.7	(2)
Noranda-Rouyn	328	848	- 0.3	- 13.0	(2)
Levis-Lauzon	292	753	- 0.8	+ 4.5	(2)
St. Hyacinthe	347	895	+ 0.8	- 3.0	(2)
Valleyfield	193	499	+ 4.8	- 3.9	(2)
St. Jerome	268	692	- 1.6	+ 12.1	(2)
Thetford	129	333	+ 3.9	+ 0.1	(2)
Rimouski	111	285	- 1.3	(2)	(2)
ONTARIO					
Toronto	10,530	27,167	+ 0.8	- 3.2	+ 49.6
Ottawa-Hull	2,921	7,536	+ 3.6	- 4.7	+ 96.6
Hamilton	2,368	6,110	+ 3.9	- 5.2	+ 65.8
Windsor	1,763	4,549	+ 2.6	- 3.0	+ 75.0
London	1,203	3,104	+ 1.9	- 8.7	+ 89.6
Ft. William and Pt. Arthur.	853	2,202	+ 0.5	- 1.1	+ 191.7
Kitchener	639	1,649	+ 2.5	+ 3.5	+ 79.1
Kingston	509	1,313	- 0.1	- 14.4	+ 73.8
Sudbury	556	1,434	+ 0.4	- 0.8	+ 65.7
Brantford	511	1,319	- 1.3	- 4.9	+ 78.8
Cornwall	388	1,001	+ 8.6	+ 2.5	+ 99.7
Belleville	268	691	+ 3.4	- 10.6	+ 67.4
PRAIRIE PROVINCES					
Winnipeg	3,609	9,313	- 3.3	- 7.6	+ 47.5
Saskatoon, Prince Albert and The Battlefords	893	2,304	- 6.5	- 4.1	+ 113.6
Regina and Moose Jaw	901	2,324	- 1.6	- 7.0	+ 89.0
Edmonton	1,291	3,330	- 6.4	- 8.9	+ 88.3
Calgary	1,143	2,950	- 3.3	- 5.7	+ 70.6
Lethbridge	186	480	- 2.3	- 17.5	+ 77.7
BRITISH COLUMBIA					
Vancouver	5,020	12,952	+ 1.4	- 0.2	+ 121.2
Victoria	1,010	2,838	+ 0.5	- 19.7	+ 83.2

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-August, 1947		January-August	
	Quarts	Pounds (1)	1946	1939
MARITIME PROVINCES				
Charlottetown	000 1,825	000 4,708	% - 6.3	% + 92.7
Halifax	10,803	27,871	- 10.4	+ 121.5
Sydney Area	5,894	15,206	- 13.8	+ 171.6
Saint John	7,066	18,231	- 6.6	+ 123.8
Moncton	3,720	9,598	+ 26.9	+ 197.9
QUEBEC				
Montreal	101,748	262,510	- 4.8	+ 64.2
Quebec	18,286	47,179	- 3.7	+ 91.4
Sherbrooke	4,772	12,311	- 13.4	(2)
Three Rivers	4,572	11,795	- 7.1	(2)
Chicoutimi	2,684	6,924	+ 1.0	(2)
Noranda-Rouyn	2,616	6,749	- 7.2	(2)
Levis-Lauzon	2,195	5,663	- 10.5	(2)
St. Hyacinthe	2,552	6,535	+ 6.6	(2)
Valleyfield	1,474	3,804	- 9.3	(2)
St. Jerome	1,525	3,934	+ 1.2	(2)
Thetford	971	2,506	- 3.1	(2)
Rimouski	931	2,401	(2)	(2)
ONTARIO				
Toronto	89,602	231,173	- 6.4	+ 49.5
Ottawa-Hull	23,372	60,299	- 7.1	+ 88.9
Hamilton	19,092	49,259	- 10.0	+ 63.5
Windsor	13,524	34,891	- 6.6	+ 73.0
London	9,664	24,933	- 10.8	+ 88.9
Ft. William and Pt. Arthur	6,563	16,933	- 2.2	+ 187.4
Kitchener	5,220	13,467	- 1.5	+ 82.7
Kingston	4,272	11,023	- 13.4	+ 80.1
Sudbury	4,326	11,162	- 1.8	+ 71.2
Brantford	4,180	10,784	- 7.8	+ 80.2
Cornwall	2,751	7,099	- 7.0	+ 81.5
Belleville	2,133	5,503	- 10.0	+ 63.1
PRAIRIE PROVINCES				
Winnipeg	28,987	74,787	- 5.3	+ 47.6
Saskatoon, Prince Albert and The Battlefords	7,470	19,272	- 0.5	+ 106.4
Regina and Moose Jaw	7,550	19,479	- 4.0	+ 85.8
Edmonton	11,205	28,909	- 4.5	+ 91.0
Calgary	9,371	24,177	- 6.4	+ 68.1
Lethbridge	1,494	3,855	- 13.2	+ 34.7
BRITISH COLUMBIA				
Vancouver	39,761	102,583	+ 1.4	+ 110.7
Victoria	8,125	21,195	- 15.7	+ 90.2

(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 FORTY MARKETS OF CANADA, AUGUST, 1947
With Percentage Changes from the Previous Month and the Same Month of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	August, 1947		July	August	
	Cream	Butter-fat(1)	1947	1946	1939
MARITIME PROVINCES					
Charlottetown	'000 qt.	'000 lb.	%	%	%
Charlottetown	6	3	+ 2.5	+ 48.9	- 10.4
Halifax	48	18	- 11.6	+ 3.5	+ 92.1
Sydney Area	6	4	- 33.4	+ 112.7	- 23.2
Saint John	19	14	- 15.2	- 13.5	- 5.4
Moncton	6	5	- 19.9	- 32.3	+ 119.1
QUEBEC					
Montreal	707	314	- 6.5	+ 6.8	+ 62.3
Quebec	82	32	- 8.9	- 7.6	+ 77.9
Sherbrooke	18	9	- 6.9	+ 56.3	(4)
Three Rivers	12	6	- 1.9	- 10.8	(4)
Chicoutimi	-	-	-	-	(4)
Noranda-Rouyn	4	2	+ 3.9	+ 18.1	(4)
Levis-Lauzon(3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	515	199	- 5.0	- 5.7	+ 47.6
Ottawa-Hull	90	41	- 5.5	- 13.6	+ 25.9
Hamilton	43	18	- 21.1	- 26.7	+ 7.7
Windsor	69	22	- 12.6	- 12.5	+ 117.0
London	26	13	- 21.2	- 13.7	+ 14.8
Pt. William and Pt. Arthur ..	24	11	+ 0.8	- 18.6	+ 77.6
Kitchener	16	9	+ 1.5	+ 14.8	+ 37.8
Kingston	11	6	- 10.6	+ 11.1	+ 45.7
Sudbury	12	6	- 7.7	+ 1.6	+ 35.1
Brantford	10	5	- 16.8	- 2.7	+ 61.1
Cornwall	5	3	- 10.7	+ 4.7	+ 38.3
Belleville	4	2	- 21.4	- 20.0	+ 73.8
PRAIRIE PROVINCES					
Winnipeg	381	115	- 0.6	- 2.2	+ 55.4
Saskatoon, Prince Albert and The Battlefords	74	23	+ 3.6	+ 2.5	+ 32.0
Regina and Moose Jaw	102	29	+ 1.7	- 4.1	+ 31.4
Edmonton	138	40	+ 3.0	+ 0.8	+ 78.7
Calgary	138	38	+ 0.6	+ 5.0	+ 110.2
Lethbridge	17	6	+ 7.6	+ 6.7	+ 120.2
BRITISH COLUMBIA					
Vancouver	568	156	- 1.0	+ 10.9	(4)
Victoria	77	25	- 2.8	+ 15.4	(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.

Table IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY - AUGUST, 1947
With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)	
	January-August, 1947		January-August	
	Cream	Butter-Fat (1)	1946	1939
MARITIME PROVINCES				
Charlottetown	1'000 qt.	1'000 lb.	%	%
37	19	+ 15.6	- 23.6	
Halifax	441	149	+ 20.5	+ 120.9
Sydney Area	43	28	+ 103.2	- 29.1
Saint John	141	86	- 3.9	+ 47.9
Moncton	64	38	+ 1.3	+ 158.2
QUEBEC				
Montreal	5,494	2,322	+ 5.2	+ 43.7
Quebec	559	223	- 2.6	+ 96.4
Sherbrooke	118	58	+ 39.0	(4)
Three Rivers	89	43	- 2.4	(4)
Chicoutimi	23	15	+ 41.1	(4)
Noranda-Rouyn	19	10	+ 31.1	(4)
Levis-Lauzon(3)	-	-	-	-
St. Hyacinthe(3)	-	-	-	-
Valleyfield(3)	-	-	-	-
St. Jerome(3)	-	-	-	-
Thetford(3)	-	-	-	-
Rimouski(3)	-	-	-	-
ONTARIO				
Toronto	4,398	1,661	+ 1.1	+ 47.4
Ottawa-Hull	769	335	- 7.1	+ 41.4
Hamilton	467	188	- 3.1	+ 25.3
Windsor	596	186	- 7.5	+ 136.0
London	242	117	+ 10.9	+ 36.3
Ft. William and Pt. Arthur	194	92	- 10.6	+ 99.1
Kitchener	122	62	+ 5.0	+ 17.6
Kingston	83	41	+ 5.9	+ 33.1
Sudbury	94	45	+ 5.5	+ 34.9
Brantford	89	41	+ 7.9	+ 61.2
Cornwall	37	20	+ 1.0	+ 8.9
Belleville	38	19	- 5.0	+ 91.1
PRAIRIE PROVINCES				
Winnipeg	3,227	933	+ 8.5	+ 60.4
Saskatoon, Prince Albert and The Battlefords	536	195	+ 8.8	+ 36.1
Regina and Moose Jaw	374	243	+ 4.8	+ 35.4
Edmonton	1,141	308	+ 5.4	+ 76.5
Calgary	1,097	296	+ 9.3	+ 95.9
Lethbridge	141	47	+ 17.4	+ 139.0
BRITISH COLUMBIA				
Vancouver	4,810	1,263	+ 20.4	(4)
Victoria	614	190	+ 22.7	(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
August and January-August, 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>						
August	268,765	40	56.2	66,739	40	50.8
January-August	2,321,301	40	52.5	482,250	40	55.2
<u>Maritime Provinces</u>						
August	17,287	5	52.9	2,310	5	55.6
January-August	140,528	5	53.8	20,052	5	45.5
<u>Quebec</u>						
August	82,055	12	57.8	24,510	12	43.8
January-August	739,066	12	50.4	156,887	12	49.5
<u>Ontario</u>						
August	107,725	12	53.9	20,825	12	45.8
January-August	948,683	12	50.2	140,535	12	57.1
<u>Prairie Provinces</u>						
August	41,483	9	49.9	12,640	9	56.8
January-August	334,636	9	50.9	108,682	9	53.2
<u>British Columbia</u>						
August	20,215	2	78.1	6,454	2	80.3
January-August	156,388	2	78.1	56,094	2	74.0