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MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE

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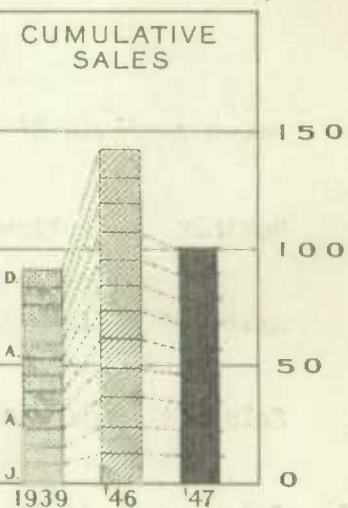
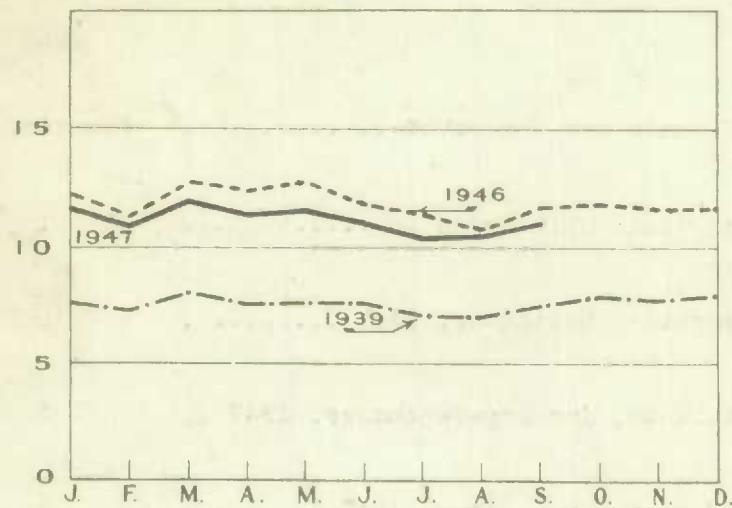
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MILK SALES

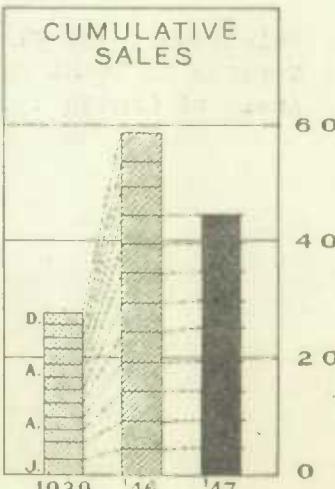
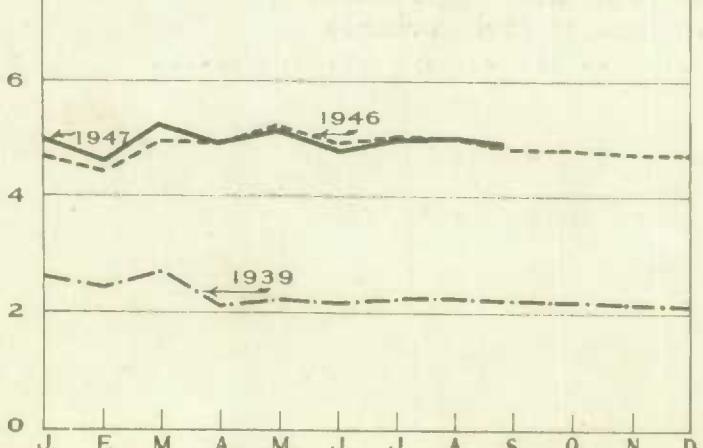
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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada fell to 339,702,000 pounds during the month of September, declining approximately 2 per cent from the same month last year. Of this amount, 84 per cent was sold as milk and 16 per cent was sold as cream.

Fluid milk sales in September amounted to 284,159,000 pounds. Cream sales expressed as milk reached a total of 55,543,000 pounds. Compared with the same month of 1946, milk sales declined $4\frac{1}{2}$ per cent while cream sales increased 11 per cent.

Sales of fluid milk and cream for the nine-month period reached a total of 3,143,253,000 pounds (milk equivalent). Compared with the same period of the previous year, this represented a decrease of 82 million pounds or $2\frac{1}{2}$ per cent less than that recorded in the January-September period of 1946. Cumulative milk sales fell $5\frac{1}{2}$ per cent, while cream sales in terms of milk increased 14 per cent.

In the forty cities of Canada covered by this report, the September milk sales amounted to approximately 150,351,000 pounds (58,277,000 quarts); and for the nine-month period, January-September, a total of 1,367,880,000 pounds (530,574,000 quarts). These figures represent decreases of 4 per cent and 6 per cent, respectively.

Sales of fluid cream in September as reported in the forty cities of Canada moved up to 33,234,000 pounds in terms of milk (3,156,000 quarts of cream); and in the January-September period they amounted to 299,541,000 pounds (29,954,000 quarts of cream). Making comparisons with cream sales on a milk basis for September of the previous year, only a fractional increase was recorded, whereas during the nine-month period the cumulative sales showed an advance of 6 per cent over those of January-September, 1946.

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 not reflect the actual relationship between 1946 and 1947. The statistics shown for the various markets indicate that the decline in milk sales is slowing up; also that cream sales which advanced to a marked degree during the summer months are being stabilized at a point nearer the 1946 level.

Table 1 - SALES OF FLUID MILK IN FORTH MARKETS OF CANADA, SEPTEMBER, 1947.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	September, 1947		August	September	
	Quarts	Pounds (1)	1947	1946	1939
MARITIME PROVINCES					
Charlottetown	219	565	- 5.5	- 5.8	+ 144.6
Halifax	1,267	3,269	+ 0.7	- 10.9	+ 105.7
Sydney Area	719	1,856	- 4.7	- 6.8	+ 245.9
Saint John	827	2,133	- 3.2	- 7.3	+ 107.7
Moncton	428	1,103	- 3.4	- 14.0	+ 273.8
QUEBEC					
Montreal	12,956	33,425	+ 0.6	+ 1.6	+ 68.7
Quebec	2,271	5,860	- 1.4	- 8.9	+ 81.9
Sherbrooke	577	1,489	- 2.2	- 10.1	(2)
Three Rivers	557	1,437	- 4.5	- 9.5	(2)
Chicoutimi	342	882	- 3.7	+ 3.8	(2)
Noranda-Rouyn	312	804	- 5.1	+ 51.6	(2)
Levis-Lauzon	272	702	- 6.9	- 11.9	(2)
St. Hyacinthe	337	868	- 3.0	+ 13.5	(2)
Valleyfield	176	455	- 8.8	- 8.4	(2)
St. Jerome	178	458	- 33.8	- 19.1	(2)
Thetford	121	313	- 6.0	- 10.6	(2)
Rimouski	114	295	+ 3.3	- 11.7	(2)
ONTARIO					
Toronto	11,095	28,628	+ 5.4	- 5.2	+ 47.6
Ottawa-Hull	2,822	7,280	- 3.4	- 3.9	+ 81.8
Hamilton	2,415	6,231	+ 2.0	- 2.7	+ 64.3
Windsor	1,731	4,466	- 1.8	- 1.1	+ 78.9
London	1,194	3,080	- 0.8	- 9.0	+ 88.7
Ft. William and Pt. Arthur.	810	2,091	- 5.1	- 2.0	+ 181.9
Kitchener	630	1,626	- 1.4	+ 3.3	+ 85.4
Kingston	505	1,302	- 0.8	- 9.0	+ 65.2
Sudbury	531	1,371	- 4.4	- 1.6	+ 63.9
Brantford	524	1,351	+ 2.4	- 6.6	+ 83.2
Cornwall	347	896	- 10.5	- 4.5	+ 85.6
Belleville	264	680	- 1.5	- 9.9	+ 69.4
 PRAIRIE PROVINCES					
Winnipeg	3,478	8,975	- 3.7	- 4.8	+ 44.5
Saskatoon, Prince Albert and the Battlefords	877	2,263	- 1.8	- 2.9	+ 109.0
Regina and Moose Jaw	883	2,279	- 1.9	- 5.7	+ 79.5
Edmonton	1,330	3,432	+ 3.0	- 3.9	+ 90.3
Calgary	1,105	2,850	- 3.4	- 6.4	+ 62.3
Lethbridge	184	476	- 0.8	- 44.8	+ 78.2
 BRITISH COLUMBIA					
Vancouver	4,919	12,691	- 2.0	+ 2.3	+ 123.6
Victoria	959	2,473	- 5.1	- 19.5	+ 76.7

(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-SEPTEMBER, 1947

With Percentage Changes from the same Period of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-September, 1947		January-September	
	Quarts	Pounds(1)	1946	1939
MARITIME PROVINCES				
Charlottetown	2,044	5,273	- 6.2	+ 98.6
Halifax	12,070	31,140	- 10.5	+ 119.7
Sydney Area	6,613	17,062	- 13.1	+ 178.2
Saint John	7,893	20,364	- 6.7	+ 122.0
Moncton	4,148	10,702	- 6.3	+ 206.8
QUEBEC				
Montreal	114,704	295,936	- 4.1	+ 64.7
Quebec	20,558	53,039	- 4.3	+ 90.3
Sherbrooke	5,349	13,801	- 13.1	(2)
Three Rivers	5,129	13,232	- 3.9	(2)
Chicoutimi	3,025	7,806	+ 1.5	(2)
Noranda-Rouyn	2,928	7,553	+ 0.3	(2)
Levis-Lauzon	2,467	6,364	- 10.9	(2)
St. Hyacinthe	2,889	7,454	+ 9.1	(2)
Valleyfield	1,651	4,258	- 8.3	(2)
St. Jerome	1,702	4,392	- 2.2	(2)
Thetford	1,093	2,819	- 4.4	(2)
Rimouski	1,045	2,695	(2)	(2)
ONTARIO				
Toronto	100,698	259,801	- 6.2	+ 49.3
Ottawa-Hull	26,193	67,579	- 6.8	+ 88.1
Hamilton	21,508	55,490	- 9.2	+ 6.3
Windsor	15,255	39,357	- 6.0	+ 73.6
London	10,858	28,013	- 10.6	+ 88.9
Ft. William and Pt. Arthur	7,374	19,024	- 2.2	+ 186.8
Kitchener	5,850	15,093	- 1.0	+ 83.0
Kingston	4,777	12,325	- 13.0	+ 78.4
Sudbury	4,858	12,533	- 1.8	+ 70.4
Brantford	4,703	12,135	- 7.7	+ 80.6
Cornwall	3,099	7,995	- 6.8	+ 82.0
Belleville	2,397	6,183	- 9.9	+ 63.8
PRAIRIE PROVINCES				
Winnipeg	32,465	83,760	- 5.3	+ 47.3
Saskatoon, Prince Albert and The Battlefords	8,347	21,535	- 0.7	+ 106.7
Regina and Moose Jaw	8,433	21,758	- 4.2	+ 85.1
Edmonton	12,535	32,340	- 4.5	+ 90.9
Calgary	10,476	27,028	- 6.4	+ 67.5
Lethbridge	1,679	4,331	- 18.3	+ 84.0
BRITISH COLUMBIA				
Vancouver	44,680	115,274	+ 1.5	+ 112.1
Victoria	9,084	23,436	- 16.1	+ 88.6

(1) Converted to pounds by multiply 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, SEPTEMBER, 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	September, 1947		August 1947	September	
	Cream	Butter-fat (2)		1946	1939
MARITIME PROVINCES					
Charlottetown	5	3	- 20.5	+ 40.8	- 6.6
Halifax	40	15	- 16.5	- 5.0	+ 74.1
Sydney Area	5	3	- 20.2	+ 73.1	- 13.2
Saint John	17	13	- 9.8	- 8.8	+ 84.8
Moncton	8	5	- 9.4	- 9.2	+ 170.3
QUEBEC					
Montreal	660	297	- 6.7	+ 1.4	+ 70.1
Quebec	67	27	- 19.2	- 10.1	+ 113.0
Sherbrooke	16	9	- 9.1	+ 42.2	(4)
Three Rivers	10	5	- 14.7	- 13.9	(4)
Chicoutimi	4	3	- 10.6	-	(4)
Noranda-Rouyn	3	2	- 25.5	-	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	561	224	+ 8.7	+ 1.1	+ 54.4
Ottawa-Hull	86	40	- 3.9	- 16.2	+ 27.3
Hamilton	52	22	+ 22.2	- 11.2	+ 20.1
Windsor	67	22	- 2.8	- 18.7	+ 129.5
London	28	14	+ 6.9	- 1.2	+ 24.5
Ft. William and Pt. Arthur.	22	11	- 6.6	- 16.4	+ 69.3
Kitchener	16	9	+ 2.7	+ 18.5	+ 65.8
Kingston	11	5	- 0.5	+ 18.3	+ 47.7
Sudbury	11	5	- 13.3	- 9.2	+ 23.6
Brantford	11	5	+ 11.1	+ 9.0	+ 77.6
Cornwall	4	3	- 12.8	+ 0.4	+ 19.5
Belleville	4	2	+ 2.2	- 14.1	+ 133.1
PRAIRIE PROVINCES					
Winnipeg	362	109	- 4.8	- 6.1	+ 50.3
Saskatoon, Prince Albert and The Battlefords	74	23	+ 0.6	+ 1.2	+ 31.2
Regina and Moose Jaw	101	29	- 0.4	- 4.4	+ 28.9
Edmonton	133	37	- 3.5	+ 3.7	+ 73.3
Calgary	123	34	- 10.9	+ 1.1	+ 76.1
Lethbridge	17	6	2.7	+ 14.0	+ 108.1
BRITISH COLUMBIA					
Vancouver	550	151	- 3.2	+ 9.5	(4)
Victoria	72	23	- 6.5	+ 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.

Table IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-SEPTEMBER, 1947.

With Percentage Changes from the Same Period of 1946 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-September, 1947		January-September	
	Cream	Butter-Fat (1)	1946	1939
MARITIME PROVINCES				
Charlottetown	000 qt.	000 lb.	%	%
42	21	+ 18.1	- 21.8	
Halifax	481	164	+ 18.1	+ 116.0
Sydney Area	48	31	+ 99.8	- 27.7
Saint John	158	99	- 4.5	+ 51.0
Moncton	72	43	+ 7.5	+ 159.7
QUEBEC				
Montreal	6,154	2,619	+ 4.7	+ 46.1
Quebec	626	250	- 3.5	+ 98.1
Sherbrooke	134	67	+ 39.4	(4)
Three Rivers	99	48	- 3.7	(4)
Chicoutimi	27	18	+ 50.0	(4)
Noranda-Rouyn	22	12	+ 38.7	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	4,959	1,885	+ 1.1	+ 48.1
Ottawa-Hull	855	375	- 8.1	+ 39.8
Hamilton	520	210	- 4.0	+ 25.6
Windsor	663	208	- 8.8	+ 135.4
London	270	131	+ 9.5	+ 34.9
Ft. William and Pt. Arthur.	217	103	- 11.3	+ 95.5
Kitchener	139	71	+ 7.0	+ 21.8
Kingston	94	47	+ 7.2	+ 34.6
Sudbury	105	51	+ 3.7	+ 33.6
Brantford	101	46	+ 8.0	+ 62.9
Cornwall	41	22	+ 0.9	+ 9.9
Belleville	42	21	- 6.0	+ 104.6
PRAIRIE PROVINCES				
Winnipeg	3,589	1,042	+ 6.9	+ 59.4
Saskatoon, Prince Albert and The Battlefords	710	218	+ 8.0	+ 35.5
Regina and Moose Jaw	976	271	+ 3.8	+ 34.7
Edmonton	1,274	345	+ 5.2	+ 76.1
Calgary	1,220	330	+ 8.4	+ 93.7
Lethbridge	158	54	+ 17.0	+ 135.1
BRITISH COLUMBIA				
Vancouver	5,360	1,413	+ 19.2	(4)
Victoria	686	213	+ 22.6	(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.



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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

September and January-September, 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>						
September	284,159	40	52.9	55,543	40	59.8
January-September	2,605,460	40	52.5	537,793	40	55.7
<u>Maritime Provinces</u>						
September	16,628	5	53.7	2,008	5	56.1
January-September	157,156	5	53.8	22,060	5	46.4
<u>Quebec</u>						
September	93,433	12	50.3	17,797	12	56.0
January-September	832,499	12	50.4	174,684	12	50.2
<u>Ontario</u>						
September	113,969	12	51.8	17,181	12	60.4
January-September	1,062,652	12	50.4	157,716	12	57.4
<u>Prairie Provinces</u>						
September	41,464	9	48.9	12,919	9	52.7
January-September	376,100	9	50.7	121,601	9	53.1
<u>British Columbia</u>						
September	18,665	2	81.2	5,658	2	87.9
January-September	177,053	2	77.8	61,732	2	75.3