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MONTHLY STATISTICS OF THE

FLUID MILK
TRADE

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(October)

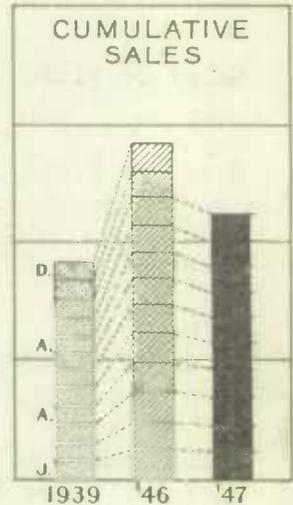
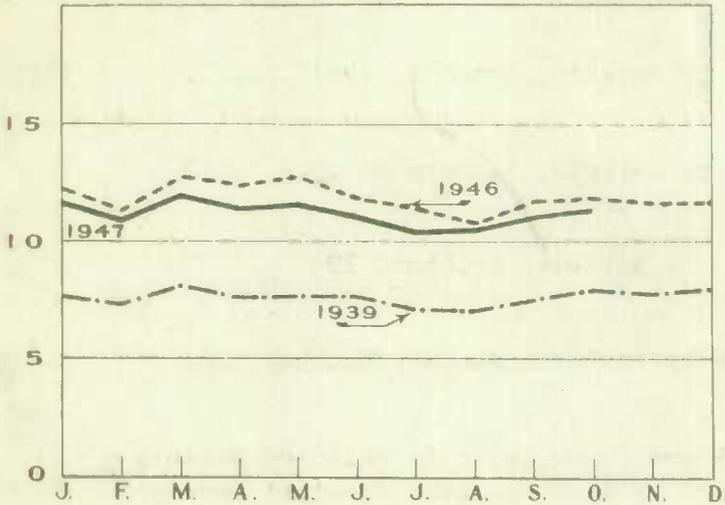
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MILK SALES

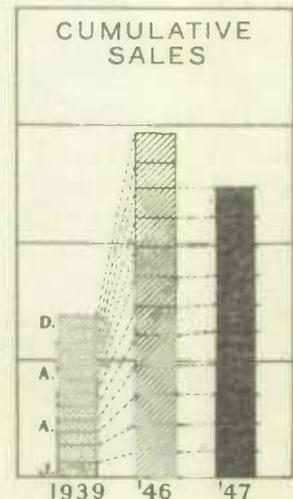
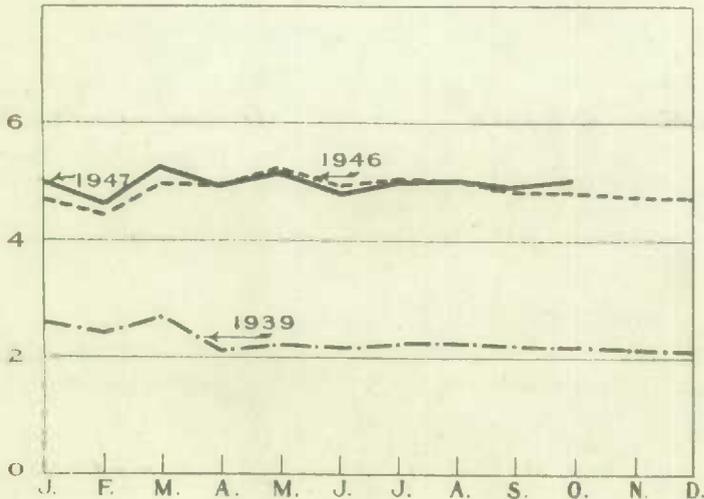
MILLION QUARTS

TORONTO

MILLION QUARTS



VANCOUVER



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada amounted to 336,425,000 pounds during the month of October, just slightly less than those of 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 October amounted to 282,016,000 pounds. Cream sales expressed as milk reached a total of 54,409,000 pounds. Compared with the same month of 1946, milk sales declined 2½ per cent while cream sales increased 16 per cent.

Sales of fluid milk and cream for the ten-month period reached a total of 3,479,678,000 pounds (milk equivalent). Compared with the same period of the previous year, this represented a decrease of 82 million pounds or nearly 2½ per cent less than that recorded in the January-October period of 1946. Cumulative milk sales fell 5 per cent, while cream sales in terms of milk increased 14 per cent.

In the forty cities of Canada covered by this report, the October milk sales amounted to approximately 154,259,000 pounds (60,085,000 quarts); and for the ten-month period, January-October, a total of 1,523,129,000 pounds (590,659,000 quarts). These figures represent decreases of 4 per cent and 6 per cent, respectively.

Sales of fluid cream in October as reported in the forty cities of Canada moved up to 33,818,000 pounds in terms of milk (3,215,000 quarts of cream); and in the January-October period they amounted to 333,430,000 pounds (33,174,000 quarts of cream). Making comparisons with cream sales on a milk basis for October of the previous year, an increase of 19 per cent was recorded, whereas during the ten-month period the cumulative sales showed an advance of 16 per cent over those of January-October, 1946.

It will be seen from the above analysis that the trend in fluid sales continues at the same high level. The decline in over-all sales which has been in evidence for the last six months has now disappeared. The demand for fluid milk is not as great as it was a year ago, but the slight reduction indicated in the figures is almost balanced up by the significant increase in cream sales. Cream sales reached the peak point in June, and continued at a high level until September. A substantial increase was indicated in sales of October, 1947 as compared with the same month last year. This increase, however, may be due to a relatively low sales level in October, 1946. However, in comparison with those of March, 1947, (prior to the lifting of fat-content regulations), the September and October increases were substantially less than those of previous months. This situation may be attributed to higher prices of milk and cream products and also to the sharp advance in the food price index.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, OCTOBER, 1947

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	October, 1947		September	October	
	Quarts	Pounds (1)	1947	1946	1939
MARITIME PROVINCES					
	000	000	%	%	%
Charlottetown	220	568	+ 0.5	- 4.6	+ 75.0
Halifax	1,299	3,351	+ 2.5	- 9.8	+ 108.6
Sydney Area	710	1,832	- 1.3	+ 0.1	+ 175.5
Saint John	868	2,241	+ 5.0	- 0.5	+ 103.0
Moncton	437	1,126	+ 2.1	- 8.6	+ 191.4
QUEBEC					
Montreal	13,301	33,554	+ 2.7	+ 3.6	+ 69.7
Quebec	2,412	6,223	+ 6.2	- 3.7	+ 101.3
Sherbrooke	591	1,524	+ 2.3	- 5.8	(2)
Three Rivers	573	1,477	+ 2.8	- 5.3	(2)
Chicoutimi	339	874	- 0.9	- 0.8	(2)
Noranda-Rouyn	322	830	+ 3.2	+ 62.0	(2)
Levis-Lauzon	260	671	- 4.4	- 11.8	(2)
St-Hyacinthe	340	876	+ 1.2	+ 13.1	(2)
Valleyfield	190	490	+ 7.9	+ 2.8	(2)
St. Jerome	181	466	+ 1.8	+ 11.1	(2)
Thetford	123	318	+ 1.8	- 7.1	(2)
Rimouski	118	305	+ 3.4	- 12.5	(2)
ONTARIO					
Toronto	11,351	29,287	+ 2.3	- 3.9	+ 42.6
Ottawa-Hull	2,938	7,580	+ 4.1	- 0.7	+ 82.2
Hamilton	2,493	6,433	+ 3.2	+ 3.6	+ 64.4
Windsor	1,731	4,466	-	+ 1.1	+ 75.1
London	1,233	3,181	+ 3.3	- 1.7	+ 69.8
Ft. William and Pt. Arthur	824	2,127	+ 1.7	+ 0.4	+ 178.7
Kitchener	676	1,743	+ 7.2	+ 8.2	+ 80.8
Kingston	550	1,420	+ 9.0	- 2.2	+ 72.2
Sudbury	550	1,420	+ 3.5	+ 7.1	+ 68.6
Brantford	541	1,396	+ 3.3	+ 2.3	+ 84.5
Cornwall	349	899	+ 0.4	+ 1.0	+ 77.6
Belleville	268	692	+ 1.7	- 8.2	+ 65.9
PRAIRIE PROVINCES					
Winnipeg	3,642	9,396	+ 4.7	- 2.0	+ 47.7
Saskatoon, Prince Albert and The Battlefords	941	2,427	+ 7.3	+ 1.4	+ 103.7
Regina and Moose Jaw	952	2,457	+ 7.8	- 0.1	+ 83.4
Edmonton	1,424	3,674	+ 7.1	+ 0.9	+ 89.8
Calgary	1,162	2,999	+ 5.2	+ 1.3	+ 61.9
Lethbridge	187	482	+ 1.2	- 11.8	+ 76.3
BRITISH COLUMBIA					
Vancouver	5,003	12,909	+ 1.7	+ 4.3	+ 128.2
Victoria	985	2,542	+ 2.8	- 19.1	+ 79.3

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-October, 1947		January-October	
	Quarts	Pounds (1)	1946	1939
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	2,264	5,840	- 6.1	+ 96.1
Halifax	13,369	34,491	- 10.4	+ 118.6
Sydney Area	7,323	18,894	- 11.9	+ 177.9
Saint John	8,762	22,605	- 6.1	+ 120.1
Moncton	4,584	11,828	- 6.6	+ 205.1
QUEBEC				
Montreal	128,004	329,490	- 3.3	+ 65.2
Quebec	22,970	59,262	- 4.3	+ 91.4
Sherbrooke	5,940	15,324	- 12.4	(2)
Three Rivers	5,701	14,709	- 7.2	(2)
Chicoutimi	3,364	8,680	+ 1.2	(2)
Noranda-Rouyn	3,249	8,383	+ 7.1	(2)
Levis-Lauzon	2,727	7,035	- 11.1	(2)
St. Hyacinthe	3,230	8,332	+ 10.2	(2)
Valleyfield	1,841	4,749	- 6.0	(2)
St. Jerome	1,883	4,858	- 0.7	(2)
Thetford	1,216	3,138	- 4.8	(2)
Rimouski	1,163	3,000	(2)	(2)
ONTARIO				
Toronto	112,049	289,087	- 6.0	+ 48.6
Ottawa-Hull	29,131	75,159	- 6.2	+ 87.5
Hamilton	24,001	61,923	- 8.0	+ 63.7
Windsor	16,985	43,823	- 5.3	+ 73.7
London	12,091	31,194	- 9.8	+ 86.7
Ft. William and Pt. Arthur ...	8,198	21,151	- 2.0	+ 186.0
Kitchener	6,526	16,837	- 0.1	+ 82.8
Kingston	5,327	13,745	- 11.9	+ 77.7
Sudbury	5,408	13,953	- 1.0	+ 70.2
Brantford	5,244	13,531	- 6.7	+ 81.0
Cornwall	3,447	8,894	- 6.0	+ 81.5
Belleville	2,674	6,900	- 9.4	+ 64.6
PRAIRIE PROVINCES				
Winnipeg	36,107	93,156	- 4.9	+ 47.3
Saskatoon, Prince Albert and The Battlefords	9,288	23,962	- 0.5	+ 106.4
Regina and Moose Jaw	9,386	24,215	- 3.8	+ 84.9
Edmonton	13,959	36,014	- 9.6	+ 90.8
Calgary	11,638	30,027	- 5.7	+ 66.9
Lethbridge	1,865	4,812	- 17.7	+ 83.2
BRITISH COLUMBIA				
Vancouver	49,683	128,183	+ 1.8	+ 113.6
Victoria	10,069	25,978	- 16.4	+ 87.7

(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, OCTOBER, 1947
With Percentage Changes from the Previous Month and the Same Month of 1946 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	October, 1947		September	October	
	Cream	Butter-fat (1)	1947	1946	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown	5	3	- 2.2	+ 33.6	- 9.9
Halifax	44	16	+ 70.5	- 0.3	+ 84.2
Sydney Area	4	3	- 3.0	+ 54.1	- 21.7
Saint John	16	13	- 1.9	- 4.9	+105.0
Moncton	8	5	+ 4.0	- 12.5	+172.5
QUEBEC					
Montreal	670	301	+ 1.6	+ 5.8	+ 71.4
Quebec	64	26	- 3.6	- 6.0	+105.1
Sherbrooke	17	9	+ 2.0	+ 57.9	(4)
Three Rivers	10	5	+ 1.5	- 2.6	(4)
Chicoutimi	4	3	- 10.1	+111.5	(4)
Noranda-Rouyn	3	2	+ 6.4	+ 48.5	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	555	221	- 1.0	+ 4.2	+ 46.5
Ottawa-Hull	92	43	+ 7.3	+ 1.0	+ 31.3
Hamilton	60	25	+ 13.9	- 0.1	+ 26.5
Windsor	70	24	+ 5.6	- 3.1	+130.7
London	32	16	+ 12.9	+ 15.4	+ 31.0
Ft. William and Pt. Arthur ...	22	11	+ 0.1	- 6.2	+ 74.4
Kitchener	16	8	- 3.7	+ 24.9	+ 45.7
Kingston	11	6	+ 2.5	+ 19.2	+ 54.6
Sudbury	11	5	+ 3.1	+ 7.0	+ 47.8
Brantford	12	6	+ 10.0	+ 18.6	+ 75.4
Cornwall	4	2	- 5.0	+ 8.4	+ 17.5
Belleville	4	2	+ 5.0	- 9.6	+ 63.2
PRAIRIE PROVINCES					
Winnipeg	377	114	+ 3.9	- 1.0	+ 45.7
Saskatoon, Prince Albert and The Battlefords	75	23	+ 0.7	- 5.0	+ 19.2
Regina and Moose Jaw	99	28	- 2.3	- 8.4	+ 17.4
Edmonton	142	40	+ 6.7	+ 2.7	+ 65.4
Calgary	124	35	+ 0.8	- 3.2	+ 63.7
Lethbridge	16	5	- 6.2	- 2.6	+ 81.7
BRITISH COLUMBIA					
Vancouver	566	155	+ 2.9	+ 5.5	(4)
Victoria	70	22	- 3.7	+ 11.8	(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-OCTOBER, 1947
With Percentage Changes from the Same Period of 1946 and 1939

	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-October, 1947		January-October	
	Cream	Butter-fat (1)	1946	1939
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	47	24	+ 19.5	- 20.6
Halifax	525	180	+ 16.3	+ 112.9
Sydney Area	52	34	+ 94.8	- 27.2
Saint John	174	112	- 4.5	+ 54.5
Moncton	85	51	+ 5.2	161.1
QUEBEC				
Montreal	6,824	2,921	+ 4.8	+ 48.3
Quebec	690	275	- 3.7	+ 98.7
Sherbrooke	151	76	+ 41.2	(4)
Three Rivers	109	53	- 3.6	(4)
Chicoutimi	31	21	+ 56.4	(4)
Noranda-Rouyn	25	14	+ 39.9	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	5,514	2,106	+ 1.4	+ 48.0
Ottawa-Hull	947	418	- 7.3	+ 38.9
Hamilton	579	236	- 3.6	+ 25.7
Windsor	733	231	- 8.3	+ 134.9
London	302	147	+ 10.1	+ 34.5
Ft. William and Pt. Arthur	239	113	- 10.8	+ 93.3
Kitchener	154	79	+ 8.6	+ 23.8
Kingston	105	52	+ 8.3	+ 36.4
Sudbury	116	56	+ 4.1	+ 34.9
Brantford	113	53	+ 9.1	+ 64.2
Cornwall	46	25	+ 1.6	+ 10.6
Belleville	46	23	- 6.3	+ 99.8
PRAIRIE PROVINCES				
Winnipeg	3,966	1,156	+ 6.1	+ 58.0
Saskatoon, Prince Albert and The Battlefords	785	242	+ 6.6	+ 33.8
Regina and Moose Jaw	1,075	299	+ 2.5	+ 32.9
Edmonton	1,416	385	+ 5.0	+ 75.0
Calgary	1,345	365	+ 7.2	+ 90.5
Lethbridge	175	58	+ 14.8	+ 128.8
BRITISH COLUMBIA				
Vancouver	5,926	1,568	+ 17.8	(4)
Victoria	756	235	+ 21.6	(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 FIVE ECONOMIC AREAS OF CANADA

October and January-October, 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>						
October	282,016	40	54.7	54,409	40	62.2
January-October	2,887,476	40	52.7	592,202	40	56.3
<u>Maritime Provinces</u>						
October	17,355	5	52.5	1,952	5	59.1
January-October	174,511	5	53.7	24,012	5	47.8
<u>Quebec</u>						
October	87,122	12	54.6	16,348	12	61.3
January-October	919,621	12	50.8	191,032	12	51.1
<u>Ontario</u>						
October	111,385	12	54.4	16,644	12	63.6
January-October	1,174,037	12	50.8	174,360	12	58.0
<u>Prairie Provinces</u>						
October	43,091	9	49.7	12,960	9	54.2
January-October	419,191	9	50.6	134,561	9	53.2
<u>British Columbia</u>						
October	23,063	2	67.0	6,505	2	77.5
January-October	200,116	2	77.0	68,237	2	75.5