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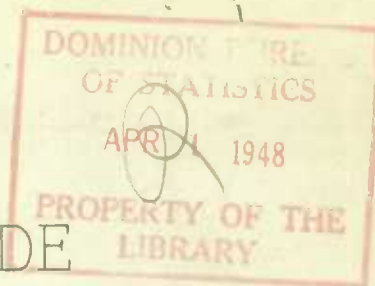
DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS  
OF THE

FLUID

MILK

TRADE



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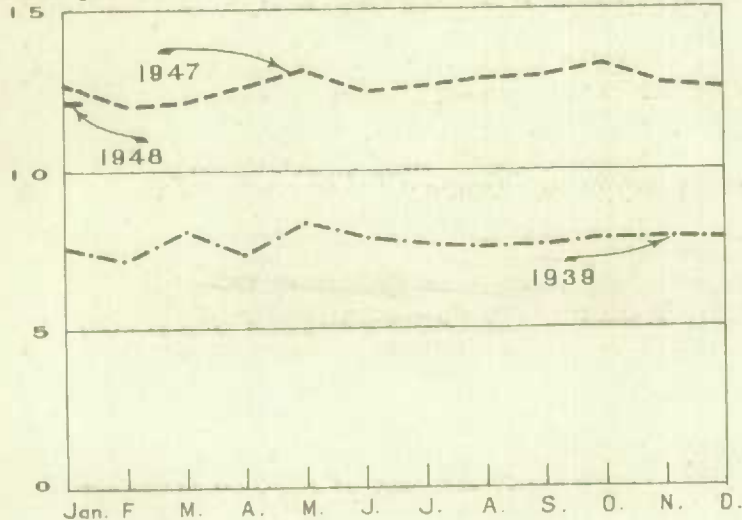
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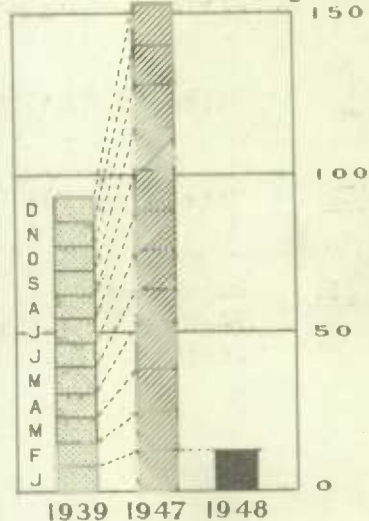
MILK SALES

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MILLION QUARTS

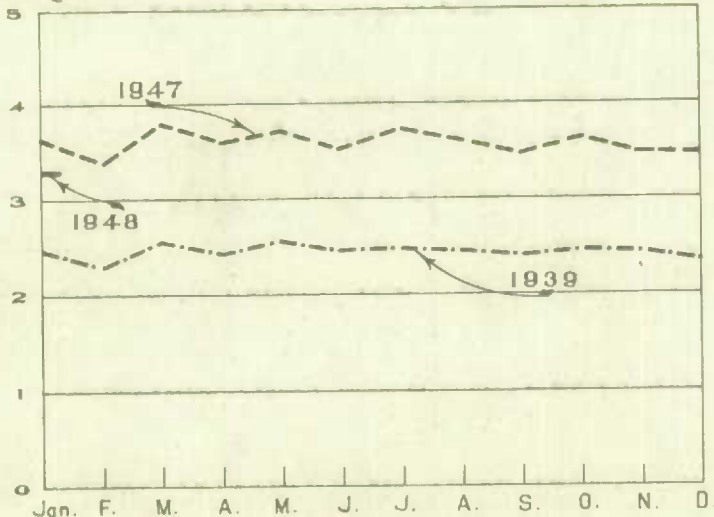


MILLION QUARTS



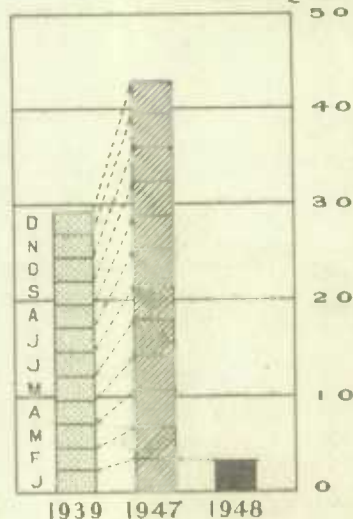
WINNIPEG

MILLION QUARTS



CUMULATIVE  
SALES

MILLION QUARTS



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada amounted to 347,746,000 pounds during the month of January, a reduction of 10,500,000 pounds from the same month of last year, or nearly 3 per cent less. Approximately 84 per cent was sold as milk and 16 per cent was sold as cream.

Fluid milk sales in January amounted to 290,611,000 pounds. Cream sales, expressed as milk, reached a total of 57,135,000 pounds. Compared with the same month of 1947, milk sales declined more than 5 per cent while cream sales increased 10 per cent.

In the forty cities of Canada covered by this report, sales of milk during January amounted to approximately 145,166,000 pounds (56,266,000 quarts). This represents a decline of nearly 6 per cent from the January, 1947 sales.

Sales of fluid cream reported from the forty cities of Canada totalled 31,692,000 pounds in terms of milk (3,033,000 quarts of cream). Compared with January, 1947 a decline of almost 7 per cent was recorded in quart sales, but an advance of approximately 9 per cent on a milk basis due to the increase in butter-fat content.

The figures given above reveal a tendency toward stabilization in fluid sales; those of 1948 were slightly below the 1947 level and considerably less than the sales of January, 1946. In comparison with 1939, the sales for the whole of 1947 had increased by approximately 1,151 million pounds and were the highest on record. Those of January, 1948 indicate a decline of approximately 12 million pounds or 3 per cent as compared with the same month of 1946. When allowance is made for the changes in the actual resident population in Canada, the differences in per capita consumption are less significant. The daily consumption of milk and cream, expressed on a milk basis, averaged 0.88 pints in January, 1946 and 0.84 pints in January, 1948. The per capita consumption of milk alone was 0.75 pints and 0.70 pints, respectively and that of cream increased from .13 pints in January, 1946 to .14 pints in January, 1948.

There is one important observation that might be emphasized in studying the analysis given above: namely, that the quart sales of cream are actually less than those of a year ago, while the sales of this product in terms of butter-fat or whole milk are well above those of January, 1947. It should be remembered that this is due to the removal of restrictions which did not go into effect until April 1, 1947. For the reasons indicated, therefore, this relationship would be expected to continue during the next few months after which sales should level out in closer conformity with those of the previous year.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY, 1948

With Percentage Changes from the Previous Month and from the Same Month of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	January, 1948		December	January	
	Quarts	Pounds (1)	1947	1947	1939
MARITIME PROVINCES					
	000	000	%	%	%
Charlottetown .....	226	583	+ 9.0	- 0.8	+ 104.9
Halifax .....	1,178	3,039	+ 1.6	- 14.8	+ 99.7
Sydney Area .....	634	1,635	- 6.0	- 17.3	+ 242.4
Saint John .....	826	2,131	+ 0.2	- 10.2	+ 102.7
Moncton .....	414	1,069	+ 5.0	- 14.7	+ 158.7
QUEBEC					
Montreal .....	12,238	31,574	- 2.4	- 3.9	+ 60.9
Quebec .....	2,208	5,698	- 4.3	- 1.8	+ 91.0
Sherbrooke .....	511	1,319	- 0.9	- 14.6	(2)
Three Rivers .....	549	1,415	- 5.2	- 1.1	(2)
Chicoutimi .....	343	885	+ 0.4	+ 8.2	(2)
Noranda-Rouyn .....	332	856	- 2.2	- 2.7	(2)
Levis-Lauzon .....	245	633	- 6.2	- 7.8	(2)
St. Hyacinthe .....	320	826	- 4.7	+ 16.2	(2)
Valleyfield .....	191	492	+ 4.3	+ 4.2	(2)
St. Jerome .....	194	501	+ 4.5	+ 27.2	(2)
Thetford .....	115	298	- 2.0	- 4.0	(2)
Rimouski .....	108	278	- 6.7	- 4.6	(2)
ONTARIO					
Toronto .....	10,788	27,834	+ 1.8	- 7.7	+ 41.7
Ottawa-Hull .....	2,737	7,061	+ 0.2	- 5.9	+ 78.5
Hamilton .....	2,355	6,075	- 2.3	- 3.4	+ 59.5
Windsor .....	1,578	4,072	- 4.6	- 3.7	+ 60.1
London .....	1,188	3,065	- 6.6	- 2.6	+ 81.4
Ft. William and Pt. Arthur .	748	1,930	+ 0.1	- 4.2	+ 159.8
Kitchener .....	577	1,489	-11.8	- 4.0	+ 57.7
Kingston .....	512	1,322	- 3.4	- 7.7	+ 71.7
Sudbury .....	510	1,317	- 1.1	- 5.3	+ 73.1
Brantford .....	503	1,298	+ 4.1	- 3.2	+ 71.8
Cornwall .....	294	758	+ 4.7	- 8.6	+ 57.3
Belleville .....	255	658	+ 6.1	- 8.8	+ 54.1
PRAIRIE PROVINCES					
Winnipeg .....	3,357	8,660	- 3.2	- 7.8	+ 36.4
Saskatoon-Pr. Albert-Battle-	926	2,388	+ 1.5	- 2.6	+ 99.4
ford .....	257	662	- 2.3	- 3.3	+ 96.1
Moose Jaw .....	688	1,776	- 0.8	- 3.6	+ 70.1
Regina .....	1,326	3,420	- 7.1	- 7.8	+ 77.2
Edmonton .....	1,060	2,734	- 9.3	- 9.6	+ 50.2
Calgary .....	135	349	- 5.5	- 5.2	+ 129.9
Medicine Hat .....					
BRITISH COLUMBIA					
Vancouver .....	4,900	12,642	+ 1.2	- 1.2	(2)
Victoria .....	940	2,425	- 1.2	- 10.7	(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 CREAM IN FORTY MARKETS OF CANADA, JANUARY, 1948

With Percentage Changes from the Previous Month and from the Same Month of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	January, 1948		December	January	
	Cream	Butter-fat(1)	1947	1947	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown .....	5	3	+ 23.3	+ 51.7	- 1.5
Halifax .....	55	20	+ 45.3	- 19.9	+ 146.4
Sydney Area .....	5	3	- 10.5	+ 108.1	- 15.4
Saint John .....	15	11	- 0.4	- 8.2	+ 29.8
Moncton .....	7	5	- 4.4	- 22.2	+ 151.8
QUEBEC					
Montreal .....	598	269	- 8.8	- 9.4	+ 39.8
Quebec .....	58	23	- 13.4	- 4.5	+ 108.7
Sherbrooke .....	14	7	- 20.8	+ 37.7	(2)
Three Rivers .....	12	6	- 14.1	+ 17.8	(2)
Chicoutimi .....	3	3	- 11.2	+ 140.0	(2)
Noranda-Rouyn .....	3	2	- 3.2	+ 82.3	(2)
Levis-Lauzon (3) .....	-	-	-	-	-
St-Hyacinthe (3) .....	-	-	-	-	-
Valleyfield (3) .....	-	-	-	-	-
St. Jerome (3) .....	-	-	-	-	-
Thetford (3) .....	-	-	-	-	-
Rimouski (3) .....	-	-	-	-	-
ONTARIO					
Toronto .....	525	205	- 5.5	- 1.2	+ 36.6
Ottawa-Hull .....	88	41	- 4.3	- 2.2	+ 41.2
Hamilton .....	63	27	- 6.4	+ 2.6	+ 29.6
Windsor .....	67	22	- 10.1	- 5.6	+ 114.8
London .....	32	16	- 5.8	+ 11.8	+ 52.9
Ft. William and Pt. Arthur.	21	10	- 7.0	- 14.8	+ 84.7
Kitchener .....	15	8	- 3.2	+ 11.2	+ 26.3
Kingston .....	10	5	+ 4.1	+ 21.4	+ 27.3
Sudbury .....	10	5	- 9.8	- 1.9	+ 30.2
Brantford .....	13	6	- 3.6	+ 36.4	+ 76.4
Cornwall .....	4	2	+ 8.2	+ 15.2	-
Belleville .....	4	2	- 1.6	- 20.8	+ 87.1
PRAIRIE PROVINCES					
Winnipeg .....	356	108	- 4.1	- 10.0	+ 40.6
Saskatoon-Pr. Albert-Battle-					
fords .....	75	23	- 1.8	- 6.8	+ 27.7
Moose Jaw .....	24	7	- 4.8	- 21.6	+ 12.6
Regina .....	77	23	- 5.2	- 1.0	+ 27.0
Edmonton .....	127	35	- 15.8	- 10.8	+ 53.5
Calgary .....	108	30	- 18.2	- 19.9	+ 51.0
Medicine Hat .....	9	3	- 9.1	+ 7.1	(4)
BRITISH COLUMBIA					
Vancouver .....	550	155	+ 2.7	- 4.8	(4)
Victoria .....	70	20	- 0.7	+ 2.5	(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 III - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS,  
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA

January, 1948

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>						
January	290,611	40	49.9	57,135	40	55.5
<u>Maritime Provinces</u>						
January	17,589	5	48.1	1,739	5	70.6
<u>Quebec</u>						
January	92,464	12	48.4	16,081	12	55.8
<u>Ontario</u>						
January	117,583	12	48.4	17,919	12	55.7
<u>Prairie Provinces</u>						
January	40,571	9	49.5	13,143	9	49.6
<u>British Columbia</u>						
January	22,604	2	60.6	8,253	2	60.6