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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK TRADE

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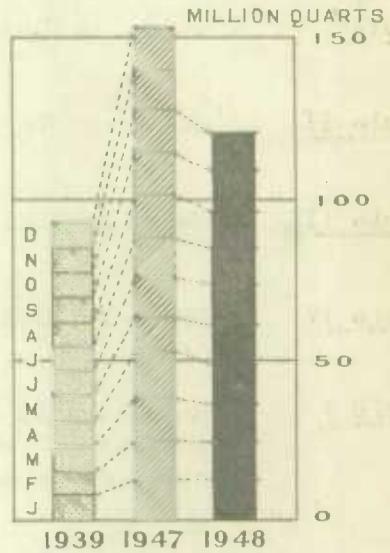
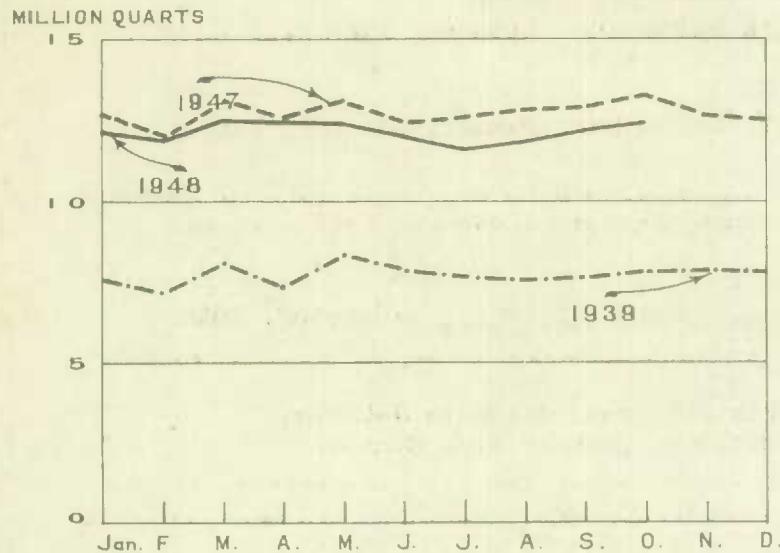
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(OCTOBER)

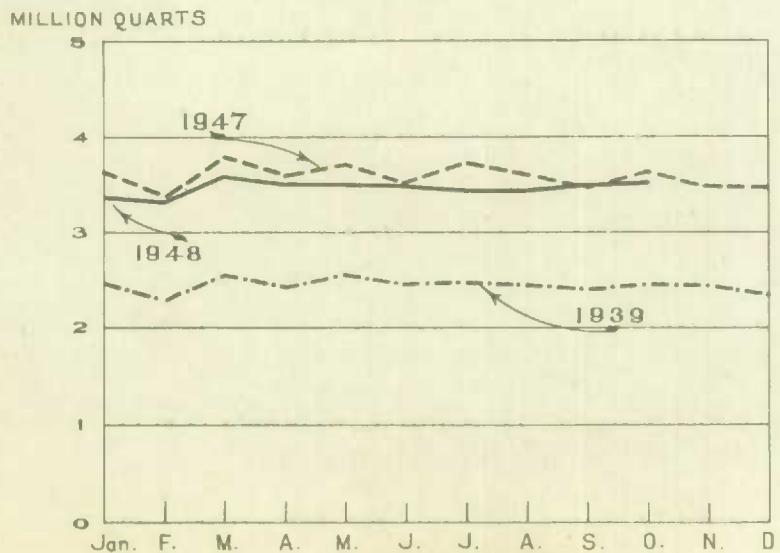
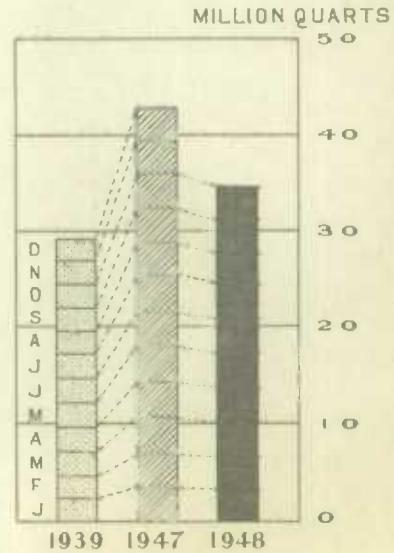
Published December 30, 1948

MILK SALES

MONTREAL



WINNIPEG

CUMULATIVE
SALES

CONTENTS

	Page	
<u>Chart</u>	Sales of Fluid Milk in Montreal and Winnipeg	Frontispiece
<u>Text</u>	Monthly Statistics of the Fluid Milk Trade	1
<u>Table I</u>	Sales of Fluid Milk by Markets, October, 1948	2
<u>Table II</u>	Sales of Fluid Milk by Markets, January-October, 1948..	3
<u>Table III</u>	Sales of Fluid Cream by Markets, October, 1948	4
<u>Table IV</u>	Sales of Fluid Cream by Markets, January-October, 1948,	5
<u>Table V</u>	Relationship of Milk and Cream Sales in Selected Markets to Total Sales in Each of Five Economic Areas of Canada	6

MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - October Estimate of Fluid Milk and Cream Sales in Canada

Combined Sales: The combined sales of fluid milk and cream in the whole of Canada amounted to 324,002,000 pounds during the month of October, a reduction of approximately 12 $\frac{1}{2}$ million pounds or nearly 4 per cent less than those of the same month last year. Approximately 84 per cent was sold as milk and 16 per cent was sold as cream. During the ten-month period, January to October, fluid sales reached a total of 3,331,668,000 pounds, a decline of more than 148 million pounds or nearly 4 $\frac{1}{2}$ per cent below those of the corresponding period in 1947.

Milk Sales: The quantity of fluid milk sold in Canada during October amounted to 272,971,000 pounds, falling more than 9 million pounds or about 3 $\frac{1}{4}$ per cent below the sales of October, 1947. During the January-October period of 1948 fluid milk sales amounted to 2,774,833,000 pounds, a reduction of nearly 117 million pounds or 4 per cent compared with the ten-month period of the previous year.

Cream Sales: Cream sales expressed as milk amounted to 51,031,000 pounds in October, representing a decrease of nearly 3 $\frac{1}{2}$ million pounds or almost 6 $\frac{1}{4}$ per cent as compared with those of the same month last year. During the first ten months of the year, cream sales on a milk basis were estimated at 556,835,000 pounds, falling more than 31 million pounds or slightly more than 5 $\frac{1}{4}$ per cent from January-October, 1947.

Part II - October Sales of Milk and Cream Reported From Forty Markets in Canada (Tables 1-IV)

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (cream expressed as milk) reached a total of 181,961,000 pounds in October, 1948, in comparison with 188,980,000 pounds in October, 1947, representing a reduction of nearly 4 per cent. During the ten-month period, January to October, the percentage decline was 4 per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 150,013,000 pounds (58,144,000 quarts) during October. Compared with 155,064,000 pounds (60,102,000 quarts) in the same month of the previous year, a decline of nearly 3 $\frac{1}{2}$ per cent was indicated. During the ten-month period, January to October, milk sales shown in this report fell 4 per cent below those reported for the same markets in the first ten months of 1947.

Cream Sales: Sales of fluid cream in forty Canadian markets in October, 1948, amounted to 31,948,000 pounds in terms of milk (3,047,000 quarts of cream), while corresponding figures for the same month of 1947 were 33,916,000 pounds (3,222,000 quarts of cream). The decline in cream sales on a milk basis between October, 1947 and October, 1948, amounted to nearly 6 per cent; and during the first ten months of 1948, there was a reduction of 5 per cent from the corresponding period of the preceding year. However, cream sales on a quart basis showed a drop of nearly 5 $\frac{1}{2}$ per cent in October and a reduction of more than 9 per cent in the ten-month period ended October.

Part III - Estimated Per Capita Per Day Consumption of Milk and Cream in Canada.

In the month of October the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.85 pints of milk per capita in 1946, to 0.82 pints and 0.78 pints in 1947, and 1948, respectively. Milk alone fell from 0.73 pints in October, 1946, to 0.69 pints in October, 1947 and 0.66 pints in the same month of 1948. Cream consumption (expressed as milk) which represented a per capita average of 0.12 pints in October, 1946, advanced to 0.13 pints in the same month of 1947, but fell to 0.12 pints in October, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	October, 1948		September 1948	October	
	Quarts	Pounds (1)		1947	1939
MARITIME PROVINCES					
Charlottetown	208	538	+ 2.0	- 4.9	(2)
Halifax	1,203	3,105	+ 3.1	- 7.0	(2)
Sydney Area	708	1,827	- 1.6	- 1.7	(2)
Saint John	800	2,064	+ 0.7	- 6.7	(2)
Moncton	423	1,090	+ 1.6	- 1.2	(2)
QUEBEC					
Montreal	12,365	31,901	+ 10.6	- 7.0	+ 57.7
Quebec	2,206	5,691	- 0.8	- 8.6	+ 84.1
Sherbrooke	594	1,533	+ 3.3	+ 0.6	(2)
Three Rivers	552	1,424	+ 2.2	- 3.6	(2)
Chicoutimi	352	908	+ 2.3	+ 3.8	(2)
Noranda-Rouyn	319	824	- 3.6	- 0.7	(2)
Levis-Lauzon.....	238	614	- 3.8	- 8.5	(2)
St. Hyacinthe	324	837	+ 9.7	- 4.7	(2)
Valleyfield	191	493	+ 0.7	+ 0.5	(2)
St. Jerome	282	728	+ 36.8	+ 56.0	(2)
Thetford	126	325	+ 2.6	+ 2.1	(2)
Rimouski	111	286	+ 3.2	- 6.2	(2)
ONTARIO					
Toronto	11,138	28,736	+ 1.2	- 1.9	+ 39.9
Ottawa-Hull	2,770	7,147	+ 4.7	- 5.7	+ 71.8
Hamilton	2,443	6,302	+ 1.8	- 2.0	+ 61.0
Windsor	1,691	4,363	- 0.5	- 2.3	+ 70.3
London	1,233	3,182	+ 4.7	-	+ 69.9
Ft. William and Pt. Arthur ..	788	2,034	+ 2.1	- 4.4	(2)
Kitchener	649	1,676	+ 5.4	- 3.9	+ 73.8
Kingston.....	526	1,356	+ 8.0	- 4.5	+ 64.5
Sudbury	566	1,461	+ 4.0	+ 2.9	+ 73.5
Brantford	513	1,324	-	- 5.2	+ 74.9
Cornwall	338	873	+ 0.2	- 2.9	+ 72.4
Belleville	278	718	+ 3.1	+ 3.8	+ 72.2
PRAIRIE PROVINCES					
Winnipeg	3,514	9,066	÷ 0.9	- 3.5	+ 42.5
Saskatoon, Prince Albert and The Battlefords	942	2,431	+ 7.4	+ 0.1	+ 103.9
Moose Jaw	254	654	+ 3.9	- 0.8	+ 80.3
Regina	671	1,731	+ 4.6	- 3.7	+ 64.3
Edmonton.....	1,395	3,599	+ 3.1	- 2.0	+ 85.9
Calgary	1,162	2,997	+ 5.1	- 0.1	+ 61.8
Medicine Hat	147	380	+ 2.1	- 3.2	(2)
BRITISH COLUMBIA					
Vancouver	5,198	13,410	+ 6.4	+ 2.7	(2)
Victoria	924	2,383	+ 0.8	- 7.1	(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 11 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY - OCTOBER, 1948
With Percentage Changes from the Same Period of 1947 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-October		January-October	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
Charlottetown	000	000	%	%
Charlottetown	2,118	5,464	- 5.3	(2)
Halifax	11,965	30,869	- 10.1	(2)
Sydney Area	7,031	18,140	- 4.2	(2)
Saint John	8,206	21,172	- 5.2	(2)
Moncton	4,188	10,805	- 6.5	(2)
QUEBEC				
Montreal (3)	121,378	313,155	- 5.2	+ 56.7
Quebec	21,925	56,565	- 4.6	+ 82.7
Sherbrooke	5,518	14,236	- 7.1	(2)
Three Rivers	5,447	14,054	- 4.5	(2)
Chicoutimi	3,433	8,857	+ 2.0	(2)
Noranda-Rouyn	3,470	8,953	+ 6.8	(2)
Levis-Lauzon	2,470	6,373	- 9.4	(2)
St. Hyacinthe	3,126	8,065	- 3.2	(2)
Valleyfield	2,029	5,236	+ 9.9	(2)
St. Jerome	2,033	5,244	+ 7.9	(2)
Thetford	1,219	3,145	+ 0.2	(2)
Rimouski	1,105	2,850	- 5.0	(2)
ONTARIO				
Toronto	106,868	275,719	- 4.6	+ 41.7
Ottawa-Hull	26,990	69,634	- 7.4	+ 73.7
Hamilton	23,613	60,923	- 1.6	+ 61.0
Windsor	16,448	42,436	- 3.2	+ 68.2
London	11,606	29,944	- 4.0	+ 79.2
Ft. William and Pt. Arthur	7,962	20,542	- 2.9	(2)
Kitchener	6,202	16,002	- 5.0	+ 73.7
Kingston	5,012	12,932	- 5.9	+ 67.2
Sudbury	5,367	13,848	- 0.8	+ 68.9
Brantford	5,053	13,037	- 3.7	+ 74.4
Cornwall	3,273	8,444	- 5.1	+ 72.3
Belleville	2,632	6,791	- 1.2	+ 62.0
PRAIRIE PROVINCES				
Winnipeg	34,677	89,467	- 4.0	+ 41.5
Saskatoon, Prince Albert and The Battlefords	9,118	23,526	- 1.8	+ 102.6
Moose Jaw	2,474	6,384	- 2.2	+ 82.5
Regina	6,770	17,468	- 1.2	+ 69.9
Edmonton	13,836	35,698	- 0.9	+ 89.1
Calgary	11,133	28,724	- 4.3	+ 59.7
Medicine Hat	1,416	3,653	+ 0.1	(2)
BRITISH COLUMBIA				
Vancouver	49,885	128,704	+ 0.1	(2)
Victoria	9,338	24,093	- 7.1	(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.

(3) Montreal data include revisions made by The Quebec Bureau of Statistics for the months of August and September, 1948.

Table III - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, OCTOBER, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	October, 1948		September 1948	October	
	Cream	Butter-fat (1)		1947	1939
MARITIME PROVINCES					
Charlottetown	5	3	+ 2.8	+ 5.9	(4)
Halifax	54	20	+ 5.1	+ 24.9	(4)
Sydney Area	6	4	- 5.1	+ 19.9	(4)
Saint John	13	10	- 0.2	- 20.1	(4)
Moncton	7	5	- 1.2	- 7.3	(4)
QUEBEC					
Montreal	593	267	+ 2.0	- 11.5	51.7
Quebec	60	24	- 7.7	- 6.2	92.4
Sherbrooke	15	8	+ 4.2	- 9.7	(4)
Three Rivers	9	5	+ 5.7	- 10.4	(4)
Chicoutimi	3	2	+ 20.3	- 12.2	(4)
Noranda-Rouyn	3	2	+ 27.3	- 2.6	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	498	199	+ 7.9	- 10.2	+ 31.5
Ottawa-Hull	89	41	+ 7.9	- 3.8	+ 26.4
Hamilton	63	27	+ 19.4	+ 4.9	+ 32.7
Windsor	74	25	+ 10.0	+ 5.0	(2)
London	32	16	+ 14.1	+ 0.9	+ 32.2
Ft. William and Pt. Arthur	24	11	+ 1.5	+ 7.1	+ 86.9
Kitchener	16	6	+ 15.1	+ 2.3	+ 49.0
Kingston	10	5	+ 11.0	- 4.8	+ 47.3
Sudbury	12	6	+ 8.2	+ 10.4	+ 63.3
Brantford	11	5	+ 7.4	- 15.4	+ 48.3
Cornwall	4	2	+ 11.3	+ 1.4	+ 19.1
Belleville	5	2	+ 21.8	+ 10.6	+ 80.6
FRAIRIE PROVINCES					
Winnipeg	374	115	+ 6.8	- 0.6	+ 44.9
Saskatoon, Prince Albert and The Battlefords	75	24	+ 11.3	- 0.1	+ 19.1
Moose Jaw	23	6	+ 6.4	- 4.0	- 0.6
Regina	71	20	+ 8.8	- 5.6	+ 15.8
Edmonton	134	38	+ 8.9	- 5.9	+ 55.7
Calgary	119	34	+ 5.7	- 3.8	+ 57.6
Medicine Hat	9	3	+ 12.1	+ 0.9	(4)
BRITISH COLUMBIA					
Vancouver	557	153	+ 8.9	- 1.4	(4)
Victoria	67	21	+ 0.4	- 3.4	(4)

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on basis of average tests 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, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-October		January-October	
	Cream	Butter-fat(1)	1947	1939
MARTTIME PROVINCES				
Charlottetown	000 qt.	000 lb.	%	%
54	30	+ 13.9	(4)	
Halifax	590	221	+ 16.6	(4)
Sydney Area	72	50	+ 28.0	(4)
Saint John	160	124	- 9.7	(4)
Moncton	84	57	- 0.9	(4)
QUEBEC				
Montreal	5,966	2,685	- 12.6	+ 29.6
Quebec	646	258	- 6.4	+ 86.1
Sherbrooke	149	80	- 1.4	(4)
Three Rivers	104	52	- 4.9	(4)
Chicoutimi	29	23	- 5.0	(4)
Noranda-Rouyn	23	14	- 7.9	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	4,892	1,952	- 11.3	+ 31.3
Ottawa-Hull	868	403	- 8.4	+ 27.3
Hamilton	584	248	+ 0.7	+ 26.6
Windsor	692	232	- 5.6	(2)
London	296	149	- 1.9	+ 31.9
Ft. William and Pt. Arthur ..	224	107	- 6.2	+ 81.4
Kitchener	157	84	+ 1.5	+ 25.7
Kingston	95	49	- 9.4	+ 23.6
Sudbury	118	59	+ 2.0	+ 37.6
Brantford	109	53	- 3.8	+ 58.0
Cornwall	43	25	- 4.7	+ 5.5
Belleville	44	23	- 5.9	+ 88.1
PRAIRIE PROVINCES				
Winnipeg	3,652	1,116	- 7.9	+ 45.5
Saskatoon, Prince Albert and The Battlefords	716	227	- 8.8	+ 22.0
Moose Jaw	225	62	- 19.8	+ 2.9
Regina	717	208	- 9.7	+ 21.6
Edmonton	1,264	360	- 10.7	+ 56.2
Calgary	1,177	331	- 12.5	+ 66.7
Medicine Hat	78	24	- 3.7	(4)
BRITISH COLUMBIA				
Vancouver	5,542	1,533	6.5	(4)
Victoria	707	243	6.5	(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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- 6 -

Table V. - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS.
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA
OCTOBER, 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>						
October	272,971	40	55.0	51,031	40	62.6
January-October	2,774,833	40	52.7	556,835	40	57.1
<u>Maritime Provinces</u>						
October	16,521	5	52.2	1,690	5	71.4
January-October	168,993	5	51.2	20,107	5	68.5
<u>Quebec</u>						
October	82,592	12	55.2	14,615	12	61.1
January-October	881,763	12	50.7	177,320	12	51.0
<u>Ontario</u>						
October	107,709	12	54.9	15,762	12	63.3
January-October	1,119,090	12	51.0	167,907	12	57.6
<u>Prairie Provinces</u>						
October	42,925	9	48.6	12,602	9	54.4
January-October	408,091	9	50.2	125,223	9	53.1
<u>British Columbia</u>						
October	23,224	2	68.0	6,362	2	78.2
January-October	196,896	2	77.6	66,278	2	76.5