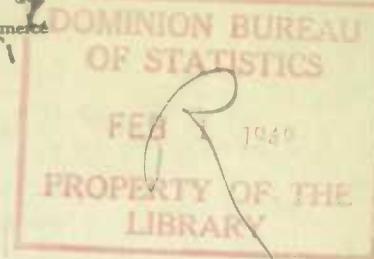


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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK TRADE



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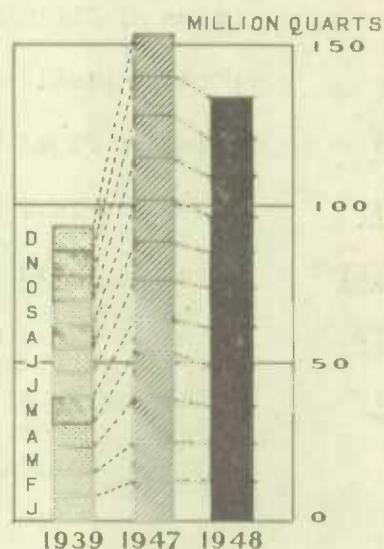
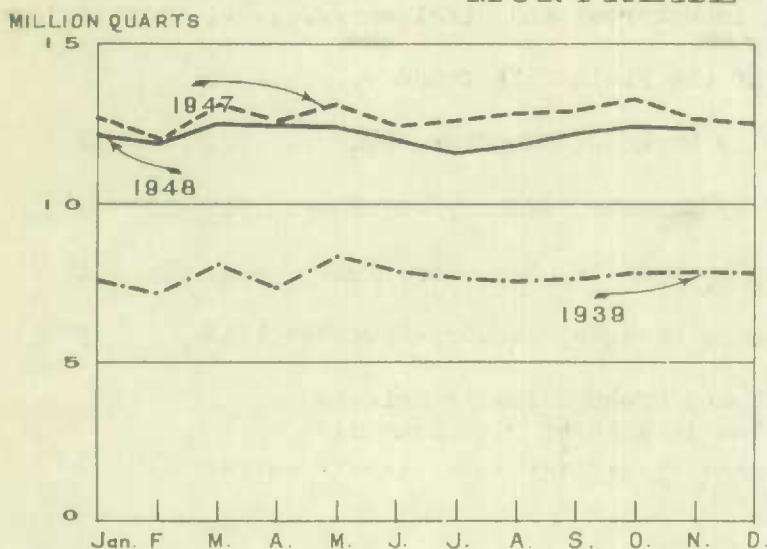
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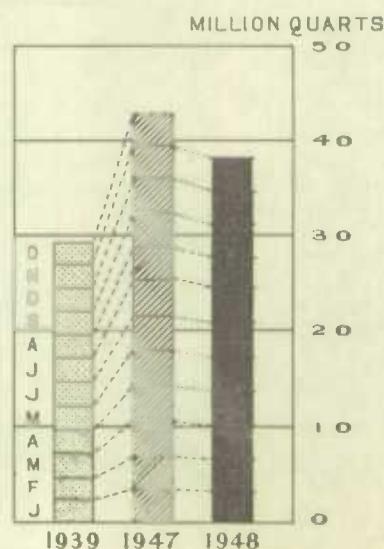
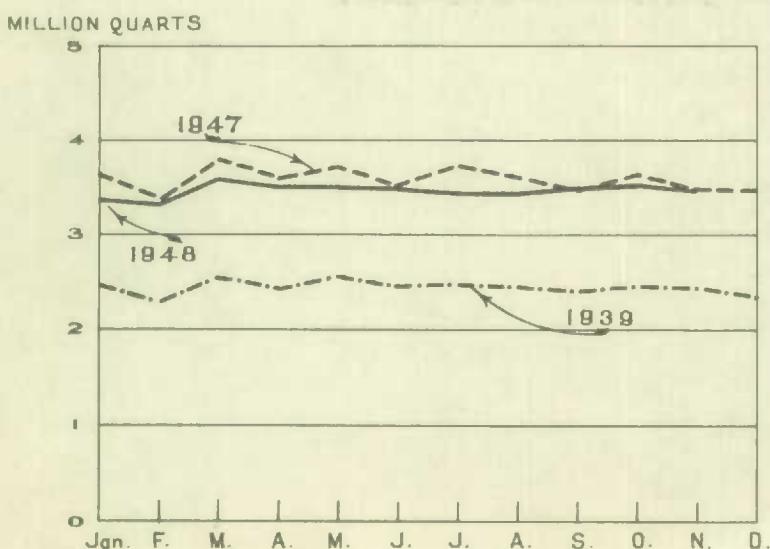
MILK SALES

MONTREAL



WINNIPEG

CUMULATIVE
SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - November 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 333,453,000 pounds during the month of November, nearly 3 million pounds or approximately 1 per cent 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. During the eleven-month period, January to November, fluid sales reached a total of 3,665,121,000 pounds, a decline of almost 151 million pounds or 4 per cent as compared with those of the corresponding period in 1947.

Milk Sales: The quantity of fluid milk sold in Canada during November amounted to 280,455,000 pounds, which was about $\frac{1}{2}$ million pounds below the sales of November, 1947. During the January-November period of 1948 fluid milk sales amounted to 3,055,288,000 pounds. Compared with the same period of the previous year these sales represent a reduction of about $117\frac{1}{2}$ million pounds, or almost 4 per cent.

Cream Sales: Cream sales expressed as milk amounted to 52,998,000 pounds in the month of November. These represented a decrease of more than 2 million pounds or 4 per cent in comparison with those of the same month last year. During the first eleven months of the year, cream sales on a milk basis were estimated at 609,833,000 pounds, falling nearly $33\frac{1}{2}$ million pounds or slightly more than 5 per cent from January-November, 1947.

Part II-November Sales of Milk and Cream Reported from Forty Markets in Canada (Tab. 1 IV)

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (the latter expressed as milk) reached a total of 178,668,000 pounds in November, 1948, in comparison with 181,080,000 pounds in November, 1947, representing a reduction of about $1\frac{1}{4}$ per cent. During the eleven-month period, January to November, the percentage decline was nearly 4 per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 146,948,000 pounds (56,957,000 quarts) during November. Compared with 148,134,000 pounds (57,416,000 quarts) in the same month of the previous year, a decline of nearly 1 per cent was indicated. During the eleven-month period, January to November, milk sales shown in this report fell approximately 4 per cent below those reported for the same markets in the first eleven months of 1947.

Cream Sales: The November sales of fluid cream in forty Canadian markets amounted to 31,720,000 pounds, expressed as milk (3,024,000 quarts of cream), while corresponding figures for the same month of 1947 were 32,946,000 pounds (3,128,000 quarts of cream). On a milk basis, the decline in cream sales in November, 1948, as compared with November, 1947, was nearly 4 per cent; and during the eleven-month period, January to November, there was a reduction of approximately $5\frac{1}{2}$ per cent from the corresponding period of the previous year. However, on a quart basis, cream sales showed a drop of nearly $3\frac{1}{2}$ per cent in November and a reduction of more than 9 per cent in the eleven-month period ended November.

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

In the month of November the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.87 pints of milk per capita in 1946, to 0.85 pints and 0.83 pints in 1947 and 1948, respectively. Milk alone fell from 0.75 pints in November, 1946 to 0.71 pints in November, 1947, and 0.70 pints in the same month of 1948. Cream consumption (expressed as milk) which represented a per capita average of 0.12 pints in November, 1946, advanced to 0.14 pints in the same month of 1947, but fell to 0.13 pints in November, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	November, Quarts	1948 Pounds (1)	October, 1948	November 1947	1939
	MARITIME PROVINCES				
Charlottetown	000 211	000 545	% + 1.3	% - 0.5	% (2)
Halifax	1,179	3,041	- 2.0	+ 3.3	(2)
Sydney Area	671	1,731	- 5.3	+ 1.2	(2)
Saint John	737	1,902	+ 4.5	- 6.0	(2)
Moncton	405	1,045	- 3.7	+ 3.0	(2)
QUEBEC					
Montreal	12,299	31,732	- 0.6	- 3.0	+ 55.7
Quebec	2,213	5,711	+ 0.4	- 0.1	+ 81.3
Sherbrooke	568	1,466	- 4.4	+ 6.0	(2)
Three Rivers	536	1,384	- 2.9	- 4.1	(2)
Chicoutimi	338	872	- 3.9	+ 3.1	(2)
Noranda-Rouyn	302	779	- 5.4	- 7.2	(2)
Levis-Lauzon.....	231	597	- 2.7	- 5.8	(2)
St. Hyacinthe	316	816	- 2.5	- 4.3	(2)
Valleyfield	186	479	- 2.8	- 1.4	(2)
St. Jerome	257	663	- 8.9	(2)	(2)
Thetford	120	310	- 4.6	+ 5.2	(2)
Rimouski	108	279	- 2.2	- 7.3	(2)
ONTARIO					
Toronto	10,918	28,170	- 2.0	- 2.2	+ 40.2
Ottawa-Hull	2,693	6,948	- 2.8	- 3.1	+ 67.3
Hamilton	2,380	6,139	- 2.6	- 0.5	+ 56.3
Windsor	1,666	4,299	- 1.5	+ 2.7	+ 81.0
London	1,215	3,136	- 1.5	+ 3.7	+ 85.7
Ft. William and Pt. Arthur .	773	1,995	- 1.9	- 1.5	(2)
Kitchener	629	1,623	- 3.2	- 4.0	+ 66.6
Kingston	518	1,336	- 1.5	- 2.8	+ 57.6
Sudbury	558	1,439	- 1.5	+ 5.7	+ 69.8
Brantford	513	1,324	-	+ 0.2	+ 80.6
Cornwall	337	870	- 0.4	+ 3.5	+ 72.2
Belleville	276	711	- 1.0	+ 6.8	+ 65.1
PRAIRIE PROVINCES					
Winnipeg	3,437	8,867	- 2.2	- 1.4	+ 40.7
Saskatoon, Prince Albert and The Battlefords	918	2,368	- 2.6	+ 0.8	+ 84.6
Moose Jaw	253	653	- 0.2	+ 2.9	+ 54.1
Regina	661	1,706	- 1.4	- 2.7	+ 46.6
Edmonton	1,450	3,740	- 0.9	+ 4.2	+ 93.3
Calgary	1,129	2,913	- 2.8	+ 0.4	+ 57.7
Medicine Hat	142	367	- 3.3	+ 2.7	(2)
BRITISH COLUMBIA					
Vancouver	4,873	12,573	- 6.2	+ 1.7	(2)
Victoria	937	2,418	+ 1.4	+ 0.7	(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 11 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY - NOVEMBER, 1948
With Percentage Changes from the Same Period of 1947 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-November		January-November	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
Charlottetown	2,329	6,009	- 4.9	(2)
Halifax	13,130	33,875	- 9.2	(2)
Sydney Area	7,727	19,935	- 3.4	(2)
Saint John	8,307	21,432	- 12.0	(2)
Moncton	4,499	11,606	- 7.7	(2)
QUEBEC				
Montreal	133,677	344,887	- 5.0	+ 56.6
Quebec	24,138	62,276	- 4.2	+ 82.6
Sherbrooke	6,086	15,702	- 6.0	(2)
Three Rivers	5,984	15,438	- 4.4	(2)
Chicoutimi	3,771	9,729	+ 2.1	(2)
Noranda-Rouyn	3,772	9,732	+ 5.5	(2)
Levis-Lauzon	2,702	6,970	- 9.1	(2)
St. Hyacinthe	3,442	8,881	- 3.3	(2)
Valleyfield	2,215	5,715	+ 8.9	(2)
St. Jerome	2,290	5,907	(2)	(2)
Thetford	1,339	3,455	+ 0.6	(2)
Rimouski	1,213	3,130	- 5.2	(2)
ONTARIO				
Toronto	117,786	303,888	- 4.4	+ 41.6
Ottawa-Hull	29,683	76,581	- 7.0	+ 73.1
Hamilton	25,993	67,062	- 1.5	+ 60.6
Windsor	18,114	46,735	- 2.7	+ 69.3
London	12,822	33,080	- 3.3	+ 79.8
Ft. William and Pt. Arthur ..	8,735	22,537	- 2.8	(2)
Kitchener	6,831	17,625	- 4.9	+ 73.0
Kingston	5,530	14,268	- 5.6	+ 66.3
Sudbury	5,925	15,287	- 0.2	+ 69.0
Brantford	5,566	14,361	- 3.3	+ 74.9
Cornwall	3,610	9,314	- 4.3	+ 72.3
Belleville	2,908	7,503	- 0.5	+ 62.3
PRAIRIE PROVINCES				
Winnipeg	38,114	98,334	- 3.7	+ 41.4
Saskatoon, Prince Albert and The Battlefords	10,036	25,894	- 1.6	+ 100.8
Moose Jaw	2,728	7,037	- 1.8	+ 79.5
Regina	7,432	19,174	- 1.4	+ 67.5
Edmonton	15,354	39,614	-	+ 90.4
Calgary	12,262	31,637	- 3.9	+ 59.5
Medicine Hat	1,558	4,020	+ 0.4	+ 148.2
BRITISH COLUMBIA				
Vancouver	54,363	140,255	- 0.5	(2)
Victoria	10,331	26,655	- 5.9	(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, NOVEMBER, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)		
	November, 1948		October,	November	
	Cream	Butter-fat(1)	1948	1947	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown	5	3	- 9.2	+ 6.7	(4)
Halifax	55	20	+ 0.8	+ 11.4	(4)
Sydney Area	5	4	- 9.2	+ 15.9	(4)
Saint John	11	8	- 4.1	- 23.4	(4)
Moncton	7	5	- 7.6	- 7.5	(4)
QUEBEC					
Montreal	609	274	+ 2.7	- 3.8	+ 45.9
Quebec	58	23	- 4.4	+ 1.6	+ 97.0
Sherbrooke	14	8	- 4.4	- 6.1	(4)
Three Rivers	9	5	+ 1.7	- 12.7	(4)
Chicoutimi	3	2	- 5.4	- 12.3	(4)
Noranda-Rouyn	3	2	+ 2.2	+ 34.4	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	520	207	+ 4.4	- 7.9	+ 30.5
Ottawa-Hull	85	39	- 4.8	- 5.1	+ 17.2
Hamilton	64	27	+ 1.9	+ 4.9	+ 23.7
Windsor	73	24	- 1.2	+ 2.7	(4)
London	26	13	-18.0	- 25.0	- 13.3
Ft. William and Pt. Arthur ..	21	10	-13.4	- 4.7	+ 62.9
Kitchener	15	8	- 3.5	+ 3.6	+ 38.7
Kingston	10	5	- 3.5	- 3.6	+ 27.2
Sudbury	12	6	- 1.1	+ 1.2	+ 42.4
Brantford	11	5	+ 5.9	- 14.5	+ 40.6
Cornwall	4	2	- 6.2	- 4.2	+ 8.8
Belleville	5	2	- 2.6	+ 6.8	+ 97.9
PRAIRIE PROVINCES					
Winnipeg	369	112	- 1.5	+ 0.5	+ 43.3
Saskatoon, Prince Albert and The Battlefords	73	23	- 2.7	- 2.1	+ 8.5
Moose Jaw	22	6	- 4.3	- 5.2	- 17.0
Regina	69	20	- 2.1	- 10.4	+ 5.2
Edmonton	134	38	-	- 7.9	+ 62.1
Calgary	118	33	- 0.9	- 5.0	+ 57.8
Medicine Hat	8	2	- 2.3	- 8.9	(4)
BRITISH COLUMBIA					
Vancouver	528	145	- 5.3	- 0.3	(4)
Victoria	66	20	- 2.3	+ 0.9	(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-NOVEMBER, 1948
With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-November		January-November	
	Cream	Butter-fat(1)	1947	1939
MARITIME PROVINCES				
Charlottetown	000 qt.	000 lb.	%	%
58	32	+ 13.2	(4)	
Halifax	642	240	- 7.5	(4)
Sydney Area	78	54	+ 27.1	(4)
Saint John	164	127	- 14.3	(4)
Moncton	87	60	- 5.4	(4)
QUEBEC				
Montreal	6,575	2,959	- 11.8	+ 31.0
Quebec	704	281	- 5.7	+ 86.9
Sherbrooke	163	87	- 1.9	(4)
Three Rivers	113	57	- 5.6	(4)
Chicoutimi	32	26	- 5.7	(4)
Noranda-Rouyn	26	15	- 4.3	(4)
Levis-Lauzon(3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	5,413	2,160	- 11.0	+ 31.2
Ottawa-Hull	952	442	- 8.1	+ 26.3
Hamilton	648	275	+ 1.1	+ 26.3
Windsor	765	256	- 4.9	(4)
London	322	162	- 4.3	+ 26.6
Ft. William and Pt. Arthur ..	245	117	- 6.1	+ 79.6
Kitchener	172	92	+ 1.7	+ 26.8
Kingston	105	54	- 8.9	+ 23.9
Sudbury	131	65	+ 1.9	+ 38.1
Brantford	120	58	- 4.9	+ 56.2
Cornwall	48	27	- 4.6	+ 5.7
Belleville	48	25	- 4.8	+ 89.0
PRAIRIE PROVINCES				
Winnipeg	4,021	1,228	- 7.2	+ 45.3
Saskatoon, Prince Albert and The Battlefords	789	250	- 8.2	+ 20.6
Moose Jaw	247	68	- 18.7	+ 0.7
Regina	787	228	- 9.7	+ 19.9
Edmonton	1,398	398	- 10.5	+ 56.8
Calgary	1,295	364	- 11.8	+ 65.9
Medicine Hat	87	26	- 4.2	(4)
BRITISH COLUMBIA				
Vancouver	5,963	1,649	- 7.6	(4)
Victoria	746	239	- 9.1	(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

November, 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>						
November	280,455	40	52.4	52,998	40	59.9
January-November	3,955,288	40	52.6	609,833	40	57.1
<u>Maritime Provinces</u>						
November	16,525	5	50.0	1,636	5	69.4
January-November	185,518	5	50.1	21,743	5	67.4
<u>Quebec</u>						
November	91,290	12	49.4	16,691	12	54.7
January-November	973,053	12	50.5	194,011	12	51.4
<u>Ontario</u>						
November	107,573	12	53.9	16,013	12	62.7
January-November	1,226,663	12	51.2	183,920	12	58.0
<u>Prairie Provinces</u>						
November	42,681	9	48.3	12,649	9	52.8
January-November	450,772	9	50.1	137,872	9	53.1
<u>British Columbia</u>						
November	22,386	2	67.0	6,009	2	78.7
January-November	219,282	2	76.1	72,287	2	74.6