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MONTHLY STATISTICS
OF THE

FLUID MILK TRADE

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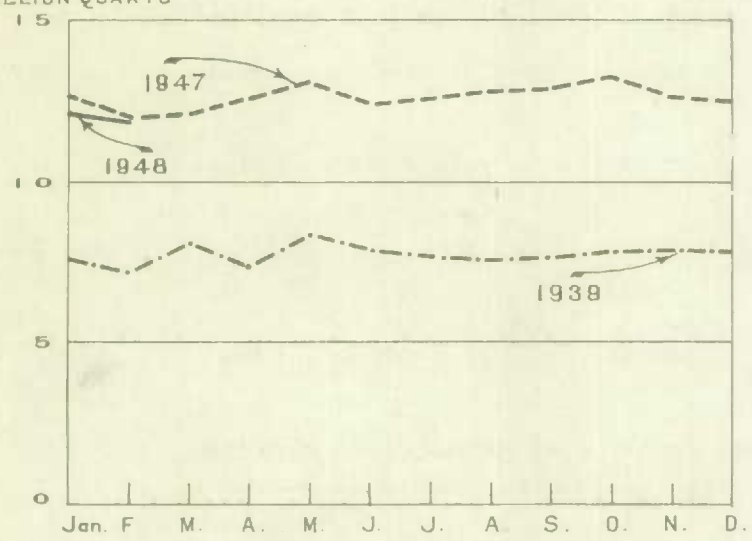
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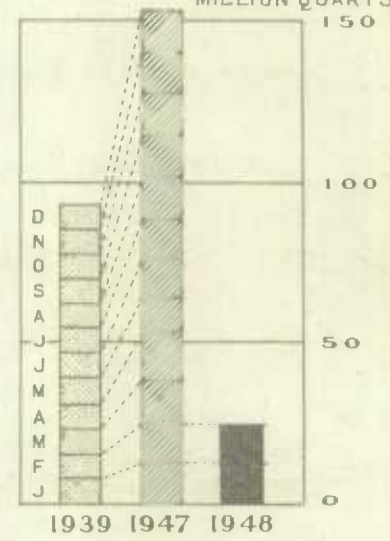
MILK SALES

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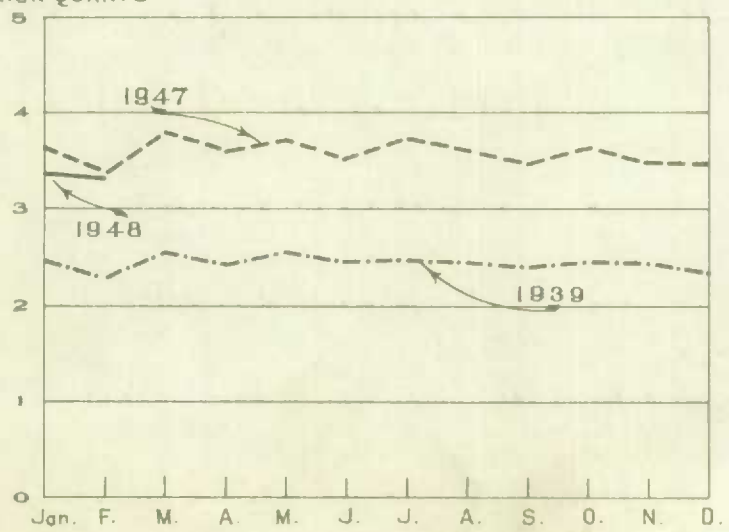


MILLION QUARTS



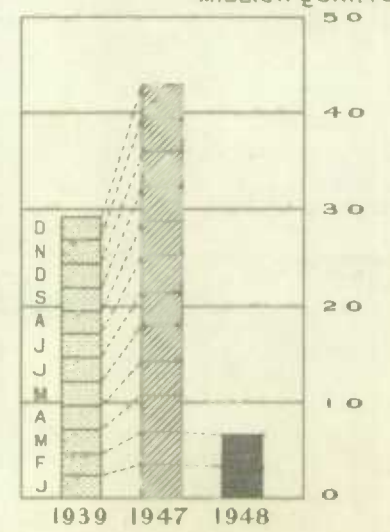
WINNIPEG

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 328,638,000 pounds during the month of February, a reduction of 2,924,000 pounds or nearly 1 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. Sales during the first two months of the year were 2 per cent below the level of the corresponding period of 1947.

Fluid milk sales amounted to 276,973,000 pounds, while cream sales expressed as milk totalled 51,715,000 pounds. Compared with February, 1947, milk sales declined approximately 3 per cent while cream sales increased $11\frac{1}{2}$ per cent.

In the forty cities of Canada covered by this report, sales of fluid milk in February amounted to 139,950,000 pounds (54,240,000 quarts). As compared with the same month of the previous year, the percentage change was approximately in line with that shown in the over-all total mentioned above. During January and February, 1948, the quantity of milk sold in the forty cities was 4 per cent less than that reported in the first two months of 1947.

Sales of fluid cream reported from the forty cities of Canada totalled 30,620,000 pounds in terms of milk (2,930,000 quarts of cream). In comparison with the same month last year, a decline of 4 per cent was recorded in the quart sales, but due to a greater butter-fat content, an advance of 12 per cent was revealed in cream sales expressed as milk. During the first two months of this year cream sales, although $5\frac{1}{2}$ per cent below last year on a quart basis, increased 11 per cent on a milk basis.

Further indication of the movement toward stabilization in milk and cream sales is shown in the analysis given above. Consideration should be given, however, to the sharp reduction that took effect twelve months ago. Consequently, the decline in milk sales in relation to the corresponding month of the previous year would be expected to narrow down as the basis of comparison changes from a high to a low sales aggregate within a given period. It will be seen for example, that the change in the February milk and cream sales from the same month of the previous year was only one-third of that revealed on the basis of a similar comparison for the month of January; and unless some other factors disturb the balance such as higher prices or a decided reduction in the purchasing power of consumers, milk sales might be expected to closely parallel those of 1947 by midsummer. Cream sales, of course, show the opposite tendency, but here again there is some indication that the rate of increase is slowing up, and in the course of a few months should settle down in closer conformity with the previous year.

The trend in milk and cream sales is even more clearly indicated in consumption data on a per capita basis. In the month of January the over-all consumption of milk and cream by the milk purchasing population in urban areas, dropped from 0.90 pints in 1946 to 0.38 pints in 1947 and 0.34 pints in 1948. In February, the corresponding figures were 0.95 pints, 0.90 pints and 0.84 pints respectively, the last being exactly the same as that of January. The daily consumption of milk alone fell from 0.77 pints in January, 1946, to 0.75 pints and 0.70 pints in the same month of 1947 and 1948. Likewise, in February it fell from 0.81 to 0.77 pints in 1947 and 0.71 pints in 1948, thus reflecting the downward movement in milk sales. Comparative figures for cream (expressed as milk) show a less significant change. The daily consumption of 0.13 pints in January, 1946, remained unchanged until 1948 when it moved up to 0.14 pints. In February, the opposite tendency was indicated. The per capita consumption of 0.14 pints fell to 0.13 pints in 1947 and remained unchanged in February, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	February, 1948		January	February	
	Quarts	Pounds (1)	1948	1947	1939
MARITIME PROVINCES					
	000	000	%	%	%
Charlottetown	207	553	- 8.6	- 1.3	+ 113.8
Halifax	1,089	2,810	- 7.6	- 17.0	+ 91.7
Sydney Area	655	1,690	+ 3.3	- 5.8	+ 215.9
Saint John	768	1,981	- 7.0	- 5.7	+ 114.1
Moncton	401	1,036	- 3.1	- 13.8	+ 115.4
QUEBEC					
Montreal	11,883	30,659	- 2.9	- 1.7	+ 65.0
Quebec	2,110	5,443	- 4.5	- 2.3	+ 106.5
Sherbrooke	489	1,262	- 4.3	- 13.3	(2)
Three Rivers	535	1,381	- 2.4	+ 0.6	(2)
Chicoutimi	312	804	- 9.1	+ 8.4	(2)
Noranda-Rouyn	346	892	+ 4.2	+ 25.1	(2)
Levis-Lauzon	240	619	- 2.1	- 4.9	(2)
St. Hyacinthe	317	818	- 1.0	+ 19.7	(2)
Valleyfield	191	493	+ 0.1	+ 13.1	(2)
St. Jerome	188	486	- 3.1	+ 23.2	(2)
Thetford	112	290	- 2.6	- 1.3	(2)
Rimouski	111	285	+ 2.7	+ 1.2	(2)
ONTARIO					
Toronto	10,417	26,877	- 3.4	- 3.9	+ 43.6
Ottawa-Hull	2,578	6,651	- 5.8	- 8.2	+ 71.6
Hamilton	2,237	5,773	- 5.0	- 1.4	+ 62.6
Windsor	1,470	3,792	- 6.9	- 5.1	+ 62.0
London	1,067	2,753	- 10.2	- 7.2	+ 69.5
Ft. William and Pt. Arthur ..	742	1,914	- 0.8	- 0.6	+ 174.8
Kitchener	601	1,551	+ 4.1	- 4.0	+ 77.8
Kingston	500	1,289	- 2.5	- 6.1	+ 72.0
Sudbury	480	1,239	- 5.9	- 6.2	+ 63.6
Brantford	462	1,192	- 8.2	- 5.7	+ 69.4
Cornwall	291	751	- 0.9	- 6.6	+ 62.8
Bellefonte	247	637	- 3.2	- 3.7	+ 63.6
PRAIRIE PROVINCES					
Winnipeg	3,322	8,571	- 1.0	- 1.6	+ 45.2
Saskatoon, Prince Albert and The Battlefords	903	2,329	- 2.5	+ 1.0	+ 105.4
Moose Jaw	244	631	- 4.8	+ 1.9	+ 91.7
Regina	677	1,746	- 1.7	+ 3.3	+ 74.0
Edmonton	1,327	3,424	+ 0.1	- 0.3	+ 87.7
Calgary	1,052	2,715	- 0.7	- 4.3	+ 61.0
Medicine Hat	129	333	- 4.5	- 2.6	+ 128.8
BRITISH COLUMBIA					
Vancouver	4,630	11,945	- 5.5	- 1.0	(2)
Victoria	912	2,353	- 3.0	- 9.0	(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 MILK IN FORTY MARKETS OF CANADA, JANUARY-FEBRUARY, 1948

With Percentage Changes from the same Period of 1947 and 1939.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-February		January-February	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	432	1,116	- 1.1	+ 109.0
Halifax	2,267	5,849	- 15.9	+ 95.8
Sydney Area	1,289	3,325	- 11.8	+ 228.8
Saint John	1,594	4,112	- 8.1	+ 107.6
Moncton	816	2,104	- 14.2	+ 138.7
QUEBEC				
Montreal	24,121	62,233	- 2.8	+ 62.9
Quebec	4,318	11,141	- 2.1	+ 98.3
Sherbrooke	1,000	2,581	- 14.0	(2)
Three Rivers	1,084	2,796	- 0.3	(2)
Chicoutimi	655	1,689	+ 8.3	(2)
Noranda-Rouyn	677	1,748	+ 9.7	(2)
Levis-Lauzon	485	1,252	- 6.4	(2)
St. Hyacinthe	637	1,645	+ 17.9	(2)
Valleyfield	382	985	+ 8.5	(2)
St. Jerome	383	987	+ 25.2	(2)
Thetford	228	587	- 2.7	(2)
Rimouski	218	563	- 1.8	(2)
ONTARIO				
Toronto	21,206	54,711	- 5.9	+ 42.6
Ottawa-Hull	5,314	13,711	- 7.0	+ 75.1
Hamilton	4,592	11,848	- 2.4	+ 61.0
Windsor	3,048	7,865	- 4.4	+ 61.0
London	2,255	5,818	- 4.8	+ 75.6
Ft. William and Pt. Arthur ...	1,490	3,844	- 2.5	+ 167.1
Kitchener	1,178	3,040	- 9.2	+ 67.3
Kingston	1,012	2,611	- 6.9	+ 71.8
Sudbury	991	2,556	- 5.3	+ 68.4
Brantford	965	2,490	- 4.4	+ 70.6
Cornwall	585	1,509	- 7.6	+ 60.0
Belleville	502	1,296	- 6.3	+ 58.7
PRAIRIE PROVINCES				
Winnipeg	6,679	17,231	- 4.8	+ 40.7
Saskatoon, Prince Albert and The Battlefords	2,329	4,717	- 0.9	+ 102.4
Moose Jaw	501	1,293	- 0.8	+ 93.9
Regina	1,365	3,521	- 0.3	+ 72.0
Edmonton	2,653	6,844	- 4.4	+ 82.3
Calgary	2,112	5,449	- 7.0	+ 55.4
Medicine Hat	264	682	- 4.0	+ 129.3
BRITISH COLUMBIA				
Vancouver	9,530	24,587	- 1.5	(2)
Victoria	1,852	4,778	- 9.0	(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, FEBRUARY, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	February, 1948		January	February	
	Cream	Butter-fat(1)	1948	1947	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown	5	3	- 0.9	+ 21.8	+ 6.1
Halifax	51	19	+ 7.7	- 23.7	+ 135.0
Sydney Area	5	4	+ 13.2	+ 15.6	+ 17.1
Saint John	14	11	- 6.0	- 17.9	+ 40.4
Moncton	7	5	+ 0.5	- 15.7	+ 103.5
QUEBEC					
Montreal	563	253	- 5.9	- 5.3	+ 52.8
Quebec	51	20	- 13.0	- 11.2	+ 100.6
Sherbrooke	13	7	- 4.9	+ 37.4	(2)
Three Rivers	10	5	- 12.1	+ 4.9	(2)
Chicoutimi	3	2	- 18.7	+ 84.5	(2)
Noranda - Rouyn	3	2	- 6.8	+ 72.6	(2)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	493	197	- 6.0	- 2.1	+ 35.3
Ottawa-Hull	83	38	- 6.4	- 7.2	+ 35.0
Hamilton	60	26	- 5.0	+ 5.3	+ 37.3
Windsor	63	21	- 6.5	- 6.5	+ 120.0
London	29	15	- 9.6	- 6.3	+ 42.9
Ft. William and Pt. Arthur ..	21	10	- 1.2	+ 1.0	+ 90.8
Kitchener	15	8	- 2.2	+ 10.6	+ 33.4
Kingston	10	5	- 8.6	+ 5.0	+ 20.5
Sudbury	11	5	+ 4.3	+ 7.6	+ 36.8
Brantford	11	5	- 14.8	+ 33.1	+ 58.7
Cornwall	4	2	- 9.9	+ 2.7	- 7.2
Belleville	4	2	+ 1.2	- 14.0	+ 100.8
PRAIRIE PROVINCES					
Winnipeg	357	109	+ 0.5	- 5.2	+ 50.3
Saskatoon, Prince Albert and The Battlefords	74	23	- 0.9	- 3.9	+ 33.6
Moose Jaw	22	6	- 6.9	- 19.9	+ 7.7
Regina	77	23	- 0.7	+ 1.5	+ 33.1
Edmonton	127	36	+ 0.2	- 8.1	+ 67.6
Calgary	110	31	+ 2.5	- 13.3	+ 72.5
Medicine Hat	8	2	- 10.3	- 3.9	(4)
BRITISH COLUMBIA					
Vancouver	148	297	-	- 3.8	(4)
Victoria	65	21	- 7.2	- 7.5	(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.

Table IV. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-FEBRUARY, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-February		January-February	
	Cream	Butter-fat(1)	1947	1939
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	10	6	+ 35.2	+ 2.2
Halifax	106	40	- 21.8	+ 140.9
Sydney Area	10	7	+ 46.0	+ 0.4
Saint John	29	23	- 13.2	+ 34.5
Moncton	15	10	- 19.0	+ 128.8
QUEBEC				
Montreal	1,161	522	- 7.4	+ 45.8
Quebec	109	43	- 7.7	+ 104.8
Sherbrooke	27	14	+ 37.5	(4)
Three Rivers	22	11	+ 11.4	(4)
Chicoutimi	6	5	+ 111.5	(4)
Noranda-Rouyn	6	4	+ 77.4	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	1,018	406	- 1.7	+ 36.0
Ottawa-Hull	171	79	- 4.7	+ 38.1
Hamilton	124	53	+ 5.0	+ 33.2
Windsor	130	43	- 6.0	+ 117.3
London	62	31	+ 9.1	+ 48.0
Ft. William and Pt. Arthur .	42	20	- 7.6	+ 87.7
Kitchener	30	16	+ 10.9	+ 29.7
Kingston	20	10	+ 13.0	+ 23.9
Sudbury	21	11	+ 2.7	+ 33.5
Brantford	24	12	+ 34.9	+ 67.8
Cornwall	8	5	+ 9.0	- 3.6
Belleveille	8	4	- 17.6	+ 93.7
PRAIRIE PROVINCES				
Winnipeg	713	216	- 7.6	+ 45.3
Saskatoon, Prince Albert and The Battlefords	149	47	- 5.3	+ 30.6
Moose Jaw	46	13	- 20.8	+ 10.2
Regina	154	45	+ 0.3	+ 30.0
Edmonton	254	71	- 9.5	+ 60.3
Calgary	218	61	- 16.7	+ 61.2
Medicine Hat	17	5	+ 1.6	(4)
BRITISH COLUMBIA				
Vancouver	1,100	297	- 6.3	(4)
Victoria	135	42	- 2.7	(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

FEBRUARY, 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>						
February	276,973	40	50.5	51,715	40	59.2
January-February	567,584	40	50.2	108,850	40	57.4
<u>Maritime Provinces</u>						
February	16,098	5	50.0	1,843	5	64.3
January-February	33,687	5	49.0	3,582	5	67.7
<u>Quebec</u>						
February	88,703	12	49.0	13,828	12	60.6
January-February	181,167	12	48.7	29,909	12	58.1
<u>Ontario</u>						
February	115,661	12	47.0	17,695	12	54.0
January-February	233,244	12	47.7	35,614	12	55.3
<u>Prairie Provinces</u>						
February	38,071	9	51.9	12,052	9	54.6
January-February	78,442	9	50.6	25,195	9	52.0
<u>British Columbia</u>						
February	18,440	2	77.5	6,295	2	78.1
January-February	41,044	2	71.5	14,550	2	67.9