

23-082

Published by Authority of the Rt. Hon. C. D. Howe, M.P., Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK TRADE

DOMINION BUREAU OF STATISTICS
JUN 2 1948
PROPERTY OF THE LIBRARY

Dominion Statistician:
Director, Agricultural Division;
In Charge of Dairy Statistics;

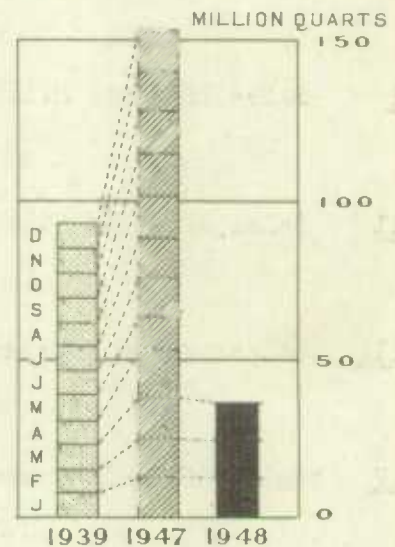
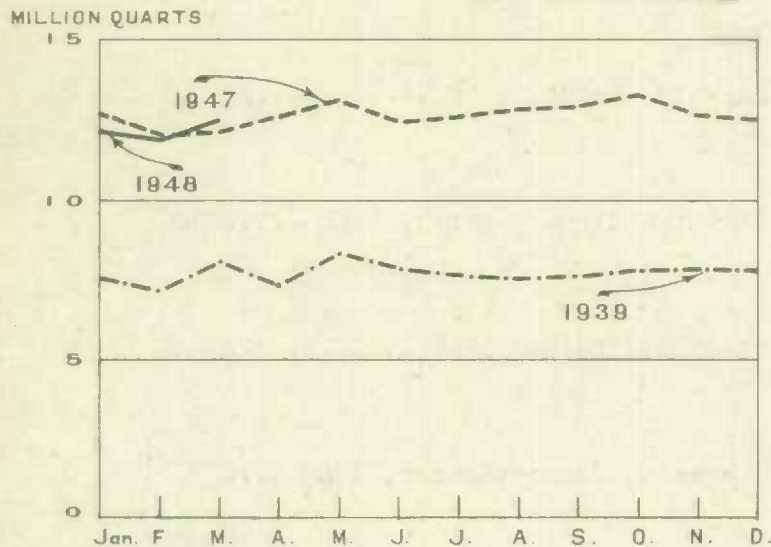
Herbert Marshall
C. V. Parker
P. E. Ferguson

Series 2, Report No. 3

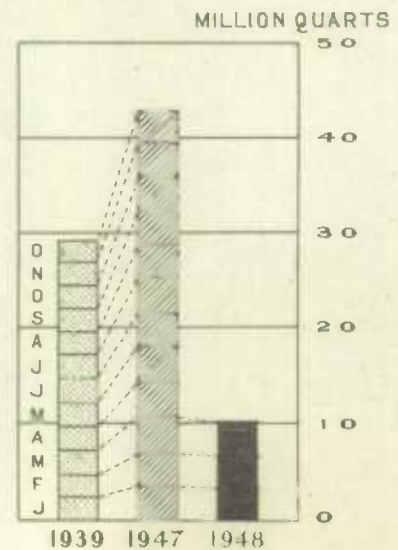
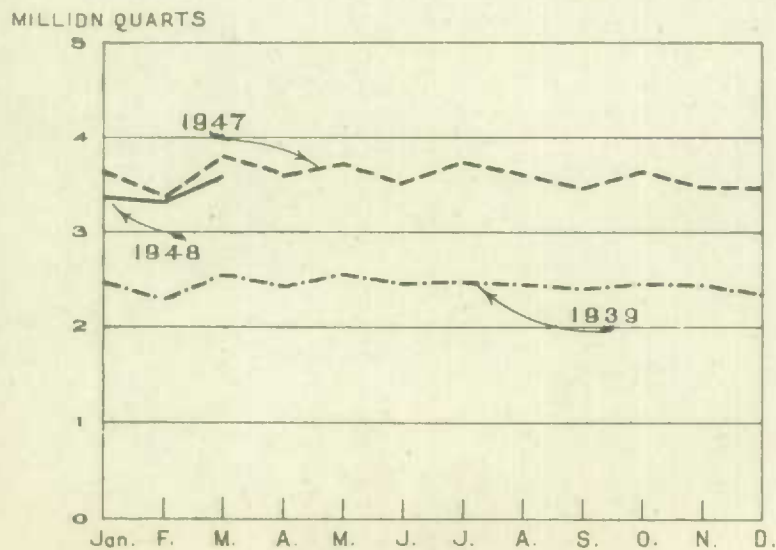
(March)

Published May 31, 1948

MILK SALES MONTREAL



WINNIPEG



C O N T E N T S

	<u>Page</u>
<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 1</u> Sales of Fluid Milk by Markets, March, 1948	2
<u>Table 11</u> Sales of Fluid Milk by Markets, January-March, 1948	3
<u>Table 111</u> Sales of Fluid Cream by Markets, March, 1948	4
<u>Table 1V</u> Sales of Fluid Cream by Markets, January-March, 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

Fluid sales in the whole of Canada amounted to 348,800,000 pounds during the month of March, a reduction of 1,589,000 pounds or one-half of one per cent less than those of the same month last year. Approximately 83 per cent was sold as milk and 17 per cent was sold as cream. Sales during the first three months of the year were $1\frac{1}{2}$ per cent below the level of the corresponding period of 1947.

Fluid milk sales amounted to 288,705,000 pounds, while cream sales expressed as milk totalled 60,150,000 pounds. Compared with March, 1947, milk sales declined slightly more than 3 per cent while cream sales increased 16 per cent. During the January-March period of 1948, milk sales amounted to 856,289,000 pounds, while cream expressed as milk was estimated at 169,000,000 pounds. In comparison with the same period of the previous year, the former declined approximately 4 per cent, while the latter increased nearly 13 per cent.

In the forty cities of Canada covered by this report, sales of fluid milk in March amounted to 150,687,000 pounds (58,406,000 quarts). As compared with the same month of the previous year, a decline of 6 per cent was recorded; and the same percentage reduction was shown in the sales figures for the three-month period compared with those of January-March, 1947.

Sales of fluid cream reported from the forty cities of Canada amounted to 32,969,000 pounds in terms of milk (3,144,000 quarts of cream). In comparison with the same month last year, a decline of 5 per cent was recorded in the quart sales, but due to a greater butter-fat content, there was an advance of 12 per cent in cream sales expressed as milk. The same percentage relationship applies to cream sales for January-March, 1948, in comparison with those of the same period of 1947.

Combined sales of milk and cream in the forty cities of Canada (expressed as milk) reached a total of 183,656,400 pounds in March and 531,225,100 pounds in the first three months of the year. Compared with March 1947, and with January-March, 1947, the former showed a decline of nearly 3 per cent while the latter was reduced by over 2 per cent.

The above analysis would support the conclusion that milk sales are becoming somewhat more stabilized. It is true that this did not apply to the milk sales in the forty cities of Canada. The inclusion of reports from a number of outside markets in the two central provinces was responsible for this result; otherwise, the decline would have been less pronounced. On the other hand, it is evident that the decrease in milk sales was partially offset by the continued demand for cream of a high butter-fat content, a situation which shows no evidence of slackening. However, as pointed out in the previous issue of this report, it is difficult to make exact comparisons on account of the restrictions in effect a year ago which have now been removed. As we move forward into the late spring and summer period, comparative data should begin to show normal relationships.

In the month of March, the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily per capita of 0.91 pints in 1946 to 0.86 pints and 0.83 pints in 1947 and 1948, respectively. The daily consumption of milk alone fell from 0.78 pints in March, 1946 to 0.73 pints in 1947 and 0.69 pints in the same month of 1948. Corresponding figures for cream expressed as milk showed a daily consumption of 0.13 pints in March, 1946 and this daily per capita figure remained unchanged until March 1948 when it moved up to 0.14 pints.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	March 1948		February	March	
	Quarts	Pounds (1)	1948	1947	1939
MARITIME PROVINCES					
	000	000	%	%	%
Charlottetown	219	566	+ 6.2	- 6.5	+ 76.6
Halifax	1,242	3,205	+ 14.1	- 15.4	+ 98.6
Sydney Area	731	1,885	+ 11.6	- 5.3	(2)
Saint John	907	2,339	+ 18.1	- 4.5	+ 130.6
Moncton	441	1,137	+ 9.8	- 11.8	(2)
QUEBEC					
Montreal	12,510	32,276	+ 5.3	- 5.1	+ 53.6
Quebec	2,393	6,174	+ 13.4	+ 1.2	+ 88.4
Sherbrooke	522	1,346	+ 6.6	- 16.7	(2)
Three Rivers	550	1,418	+ 2.7	- 7.5	(2)
Chicoutimi	336	867	+ 7.9	+ 0.8	(2)
Noranda-Rouyn	336	866	- 2.9	+ 0.1	(2)
Levis-Lauzon	249	642	+ 3.7	- 6.8	(2)
St. Hyacinthe	328	846	+ 3.4	+ 14.6	(2)
Valleyfield	199	513	+ 4.2	+ 2.4	(2)
St. Jerome	197	507	+ 4.4	+ 14.0	(2)
Thetford	119	308	+ 6.3	- 5.0	(2)
Rimouski	121	312	+ 9.3	- 4.1	(2)
ONTARIO					
Toronto	11,076	28,576	+ 6.3	- 7.0	+ 37.9
Ottawa-Hull	2,811	7,254	+ 9.1	- 8.1	+ 79.2
Hamilton	2,405	6,205	+ 7.5	- 3.6	+ 60.1
Windsor	1,645	4,243	+ 11.9	- 4.7	+ 60.2
London	1,179	3,041	+ 10.5	- 7.6	+ 78.1
Ft. William and Pt. Arthur ...	830	2,142	+ 11.9	- 1.8	(2)
Kitchener	649	1,674	+ 7.9	- 4.7	+ 77.1
Kingston	532	1,372	+ 6.4	- 8.2	+ 72.3
Sundbury	533	1,375	+ 10.9	- 3.9	+ 66.8
Brantford	520	1,343	+ 12.7	- 1.7	+ 74.7
Cornwall	325	837	+ 11.5	- 5.1	+ 64.6
Belleville	258	665	+ 4.4	- 5.9	+ 51.0
PRAIRIE PROVINCES					
Winnipeg	3,589	9,261	+ 8.0	- 5.2	+ 41.2
Saskatoon, Prince Albert and The Battlefords	976	2,518	+ 8.1	- 3.3	+ 103.6
Moose Jaw	267	689	+ 9.3	- 3.0	+ 95.2
Regina	726	1,874	+ 7.3	- 3.6	+ 71.2
Edmonton	1,439	3,714	+ 8.5	- 7.1	+ 84.7
Calgary	1,141	2,945	+ 8.5	- 6.9	+ 56.6
Medicine Hat	144	372	+ 11.7	+ 14.6	+ 137.4
BRITISH COLUMBIA					
Vancouver	5,004	12,910	+ 8.1	- 4.0	(2)
Victoria	957	2,469	+ 5.0	- 12.8	(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 - MARCH, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-March		January-March	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	640	1,682	= 4.7	+ 96.9
Halifax	3,509	9,054	= 15.7	+ 96.8
Sydney Area	2,020	5,210	= 9.5	(2)
Saint John	2,500	6,451	= 6.8	+ 115.0
Moncton	1,256	3,241	= 13.4	(2)
QUEBEC				
Montreal	36,631	94,509	= 3.6	+ 59.6
Quebec	6,711	17,315	= 0.9	+ 94.6
Sherbrooke	1,522	3,927	= 15.0	(2)
Three Rivers	1,634	4,215	= 2.9	(2)
Chicoutimi	991	2,556	+ 5.6	(2)
Noranda-Rouyn	1,013	2,613	+ 6.3	(2)
Levis-Lauzon	734	1,894	= 6.5	(2)
St. Hyacinthe	965	2,491	+ 16.7	(2)
Valleyfield	580	1,498	+ 6.3	(2)
St. Jerome	579	1,494	+ 21.2	(2)
Thetford	347	895	= 3.5	(2)
Rimouski	339	875	= 2.6	(2)
ONTARIO				
Toronto	32,282	83,287	= 6.3	+ 41.0
Ottawa-Hull	8,126	20,965	= 7.4	+ 76.5
Hamilton	6,997	18,052	= 2.8	+ 60.7
Windsor	4,693	12,108	= 4.5	+ 60.7
London	3,434	8,859	= 5.8	+ 76.4
Ft. William and Pt. Arthur	2,320	5,987	= 2.2	(2)
Kitchener	1,827	4,714	= 7.6	+ 70.7
Kingston	1,544	3,983	= 7.4	+ 72.0
Sudbury	1,524	3,931	= 5.1	+ 67.8
Brantford	1,486	3,833	= 3.5	+ 72.0
Cornwall	909	2,346	= 6.7	+ 61.6
Belleville	760	1,961	= 6.2	+ 56.0
PRAIRIE PROVINCES				
Winnipeg	10,268	26,492	= 5.0	+ 40.8
Saskatoon, Prince Albert and The Battlefords	2,804	7,235	= 1.7	+ 102.8
Moose Jaw	768	1,982	= 1.6	+ 94.3
Regina	2,091	5,396	= 1.4	+ 71.7
Edmonton	4,092	10,557	= 5.4	+ 83.2
Calgary	3,253	8,394	= 7.0	+ 55.8
Medicine Hat	408	1,054	+ 1.9	+ 132.1
BRITISH COLUMBIA				
Vancouver	14,534	37,497	= 2.4	(2)
Victoria	2,809	7,248	= 10.4	(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 111. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, MARCH, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	March, 1948		February	March	
	Cream	Butter-fat (1)	1948	1947	1939
MARITIME PROVINCES					
	000 qt.	000 lb.	%	%	%
Charlottetown	5	3	- 2.7	+ 24.6	- 13.5
Halifax	63	23	+ 23.2	+ 4.2	(2)
Sydney Area	6	4	+ 23.6	+ 73.4	+ 14.0
Saint John	16	13	+ 16.4	- 7.0	+ 60.4
Moncton	9	6	+ 23.0	- 5.2	(2)
QUEBEC					
Montreal	592	266	+ 5.2	- 6.1	+ 39.1
Quebec	53	21	+ 5.3	- 15.4	+ 66.2
Sherbrooke	15	8	+ 19.1	+ 55.6	(2)
Three Rivers	10	5	- 6.2	- 14.2	(2)
Chicoutimi	3	2	+ 8.7	+ 44.9	(2)
Noranda - Rouyn	2	1	- 29.7	- 10.2	(2)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	510	203	+ 3.3	- 3.7	+ 25.2
Ottawa-Hull	91	42	+ 10.0	- 5.4	+ 42.7
Hamilton	64	27	+ 6.3	+ 6.5	+ 34.0
Windsor	70	23	+ 11.6	- 5.4	+ 123.4
London	34	17	+ 15.5	+ 14.0	+ 53.2
Ft. William and Pt. Arthur	22	11	+ 9.2	- 6.2	+ 86.9
Kitchener	16	9	+ 6.5	+ 8.8	+ 12.6
Kingston	10	5	+ 5.6	- 0.7	+ 20.9
Sudbury	14	7	+ 30.2	+ 28.4	+ 67.4
Brantford	12	6	+ 13.4	+ 30.5	+ 68.9
Cornwall	4	2	+ 14.3	+ 11.5	- 4.0
Belleville	4	2	+ 4.0	- 7.3	+ 89.2
PRAIRIE PROVINCES					
Winnipeg	399	123	+ 11.5	- 2.3	+ 52.0
Saskatoon, Prince Albert and The Battlefords	79	25	+ 6.6	- 7.2	+ 31.6
Moose Jaw	25	7	+ 11.3	- 19.7	+ 16.9
Regina	82	24	+ 6.7	+ 1.7	+ 30.6
Edmonton	139	39	+ 9.5	- 8.4	+ 58.0
Calgary	123	35	+ 11.3	- 12.4	+ 73.8
Medicine Hat	8	2	+ 3.9	- 9.6	(4)
BRITISH COLUMBIA					
Vancouver	580	160	+ 5.4	- 7.3	(4)
Victoria	71	23	+ 9.2	- 6.1	(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.

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

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-March		January-March	
	Cream	Butter-fat (1)	1947	1939
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	12	15	+ 31.5	- 3.5
Halifax	168	63	- 13.8	(2)
Sydney Area	16	11	+ 55.8	+ 5.3
Saint John	45	35	- 11.0	+ 42.7
Moncton	24	16	- 14.2	(2)
QUEBEC				
Montreal	1,752	789	- 7.0	+ 43.5
Quebec	162	65	- 10.4	+ 90.3
Sherbrooke	42	23	+ 43.7	(4)
Three Rivers	32	16	+ 2.1	(4)
Chicoutimi	9	7	+ 83.8	(4)
Noranda-Rouyn	8	5	+ 42.3	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	1,528	610	- 2.3	+ 32.2
Ottawa-Hull	262	121	- 4.9	+ 39.7
Hamilton	188	80	+ 5.5	+ 33.5
Windsor	200	67	- 5.8	+ 119.4
London	96	48	+ 10.8	+ 49.8
Ft. William and Pt. Arthur	64	31	- 7.1	+ 87.4
Kitchener	46	25	+ 10.2	+ 23.2
Kingston	30	15	+ 8.0	+ 22.9
Sudbury	36	18	+ 11.6	+ 45.2
Brantford	36	18	+ 33.4	+ 68.2
Cornwall	12	7	+ 9.8	- 3.7
Belleveille	12	7	- 14.3	+ 92.1
PRAIRIE PROVINCES				
Winnipeg	1,112	340	- 5.8	+ 47.6
Saskatoon, Prince Albert and The Battlefords	228	72	- 6.0	+ 30.9
Moose Jaw	71	20	- 20.4	+ 12.4
Regina	235	69	+ 0.8	+ 30.2
Edmonton	393	111	- 9.1	+ 59.4
Calgary	341	95	- 15.2	+ 65.5
Medicine Hat	25	8	- 2.4	(4)
BRITISH COLUMBIA				
Vancouver	1,680	457	- 6.7	(4)
Victoria	206	64	- 3.8	(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.



1010740447

- 6 -

Table V. - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS,
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA

MARCH, 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>						
March	288,705	40	52.2	60,150	40	54.8
January-March	856,289	40	50.9	169,000	40	56.5
<u>Maritime Provinces</u>						
March	17,497	5	52.2	2,005	5	70.7
January-March	51,184	5	50.0	5,587	5	68.7
<u>Quebec</u>						
March	93,865	12	49.1	17,221	12	51.4
January-March	275,032	12	48.8	47,130	12	55.7
<u>Ontario</u>						
March	112,134	12	52.4	16,774	12	60.6
January-March	345,378	12	49.2	52,388	12	57.0
<u>Prairie Provinces</u>						
March	42,567	9	50.2	14,774	9	49.5
January-March	121,009	9	50.5	39,969	9	51.1
<u>British Columbia</u>						
March	22,642	2	67.9	9,376	2	55.7
January-March	63,686	2	70.2	23,926	2	63.1