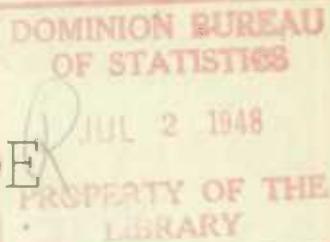


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DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS  
OF THE

## FLUID MILK

## TRADE



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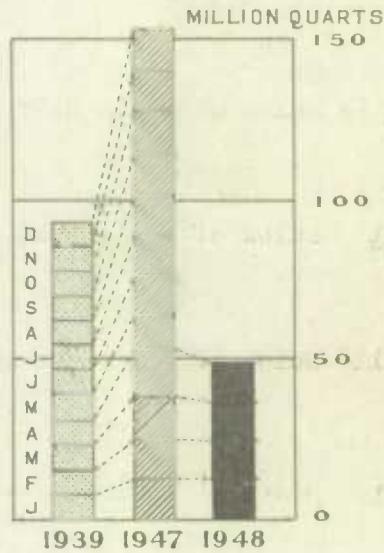
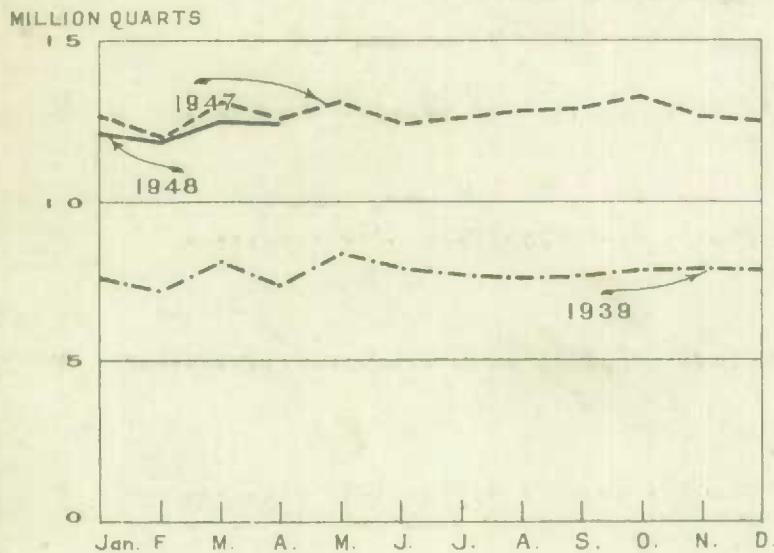
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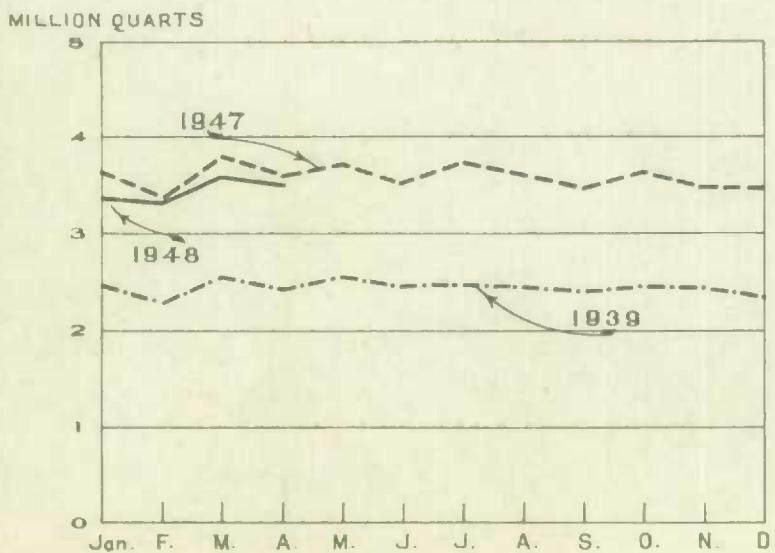
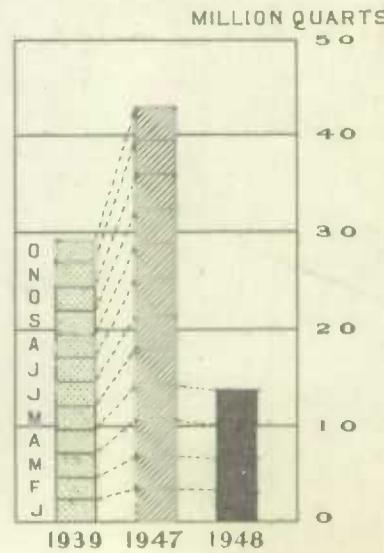
Published June 30, 1948

## MILK SALES

## MONTREAL



## WINNIPEG

CUMULATIVE  
SALES

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 I</u> Sales of Fluid Milk by Markets, April, 1948 .....	2
<u>Table II</u> Sales of Fluid Milk by Markets, January-April, 1948 .....	3
Table III      Sales of Fluid Cream by Markets, April, 1948 .....	4
<u>Table IV</u> Sales of Fluid Cream by Markets, January-April, 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 325,597,000 pounds during the month of April, a reduction of 13,802,000 pounds or nearly  $4\frac{1}{2}$  per cent as compared with the same month of last year. Approximately 84 per cent was sold as milk and 16 per cent was sold as cream. Sales during the first four months of the year were slightly more than 2 per cent below the level of the corresponding period of 1947.

Fluid milk sales amounted to 273,835,000 pounds, while cream sales expressed as milk totalled 51,762,000 pounds. Compared with April, 1947, milk sales declined nearly 3 per cent and cream sales fell approximately  $13\frac{1}{2}$  per cent. During the January-April period of 1948, milk sales amounted to 1,130,124,000 pounds, while sales of cream expressed as milk were estimated at 220,762,000 pounds. In comparison with the same period of the previous year, the former declined approximately  $3\frac{1}{2}$  per cent, while the latter decreased slightly more than 5 per cent.

In the forty cities of Canada covered by this report, sales of fluid milk in April amounted to 148,367,700 pounds (57,506,800 quarts). In comparison with those of the same period last year, there was a decline of 3 per cent in April, and a reduction of nearly  $4\frac{1}{2}$  per cent in the four-month period January to April.

Sales of fluid cream in the forty cities of Canada amounted to 32,043,900 pounds in terms of milk (3,040,100 quarts of cream). In comparison with April, 1947, a drop of 13 per cent was recorded in the quart sales and a decline of  $11\frac{1}{2}$  per cent in cream sales expressed as milk. Cream sales for January-April, 1948, compared with the corresponding period of 1947, registered a reduction of nearly  $7\frac{1}{2}$  per cent on a quart basis, but an advance of 5 per cent in terms of milk.

The combined sales of milk and cream in the forty cities of Canada (expressed as milk) reached a total of 180,411,600 pounds in April and 711,636,600 pounds in the four-month period ended April. Compared with April, 1947 and January-April, 1947 the former showed a decline of nearly 5 per cent while the latter fell 5 per cent.

The principal observation to be made in connection with the statistics presented in this report, is the re-adjustment in relationships between 1947 and 1948. It was anticipated early in the year that the upward trend in cream sales would not be expected to continue. In this connection, reference has already been made to the situation that developed following the removal of restrictions on the fat content of cream on April 1, 1947. The statistics for April, 1948, therefore, offer sales data by markets which for the first time, are comparable with those reported in the same month a year ago. There has been a definite recession in the relative position with regard to cream sales as against a continuous increase during the twelve months preceding. The fall-off in cream sales for April, 1948, has had considerable significance, largely due to higher prices.

The over-all consumption of milk and cream by the milk purchasing population in urban areas, dropped from a daily per capita of 0.93 pints in April, 1946, to 0.86 pints and 0.81 pints in April, 1947 and 1948, respectively. The daily consumption of milk alone fell from 0.79 pints in April, 1946 to 0.71 pints and 0.68 pints in the same month of 1947 and 1948. Corresponding figures for cream expressed as milk showed a daily consumption of 0.14 pints in April, 1946, as against respective averages of 0.15 pints and 0.13 pints in April, 1947 and 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	April, 1948		March 1948	April	
	Quarts	Pounds (1)		1947	1939
MARITIME PROVINCES					
Charlottetown .....	000	000	%	%	%
214	552	- 2.4	- 5.8	+ 84.0	
Halifax .....	1,246	3,214	+ 0.5	- 9.4	+ 112.1
Sydney Area .....	708	1,826	- 3.1	+ 0.7	(2)
Saint John .....	853	2,201	- 5.1	- 6.0	+ 129.4
Moncton .....	426	1,099	- 3.3	- 12.2	+ 196.3
QUEBEC					
Montreal .....	12,469	52,170	- 0.3	- 1.4	+ 68.2
Quebec .....	2,180	5,625	- 8.9	- 5.3	+ 79.3
Sherbrooke .....	597	1,541	+ 14.5	- 2.5	(2)
Three Rivers .....	543	1,400	- 1.3	- 6.0	(2)
Chicoutimi .....	330	853	- 1.7	- 2.6	(2)
Noranda-Rouyn .....	361	932	+ 7.7	+ 7.3	(2)
Levis-Lauzon .....	244	629	- 2.0	- 10.9	(2)
St. Hyacinthe .....	313	808	- 4.5	- 9.4	(2)
Valleyfield .....	209	540	+ 5.2	+ 13.0	(2)
St. Jerome .....	190	489	- 3.6	+ 16.9	(2)
Thetford .....	130	334	+ 8.6	+ 9.2	(2)
Rimouski .....	116	300	- 3.7	- 4.6	(2)
ONTARIO					
Toronto .....	11,081	28,589	0	- 3.2	+ 46.9
Ottawa-Hull .....	2,699	6,964	- 4.0	- 10.6	+ 77.9
Hamilton .....	2,344	6,047	- 2.5	- 1.2	+ 61.3
Windsor .....	1,632	4,211	- 0.8	- 2.3	+ 81.1
London .....	1,152	2,972	- 2.3	- 5.2	+ 76.7
Ft. William and Pt. Arthur ...	811	2,094	- 2.3	- 1.8	+ 188.9
Kitchener .....	634	1,636	- 15.3	- 3.2	+ 76.1
Kingston .....	507	1,309	- 4.6	- 7.7	+ 66.1
Sudbury .....	523	1,349	- 1.9	- 1.9	+ 67.6
Brantford .....	512	1,320	- 1.7	- 3.3	+ 72.6
Cornwall .....	522	830	- 0.9	- 2.5	+ 75.4
Belleville .....	259	667	+ 0.5	- 4.3	+ 61.2
PRAIRIE PROVINCES					
Winnipeg .....	3,501	9,032	- 2.5	- 2.7	+ 44.5
Saskatoon, Prince Albert and The Battlefords .....	940	2,426	- 3.7	- 1.2	+ 105.5
Moose Jaw .....	254	655	- 5.0	- 3.8	+ 88.3
Regina .....	706	1,822	- 2.8	+ 0.4	+ 75.2
Edmonton .....	1,427	3,683	- 0.8	- 0.3	+ 88.1
Calgary .....	1,116	2,880	- 2.2	- 5.3	+ 59.0
Medicine Hat .....	140	362	- 2.7	- 2.1	+ 148.5
BRITISH COLUMBIA					
Vancouver .....	4,905	12,654	- 2.0	+ 3.3	(2)
Victoria .....	911	2,349	- 4.9	- 6.3	(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 - APRIL, 1948

With Percentage Changes from the same Period of 1947 and 1949.

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-April		January-April	
	Quarts	Pounds (1)	1947	1949
MARITIME PROVINCES				
Charlottetown .....	854	2,204	- 5.2	+ 93.6
Halifax .....	4,755	12,267	- 14.2	+ 100.6
Sydney Area .....	2,728	7,037	- 7.5	(2)
Saint John .....	3,354	8,652	- 6.5	+ 118.3
Moncton .....	1,682	4,341	- 12.2	+ 161.5
QUEBEC				
Montreal .....	49,100	126,679	- 3.1	+ 61.7
Quebec .....	8,892	22,940	- 2.0	+ 90.6
Sherbrooke .....	2,120	5,468	- 11.8	(2)
Three Rivers .....	2,176	5,615	- 3.7	(2)
Chicoutimi .....	1,321	3,409	+ 3.4	(2)
Noranda-Kouyn .....	1,374	3,546	+ 6.6	(2)
Levis-Lauzon .....	978	2,524	- 7.7	(2)
St. Hyacinthe .....	1,279	3,299	+ 9.4	(2)
Valleyfield .....	790	2,038	+ 8.0	(2)
St. Jerome .....	769	1,986	+ 20.1	(2)
Thetford .....	477	1,250	- 0.3	(2)
Rimouski .....	455	1,175	- 3.1	(2)
ONTARIO				
Toronto .....	43,363	111,875	- 5.5	+ 42.4
Ottawa-Hull .....	10,825	27,930	- 8.2	+ 76.8
Hamilton .....	9,541	24,100	- 2.4	+ 60.8
Windsor .....	6,325	16,318	- 5.9	+ 65.5
London .....	4,586	11,831	- 5.7	+ 76.5
Ft. William and Pt. Arthur .....	3,132	8,080	- 2.1	+ 175.2
Kitchener .....	2,461	6,350	- 6.5	+ 72.1
Kingston .....	2,051	5,292	- 7.5	+ 70.5
Sudbury .....	2,047	5,280	- 4.3	+ 67.8
Brantford .....	1,997	5,153	- 3.4	+ 72.2
Cornwall .....	1,251	3,176	- 5.7	+ 65.0
Belleville .....	1,019	2,628	- 5.7	+ 57.5
PRAIRIE PROVINCES				
Winnipeg .....	13,769	35,524	- 4.4	+ 41.7
Saskatoon, Prince Albert and The Battlefords .....	3,744	9,660	- 1.6	+ 103.5
Moose Jaw .....	1,022	2,657	- 2.1	+ 92.8
Regina .....	2,798	7,218	- 1.0	+ 72.6
Edmonton .....	5,519	14,240	- 4.1	+ 84.4
Calgary .....	4,370	11,274	- 6.6	+ 56.6
Medicine Hat .....	549	1,416	+ 0.8	+ 136.1
BRITISH COLUMBIA				
Vancouver .....	19,456	50,151	- 2.0	(2)
Victoria .....	5,720	9,597	- 9.7	(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 III. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, APRIL, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	April, 1948		March	April	
	Cream 000 qt.	Butter-fat 000 lb.	(1) 1948	1947	1939
MARITIME PROVINCES					
Charlottetown .....	5	3	- 4.8	+ 22.3	- 21.9
Halifax .....	65	24	+ 3.8	- 17.6	+ 147.8
Sydney Area .....	6	4	+ 3.3	+ 42.4	+ 13.2
Saint John .....	17	13	+ 2.2	- 12.3	+ 73.4
Moncton .....	9	6	- 1.1	+ 3.1	(4)
QUEBEC					
Montreal .....	571	257	- 3.4	- 16.8	+ 10.6
Quebec .....	55	22	+ 2.4	- 19.8	+ 74.2
Sherbrooke .....	15	8	- 5.2	- 4.3	(4)
Three Rivers .....	10	5	+ 9.2	- 11.7	(4)
Chicoutimi .....	5	2	- 12.7	- 20.9	(4)
Noranda - Rouyn .....	2	1	- 4.6	+ 64.6	(4)
Levis-Lauzon (3) .....	-	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-	-
Valleyfield (3) .....	-	-	-	-	-
St. Jerome (3) .....	-	-	-	-	-
Thetford (3) .....	-	-	-	-	-
Rimouski (3) .....	-	-	-	-	-
ONTARIO					
Toronto .....	530	211	+ 4.0	- 10.1	+ 40.3
Ottawa-Hull .....	85	40	- 6.0	- 14.2	+ 22.2
Hamilton .....	63	27	- 2.2	- 3.6	+ 32.8
Windsor .....	68	23	- 3.4	- 12.3	+ 116.2
London .....	30	15	- 10.3	- 12.0	+ 27.6
Ft. William and Pt Arthur .....	23	11	+ 2.5	- 10.8	+ 91.8
Kitchener .....	15	8	- 2.9	- 1.7	+ 13.7
Kingston .....	10	5	+ 2.3	- 8.4	+ 26.4
Sudbury .....	11	5	- 22.2	- 4.4	+ 26.0
Brantford .....	11	5	- 9.5	- 14.7	+ 61.2
Cornwall .....	4	2	- 3.8	- 13.2	- 7.5
Belleville .....	4	2	+ 1.1	+ 2.0	+ 106.0
PRAIRIE PROVINCES					
Winnipeg .....	384	118	- 3.7	- 9.4	+ 52.4
Saskatoon, Prince Albert and The Battlefords .....	76	24	- 3.7	- 14.1	+ 30.0
Moose Jaw .....	23	6	- 5.7	- 25.2	+ 13.2
Regina .....	78	23	- 4.2	- 14.7	+ 31.1
Edmonton .....	120	35	- 13.3	- 22.7	+ 45.0
Calgary .....	119	35	- 3.2	- 14.2	+ 69.8
Medicine Hat .....	8	2	- 2.2	- 5.4	(4)
BRITISH COLUMBIA					
Vancouver .....	541	152	- 6.8	- 13.1	(4)
Victoria .....	67	21	- 5.3	- 16.3	(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 - APRIL, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January - April		January - April	
	Cream 000 qt.	butter-fat(1) 000 lb.	1947	1939
MARITIME PROVINCES				
Charlottetown .....	20	11	+ 27.3	- 8.1
Halifax .....	234	87	- 7.4	+ 151.5
Sydney Area .....	23	16	+ 39.7	+ 7.5
Saint John .....	62	48	- 11.0	+ 49.8
Moncton .....	33	23	- 7.7	(4)
QUEBEC				
Montreal .....	2,324	1,046	- 9.6	+ 33.7
Quebec .....	217	87	- 13.0	+ 85.9
Sherbrooke .....	57	50	+ 27.2	(4)
Three Rivers .....	42	21	- 1.7	(4)
Chicoutimi .....	12	9	+ 42.0	(4)
Noranda-Rouyn .....	10	6	+ 46.1	(4)
Levis-Lauzon (3) .....	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-
Valleyfield (3) .....	-	-	-	-
St. Jerome (3) .....	-	-	-	-
Thetford (3) .....	-	-	-	-
Rimouski (3) .....	-	-	-	-
ONTARIO				
Toronto .....	2,058	821	- 4.5	+ 34.2
Ottawa-Hull .....	347	161	- 7.4	+ 34.9
Hamilton .....	250	106	+ 3.1	+ 33.3
Windsor .....	267	90	- 7.6	+ 118.6
London .....	126	63	+ 4.3	+ 43.8
Ft. William and Pt. Arthur .....	87	42	- 8.1	+ 38.6
Kitchener .....	62	33	+ 6.9	+ 20.7
Kingston .....	40	21	+ 3.3	+ 23.8
Sudbury .....	47	23	+ 7.4	+ 40.2
Brantford .....	47	23	+ 17.5	+ 66.5
Cornwall .....	16	9	+ 2.9	- 4.7
Belleville .....	17	9	- 10.6	+ 95.5
PRAIRIE PROVINCES				
Winnipeg .....	1,496	458	- 6.7	+ 48.8
Saskatoon, Prince Albert and The Battlefords .....	304	96	- 9.1	+ 30.7
Moose Jaw .....	94	26	- 21.7	+ 12.6
Regina .....	313	92	- 3.6	+ 30.4
Edmonton .....	513	146	- 12.7	+ 55.8
Calgary .....	460	129	- 14.9	+ 66.6
Medicine Hat .....	33	10	- 3.2	(4)
BRITISH COLUMBIA				
Vancouver .....	2,221	609	- 8.2	(4)
Victoria .....	273	85	- 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.



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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

April, 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>						
April	273,835	40	54.2	51,762	40	61.9
January-April	1,130,124	40	51.7	220,762	40	57.8
<u>Maritime Provinces</u>						
April	17,513	5	50.8	2,008	5	71.9
January-April	68,697	5	50.2	7,595	5	69.7
<u>Quebec</u>						
April	88,865	12	51.3	14,661	12	58.4
January-April	565,897	12	49.4	81,791	12	56.5
<u>Ontario</u>						
April	106,956	12	54.2	15,627	12	65.1
January-April	452,334	12	50.4	68,015	12	58.9
<u>Prairie Provinces</u>						
April	40,687	9	51.3	13,012	9	53.2
January-April	161,696	9	50.7	52,981	9	51.6
<u>British Columbia</u>						
April	19,814	2	75.7	6,454	2	76.5
January-April	83,500	2	71.5	30,380	2	66.0