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 DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK
TRADE



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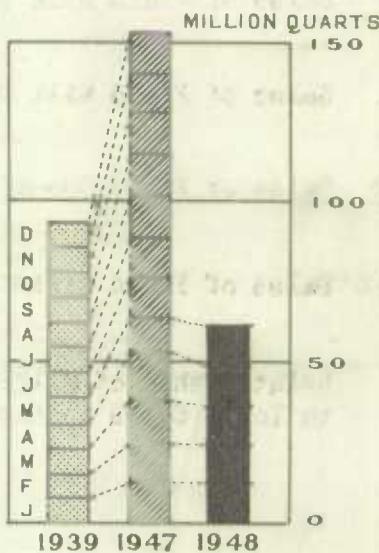
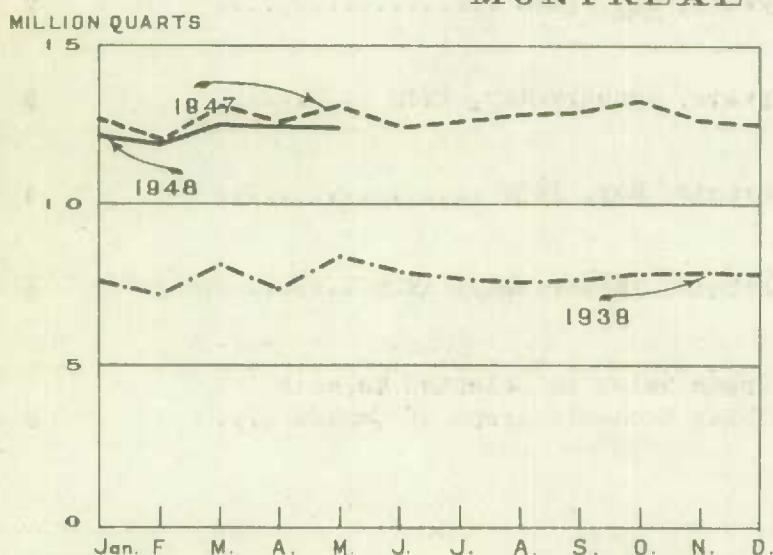
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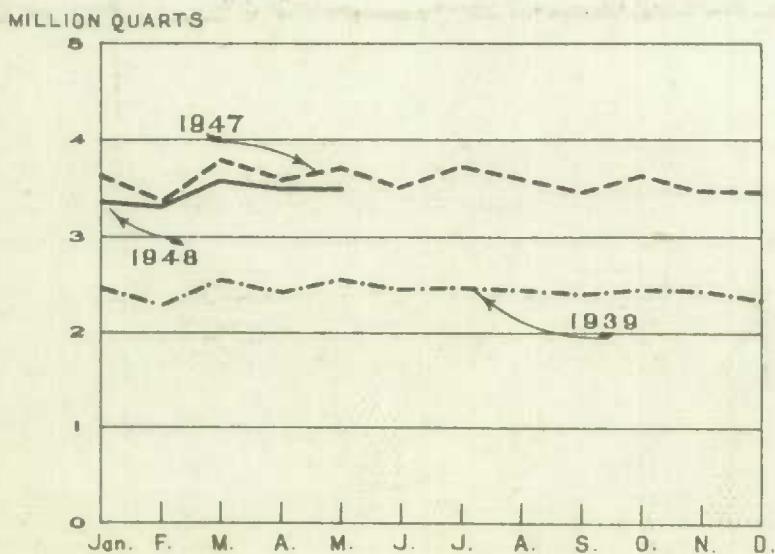
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MILK SALES

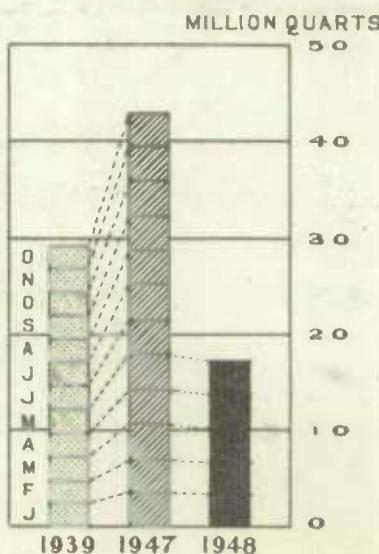
MONTREAL



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CUMULATIVE SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Fluid sales in the whole of Canada amounted to 339,203,000 pounds during the month of May, a reduction of 27,910,000 pounds or $7\frac{1}{2}$ 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 ~~three~~ months of the year were nearly $3\frac{1}{2}$ per cent below the level of the corresponding period of 1947.

Fluid milk sales amounted to 284,214,000 pounds, while cream sales expressed as milk totalled 54,989,000 pounds. Compared with May, 1947, milk sales declined slightly more than 5 per cent while cream sales decreased more than 17 per cent. During the January-May period of 1948, milk sales amounted to 1,414,338,000 pounds, while cream expressed as milk was estimated at 275,751,000 pounds. In comparison with the same period of the previous year, the former declined approximately 4 per cent, while the latter remained virtually unchanged.

In the forty cities of Canada covered by this report, sales of fluid milk in May amounted to 149,412,300 pounds (57,911,800 quarts). As compared with the same month of the previous year, a decline of more than 5 per cent was recorded; and a reduction of slightly more than $4\frac{1}{2}$ per cent was shown in milk sales during the five-month period compared with those of January-May, 1947.

Sales of fluid cream reported from the forty cities of Canada amounted to 32,176,200 pounds in terms of milk (3,002,500 quarts of cream). In comparison with the same month last year, declines of 17 per cent were recorded in the quart sales and 15 per cent in cream sales expressed as milk. During January-May, 1948, in comparison with the same period of 1947, cream sales were approximately $9\frac{1}{2}$ per cent less on a quart basis, but were unchanged on a milk basis.

Combined sales of milk and cream in the forty cities of Canada (expressed as milk) reached a total of 181,588,500 pounds in May and 893,225,100 pounds in the first five months of the year. Compared with May, 1947, and with January-May, 1947, the former showed a decline of more than 7 per cent while the latter was reduced nearly 4 per cent.

In the month of May the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily per capita of 0.94 pints of milk in 1946 to 0.90 pints and 0.81 pints in 1947 and 1948 respectively. The daily consumption of milk alone fell from 0.81 pints in May, 1946, to 0.74 pints in 1947 and 0.68 pints in the same month of 1948. Corresponding figures for cream expressed as milk showed a daily consumption of 0.13 pints in May, 1946, 0.16 pints in 1947 and 0.13 pints in May, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	May, 1948		April	May	
	Quarts	Pounds (1)	1948	1947	1939
MARITIME PROVINCES					
Charlottetown	218	562	+ 1.8	- 6.4	+ 65.3
Halifax	1,225	3,160	- 1.7	- 14.4	+ 99.4
Sydney Area	728	1,878	+ 2.8	+ 0.8	+ 129.2
Saint John	828	2,137	- 2.9	- 11.5	+ 113.0
Moncton	426	1,098	- 0.1	- 5.5	(2)
QUEBEC					
Montreal	12,426	32,060	- 0.3	- 5.2	+ 48.6
Quebec	2,238	5,774	+ 2.6	- 4.6	+ 81.1
Sherbrooke	576	1,485	- 3.7	- 7.9	(2)
Three Rivers	537	1,386	- 1.0	- 9.7	(2)
Chicoutimi	347	895	+ 5.0	- 2.1	(2)
Noranda-Rouyn	366	946	+ 1.5	+ 5.5	(2)
Levis-Lauzon	249	643	+ 2.2	- 10.1	(2)
St. Hyacinthe	322	830	+ 2.6	- 9.3	(2)
Valleyfield	212	547	+ 1.3	+ 11.2	(2)
St. Jerome	186	479	- 2.0	+ 6.4	(2)
Thetford	123	318	- 4.9	+ 0.4	(2)
Rimouski	115	296	- 1.3	- 6.5	(2)
ONTARIO					
Toronto	10,948	28,245	- 1.2	- 6.3	+ 42.6
Ottawa-Hull	2,740	7,069	+ 1.4	- 10.8	+ 69.3
Hamilton	2,585	6,149	+ 1.7	- 4.7	+ 56.4
Windsor	1,662	4,288	+ 1.8	- 6.4	+ 68.6
London	1,169	3,017	+ 1.5	- 7.7	+ 78.7
Ft. William and Pt. Arthur ..	828	2,136	+ 2.0	- 3.5	(2)
Kitchener	639	1,647	+ 0.7	- 5.4	+ 70.0
Kingston	484	1,248	- 4.7	- 10.1	+ 57.7
Sudbury	556	1,434	+ 6.3	+ 1.2	+ 74.2
Brantford	517	1,333	+ 1.0	- 7.5	+ 68.9
Cornwall	343	885	+ 6.7	- 5.1	+ 71.3
Belleville	264	682	+ 2.2	- 2.9	+ 51.4
PRAIRIE PROVINCES					
Winnipeg	3,549	9,157	+ 1.4	- 4.6	+ 39.2
Saskatoon, Prince Albert and The Battlefords	927	2,392	- 1.4	- 0.8	+ 103.8
Moose Jaw	249	641	- 2.1	- 4.9	+ 80.0
Regina	703	1,815	- 0.4	-	+ 69.9
Edmonton	1,464	3,778	+ 2.6	+ 1.8	+ 91.3
Calgary	1,162	2,992	+ 4.1	- 4.9	+ 58.8
Medicine Hat	144	373	+ 2.9	- 2.2	+ 151.7
BRITISH COLUMBIA					
Vancouver	5,096	13,148	+ 3.9	- 1.5	(2)
Victoria	961	3,480	+ 5.5	- 7.5	(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 - MAY, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-May		January-May	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
Charlottetown	1,072	2,766	- 5.5	+ 87.7
Halifax	5,979	15,427	- 14.3	+ 100.3
Sydney Area	3,456	8,915	- 5.9	(2)
Saint John	4,182	10,789	- 7.5	+ 117.3
Moncton	2,108	5,459	- 10.9	(2)
QUEBEC				
Montreal	61,526	158,738	- 3.5	+ 58.9
Quebec	11,130	28,714	- 2.6	+ 88.6
Sherbrooke	2,693	6,953	- 11.0	(2)
Three Rivers	2,713	7,000	- 4.9	(2)
Chicoutimi	1,668	4,304	+ 2.2	(2)
Noranda-Rouyn	1,741	4,491	+ 6.4	(2)
Levis-Lauzon	1,228	3,167	- 8.2	(2)
St. Hyacinthe	1,600	4,128	+ 5.0	(2)
Valleyfield	1,002	2,585	+ 8.7	(2)
St. Jerome	954	2,462	+ 17.2	(2)
Thetford	600	1,548	- 0.2	(2)
Rimouski	570	1,471	- 3.8	(2)
ONTARIO				
Toronto	54,310	140,121	- 5.7	+ 42.5
Ottawa-Hull	13,566	35,001	- 8.7	+ 75.3
Hamilton	11,724	30,248	- 2.9	+ 59.9
Windsor	7,987	20,606	- 4.5	+ 66.2
London	5,755	14,848	- 6.1	+ 76.9
Ft. William and Pt. Arthur	3,960	10,216	- 2.4	+ 177.0
Kitchener	3,100	7,998	- 6.3	+ 71.6
Kingston	2,535	6,540	- 8.0	+ 67.9
Sudbury	2,602	6,714	- 3.2	+ 69.1
Brantford	2,514	6,487	- 4.3	+ 71.5
Cornwall	1,574	4,061	- 5.5	+ 66.3
Belleville	1,283	3,311	- 5.2	+ 56.0
PRAIRIE PROVINCES				
Winnipeg	17,318	44,681	- 4.4	+ 41.2
Saskatoon, Prince Albert and The Battlefords	4,671	12,052	- 1.4	+ 103.5
Moose Jaw	1,271	3,278	- 2.7	+ 90.2
Regina	3,501	9,033	- 0.8	+ 72.1
Edmonton	6,984	16,018	- 2.9	+ 85.8
Calgary	5,532	14,272	- 7.8	+ 57.1
Medicine Hat	693	1,789	+ 1.1	+ 139.2
BRITISH COLUMBIA				
Vancouver	24,535	63,300	- 1.9	(2)
Victoria	4,681	12,077	- 9.3	(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 III. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, MAY, 1948.

With Percentage Changes from the Previous Month and from the Same Month of 1947 & 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	May, 1948		April 1948	May	
	Cream	Butter-fat(1)		1947	1939
MARITIME PROVINCES					
Charlottetown	000 qt.	000 lb.	%	%	%
	5	3	+ 3.7	+ 12.6	- 48.5
Halifax	60	22	- 7.6	+ 10.5	(2)
Sydney Area	8	5	+ 16.9	+ 24.2	- 10.3
Saint John	18	14	+ 5.6	+ 1.5	+ 45.3
Moncton	8	5	- 15.8	- 4.8	(2)
QUEBEC					
Montreal	589	265	+ 3.1	- 20.5	+ 2.0
Quebec	64	25	+ 16.5	- 9.3	+ 84.5
Sherbrooke	13	7	- 9.4	- 21.1	(2)
Three Rivers	9	4	- 13.8	- 23.2	(2)
Chicoutimi	3	2	- 5.0	- 21.4	(2)
Noranda - Rouyn	1	1	- 30.9	- 4.9	(2)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	503	201	- 5.0	- 19.1	+ 30.4
Ottawa-Hull	87	40	+ 2.2	- 21.1	+ 14.7
Hamilton	59	25	- 5.2	- 11.0	+ 25.5
Windsor	71	24	+ 4.9	- 4.2	+ 124.6
London	30	15	- 1.5	- 9.2	+ 31.9
Ft. William and Pt. Arthur	21	10	- 9.3	- 20.2	+ 66.4
Kitchener	16	9	+ 4.1	- 4.2	+ 9.0
Kingston	9	5	- 10.0	- 17.4	+ 23.4
Sudbury	11	6	+ 1.8	- 13.7	+ 28.3
Brantford	11	5	+ 0.3	- 21.1	+ 73.6
Cornwall	4	3	+ 9.7	+ 8.2	+ 9.1
Belleville	5	3	+ 15.0	+ 0.3	+ 90.5
PRAIRIE PROVINCES					
Winnipeg	363	110	- 5.4	- 20.2	+ 36.4
Saskatoon, Prince Albert and The Battlefords	71	23	- 6.8	- 16.5	+ 24.4
Moose Jaw	22	6	- 6.5	- 27.6	+ 3.2
Regina	72	21	- 8.4	- 18.7	+ 18.1
Edmonton	127	36	+ 5.4	- 17.4	+ 60.1
Calgary	119	34	+ 0.2	- 12.8	+ 68.7
Medicine Hat	7	2	- 10.5	- 16.0	(4)
BRITISH COLUMBIA					
Vancouver	541	172	+ 0.1	- 15.0	(4)
Victoria	64	18	- 4.2	- 20.0	(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 - MAY, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-May		January-May	
	Cream 000 qt.	butter-fat(1) 000 lb.	1947	1939
MARITIME PROVINCES				
Charlottetown	25	14	+ 24.1	- 16.4
Halifax	294	110	- 4.2	(2)
Sydney Area	30	21	+ 35.5	+ 2.3
Saint John	80	62	- 8.5	+ 48.8
Moncton	41	28	- 7.2	(2)
QUEBEC				
Montreal	2,913	1,311	- 12.0	+ 25.8
Quebec	281	112	- 12.2	+ 85.6
Sherbrooke	70	38	+ 13.9	(4)
Three Rivers	51	25	- 6.3	(4)
Chicoutimi	14	12	+ 24.5	(4)
Noranda-Rouyn	12	7	+ 37.4	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
St. Jerome (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski	-	-	-	-
ONTARIO				
Toronto	2,561	1,022	- 7.7	+ 33.4
Ottawa-Hull	434	202	- 10.5	+ 30.3
Hamilton	310	132	+ 0.1	+ 31.8
Windsor	338	113	- 9.0	+119.8
London	156	78	+ 1.4	+ 41.3
Ft. William and Pt. Arthur	108	52	- 10.7	+ 83.8
Kitchener	78	42	+ 4.4	+ 18.1
Kingston	49	25	- 1.4	+ 23.7
Sudbury	58	29	+ 2.5	+ 37.7
Brantford	59	29	+ 7.5	+ 67.8
Cornwall	21	12	+ 0.3	- 2.0
Belleville	22	11	- 8.3	+ 94.4
PRAIRIE PROVINCES				
Winnipeg	1,859	568	- 9.7	+ 46.2
Saskatoon, Prince Albert and The Battlefords	374	118	- 9.8	+ 29.5
Moose Jaw	116	32	- 22.8	+ 10.7
Regina	385	113	- 6.8	+ 27.9
Edmonton	640	182	- 13.7	+ 56.6
Calgary	580	162	- 14.5	+ 67.0
Medicine Hat	41	12	- 5.7	(4)
BRITISH COLUMBIA				
Vancouver	2,762	781	- 10.1	(4)
Victoria	338	103	- 10.2	(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

MAY, 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>						
May	284,214	40	52.6	54,989	40	58.5
January-May	1,414,338	40	51.9	275,751	40	57.9
<u>Maritime Provinces</u>						
May	17,464	5	50.6	1,911	5	74.0
January-May	86,161	5	50.3	9,506	5	70.5
<u>Quebec</u>						
May	91,521	12	49.9	19,205	12	46.1
January-May	455,418	12	49.5	80,996	12	53.9
<u>Ontario</u>						
May	116,147	12	50.0	16,351	12	60.3
January-May	568,481	12	50.3	84,366	12	59.1
<u>Prairie Provinces</u>						
May	40,686	9	52.0	11,880	9	55.7
January-May	202,382	9	50.9	64,861	9	52.4
<u>British Columbia</u>						
May	18,396	2	84.9	5,642	2	96.2
January-May	101,896	2	74.0	36,022	2	70.7