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MONTHLY STATISTICS  
OF THE

**FLUID MILK TRADE**

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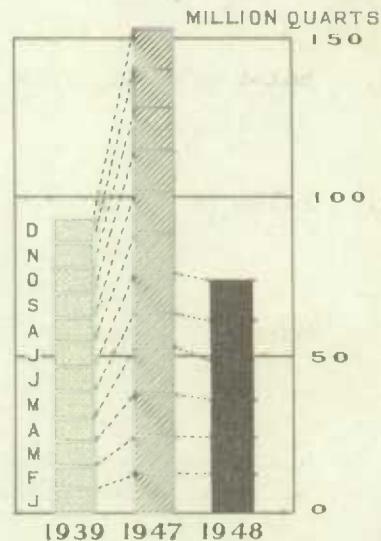
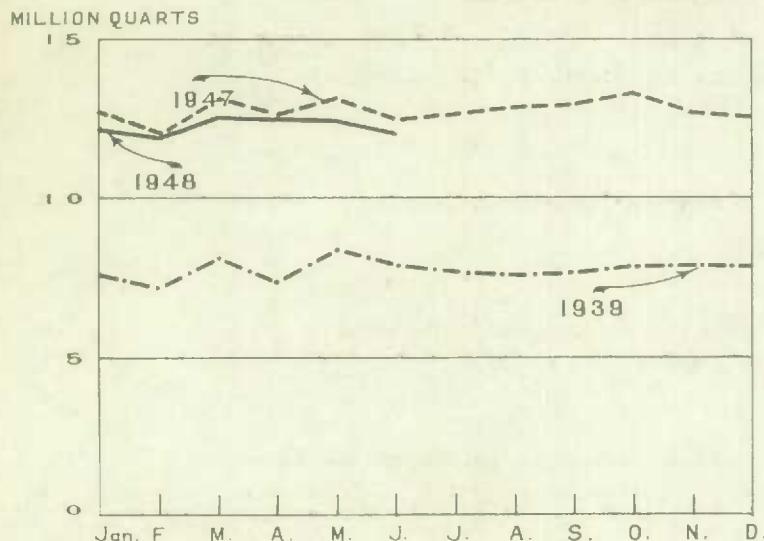
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(JUNE)

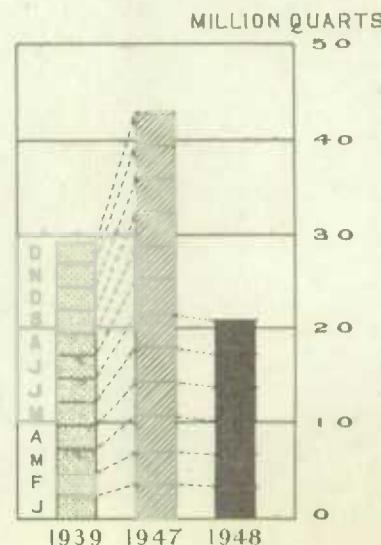
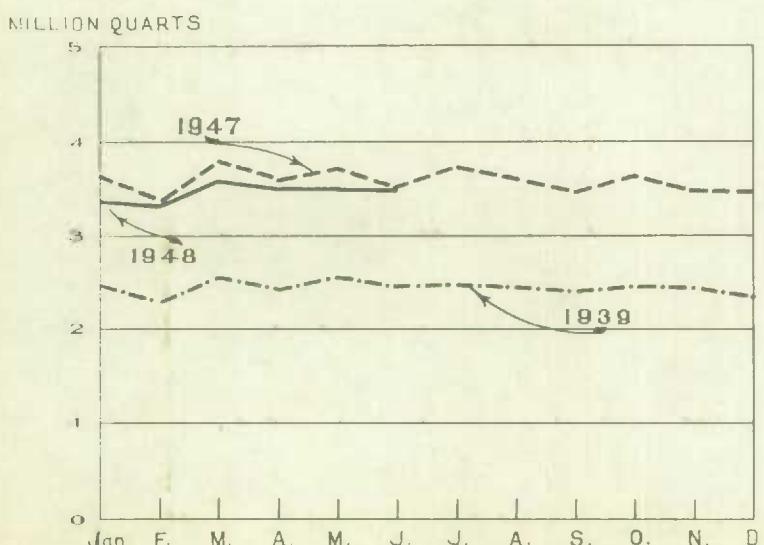
Published August 31, 1948

## MILK SALES

## MONTREAL



## WINNIPEG

CUMULATIVE  
SALES

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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

### Part I - June Estimate of Fluid Milk and Cream Sales in Canada

Over-all Sales: The combined sales of fluid milk and cream in the whole of Canada amounted to 350,384,000 pounds during the month of June, a reduction of approximately 13½ million pounds or almost 4 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. During the six-month period, January to June, fluid sales reached a total of 2,040,173,000 pounds, a decline of 72½ million pounds or 3½ per cent below those of the corresponding period in 1947.

Milk Sales: The quantity of fluid milk sold in Canada during June amounted to 290,137,000 pounds, falling 5½ million pounds or 2 per cent below the sales of June, 1947. During the January-June period of 1948 fluid milk sales amounted to 1,704,475,000 pounds, a reduction of 63 million pounds or 3½ per cent in comparison with the half-yearly period of the previous year.

Cream Sales: Cream sales expressed as milk amounted to 60,247,000 pounds in June, representing a decrease of 8 million pounds or almost 12 per cent as compared with those of the same month last year. During the first six months of the year, cream sales on a milk basis were estimated at 335,998,000 pounds, falling 9 million pounds or 2½ per cent from January-June, 1947.

### Part II - June Sales of Milk and Cream Reported from Forty Markets in Canada (Tables 1-1V)

Combined Sales: In the forty markets of Canada, milk and cream sales (expressed as milk) reached a total of 176,587,000 pounds in June, 1948, in comparison with 183,761,000 pounds in June, 1947, representing a reduction of 4 per cent. During the six-month period, January to June, the percentage decline was exactly the same.

Milk Sales: Sales of fluid milk in the same markets amounted to 144,686,000 pounds (55,079,800 quarts) during June. Compared with 147,794,000 pounds (57,284,000 quarts), in the same month of the previous year, a decline of 2 per cent was indicated. During the six-month period, January to June, milk sales shown in this report fell 4 per cent below those reports for the same markets in the first six months of 1947.

Cream Sales: Sales of fluid cream reported from the forty cities of Canada amounted to 31,901,000 pounds in terms of milk (2,966,000 quarts of cream), while corresponding figures for the same month of 1947 were 35,967,000 pounds (3,375,000 quarts), respectively. The decline in cream sales between June, 1947, and June, 1948, amounted to approximately 11½ per cent; and during the first six months of 1948 there was a reduction of 2 per cent from the corresponding period of the preceding year. However, cream sales on a quart basis showed a different result; a drop of 12 per cent was indicated in June and a reduction of 10 per cent in the six-month period ended June.

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

In the month of June the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.96 pints of milk per capita in 1946 to 0.92 pints and 0.87 pints in 1947 and 1948, respectively. Milk alone fell from 0.83 pints in June, 1946, to 0.75 pints in 1947, and 0.72 pints in the same month of 1948. Cream consumption (expressed as milk) represented a per capita average of 0.13 pints in June, 1946, 0.17 pints in the same month of 1947 and 0.15 pints in June, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	June, 1948		May	June	
	Quarts	Pounds (1)	1948	1947	1939
MARITIME PROVINCES					
Charlottetown.....	000	000	%	%	%
203	524	-6.3	-4.7	(2)	
Halifax .....	1,224	3,159	-	-0.8	(2)
Sydney Area .....	722	1,863	-0.8	+2.6	(2)
Saint John .....	804	2,075	-2.9	-5.6	(2)
Moncton .....	405	1,046	-4.7	+24.7	(2)
QUEBEC					
Montreal .....	11,954	30,841	-3.8	-4.2	+51.3
Quebec .....	2,022	5,218	-9.6	-9.3	+69.5
Sherbrooke .....	511	1,319	-11.2	-9.5	(2)
Three Rivers .....	532	1,373	-0.9	-5.4	(2)
Chicoutimi .....	403	1,040	+16.2	+17.2	(2)
Noranda-Rouyn .....	364	939	-0.7	+13.4	(2)
Levis-Lauzon .....	247	638	-0.8	-9.0	(2)
St. Hyacinthe .....	292	753	-9.2	-13.5	(2)
Valleyfield .....	211	546	-0.3	+21.0	(2)
St. Jerome .....	197	508	+6.0	+16.6	(2)
Thetford .....	118	305	-4.0	+0.7	(2)
Rimouski .....	109	281	-5.1	-5.4	(2)
ONTARIO					
Toronto .....	10,689	27,579	-2.4	-3.2	+40.4
Ottawa-Hull .....	2,497	6,443	-8.9	-9.7	+61.7
Hamilton .....	2,372	6,119	-0.5	-	+60.6
Windsor .....	1,669	4,305	+0.4	-0.8	+65.5
London .....	1,150	2,968	-1.6	-0.1	+83.6
Ft. William and Pt. Arthur .....	800	2,064	-3.4	-0.4	(2)
Kitchener .....	627	1,618	-1.8	-3.5	+78.4
Kingston .....	480	1,238	-0.8	-4.0	+70.6
Sudbury .....	541	1,396	-2.6	+2.3	+68.3
Brantford .....	514	1,327	-0.5	-1.6	+73.6
Cornwall .....	337	870	-1.8	-0.7	+83.9
Belleville .....	263	678	-0.6	+3.7	+61.5
PRAIRIE PROVINCES					
Winnipeg .....	3,495	9,017	-1.5	-0.8	+42.4
Saskatoon, Prince Albert and The battlefords .....	869	2,243	-6.2	-1.5	+83.4
Moose Jaw .....	237	612	-4.5	-2.5	+48.8
Regina .....	669	1,725	-4.9	+2.0	+59.6
Edmonton .....	1,398	3,607	-4.5	+4.5	+93.9
Calgary .....	1,139	2,940	-1.9	-0.7	+67.0
Medicine Hat .....	145	373	+0.2	+2.1	(2)
BRITISH COLUMBIA					
Vancouver .....	5,019	12,949	-1.5	+5.0	(2)
Victoria .....	847	2,185	-11.9	-11.0	(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 11. - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY - JUNE 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-June		January-June	
	Quarts	Pounds (1)	1947	1939
<b>MARITIME PROVINCES</b>				
Charlottetown .....	000	000	%	%
Charlottetown .....	1,275	3,290	- 5.4	(2)
Halifax .....	7,204	18,586	-12.3	(2)
Sydney Area .....	4,178	10,779	- 4.5	(2)
Saint John .....	4,986	12,864	- 6.9	(2)
Moncton .....	2,514	6,485	- 6.6	(2)
<b>QUEBEC</b>				
Montreal .....	75,480	189,580	- 3.6	+57.6
Quebec .....	13,152	33,932	- 3.7	+85.4
Sherbrooke .....	3,207	8,273	-10.7	(2)
Three Rivers .....	3,245	8,373	- 5.0	(2)
Chicoutimi .....	2,071	5,344	+ 4.8	(2)
Noranda-Rouyn .....	2,105	5,431	+ 7.5	(2)
Levis-Lauzon .....	1,475	3,805	- 8.3	(2)
St. Hyacinthe .....	1,892	4,882	+ 1.7	(2)
Valleyfield .....	1,213	3,130	+10.6	(2)
St. Jerome .....	1,151	2,970	+17.1	(2)
Thetford .....	718	1,853	- 0.1	(2)
Rimouski .....	679	1,752	- 4.1	(2)
<b>ONTARIO</b>				
Toronto .....	65,000	167,699	- 5.3	+42.1
Ottawa-Hull .....	16,063	41,444	- 8.9	+73.0
Hamilton .....	14,096	36,367	- 2.4	+60.0
Windsor .....	9,656	24,912	- 3.9	+66.0
London .....	6,905	17,816	- 5.1	+78.0
Ft. William and Pt. Arthur .....	4,760	12,280	- 2.2	(2)
Kitchener .....	3,727	9,615	- 5.8	+72.7
Kingston .....	3,015	7,778	- 7.4	+68.3
Sudbury .....	3,143	8,110	- 2.3	+69.0
Brantford .....	3,028	7,813	- 3.9	+71.8
Cornwall .....	1,911	4,931	- 4.7	+69.2
Belleville .....	1,546	3,989	- 3.8	+56.9
<b>RAIRIE PROVINCES</b>				
Winnipeg .....	20,813	53,698	- 3.8	+41.4
Saskatoon, Prince Albert and The Battlefords .....	5,541	14,295	- 1.4	+100.1
Moose Jaw .....	1,508	3,891	- 2.7	+82.2
Regina .....	4,170	10,759	- 0.5	+69.9
Edmonton .....	8,382	21,624	- 1.8	+87.1
Calgary .....	6,671	17,212	- 5.3	+58.8
Medicine Hat .....	838	2,162	+ 1.3	(2)
<b>BRITISH COLUMBIA</b>				
Vancouver .....	29,554	76,249	- 0.8	(2)
Victoria .....	5,528	14,262	- 9.6	(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, JUNE, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	June, 1948		May	June	
	Cream Butter-fat (1)	1948		1947	1939
<b>MARITIME PROVINCES</b>					
Charlottetown .....	5	3	+1.7	+4.9	(4)
Halifax .....	67	25	+12.4	+46.8	(4)
Sydney Area .....	9	6	+15.6	+34.0	(4)
Saint John .....	16	13	-7.5	-4.3	(4)
Moncton .....	7	5	-2.3	+3.6	(4)
<b>QUEBEC</b>					
Montreal .....	625	280	+5.7	-13.4	+15.1
Quebec .....	63	25	-0.7	-4.7	+69.6
Sherbrooke .....	13	7	-4.8	-31.8	(4)
Three Rivers .....	14	7	+56.2	+33.5	(4)
Chicoutimi .....	2	2	-0.5	-27.5	(4)
Noranda-Rouyn .....	2	1	+39.6	-38.6	(4)
Levis-Lauzon (3) .....	-	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-	-
Valleyfield (3) .....	-	-	-	-	-
St. Jerome (3) .....	-	-	-	-	-
Thetford (3) .....	-	-	-	-	-
Rimouski (3) .....	-	-	-	-	-
<b>ONTARIO</b>					
Toronto .....	491	196	-2.6	-13.0	+31.3
Ottawa-Hull .....	86	40	-1.6	-13.1	+19.8
Hamilton .....	57	24	-4.3	-5.6	+10.0
Windsor .....	74	25	+4.4	-3.9	+116.8
London .....	28	14	-5.7	-2.0	+26.4
Ft. William and Pt. Arthur .....	21	10	+2.9	-15.2	+81.6
Kitchener .....	17	9	+6.8	+5.7	+19.2
Kingston .....	8	4	-13.3	-13.0	+5.0
Sudbury .....	12	6	+4.5	+0.8	+33.1
Brantford .....	11	5	-2.4	-8.7	+58.2
Cornwall .....	5	3	+14.3	+1.7	+18.9
Belleville .....	4	2	-14.6	-11.1	+63.7
<b>PRairie PROVINCES</b>					
Winnipeg .....	360	110	-1.0	-11.3	+43.5
Saskatoon, Prince Albert and The Battlefords .....	64	20	-9.5	-15.2	-
Moose Jaw .....	21	6	-3.3	-24.2	-19.8
Regina .....	66	19	-7.5	-17.6	+7.4
Edmonton .....	113	32	-11.1	-11.2	+37.8
Calgary .....	113	32	-4.9	-20.9	+59.6
Medicine Hat .....	6	2	-12.3	-19.3	(4)
<b>BRITISH COLUMBIA</b>					
Vancouver .....	515	149	-4.2	-14.0	(4)
Victoria .....	62	19	-5.2	-23.0	(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 - JUNE, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-June		January-June	
	Cream 000 qt.	Butter-fat (1) 000 lb.	1947	1939
MARITIME PROVINCES				
Charlottetown .....	30	17	+20.5	(4)
Halifax .....	361	135	+ 2.5	(4)
Sydney Area .....	39	27	+35.1	(4)
Saint John .....	96	74	- 7.8	(4)
Moncton .....	48	33	- 5.7	(4)
QUEBEC				
Montreal .....	3,536	1,591	-12.3	+23.8
Quebec .....	344	137	-10.9	+82.5
Sherbrooke .....	83	44	+ 3.2	(4)
Three Rivers .....	65	33	+ 0.1	(4)
Chicoutimi .....	17	14	+12.6	(4)
Noranda-Rouyn .....	13	8	+16.8	(4)
Levis-Lauzon (3) .....	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-
Valleyfield (3) .....	-	-	-	-
St. Jerome (3) .....	-	-	-	-
Thetford (3) .....	-	-	-	-
Rimouski (3) .....	-	-	-	-
ONTARIO				
Toronto .....	3,052	1,218	- 8.6	+33.1
Ottawa-Hull .....	520	241	-11.0	+28.5
Hamilton .....	366	156	- 0.9	+27.8
Windsor .....	412	138	- 8.2	+119.3
London .....	184	93	+ 0.9	+38.8
Ft. William and Pt. Arthur .....	130	62	-11.5	+83.4
Kitchener .....	95	51	+ 4.7	+18.3
Kingston .....	57	29	- 5.1	+20.7
Sudbury .....	70	35	+ 2.2	+36.9
Brantford .....	70	34	+ 4.6	+66.2
Cornwall .....	26	15	+ 0.6	+ 1.5
Belleville .....	26	14	- 8.8	+88.6
PRAIRIE PROVINCES				
Winnipeg .....	2,218	679	-10.0	+45.8
Saskatoon, Prince Albert and The Battlefords .....	438	139	-10.7	+24.1
Moose Jaw .....	137	38	-23.1	+ 4.6
Regina .....	451	132	- 8.6	+24.4
Edmonton .....	753	214	-13.3	+53.5
Calgary .....	693	195	-15.6	+65.3
Medicine Hat .....	47	14	- 7.8	(4)
BRITISH COLUMBIA				
Vancouver .....	3,275	930	-10.7	(4)
Victoria .....	400	122	-12.4	(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  
JUNE, 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>						
June	290,137	40	49.9	60,247	40	53.0
January-June	1,704,475	40	51.5	335,998	40	57.0
<u>Maritime Provinces</u>						
June	16,516	5	52.5	2,159	5	68.8
January-June	102,677	5	50.6	11,665	5	70.2
<u>Quebec</u>						
June	94,818	12	46.1	20,692	12	46.3
January-June	550,236	12	48.9	101,688	12	52.4
<u>Ontario</u>						
June	119,607	12	47.3	17,859	12	54.2
January-June	688,088	12	49.8	102,225	12	58.3
<u>Prairie Provinces</u>						
June	41,530	9	49.4	12,196	9	52.1
January-June	243,912	9	50.7	77,057	9	52.3
<u>British Columbia</u>						
June	17,666	2	85.7	7,341	2	65.2
January-June	119,562	2	75.7	43,363	2	69.8