

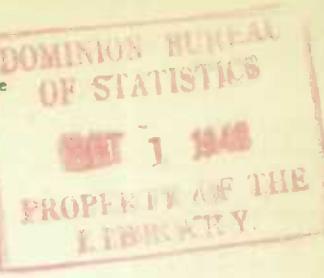
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Published by Authority of the Rt. Hon. C. D. Howe, M.P., Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID MILK



TRADE

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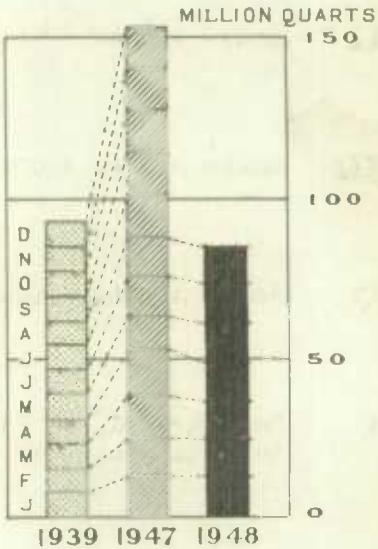
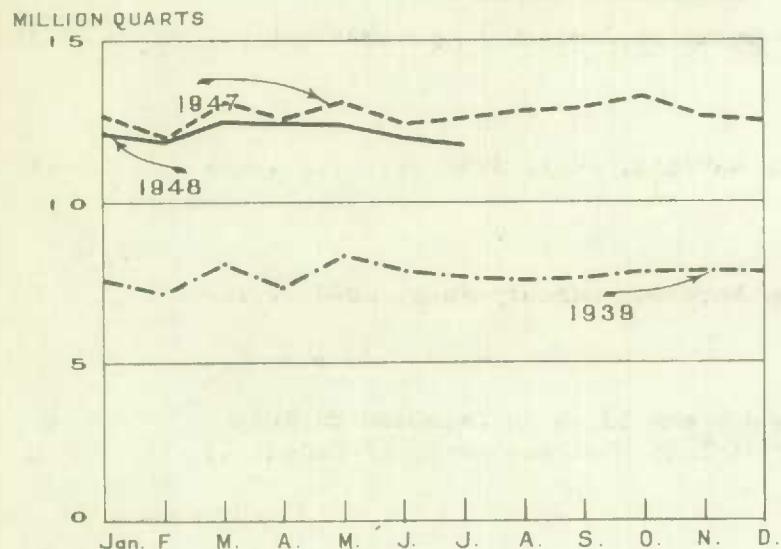
Series 2, Report No. 7

(JULY)

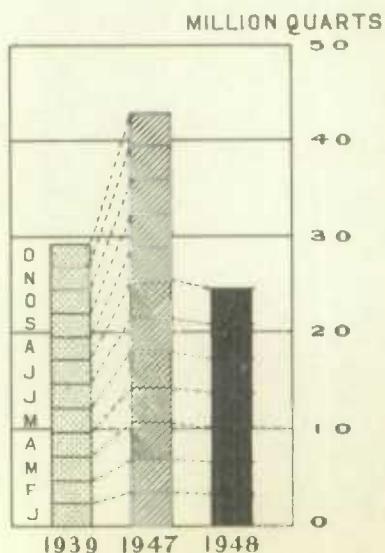
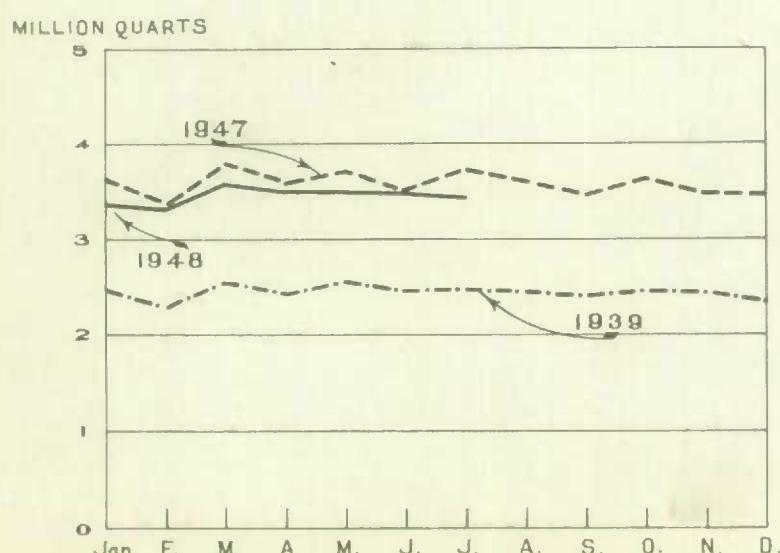
Published September 30, 1948

MILK SALES

MONTREAL



WINNIPEG

CUMULATIVE
SALES

C O N T E N T S

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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - July 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 335,395,000 pounds during the month of July, a reduction of nearly 20 million pounds or approximately 5½ per cent less than those of the same month last year. Approximately 82 per cent was sold as milk and 18 per cent was sold as cream. During the seven-month period, January to July, fluid sales reached a total of 2,375,568,000 pounds, a decline of 92 million pounds or nearly 4 per cent below those of the corresponding period of 1947.

Milk Sales: The quantity of fluid milk sold in Canada during July amounted to 275,035,000 pounds, falling 14 million pounds or nearly 5 per cent below the sales of July, 1947. During the January-July period of 1948 fluid milk sales amounted to 1,979,510,000 pounds, a reduction of 77 million pounds or 4 per cent, compared with the seven-month period of the previous year.

Cream Sales: Cream sales expressed as milk amounted to 60,360,000 pounds in July, representing a decrease of 6 million pounds or almost 19 per cent as compared with those of the same month last year. During the first seven months of the year, cream sales on a milk basis were estimated at 396,558,000 pounds, falling 15 million pounds or approximately 4½ per cent from January-July, 1947.

Part II-July Sales of Milk and Cream Reported from Forty Markets in Canada (Tables I-IV)

Combined Sales: In forty markets of Canada selected for this review, milk and cream sales (expressed as milk) reached a total of 175,536,000 pounds in July, 1948, in comparison with 186,232,000 pounds in July, 1947, representing a reduction of nearly 6 per cent. During the seven-month period, January to July, the percentage decline was approximately 4 per cent.

Milk Sales: Sales of fluid milk in these same markets amounted to 142,095,000 pounds (55,075,500 quarts) during July. Compared with 149,960,000 pounds (58,124,000 quarts) in the same month of the previous year, a decline of 5 per cent was indicated. During the seven-month period, January to July, milk sales shown in this report fell 4 per cent below those reported for the same markets in the first seven months of 1947.

Cream Sales: Sales of fluid cream reported from the forty cities of Canada amounted to 33,241,000 pounds in terms of milk (3,084,000 quarts of cream), while corresponding figures for the same month of 1947 were 36,272,000 pounds (3,395,000 quarts), respectively. The decline in cream sales between July, 1947, and July, 1948, amounted to approximately 8½ per cent; and during the first seven-months of 1948 there was a reduction of 4 per cent from the corresponding period of the preceding year. However, cream sales on a quart basis showed a different result; a drop of slightly more than 9 per cent was indicated in July and a reduction of 10 per cent in the seven-month period ended July.

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

In the month of July the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.92 pints of milk per capita in 1946, to 0.87 pints and 0.80 pints in 1947 and 1948, respectively. Milk alone fell from 0.79 pints in July, 1946, to 0.71 pints in July, 1947, and 0.66 pints in the same month of 1948. Cream consumption (expressed as milk) which represented a per capita average of 0.13 pints in July, 1946, advanced to 0.16 pints in the same month of 1947, but fell to 0.14 pints in July, 1948.

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

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

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM | | |
|---|-------------|------------|------------------------|--------|---------|
| | July, 1948 | | June 1948 | July | |
| | Quarts | Pounds (1) | | 1947 | 1939 |
| MARITIME PROVINCES | | | | | |
| Charlottetown | 217 | 559 | + 6.6 | - 4.2 | (2) |
| Halifax | 1,245 | 3,213 | + 1.7 | - 3.9 | (2) |
| Sydney Area | 274 | 1,868 | + 0.3 | - 3.4 | (2) |
| Saint John | 829 | 2,140 | + 3.1 | - 2.6 | (2) |
| Moncton | 418 | 1,078 | + 3.0 | - 4.5 | (2) |
| QUEBEC | | | | | |
| Montreal | 11,580 | 29,800 | - 3.4 | - 8.6 | + 49.7 |
| Quebec | 2,207 | 5,694 | + 9.1 | - 4.8 | + 81.8 |
| Sherbrooke | 538 | 1,387 | + 5.1 | - 8.7 | (2) |
| Three Rivers | 550 | 1,420 | + 3.4 | - 3.9 | (2) |
| Chicoutimi | 329 | 848 | - 18.4 | - 6.8 | (2) |
| Noranda-Rouyn | 378 | 974 | + 3.8 | + 14.6 | (2) |
| Levis-Lauzon | 261 | 674 | + 5.5 | - 11.3 | (2) |
| St. Hyacinthe | 314 | 810 | + 7.5 | - 8.8 | (2) |
| Vaileyfield | 218 | 563 | + 3.2 | + 18.3 | (2) |
| St. Jerome | 198 | 510 | + 0.3 | - 27.6 | (2) |
| Thetford | 126 | 324 | + 6.2 | + 1.3 | (2) |
| Rimouski | 104 | 268 | - 4.8 | - 7.4 | (2) |
| ONTARIO | | | | | |
| Toronto | 9,807 | 25,303 | - 8.3 | - 6.1 | + 37.3 |
| Ottawa-Hull | 2,408 | 6,212 | - 11.0 | - 14.6 | + 50.2 |
| Hamilton | 2,369 | 6,113 | - 0.1 | + 3.9 | + 64.5 |
| Windsor | 1,729 | 4,462 | + 3.6 | + 0.7 | + 73.7 |
| London | 1,162 | 2,999 | + 1.1 | - 1.6 | + 92.9 |
| Ft. William and Pt. Arthur ... | 821 | 2,118 | + 2.6 | - 3.3 | (2) |
| Kitchener | 603 | 1,555 | - 3.9 | - 3.5 | + 76.3 |
| Kingston | 494 | 1,274 | + 2.9 | - 3.0 | + 71.0 |
| Sudbury | 557 | 1,436 | + 2.9 | + 0.6 | + 68.1 |
| Brantford | 512 | 1,322 | - 0.4 | - 1.1 | + 89.4 |
| Cornwall | 348 | 899 | + 3.8 | - 2.6 | + 81.6 |
| Belleville | 268 | 691 | + 2.0 | + 3.5 | + 64.6 |
| PRAIRIE PROVINCES | | | | | |
| Winnipeg | 3,432 | 8,855 | - 1.8 | - 8.1 | + 38.7 |
| Saskatoon, Prince Albert and The Battlefords | 898 | 2,518 | + 3.3 | - 5.9 | + 108.5 |
| Moose Jaw | 235 | 606 | - 1.0 | - 5.0 | + 83.7 |
| Regina | 649 | 1,673 | - 3.0 | - 2.9 | + 77.9 |
| Edmonton | 1,362 | 3,515 | - 2.5 | - 1.2 | + 94.4 |
| Calgary | 1,107 | 2,855 | - 2.9 | - 6.4 | + 57.7 |
| Medicine Hat | 144 | 571 | - 0.6 | - 2.9 | (2) |
| BRITISH COLUMBIA | | | | | |
| Vancouver | 5,013 | 12,933 | - 0.1 | + 0.2 | (2) |
| Victoria | 951 | 2,454 | + 6.2 | - 4.7 | (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 II. - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY - JULY, 1948

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

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM | |
|---|--------------|------------|------------------------|---------|
| | January-July | | January-July | |
| | Quarts | Pounds (1) | 1947 | 1939 |
| MARITIME PROVINCES | | | | |
| Charlottetown | 000 | 000 | % | % |
| Charlottetown | 1,492 | 3,849 | - 5.2 | (2) |
| Halifax | 8,449 | 21,799 | - 11.1 | (2) |
| Sydney Area | 4,902 | 12,647 | - 4.4 | (2) |
| Saint John | 5,815 | 15,004 | - 6.3 | (2) |
| Moncton | 2,931 | 7,563 | - 6.3 | (2) |
| QUEBEC | | | | |
| Montreal | 85,051 | 219,380 | - 4.3 | + 56.5 |
| Quebec | 15,359 | 39,626 | - 3.9 | + 84.9 |
| Sherbrooke | 3,774 | 9,660 | - 10.5 | (2) |
| Three Rivers | 3,796 | 9,794 | - 4.8 | (2) |
| Chicoutimi | 2,400 | 6,193 | + 3.1 | (2) |
| Noranda-Rouyn | 2,485 | 6,405 | + 8.5 | (2) |
| Levis-Lauzon | 1,736 | 4,479 | - 8.8 | (2) |
| St. Hyacinthe | 2,206 | 5,691 | - | (2) |
| Valleyfield | 1,431 | 3,693 | + 11.7 | (2) |
| St. Jerome | 1,349 | 3,480 | + 7.4 | (2) |
| Thetford | 844 | 2,177 | + 0.2 | (2) |
| Rimouski | 783 | 2,020 | - 4.5 | (2) |
| ONTARIO | | | | |
| Toronto | 74,807 | 193,002 | - 5.4 | + 41.5 |
| Ottawa-Hull | 18,680 | 48,196 | - 8.7 | + 71.6 |
| Hamilton | 16,465 | 42,480 | - 1.5 | + 60.6 |
| Windsor | 11,385 | 29,373 | - 3.2 | + 67.2 |
| London | 8,068 | 20,815 | - 4.6 | + 80.0 |
| Ft. William and Pt. Arthur ... | 5,581 | 14,398 | - 2.3 | (2) |
| Kitchener | 4,330 | 11,170 | - 5.5 | + 73.2 |
| Kingston | 3,509 | 9,053 | - 6.8 | + 68.7 |
| Sudbury | 3,700 | 9,546 | - 1.9 | + 68.8 |
| Brantford | 3,541 | 9,135 | - 3.5 | + 74.2 |
| Cornwall | 2,260 | 5,830 | - 4.4 | + 71.0 |
| Belleville | 1,814 | 4,680 | - 2.8 | + 58.0 |
| PRAIRIE PROVINCES | | | | |
| Winnipeg | 24,245 | 62,552 | - 4.5 | + 41.0 |
| Saskatoon, Prince Albert and The Battlefords | 6,439 | 16,613 | - 2.1 | + 101.2 |
| Moose Jaw | 1,743 | 4,497 | - 3.0 | + 82.4 |
| Regina | 4,819 | 12,432 | - 0.7 | + 71.0 |
| Edmonton | 9,744 | 25,140 | - 1.7 | + 88.1 |
| Calgary | 7,778 | 20,067 | - 5.5 | + 58.6 |
| Medicine Hat | 982 | 2,533 | + 0.6 | (2) |
| BRITISH COLUMBIA | | | | |
| Vancouver | 54,567 | 89,183 | - 0.7 | (2) |
| Victoria | 6,528 | 16,842 | - 8.2 | (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, JULY, 1948.

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

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM | | |
|---|-------------|---------------|------------------------|---------|---------|
| | July, 1948 | | June 1948 | J U L Y | |
| | Cream | Butter-fat(1) | | 1947 | 1939 |
| MARITIME PROVINCES | | | | | |
| Charlottetown | 7 | 4 | % | % | % |
| Halifax | 69 | 26 | + 42.7 | + 17.5 | (4) |
| Sydney Area | 14 | 9 | + 2.6 | - 4.1 | (4) |
| Saint John | 22 | 17 | + 53.5 | + 55.8 | (4) |
| Moncton | 13 | 9 | + 36.5 | + 2.6 | (4) |
| | | | + 72.9 | + 32.7 | (4) |
| QUEBEC | | | | | |
| Montreal | 654 | 294 | + 5.0 | - 13.5 | + 22.9 |
| Quebec | 97 | 39 | + 53.0 | + 6.9 | + 94.7 |
| Sherbrooke | 21 | 11 | + 60.6 | + 6.2 | (4) |
| Three Rivers | 12 | 6 | - 16.6 | - 2.9 | (4) |
| Chicoutimi | 3 | 2 | + 15.1 | - 25.4 | (4) |
| Noranda-Rouyn | 2 | 1 | - 4.2 | - 50.1 | (4) |
| Levis-Lauzon (3) | - | - | - | - | - |
| St. Hyacinthe (3) | - | - | - | - | - |
| Valleyfield (3) | - | - | - | - | - |
| St. Jerome (3) | - | - | - | - | - |
| Thetford (3) | - | - | - | - | - |
| Rimouski (3) | - | - | - | - | - |
| ONTARIO | | | | | |
| Toronto | 445 | 178 | - 9.2 | - 17.9 | + 30.4 |
| Ottawa-Hull | 87 | 40 | - 2.6 | - 8.7 | + 28.6 |
| Hamilton | 53 | 23 | - 6.1 | - 2.0 | + 23.2 |
| Windsor | 72 | 24 | - 2.6 | - 8.0 | + 120.0 |
| London | 27 | 13 | - 6.0 | - 20.2 | + 19.9 |
| Ft. William and Pt. Arthur ... | 25 | 12 | + 17.0 | + 5.8 | + 87.5 |
| Kitchener | 17 | 9 | - 1.8 | + 8.9 | + 40.7 |
| Kingston | 10 | 5 | + 24.7 | - 17.1 | + 30.6 |
| Sudbury | 14 | 7 | + 17.7 | + 2.5 | + 43.3 |
| Brantford | 10 | 5 | - 7.1 | - 17.0 | + 45.3 |
| Cornwall | 5 | 3 | - 3.7 | - 14.9 | + 9.9 |
| Belleville | 5 | 2 | + 7.5 | - 11.7 | + 77.8 |
| PRAIRIE PROVINCES | | | | | |
| Winnipeg | 358 | 109 | - 0.5 | - 6.3 | + 46.4 |
| Saskatoon, Prince Albert and The Battlefords | 68 | 22 | + 6.8 | - 4.0 | + 17.5 |
| Moose Jaw | 22 | 6 | + 2.6 | - 17.2 | + 4.1 |
| Regina | 67 | 19 | + 1.3 | - 9.2 | + 26.7 |
| Edmonton | 128 | 37 | + 13.7 | - 4.1 | + 63.7 |
| Calgary | 127 | 36 | + 12.0 | - 7.5 | + 66.8 |
| Medicine Hat | 7 | 2 | + 18.0 | + 0.7 | (4) |
| BRITISH COLUMBIA | | | | | |
| Vancouver | 531 | 159 | - 5.3 | - 7.5 | (4) |
| Victoria | 75 | 23 | - 3.4 | - 5.0 | (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 - JULY, 1948

With Percentage Changes from the Same Period of 1947 and 1939

| Market | TOTAL SALES | | PERCENTAGE CHANGE FROM(2) | |
|---|--------------|---------------|---------------------------|---------|
| | January-July | | January-July | |
| | Cream | Butter-fat(1) | 1947 | 1939 |
| MARITIME PROVINCES | | | | |
| Charlottetown | 000 qt. | 000 lb. | % | % |
| 37 | 21 | + 19.9 | (4) | |
| Halifax | 430 | 161 | + 1.4 | (4) |
| Sydney Area | 53 | 37 | + 39.9 | (4) |
| Saint John | 118 | 92 | - 6.0 | (4) |
| Moncton | 61 | 42 | - 0.4 | (4) |
| QUEBEC | | | | |
| Montreal | 4,190 | 1,885 | - 12.5 | + 23.7 |
| Quebec | 441 | 176 | - 7.5 | + 85.0 |
| Sherbrooke | 104 | 55 | + 3.8 | (4) |
| Three Rivers | 77 | 38 | - 0.3 | (4) |
| Chicoutimi | 20 | 16 | + 4.8 | (4) |
| Noranda-Rouyn | 15 | 9 | + 0.7 | (4) |
| Levis-Lauzon (3) | - | - | - | - |
| St. Hyacinthe (3) | - | - | - | - |
| Valleyfield (3) | - | - | - | - |
| Thetford (3) | - | - | - | - |
| Rimouski (3) | - | - | - | - |
| ONTARIO | | | | |
| Toronto | 3,497 | 1,395 | - 9.9 | + 32.7 |
| Ottawa-Hull | 610 | 283 | - 10.2 | + 29.1 |
| Hamilton | 420 | 178 | - 1.0 | + 27.2 |
| Windsor | 485 | 162 | - 8.1 | + 119.4 |
| London | 211 | 106 | - 2.4 | + 36.1 |
| Ft. William and Pt. Arthur ... | 155 | 74 | - 9.1 | + 84.1 |
| Kitchener | 112 | 60 | + 5.3 | + 21.2 |
| Kingston | 67 | 35 | - 7.1 | + 22.1 |
| Sudbury | 83 | 42 | + 2.3 | + 37.9 |
| Brantford | 80 | 39 | + 1.2 | + 65.2 |
| Cornwall | 31 | 18 | - 2.3 | + 2.8 |
| Belleville | 31 | 16 | - 9.2 | + 86.9 |
| PRAIRIE PROVINCES | | | | |
| Winnipeg | 2,577 | 788 | - 9.5 | + 45.9 |
| Saskatoon, Prince Albert and The Battlefords | 507 | 160 | - 9.8 | + 25.2 |
| Moose Jaw | 159 | 44 | - 22.3 | + 4.5 |
| Regina | 519 | 151 | - 8.6 | + 24.7 |
| Edmonton | 882 | 252 | - 12.1 | + 54.9 |
| Calgary | 820 | 231 | - 14.5 | + 65.9 |
| Medicine Hat | 55 | 16 | - 6.7 | (4) |
| BRITISH COLUMBIA | | | | |
| Vancouver | 3,854 | 1,156 | - 9.1 | (4) |
| Victoria | 490 | 152 | - 8.5 | (4) |

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on bases of average test in each market. (2) Percentages calculated on basis of quart sales. (3) Less than three distributors. (4) Data not available.

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

JULY, 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> | | | | | | |
| July | 275,065 | 40 | 51.7 | 60,360 | 40 | 55.1 |
| January-July | 1,979,510 | 40 | 51.6 | 596,558 | 40 | 56.7 |
| <u>Maritime Provinces</u> | | | | | | |
| July | 17,289 | 5 | 51.2 | 2,868 | 5 | 65.3 |
| January-July | 119,966 | 5 | 50.7 | 14,533 | 5 | 69.2 |
| <u>Quebec</u> | | | | | | |
| July | 89,462 | 12 | 48.4 | 25,800 | 12 | 43.4 |
| January-July | 659,698 | 12 | 48.9 | 125,488 | 12 | 50.5 |
| <u>Ontario</u> | | | | | | |
| July | 112,020 | 12 | 48.5 | 16,022 | 12 | 57.3 |
| January-July | 800,108 | 12 | 49.7 | 118,247 | 12 | 58.2 |
| <u>Prairie Provinces</u> | | | | | | |
| July | 39,035 | 9 | 51.7 | 12,134 | 9 | 54.6 |
| January-July | 282,947 | 9 | 50.8 | 89,191 | 9 | 52.6 |
| <u>British Columbia</u> | | | | | | |
| July | 17,229 | 2 | 89.3 | 5,536 | 2 | 94.2 |
| January-July | 136,791 | 2 | 77.5 | 48,899 | 2 | 76.5 |