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MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE

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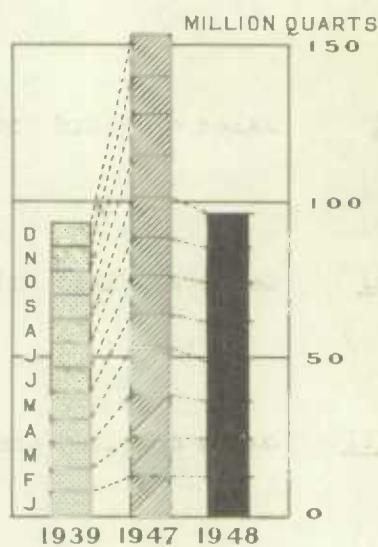
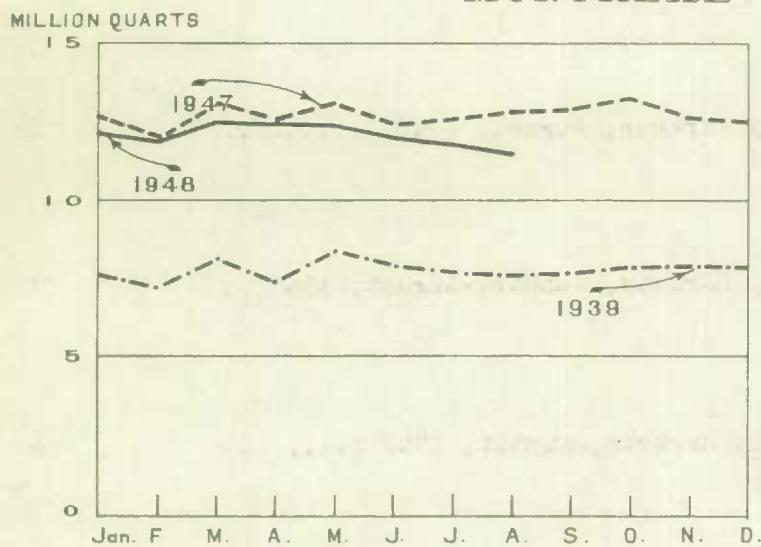
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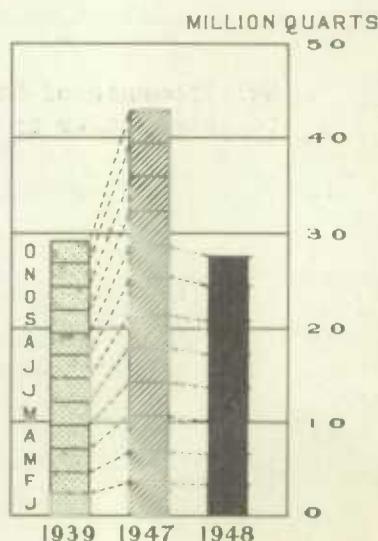
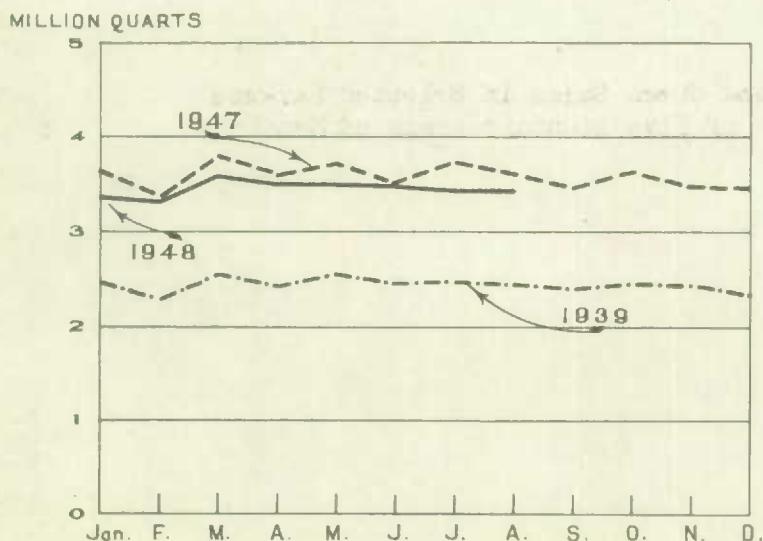
MILK SALES

MONTREAL



WINNIPEG

CUMULATIVE SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - August 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 511,236,000 pounds during the month of August, a reduction of more than 24 million pounds or approximately 7 per cent less than those of the same month last year. Approximately 81 per cent was sold as milk and 19 per cent was sold as cream. During the eight-month period, January to August, fluid sales reached a total of 2,687,104,000 pounds, a decline of nearly 119 million pounds or about 4 per cent below those of the corresponding period in 1947.

Milk Sales: The quantity of fluid milk sold in Canada during August amounted to 251,843,000 pounds, falling 17 million pounds or more than 6 per cent below the sales of August, 1947. During the January-August period of 1948 fluid milk sales amounted to 2,251,353,000 pounds, a reduction of 94 million pounds or 4 per cent, compared with the eight-month period of the previous year.

Cream Sales: Cream sales expressed as milk amounted to 59,393,000 pounds in August, representing a decrease of nearly 7½ million pounds or 11 per cent as compared with those of the same month last year. During the first eight months of the year, cream sales on a milk basis were estimated at 455,751,000 pounds, falling 22 million pounds or nearly 5 per cent from January-August, 1947.

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

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (cream expressed as milk) reached a total of 171,761,000 pounds in August, 1948, in comparison with 185,221,000 pounds in August, 1947, representing a reduction of more than 7 per cent. During the eight-month period, January to August, the percentage decline was 4½ per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 141,243,000 pounds (54,745,000 quarts) during August. Compared with 150,666,000 pounds (58,398,000 quarts) in the same month of the previous year, a decline of more than 6 per cent was indicated. During the eight-month period, January to August, milk sales shown in this report fall 4 per cent below those reported for the same markets in the first eight months of 1947.

Cream Sales: Sales of fluid cream in forty Canadian markets amounted to 30,518,000 pounds in terms of milk (2,899,000 quarts of cream), while corresponding figures for the same month of 1947 were 34,555,000 pounds (3,257,000 quarts of cream.) The decline in cream sales on a milk basis between August, 1947 and August, 1948, amounted to about 11½ per cent; and during the first eight months of 1948, there was a reduction of about 4½ per cent from the corresponding period of the preceding year. However, cream sales on a quart basis showed a drop of 11 per cent in August and a reduction of more than 9 per cent in the eight-month period ended August.

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

In the month of August the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.87 pints of milk per capita in 1946, to 0.82 pints and 0.75 pints in 1947, and 1948, respectively. Milk alone fell from 0.74 pints in August, 1946, to 0.66 pints in August, 1947, and 0.61 pints in the same month of 1948. Cream consumption (expressed as milk) which represented a per capita average of 0.13 pints in August, 1946, advanced to 0.16 pints in the same month of 1947, but fell to 0.14 pints in August, 1948.

Table I - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, AUGUST, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	August 1948		July 1948	August 1947	1939
	Quarts	Pounds(1)			
MARITIME PROVINCES					
Charlottetown	216	556	- 0.4	- 5.0	(2)
Halifax	1,145	2,954	- 8.1	- 7.8	(2)
Sydney Area	701	1,809	- 3.1	- 6.5	(2)
Saint John	796	2,055	- 4.0	- 6.8	(2)
Moncton	418	1,078	+ 0.1	+ 0.7	(2)
QUEBEC					
Montreal	11,433	29,497	- 1.0	- 11.2	+ 50.2
Quebec	2,138	5,515	- 3.1	- 7.3	+ 71.7
Sherbrooke	604	1,559	+ 12.4	+ 2.3	(2)
Three Rivers	559	1,442	+ 1.5	- 4.2	(2)
Chicoutimi	537	869	+ 2.4	- 5.1	(2)
Noranda-Rouyn	340	877	- 10.0	+ 3.5	(2)
Levis-Lauzon	249	643	- 4.6	- 14.7	(2)
St. Hyacinthe	300	773	- 4.5	- 13.6	(2)
Valleyfield	217	560	- 0.5	+ 12.3	(2)
St. Jerome	196	504	- 1.0	- 27.1	(2)
Thetford	126	325	+ 0.3	- 2.2	(2)
Rimouski	104	268	+ 0.2	- 6.0	(2)
ONTARIO					
Toronto	9,913	25,576	+ 1.1	- 5.9	+ 40.9
Ottawa-Hull	2,602	6,713	- 3.6	- 10.9	+ 75.1
Hamilton	2,506	5,950	- 2.7	- 2.6	+ 61.4
Windsor	1,673	4,317	- 3.3	- 5.1	+ 66.1
London	1,127	2,907	- 5.1	- 6.3	+ 77.5
Ft. William and Pt. Arthur	821	2,117	-	- 3.8	(2)
Kitchener	607	1,567	+ 0.8	- 4.9	+ 70.2
Kingston	491	1,267	- 0.6	- 3.5	+ 67.8
Sudbury	556	1,455	- 0.1	+ 0.1	+ 65.9
Brantford	486	1,254	- 5.1	- 5.0	+ 69.9
Cornwall	337	869	- 3.2	- 13.1	+ 73.4
Belleville	270	696	+ 0.7	+ 0.8	+ 68.8
PRAIRIE PROVINCES					
Winnipeg	3,436	8,866	+ 0.1	- 4.8	+ 40.4
Saskatoon, Prince Albert and The Battlefords	860	2,219	- 4.3	- 3.7	+ 105.7
Moose Jaw	234	604	- 0.4	- 1.8	+ 83.4
Regina	639	1,649	- 1.5	- 3.5	+ 71.5
Edmonton	1,345	3,471	- 1.3	+ 4.2	+ 96.2
Calgary	1,088	2,806	- 1.7	- 4.9	+ 62.3
Medicine Hat	142	367	- 1.1	+ 0.4	(2)
BRITISH COLUMBIA					
Vancouver	5,016	12,942	+ 0.1	- 0.6	(2)
Victoria	917	2,365	- 3.6	- 7.8	(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 II. - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY-AUGUST, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-August		January-August	
	Quarts	Pounds(1)	1947	1939
MARITIME PROVINCES				
Charlottetown	000 1,708	000 4,405	- 5.2	(2)
Halifax	9,594	24,753	- 10.7	(2)
Sydney Area	5,603	14,456	- 4.6	(2)
Saint John	6,612	17,058	- 6.4	(2)
Moncton	3,549	8,642	- 5.5	(2)
QUEBEC				
Montreal	96,464	248,877	- 5.2	+ 55.7
Quebec	17,496	45,141	- 4.3	+ 83.2
Sherbrooke	4,548	11,219	- 8.9	(2)
Three Rivers	4,355	11,256	- 4.7	(2)
Chicoutimi	2,757	7,062	+ 2.0	(2)
Noranda-Rouyn	2,825	7,282	+ 7.9	(2)
Levis-Lauzon	1,985	5,122	- 9.5	(2)
St. Hyacinthe	2,506	6,465	- 1.8	(2)
Valleyfield	1,648	4,253	+ 11.8	(2)
St. Jerome	1,544	3,985	+ 1.3	(2)
Thetford	970	2,505	- 0.2	(2)
Rimouski	867	2,288	- 4.7	(2)
ONTARIO				
Toronto	84,720	218,578	- 5.4	+ 41.4
Ottawa-Hull	21,575	55,663	- 7.7	+ 74.4
Hamilton	18,771	48,430	- 1.7	+ 60.7
Windsor	13,058	33,690	- 3.4	+ 67.0
London	9,195	23,723	- 4.9	+ 79.7
Ft. William and Pt. Arthur ..	6,401	16,515	- 2.5	(2)
Kitchener	4,957	12,737	- 5.4	+ 72.8
Kingston	4,000	10,320	- 6.4	+ 68.6
Sudbury	4,256	10,982	- 1.6	+ 68.4
Brantford	4,027	10,389	- 5.7	+ 73.6
Cornwall	2,596	6,699	- 5.6	+ 71.3
Belleville	2,084	5,376	- 2.3	+ 59.3
PRAIRIE PROVINCES				
Winnipeg	27,681	71,418	- 4.5	+ 40.9
Saskatoon, Prince Albert and The Battlefords	7,299	18,832	- 2.5	+ 101.7
Moose Jaw	1,977	5,100	- 2.9	+ 82.5
Regina	5,458	14,081	- 1.0	+ 71.0
Edmonton	11,089	28,610	- 1.0	+ 89.0
Calgary	8,866	22,874	- 5.4	+ 59.1
Medicine Hat	1,124	2,901	+ 0.6	(2)
BRITISH COLUMBIA				
Vancouver	39,583	102,125	- 0.6	(2)
Victoria	7,445	19,207	- 8.1	(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, AUGUST, 1948

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	August, 1948		July	August	
	Cream	Butter-fat(%)	1948	1947	1939
MARITIME PROVINCES					
Charlottetown	000 qt.	000 lb.	%	%	%
Charlottetown	6	3	- 12.8	- 0.3	(4)
Halifax	54	20	- 22.2	- 12.7	(4)
Sydney Area	7	5	- 49.9	+ 17.4	(4)
Saint John	16	13	- 26.7	- 12.4	(4)
Moncton	8	5	- 37.8	- 2.2	(4)
QUEBEC					
Montreal	602	271	- 7.9	- 14.8	+ 38.2
Quebec	80	32	- 17.7	- 3.3	+ 72.0
Sherbrooke	16	8	- 24.1	- 13.4	(4)
Three Rivers	9	5	- 20.9	- 21.7	(4)
Chicoutimi	4	3	+ 26.8	- 15.4	(4)
Noranda-Rouyn	2	1	+ 28.6	- 38.2	(4)
Levis-Lauzon (3)	-	-	-	-	-
St. Hyacinthe (3)	-	-	-	-	-
Valleyfield (3)	-	-	-	-	-
St. Jerome (3)	-	-	-	-	-
Thetford (3)	-	-	-	-	-
Rimouski (3)	-	-	-	-	-
ONTARIO					
Toronto	435	174	- 2.2	- 15.6	+ 24.6
Ottawa-Hull	82	38	- 10.4	- 8.9	+ 14.7
Hamilton	48	21	- 9.5	+ 12.7	+ 21.3
Windsor	66	22	- 8.6	- 3.8	+ 108.8
London	25	13	- 4.7	- 3.5	+ 10.8
Ft. William and Pt. Arthur ...	22	10	- 13.3	- 8.9	+ 61.7
Kitchener	14	8	- 14.3	- 8.1	+ 26.6
Kingston	8	4	- 21.4	- 27.1	+ 6.2
Sudbury	11	6	- 18.7	- 9.8	+ 21.9
Brantford	8	4	- 17.4	- 17.6	+ 32.8
Cornwall	4	2	- 12.5	- 16.6	+ 15.3
Belleville	4	2	- 8.5	+ 2.7	+ 78.6
PRAIRIE PROVINCES					
Winnipeg	351	107	- 2.1	- 7.8	+ 43.4
Saskatoon, Prince Albert and The Battlefords	67	21	- 2.3	- 9.5	+ 19.5
Moose Jaw	21	6	- 5.9	- 19.0	- 1.8
Regina	63	18	- 6.5	- 17.5	+ 11.6
Edmonton	126	36	- 2.0	- 8.7	+ 63.2
Calgary	124	35	- 2.5	- 10.3	+ 88.5
Medicine Hat	7	2	- 4.5	+ 2.5	(4)
BRITISH COLUMBIA					
Vancouver	524	144	- 1.4	- 8.0	(4)
Victoria	69	21	- 8.4	- 12.5	(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 - AUGUST, 1948
With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January - August		January - August	
	Cream	Butter-fat(1)	1947	1939
MARITIME PROVINCES				
Charlottetown	000 qt.	000 lb.	%	%
44	24	+ 16.5	(4)	
Halifax	484	181	- 0.4	(4)
Sydney Area	60	41	+ 36.9	(4)
Saint John	135	105	- 6.8	(4)
Moncton	69	47	+ 0.1	(4)
QUEBEC				
Montreal	4,792	2,156	- 12.8	+ 25.3
Quebec	520	208	- 6.9	+ 82.9
Sherbrooke	119	64	+ 1.2	(4)
Three Rivers	86	43	- 3.2	(4)
Chicoutimi	24	19	+ 1.0	(4)
Noranda-Rouyn	18	10	- 7.1	(4)
Levis-Lauzon (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
Valleyfield (3)	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	5,932	1,569	- 10.6	+ 31.8
Ottawa-Hull	696	323	- 9.4	+ 28.1
Hamilton	468	199	+ 0.2	+ 26.6
Windsor	551	184	- 7.6	(4)
London	236	119	- 2.5	+ 32.9
Ft. William and Pt. Arthur	177	84	- 9.0	+ 81.0
Kitchener	127	68	+ 3.6	+ 21.8
Kingston	75	39	- 9.7	+ 20.2
Sudbury	95	47	+ 0.7	+ 35.8
Brantford	88	43	- 0.9	+ 59.7
Cornwall	35	20	- 4.5	+ 4.2
Belleville	35	18	- 8.0	(4)
PRAIRIE PROVINCES				
Winnipeg	2,928	895	- 9.5	+ 45.6
Saskatoon, Prince Albert and The Battlefords	574	182	- 9.8	+ 19.5
Moose Jaw	180	50	- 22.0	+ 3.7
Regina	581	169	- 9.7	+ 23.2
Edmonton	1,008	288	- 11.7	+ 55.9
Calgary	944	266	- 13.9	+ 68.6
Medicine Hat	62	19	- 5.8	(4)
BRITISH COLUMBIA				
Vancouver	4,877	1,251	- 1.0	(4)
Victoria	559	174	- 9.0	(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.



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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**

August, 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>						
August	251,843	40	56.1	59,593	40	51.3
January-August	2,251,353	40	52.1	455,751	40	56.0
<u>Maritime Provinces</u>						
August	16,532	5	51.1	2,129	5	62.5
January-August	136,498	5	50.8	16,662	5	68.4
<u>Quebec</u>						
August	74,916	12	57.2	21,324	12	43.9
January-August	714,614	12	49.7	146,812	12	49.5
<u>Ontario</u>						
August	100,723	12	54.3	18,555	12	46.5
January-August	900,831	12	50.2	156,802	12	56.6
<u>Prairie Provinces</u>						
August	40,448	9	49.4	11,499	9	55.8
January-August	325,395	9	50.7	100,690	9	55.0
<u>British Columbia</u>						
August	19,224	2	79.6	5,886	2	80.3
January-August	156,015	2	77.8	54,785	2	76.9