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## DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS  
OF THE

# FLUID MILK TRADE

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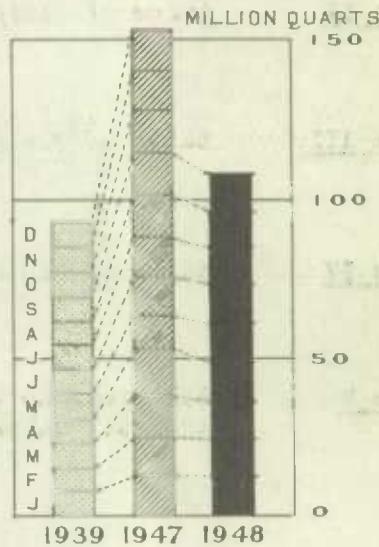
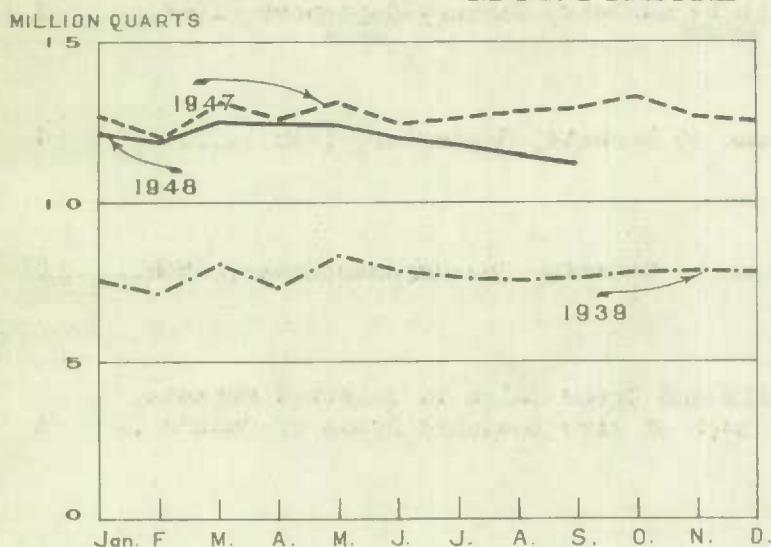
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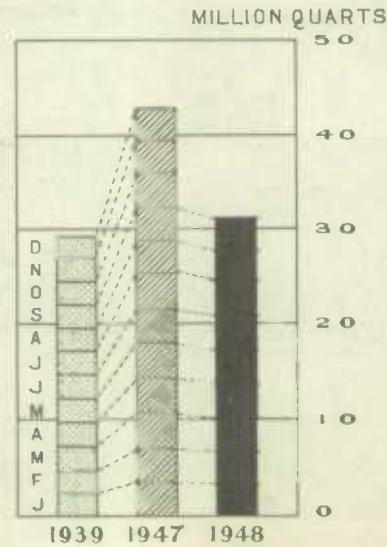
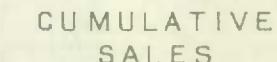
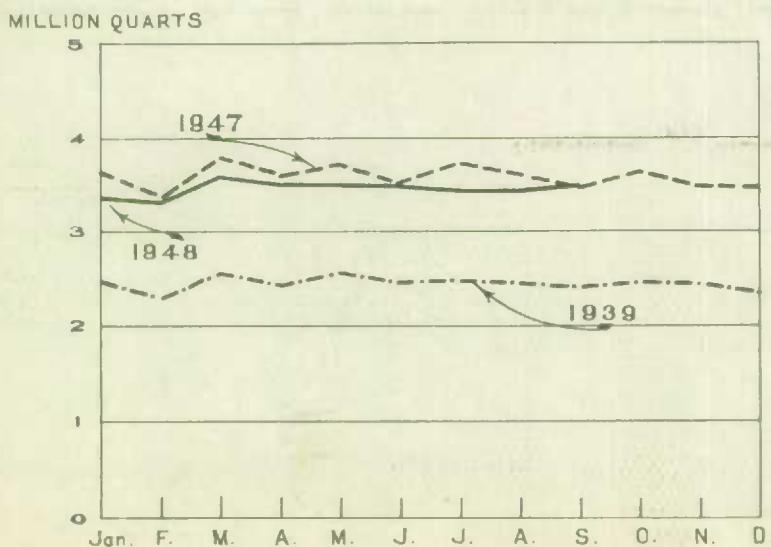
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## MILK SALES

## MONTREAL



## WINNIPEG



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

### Part I - September 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 320,562,000 pounds during the month of September, a reduction of more than 19 million pounds or nearly 6 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. During the nine-month period, January to September, fluid sales reached a total of 3,007,666,000 pounds, a decline of nearly 135 1/2 million pounds or approximately 4 per cent less than those of the corresponding period in 1947.

Milk Sales: The quantity of fluid milk sold in Canada during September amounted to 270,509,000 pounds, falling almost 14 million pounds or nearly 4 per cent below the sales of September, 1947. During the January-September period of 1948 fluid milk sales amounted to 2,501,862,000 pounds, a reduction of almost 108 million pounds or 4 per cent compared with the nine-month period of the previous year.

Cream Sales: Cream sales expressed as milk amounted to 50,053,000 pounds in September, representing a decrease of nearly 5 1/2 million pounds or 10 per cent as compared with those of the same month last year. During the first nine-months of the year, cream sales on a milk basis were estimated at 505,804,000 pounds, falling almost 28 million pounds or 5 per cent from January-September, 1947.

### Part II - September 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 173,939,000 pounds in September, 1948, in comparison with 183,618,000 pounds in September, 1947, representing a reduction of more than 5 per cent. During the nine-month period, January to September, the percentage decline was 4 1/2 per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 143,894,000 pounds (55,773,000 quarts) during September. Compared with 150,236,000 pounds (58,231,000 quarts) in the same month of the previous year, a decline of more than 4 per cent was indicated. During the nine-month period, January to September, milk sales shown in this report fell nearly 4 1/2 per cent below those reported for the same markets in the first nine months of 1947.

Cream Sales: Sales of fluid cream in forty Canadian markets in September, 1948, amounted to 30,045,000 pounds in terms of milk (2,864,000 quarts of cream), while corresponding figures for the same month of 1947 were 33,382,000 pounds (3,159,000 quarts of cream). The decline in cream sales on a milk basis between September, 1947, and September, 1948, amounted to 10 per cent; and during the first nine months of 1948 there was a reduction of nearly 5 1/2 per cent from the corresponding period of the preceding year. However, cream sales on a quart basis showed a drop of more than 9 per cent in September and a reduction of more than 9 1/2 per cent in the nine-month period ended September.

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

In the month of September the over-all consumption of milk and cream by the milk purchasing population in urban areas dropped from a daily average of 0.90 pints of milk per capita in 1946, to 0.86 pints and 0.79 pints in 1947, and 1948, respectively. Milk alone fell from 0.77 pints in September, 1946, to 0.72 pints in September, 1947, and 0.67 pints in the same month of 1948. Cream consumption (expressed as milk) which represented a per capita average of 0.13 pints in September, 1946, advanced to 0.14 pints in the same month of 1947, but fell to 0.12 pints in September, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	September, 1948		August	September	
	Quarts	Pounds(1)	1948	1947	1939
<b>MARITIME PROVINCES</b>					
Charlottetown .....	000	000	%	%	%
204	527	-	5.2	5.8	(2)
Halifax .....	1,167	3,012	+ 2.0	- 7.0	(2)
Sydney Area .....	720	1,857	+ 2.6	- 1.7	(2)
Saint John .....	794	2,049	- 0.3	- 3.5	(2)
Moncton .....	416	1,073	- 0.5		(2)
<b>QUEBEC</b>					
Montreal .....	11,176	28,833	- 2.3	- 13.7	+ 45.6
Quebec .....	2,222	5,734	+ 4.0	- 2.2	+ 78.0
Sherbrooke .....	575	1,484	- 4.8	- 0.4	(2)
Three Rivers .....	540	1,394	- 3.3	- 3.0	(2)
Chicoutimi .....	344	887	+ 2.1	+ 0.6	(2)
Noranda-Rouyn .....	328	847	- 3.5	+ 5.2	(2)
Levis-Lauzon .....	247	638	- 0.7	- 9.1	(2)
St. Hyacinthe .....	296	763	- 1.3	- 12.1	(2)
Valleyfield .....	190	490	- 12.6	+ 7.6	(2)
St. Jerome .....	206	532	+ 5.4	+ 16.1	(2)
Thetford .....	123	317	- 2.6	+ 1.3	(2)
Rimouski .....	107	277	+ 3.3	- 6.0	(2)
<b>ONTARIO</b>					
Toronto .....	11,010	28,405	+ 11.1	- 0.8	+ 46.5
Ottawa-Hull .....	2,642	6,818	+ 1.6	- 6.3	+ 70.3
Hamilton .....	2,399	6,190	+ 4.0	- 0.7	+ 63.3
Windsor .....	1,699	4,383	+ 1.5	- 1.9	+ 75.6
London .....	1,178	3,040	+ 4.6	- 1.3	+ 86.3
Ft. William and Ft. Arthur .....	772	1,992	- 5.9	- 4.7	(2)
Kitchener .....	616	1,589	+ 1.4	- 2.3	+ 81.2
Kingston .....	487	1,256	- 0.8	- 3.5	+ 59.4
Sudbury .....	545	1,405	- 2.1	+ 2.5	+ 67.9
Brantford .....	513	1,324	+ 5.6	- 2.0	+ 79.5
Cornwall .....	338	872	+ 0.3	- 2.7	+ 80.7
Belleville .....	270	697	+ 0.1	+ 2.5	+ 73.6
<b>PRAIRIE PROVINCES</b>					
Winnipeg .....	3,482	8,983	+ 1.3	+ 0.1	+ 44.7
Saskatoon, Prince Albert and The Battlefords .....	877	2,263	+ 2.0	-	+ 109.0
Moose Jaw .....	244	629	+ 4.2	+ 1.3	+ 85.3
Regina .....	642	1,656	+ 0.4	- 0.1	+ 66.3
Edmonton .....	1,352	3,489	+ 0.5	+ 1.7	+ 93.5
Calgary .....	1,106	2,853	+ 1.7	+ 0.1	+ 62.4
Medicine Hat .....	144	372	+ 1.3	+ 0.1	(2)
<b>BRITISH COLUMBIA</b>					
Vancouver .....	4,883	12,598	- 2.7	- 0.8	(2)
Victoria .....	916	2,364	- 0.1	- 4.0	(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-SEPTEMBER, 1948.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January-September		January-September	
	Quarts	Pounds (1)	1947	1939
MARITIME PROVINCES				
Charlottetown .....	000	000	%	%
1,912	4,933	- 5.2	(2)	
Halifax .....	10,761	27,764	- 10.3	(2)
Sydney Area .....	6,323	16,313	- 4.3	(2)
Saint John .....	7,406	19,108	- 6.1	(2)
Moncton .....	3,765	9,715	- 5.3	(2)
QUEBEC				
Montreal .....	107,640	277,710	- 6.2	+ 54.6
Quebec .....	19,719	50,875	- 4.1	+ 82.6
Sherbrooke .....	4,924	12,703	- 8.0	(2)
Three Rivers .....	4,895	12,630	- 4.6	(2)
Chicoutimi .....	3,081	7,949	+ 1.8	(2)
Noranda-Rouyn .....	3,151	8,129	+ 7.6	(2)
Levis-Lauzon .....	2,232	5,760	- 9.5	(2)
St. Hyacinthe .....	2,801	7,228	- 3.0	(2)
Valleyfield .....	1,838	4,743	+ 11.0	(2)
St. Jerome .....	1,751	4,517	+ 2.8	(2)
Thetford .....	1,093	2,819	-	(2)
Rimouski .....	994	2,565	- 4.9	(2)
ONTARIO				
Toronto .....	95,730	246,983	- 4.9	+ 42.0
Ottawa-Hull .....	24,217	62,481	- 7.5	+ 73.9
Hamilton .....	21,171	54,620	- 1.6	+ 61.0
Windsor .....	14,757	38,073	- 3.3	+ 68.0
London .....	10,373	26,763	- 4.5	+ 80.4
Ft. William and Ft. Arthur .....	7,174	18,508	- 2.7	(2)
Kitchener .....	5,553	14,326	- 5.1	+ 42.4
Kingston .....	4,487	11,576	- 6.1	+ 67.5
Sudbury .....	4,801	12,387	- 1.2	+ 68.4
Brantford .....	4,540	11,713	- 4.5	+ 74.3
Cornwall .....	2,934	7,571	- 5.3	+ 72.3
Belleville .....	2,354	6,073	- 1.8	+ 60.8
PRAIRIE PROVINCES				
Winnipeg .....	31,163	80,401	- 4.0	+ 41.4
Saskatoon, Prince Albert and The Battlefords .....	8,176	21,095	- 2.0	+ 102.5
Moose Jaw .....	2,221	5,730	- 2.4	+ 82.8
Regina .....	6,099	15,736	- 0.9	+ 70.5
Edmonton .....	12,442	32,099	- 0.7	+ 89.5
Calgary .....	9,992	25,727	- 4.8	+ 59.4
Medicine Hat .....	1,268	3,273	+ 0.5	+ 146.8
BRITISH COLUMBIA				
Vancouver .....	44,688	115,294	- 0.2	(2)
Victoria .....	8,415	21,710	- 7.0	(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 III. - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, SEPTEMBER, 1948.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM		
	September, 1948		August, 1948	September	
	Cream	Butter-fat(1)	1948	1947	1939
MARITIME PROVINCES					
Charlottetown .....	000 qt.	000 lb.	%	%	%
Charlottetown .....	5	3	- 19.7	+ 0.8	(4)
Halifax .....	52	19	- 3.8	- 7.8	(4)
Sydney Area .....	6	4	- 9.2	+ 33.6	(4)
Saint John .....	13	10	- 22.1	- 24.3	(4)
Moncton .....	7	5	- 7.8	- 0.5	(4)
QUEBEC					
Montreal .....	581	262	- 3.5	- 11.9	+ 49.9
Quebec .....	65	26	- 18.1	- 2.0	+ 108.6
Sherbrooke .....	14	8	- 7.1	- 11.6	(4)
Three Rivers .....	9	4	- 6.3	- 14.0	(4)
Chicoutimi .....	3	2	- 30.7	- 34.4	(4)
Noranda-Rouyn .....	2	1	- 1.6	- 18.4	(4)
Levis-Lauzon (3) .....	-	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-	-
Valleyfield (3) .....	-	-	-	-	-
St. Jerome (3) .....	-	-	-	-	-
Thetford (3) .....	-	-	-	-	-
Rimouski (3) .....	-	-	-	-	-
ONTARIO					
Toronto .....	462	184	+ 6.0	- 17.7	+ 27.1
Ottawa-Hull .....	83	38	+ 1.1	- 4.2	+ 22.0
Hamilton .....	53	22	+ 8.6	+ 0.1	+ 20.2
Windsor .....	67	22	+ 1.9	+ 0.8	+ 131.4
London .....	28	14	+ 10.6	- 0.1	+ 24.4
Ft. William and Pt. Arthur .....	24	11	+ 8.4	+ 5.7	+ 78.9
Kitchener .....	14	7	- 4.3	- 14.4	+ 41.9
Kingston .....	9	5	+ 20.1	- 12.1	+ 29.9
Sudbury .....	11	6	+ 1.0	+ 5.2	+ 30.0
Brantford .....	10	5	+ 16.7	- 13.4	+ 53.8
Cornwall .....	4	2	- 9.4	- 13.4	+ 3.5
Belleville .....	4	2	- 5.1	- 4.6	+ 122.4
PRAIRIE PROVINCES					
Winnipeg .....	350	105	- 0.2	- 3.3	+ 45.3
Saskatoon, Prince Albert and The Battlefords .....	67	21	+ 0.5	- 9.6	+ 18.6
Moose Jaw .....	22	6	+ 4.5	- 15.4	-
Regina .....	65	18	+ 3.4	- 14.2	+ 14.2
Edmonton .....	123	35	- 2.5	- 7.7	+ 59.9
Calgary .....	113	31	- 8.8	- 8.2	+ 61.7
Medicine Hat .....	8	2	+ 8.0	+ 9.9	(4)
BRITISH COLUMBIA					
Vancouver .....	512	141	- 2.3	- 6.7	(4)
Victoria .....	67	21	- 2.5	- 6.3	(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-SEPTEMBER, 1948

With Percentage Changes from the Same Period of 1947 and 1939

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-September		January-September	
	Cream	Butter-fat(1)	1947	1939
MARITIME PROVINCES				
Charlottetown .....	000 qt.	000 lb.	%	%
Charlottetown .....	49	27	+ 14.7	(4)
Halifax .....	536	200	- 1.2	(4)
Sydney Area .....	66	46	+ 36.6	(4)
Saint John .....	148	114	- 8.7	(4)
Moncton .....	77	52	+ 0.1	(4)
QUEBEC				
Montreal .....	5,373	2,418	- 12.7	+ 27.6
Quebec .....	586	234	- 6.4	+ 85.4
Sherbrooke .....	134	72	- 0.4	(4)
Three Rivers .....	95	47	- 4.3	(4)
Chicoutimi .....	26	21	- 4.0	(4)
Noranda-Rouyn .....	20	12	- 8.6	(4)
Levis-Lauzon (3) .....	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-
Valleyfield (3) .....	-	-	-	-
St. Jerome (3) .....	-	-	-	-
Thetford (3) .....	-	-	-	-
Rimouski (3) .....	-	-	-	-
ONTARIO				
Toronto .....	4,394	1,753	- 11.4	+ 31.3
Ottawa-Hull .....	779	361	- 8.9	+ 27.4
Hamilton .....	521	221	+ 0.2	+ 25.9
Windsor .....	618	207	- 6.8	+ 119.4
London .....	264	133	- 2.3	+ 31.9
Ft. William and Pt. Arthur ..	200	96	- 7.6	+ 80.7
Kitchener .....	141	75	+ 1.4	+ 23.5
Kingston .....	84	43	- 9.9	+ 21.2
Sudbury .....	106	53	+ 1.1	+ 35.2
Brantford .....	98	48	- 2.3	+ 59.1
Cornwall .....	39	22	- 5.3	+ 4.1
Belleville .....	39	20	- 7.6	+ 89.0
PRAIRIE PROVINCES				
Winnipeg .....	3,278	1,000	- 8.7	+ 45.5
Saskatoon, Prince Albert and The Battlefords .....	641	203	- 9.8	+ 22.3
Moose Jaw .....	202	56	- 21.3	+ 3.3
Regina .....	647	188	- 10.1	+ 22.3
Edmonton .....	1,130	322	- 11.3	+ 56.3
Calgary .....	1,057	297	- 13.4	+ 67.8
Medicine Hat .....	70	21	- 4.2	(4)
BRITISH COLUMBIA				
Vancouver .....	4,984	1,379	- 7.0	(4)
Victoria .....	639	222	- 6.8	(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

September, 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>						
September	270,509	40	53.2	50,053	40	60.0
January-September	2,501,862	40	52.3	505,804	40	56.6
<u>Maritime Provinces</u>						
September	15,974	5	53.3	1,755	5	67.5
January-September	152,472	5	51.0	18,417	5	68.3
<u>Quebec</u>						
September	84,557	12	49.9	15,893	12	55.6
January-September	799,171	12	49.7	162,705	12	50.1
<u>Ontario</u>						
September	110,550	12	52.4	15,343	12	59.6
January-September	1,011,381	12	50.5	152,145	12	57.0
<u>Prairie Provinces</u>						
September	41,771	9	48.5	11,931	9	52.6
January-September	365,166	9	50.4	112,621	9	53.0
<u>British Columbia</u>						
September	17,657	2	84.7	5,131	2	90.0
January-September	173,672	2	78.9	59,916	2	76.3