

23-002

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

DOMINION BUREAU OF STATISTICS

Historical File Copy

MONTHLY STATISTICS
OF THE

FLUID

MILK

TRADE

Dominion Statistician:
Director, Agricultural Division:
In Charge of Dairying Statistics:

Herbert Marshall
C. V. Parker
P. H. Ferguson

Series 3, Report No. 1

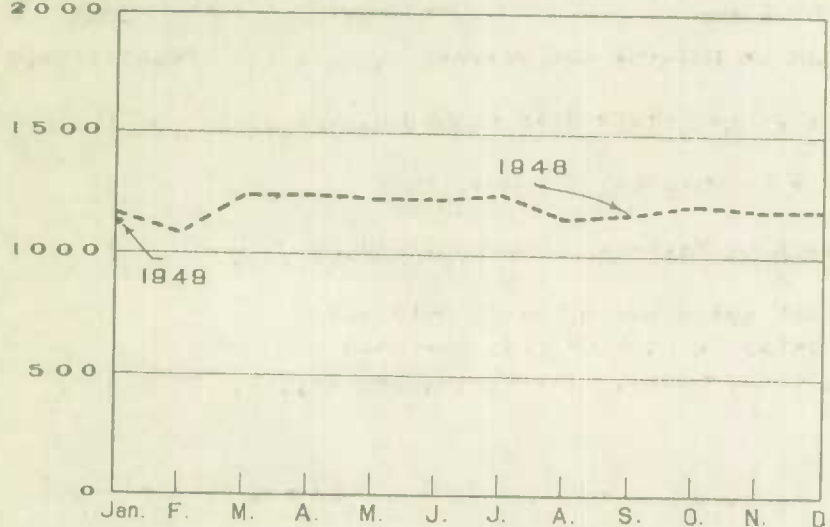
(JANUARY)

Published April 1, 1949

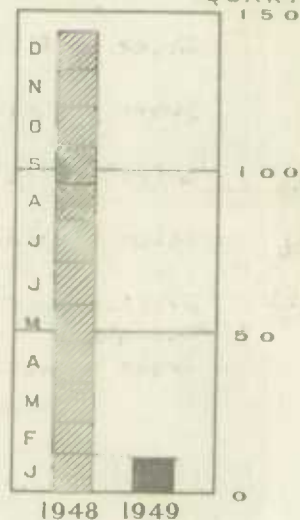
MILK SALES

HALIFAX

THOUSAND
QUARTS
2000

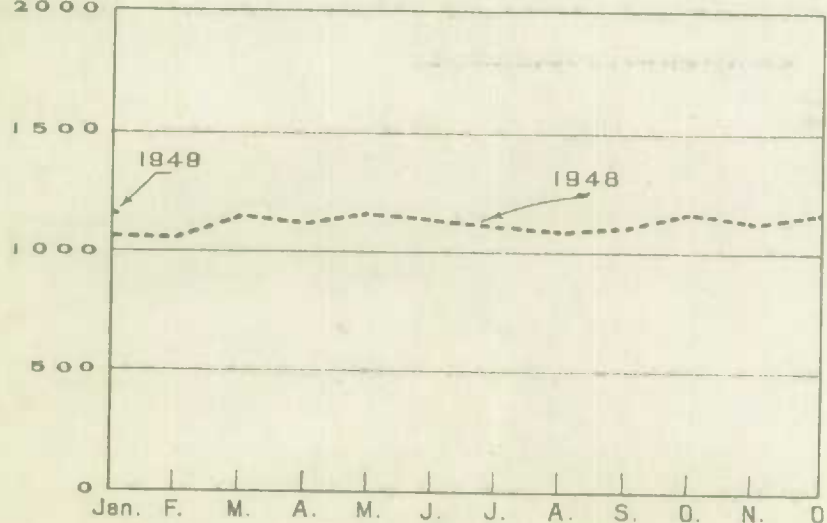


MILLION
QUARTS
150



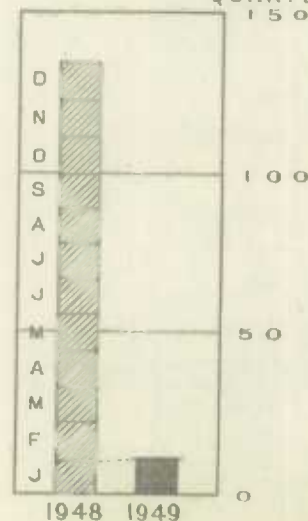
CALGARY

THOUSAND
QUARTS
2000



CUMULATIVE SALES

THOUSAND
QUARTS
150



C O N T E N T S

	<u>Page</u>
<u>Chart</u> Sales of Fluid Milk in Halifax and Calgary	Frontispiece
<u>Text</u> Monthly Statistics of the Fluid Milk Trade	1
<u>Table 1.</u> Sales of Fluid Milk by Markets, January, 1949	2
<u>Table 11</u> Sales of Fluid Cream by Markets, January, 1949	3
<u>Table 111</u> Relationship of Milk and Cream Sales in Selected Markets of Total Sales in Each of Five Economic Areas of Canada	4

MONTHLY STATISTICS OF THE FLUID MILK TRADE

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

Combined Sales: The combined sales of fluid milk and cream in the whole of Canada amounted to 349,210,000 pounds during the month of January, approximately 1 million pounds or nearly one-half of one per cent more than those of the same month last year. Of this amount, 84 per cent was sold as milk and 16 per cent was sold as cream.

Milk Sales: The quantity of fluid milk sold in Canada during January amounted to 292,337,000 pounds, which was nearly $1\frac{1}{2}$ million pounds above the sales of January, 1948.

Cream Sales: Cream sales expressed as milk amounted to 56,873,000 pounds in the month of January. These represented a decrease of nearly one-half million pounds or almost one per cent in comparison with those of the same month last year.

Part II - January Sales of Milk and Cream Reported from Forty Markets in Canada (Tables 1 and 11)

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (the latter expressed as milk) reached a total of 179,920,000 pounds in January, 1949, in comparison with 179,553,000 pounds in January, 1948, representing an increase of about one-quarter of one per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 147,866,000 pounds (57,312,000 quarts) during January. Compared with 147,262,000 pounds (57,078,000 quarts) in the same month of the previous year, an increase of nearly one-half of one per cent was indicated.

Cream Sales: The January sales of fluid cream in forty Canadian markets were equivalent to 32,054,000 pounds of milk (3,043,000 quarts of cream), while corresponding figures for the same month of 1948 were 32,291,000 pounds (3,074,000 quarts of cream). On a milk basis, cream sales in January, 1949 declined slightly more than one-half of one per cent as compared with January of the previous year. On a quart basis, cream sales in January showed a decline of nearly one per cent from January, 1948.

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

Consumption data for milk and cream worked out on a daily per capita basis for that part of the population which normally purchases its supply from vendors are shown as follows: Milk and cream combined (with the latter expressed as milk) amounted to 0.82 pints in January, 1949, compared with 0.84 pints per capita in the same month of 1948. Milk alone was 0.68 pints as against 0.70 pints a year ago, while cream remained at 0.14 pints, the same as January, 1948.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January, 1949		December	January
	Quarts	Pounds (1)	1948	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	208	537	- 1.3	- 2.8
Halifax	1,125	2,904	- 5.0	- 4.3
Sydney Area	727	1,876	- 0.4	+ 2.4
Saint John	834	2,152	- 2.6	+ 1.6
Moncton	422	1,089	+ 0.1	+ 5.3
QUEBEC				
Montreal	12,148	31,341	- 4.1	- 0.5
Quebec	2,057	5,306	- 10.1	- 6.6
Chicoutimi and Lake St. John	881	2,273	- 0.9	+ 2.9
Sherbrooke	564	1,546	- 4.4	- 6.1
Three Rivers	522	1,347	- 6.1	- 4.8
Northwestern District	339	876	+ 1.1	- 4.2
St. Hyacinthe	309	798	- 4.1	- 3.5
St. Jerome and Ste. Therese	278	716	- 3.5	+ 3.4
Levis-Lauzon	240	619	- 1.3	- 2.2
Valleyfield and Beauharnois.	212	546	- 2.0	+ 11.0
Thetford	121	313	- 1.4	+ 5.3
Rimouski	96	247	- 9.4	- 12.0
ONTARIO				
Toronto	11,144	28,753	- 0.4	+ 3.3
Ottawa-Hull	2,647	6,830	- 4.2	- 3.3
Hamilton	2,377	6,132	- 2.8	+ 0.9
Windsor	1,605	4,140	- 7.1	+ 1.7
London	1,195	3,082	- 5.1	+ 0.6
Ft. William and Ft. Arthur .	719	1,854	- 4.3	- 3.9
Kitchener	645	1,664	- 2.5	+ 11.8
Kingston	510	1,316	- 4.4	- 0.4
Sudbury	530	1,368	- 7.0	+ 3.9
Brantford	509	1,314	- 6.4	+ 1.2
Cornwall	316	815	- 4.7	+ 7.6
Belleville	289	746	+ 2.8	+ 13.3
PRAIRIE PROVINCES				
Winnipeg	3,446	8,891	- 2.0	+ 2.7
Saskatoon, Prince Albert and The Battlefords	909	2,346	- 0.7	- 1.7
Moose Jaw	252	649	- 2.8	- 1.9
Regina	664	1,713	- 1.5	- 3.5
Edmonton	1,442	3,721	- 1.3	+ 8.8
Calgary	1,162	2,999	- 0.2	+ 9.7
Medicine Hat	121	313	- 17.5	- 10.2
BRITISH COLUMBIA				
Vancouver	4,817	12,429	+ 1.2	- 3.0
Victoria	927	2,391	+ 1.3	- 4.5

(1) Converted to pounds by multiplying quart sales shown in the adjoining column by 2.58.

Table II - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January, 1949		December	January
	Cream	Butter-fat (1)	1948	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	4	2	- 4.3	- 13.2
Halifax	52	19	- 7.6	- 3.8
Sydney Area	5	4	- 0.1	+ 17.0
Saint John	13	10	- 4.6	- 12.7
Moncton	8	5	+ 11.0	+ 9.5
QUEBEC				
Montreal	592	266	- 8.4	- 2.0
Quebec	53	21	- 16.6	- 8.2
Chicoutimi and Lake St. John ..	10	8	+ 4.3	+ 12.7
Sherbrooke	15	8	- 10.6	+ 3.9
Three Rivers	9	5	- 21.5	- 20.6
Northwestern District (3)	-	-	-	-
St. Hyacinthe (3)	-	-	-	-
St. Jerome and Ste. Therese (3) ..	-	-	-	-
Levis-Lauzon (3)	-	-	-	-
Valleyfield and Beauharnois (3) ..	-	-	-	-
Thetford (3)	-	-	-	-
Rimouski (3)	-	-	-	-
ONTARIO				
Toronto	529	211	- 8.0	+ 0.8
Ottawa-Hull	90	42	- 5.3	+ 2.5
Hamilton	65	28	- 11.7	+ 3.3
Windsor	69	23	- 13.9	+ 2.8
London	33	16	- 7.1	+ 1.0
Ft. William and Pt. Arthur	19	9	- 9.6	- 8.2
Kitchener	16	9	- 9.0	+ 4.4
Kingston	9	5	- 16.0	- 12.6
Sudbury	10	5	- 20.7	+ 0.2
Brantford	10	5	- 19.7	- 21.5
Cornwall	4	2	- 18.0	- 5.7
Bellefonte	5	3	- 3.1	+ 26.8
PRAIRIE PROVINCES				
Winnipeg	371	113	- 6.9	+ 4.2
Saskatoon, Prince Albert and The Battlefords	69	21	- 6.5	- 7.9
Moose Jaw	21	6	- 7.6	- 11.6
Regina	67	19	- 7.1	- 12.8
Edmonton	132	37	- 5.7	+ 4.3
Calgary	116	33	- 7.0	+ 7.7
Medicine Hat	8	2	- 12.8	- 12.3
BRITISH COLUMBIA				
Vancouver	551	153	- 2.0	- 5.3
Victoria	70	22	- 1.6	+ 2.6

(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.



1010740457

4

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

January, 1949

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>						
January	292,337	40	50.6	56,873	40	56.4
<u>Maritime Provinces</u>						
January	17,581	5	48.7	1,672	5	69.9
<u>Quebec</u>						
January	91,822	12	49.9	15,926	12	56.8
<u>Ontario</u>						
January	118,994	12	48.8	18,026	12	56.7
<u>Prairie Provinces</u>						
January	42,082	9	49.0	13,348	9	49.6
<u>British Columbia</u>						
January	21,858	2	67.8	7,865	2	63.5