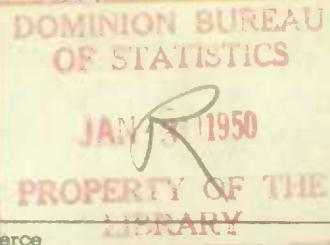


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Agriculture Division
OTTAWA



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MONTHLY STATISTICS
OF THE

FLUID MILK TRADE

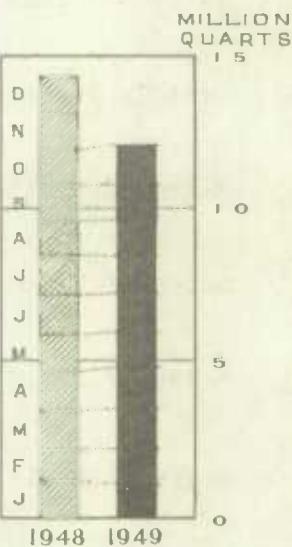
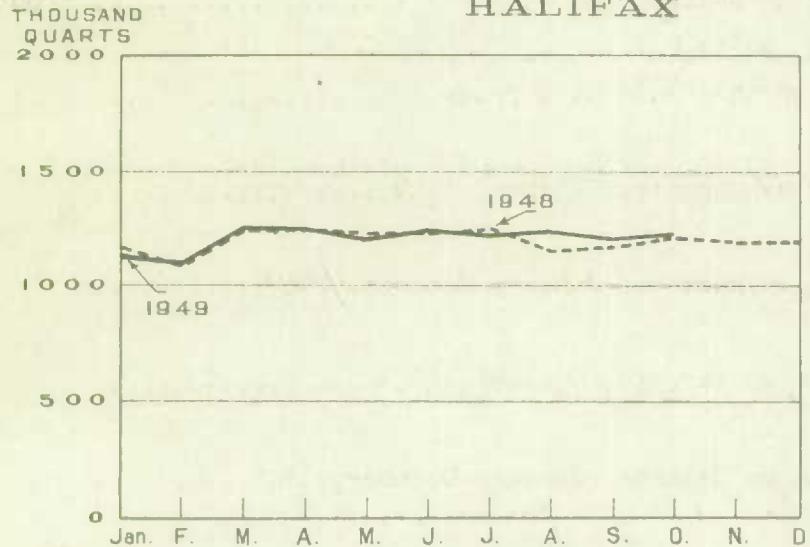
Series 3, Report No. 10

(OCTOBER)

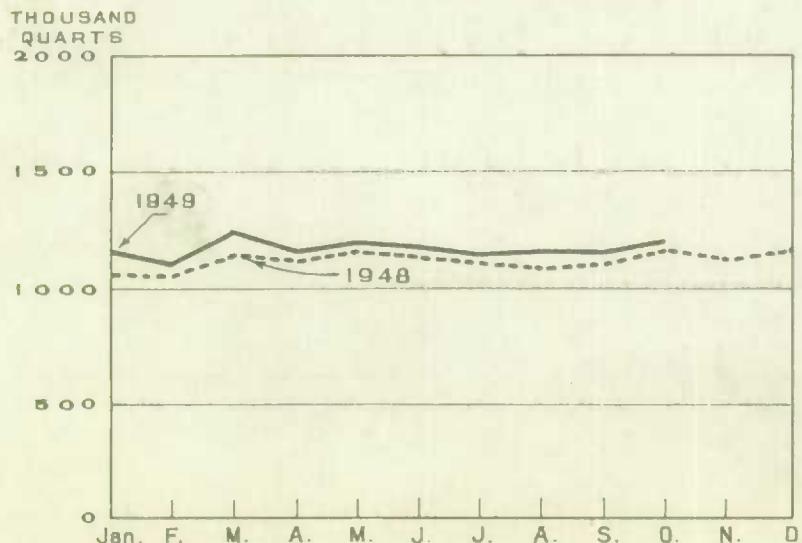
Price \$1.00 per year

MILK SALES

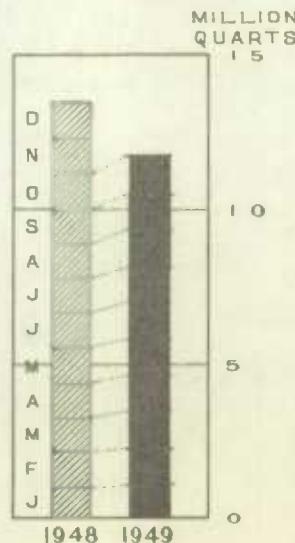
HALIFAX



CALGARY



CUMULATIVE SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

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

Combined Sales: The combined sales of fluid milk and cream in Canada amounted to 330,872,000 pounds during the month of October, approximately 6 million pounds or 1 3/4 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. During the ten-month period, January to October, fluid sales reached a total of 3,385,032,000 pounds, an increase of nearly 48 million pounds or about 1 1/2 per cent more than that of the corresponding period in 1948. Fluid sales of milk and cream on a milk basis represented 23.1 per cent of the total milk production of Canada.

Milk Sales: The quantity of fluid milk sold in Canada during October amounted to 278,724,000 pounds, an increase of approximately 4 3/4 million pounds in comparison with the October sales in 1948. During the January-October period of 1949 fluid milk sales reached a total of 2,828,882,000 pounds. Compared with the same period of the previous year these sales represent an increase of 48 3/4 million pounds, or slightly more than 1 3/4 per cent.

Cream Sales: Cream sales expressed as milk amounted to 52,155,000 pounds in the month of October, representing an increase of one million pounds compared with the same month last year. During the first ten months of the year, cream sales on a milk basis were estimated at 556,150,000 pounds, falling 1 1/2 million pounds or one-fifth of one per cent below those of January-October, 1948.

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

Combined Sales: In forty Canadian markets selected for this review, fluid sales reached a total of 186,720,000 pounds in October, 1949, in comparison with 183,558,000 pounds in October, 1948. These sales, including cream expressed as milk, represent an increase of 1 3/4 per cent over the same month last year. During the January-October period the total of 1,822,037,000 pounds may be compared with 1,796,435,000 pounds in 1948, an increase of nearly 1 1/2 per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 154,000,000 pounds (59,690,000 quarts) during October. These figures when compared with 151,531,000 pounds (58,752,000 quarts) in the same month of the previous year, represent an increase of 1 1/2 per cent. During the ten-month period, January to October, milk sales shown in this report were 1 3/4 per cent above those of the same period a year ago.

Cream Sales: In terms of milk, the October sales of fluid cream in forty Canadian markets amounted to 32,720,000 pounds (3,093,000 quarts of cream), while corresponding figures for the same month of 1948 were 31,977,000 pounds (3,041,000 quarts of cream). On a milk basis, October sales increased 2 1/3 per cent from the same month last year; and during the ten-month period, January-October, there was an increase of three-tenths of one per cent as compared with the same period in 1948. However, on a quart basis, cream sales showed an increase of 1 3/4 per cent in October, 1949, and during the ten-month period ended October, there was practically no change.

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

Based on over-all sales for the month of October, 1949, the quantity of fluid milk and cream consumed per day by the milk purchasing population in urban areas was 0.78 pints per capita. These figures include cream on a milk basis. The consumption of milk alone was 0.66 pints; and cream consumption in terms of milk amounted to 0.12 pints per capita. The per capita figures shown were exactly the same as those of October, 1948.

* Data for Newfoundland are not available.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	October, 1949		Sept.	Oct.
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
Charlottetown	203	523	+ 4.4	+ 2.8
Halifax	1,226	3,162	+ 1.8	+ 1.3
Sydney Area	758	1,954	+ 1.6	+ 2.8
Saint John	325	2,130	+ 0.5	+ 7.6
Moncton.....	425	1,097	+ 1.3	+ 1.0
QUEBEC				
Montreal	12,865	33,192	+ 2.8	+ 2.0
Quebec	2,173	5,606	+ 6.4	+ 1.7
Chicoutimi and Lake St. John	905	2,335	+ 0.9	+ 3.9
Sherbrooke	563	1,454	+ 5.4	+ 5.2
Three Rivers	566	1,460	+ 3.4	+ 1.5
Northwestern District	373	962	+ 1.6	+ 13.2
St. Hyacinthe	321	827	+ 1.1	+ 1.2
St. Jerome and Ste. Therese	334	861	+ 3.3	+ 18.3
Levis-Lauzon	243	628	+ 4.2	+ 2.3
Valleyfield and Beauharnois	229	590	+ 0.3	+ 2.7
Thetford	135	348	+ 1.1	+ 6.9
Rimouski	116	300	+ 6.2	+ 4.9
ONTARIO				
Toronto	11,200	28,897	+ 6.1	+ 0.6
Ottawa-Hull	2,715	7,004	+ 4.6	+ 1.0
Hamilton	2,480	6,400	+ 5.7	+ 1.5
Windsor	1,755	4,527	+ 2.5	+ 3.8
London	1,271	3,278	+ 4.7	+ 3.0
Ft. William and Pt. Arthur	756	1,950	+ 2.8	+ 4.2
Kitchener	682	1,761	+ 5.9	+ 5.1
Kingston	524	1,351	+ 8.1	+ 0.4
Sudbury	558	1,439	+ 4.8	+ 1.5
Brantford	536	1,384	+ 5.6	+ 4.5
Cornwall	353	911	+ 3.2	+ 4.3
Belleville	307	792	+ 3.0	+ 10.2
PRAIRIE PROVINCES				
Winnipeg	3,550	9,159	+ 3.4	+ 1.0
Saskatoon, Prince Albert and The Battlefords	933	2,407	+ 7.8	+ 1.0
Moose Jaw	245	633	+ 1.9	+ 3.3
Regina	688	1,775	+ 5.1	+ 2.5
Edmonton	1,553	4,007	+ 5.1	+ 6.2
Calgary	1,204	3,106	+ 4.0	+ 3.6
Medicine Hat	128	331	+ 1.2	+ 12.9
BRITISH COLUMBIA				
Vancouver	5,020	12,952	+ 1.8	+ 1.8
Victoria	972	2,509	+ 2.3	+ 3.9

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

Table 11 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY-OCTOBER, 1949

With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM January-October 1948	
	January-October			
	Quarts	Pounds (1)		
MARITIME PROVINCES				
Charlottetown	2,016	6,202	- 4.8	
Halifax	12,096	31,208	+ 0.6	
Sydney Area	7,403	19,100	- 0.3	
Saint John	8,271	21,339	+ 4.5	
Moncton	4,226	10,903	+ 3.7	
QUEBEC				
Montreal	124,779	321,930	+ 2.2	
Quebec	21,477	55,410	- 1.8	
Chicoutimi and Lake St. John	9,007	23,239	+ 4.8	
Sherbrooke	5,591	14,424	- 5.5	
Three Rivers	5,424	13,995	- 0.5	
Northwestern District	3,488	8,999	- 4.6	
St. Hyacinthe	3,135	8,088	+ 0.3	
St. Jerome and Ste. Therese	3,330	8,590	+ 15.3	
Levis-Lauzon	2,385	6,152	- 3.5	
Valleyfield and Beauharnois	2,239	5,775	+ 6.2	
Thetford	1,291	3,330	+ 5.9	
Rimouski	1,073	2,769	- 2.9	
ONTARIO				
Toronto	107,821	278,178	+ 0.9	
Ottawa-Hull	26,582	68,581	- 1.1	
Hamilton	24,019	61,969	+ 1.7	
Windsor	17,151	44,250	+ 4.3	
London	12,328	31,806	+ 6.2	
Ft. William and Pt. Arthur	7,422	19,149	- 6.8	
Kitchener	6,521	16,824	+ 5.1	
Kingston	5,053	13,037	+ 0.8	
Sudbury	5,469	14,111	+ 1.9	
Brantford	5,222	13,473	+ 3.3	
Cornwall	3,401	8,774	+ 3.9	
Belleville	2,958	7,630	+ 12.4	
PRAIRIE PROVINCES				
Winnipeg	35,134	90,645	+ 1.3	
Saskatoon, Prince Albert and The Battlefords	9,011	23,248	- 1.2	
Moose Jaw	2,506	6,465	+ 1.3	
Regina	6,683	17,243	- 1.3	
Edmonton	14,798	38,180	+ 6.3	
Calgary	11,721	30,241	+ 5.2	
Medicine Hat	1,253	3,232	- 11.5	
BRITISH COLUMBIA				
Vancouver	50,603	130,557	+ 3.1	
Victoria	9,572	24,697	+ 1.9	

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

Table 111 - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, OCTOBER, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	October, 1949		Sept.	Oct.
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
Charlottetown	000 qt.	000 lb.	%	%
5	3	+ 5.1	- 7.2	
Halifax	52	20	+ 5.1	- 7.8
Sydney Area	6	4	+ 3.1	+ 5.4
Saint John	12	10	- 13.7	+ 9.0
Moncton	8	6	- 5.1	+ 9.9
QUEBEC				
Montreal	600	270	+ 2.3	+ 0.6
Quebec	57	23	- 3.7	- 4.7
Chicoutimi and Lake St. John	10	8	+ 4.2	+ 30.2
Sherbrooke	14	8	- 11.6	- 4.8
Three Rivers	11	6	+ 8.8	+ 15.1
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	521	208	+ 1.7	+ 4.6
Ottawa-Hull	98	45	+ 6.2	+ 10.4
Hamilton	65	28	+ 12.9	+ 4.0
Windsor	75	25	+ 1.9	+ 1.6
London	34	17	+ 3.9	+ 6.4
Ft. William and Pt. Arthur	22	10	+ 2.2	- 10.0
Kitchener	17	9	+ 4.0	+ 5.9
Kingston	11	6	+ 6.1	+ 2.3
Sudbury	12	6	+ 1.6	- 4.3
Brantford	10	5	+ 13.6	- 2.1
Cornwall	5	3	- 7.8	+ 15.6
Belleville	5	3	+ 1.0	+ 4.2
PRAIRIE PROVINCES				
Winnipeg	377	116	+ 3.6	+ 0.6
Saskatoon, Prince Albert and The Battlefords	73	23	+ 12.1	- 1.9
Moose Jaw	22	6	+ 0.5	- 5.8
Regina	72	21	+ 8.4	+ 1.3
Edmonton	148	42	+ 9.9	+ 10.3
Calgary	119	34	+ 8.0	- 0.6
Medicine Hat	9	2	+ 10.7	- 1.9
BRITISH COLUMBIA				
Vancouver	541	150	+ 2.0	+ 0.3
Victoria	66	20	+ 2.6	- 1.5

(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.

Table IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-OCTOBER, 1949
With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-October			
	Cream	Butter-fat (1)		
MARITIME PROVINCES				
	000 qt.	000 lb.	%	
Charlottetown	49	27	- 9.6	
Halifax	533	199	- 12.1	
Sydney Area	73	51	- 0.4	
Saint John	138	107	- 11.1	
Moncton	86	59	+ 5.0	
QUEBEC				
Montreal	5,921	2,665	- 1.1	
Quebec	600	239	- 8.2	
Chicoutimi and Lake St. John	96	77	+ 27.6	
Sherbrooke	157	84	+ 1.2	
Three Rivers	103	51	+ 3.0	
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	4,942	1,972	+ 1.0	
Ottawa-Hull	934	434	+ 7.8	
Hamilton	605	257	+ 3.6	
Windsor	731	245	+ 5.6	
London	322	162	+ 8.6	
Ft. William and Pt. Arthur	216	103	- 3.7	
Kitchener	166	89	+ 5.9	
Kingston	98	50	+ 3.1	
Sudbury	114	57	- 4.1	
Brantford	98	47	- 10.3	
Cornwall	52	30	+ 19.8	
Belleville	50	26	+ 14.9	
PRAIRIE PROVINCES				
Winnipeg	3,647	1,121	- 0.2	
Saskatoon, Prince Albert and The Battlefords	669	210	+ 6.6	
Moose Jaw	211	59	+ 6.3	
Regina	660	193	+ 8.0	
Edmonton	1,349	387	+ 5.4	
Calgary	1,144	330	- 2.8	
Medicine Hat	75	22	- 3.6	
BRITISH COLUMBIA				
Vancouver	5,468	1,520	+ 1.1	
Victoria	678	211	- 0.1	

(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.



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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**

October, 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>						
October	278,724	40	55.3	52,155	40	62.7
January - Oct.	2,828,882	40	53.1	556,150	40	57.4
<u>Maritime Provinces</u>						
October	17,072	5	51.9	1,719	5	69.3
January - Oct. ...	171,561	5	51.1	18,743	5	67.6
<u>Quebec</u>						
October	85,132	12	57.0	14,863	12	62.1
January - Oct. ...	902,246	12	52.4	175,705	12	52.1
<u>Ontario</u>						
October	108,894	12	54.8	16,329	12	63.8
January - Oct. ...	1,133,656	12	51.0	171,227	12	57.9
<u>Prairie Provinces</u>						
October	43,914	9	48.8	12,876	9	54.3
January - Oct. ...	420,040	9	49.8	123,873	9	53.6
<u>British Columbia</u>						
October	23,712	2	65.2	6,368	2	76.6
January - Oct. ...	201,379	2	77.1	66,602	2	74.3