

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

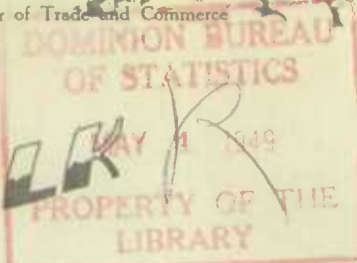
DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID

MILK

TRADE



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

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

Series 3, Report No. 2

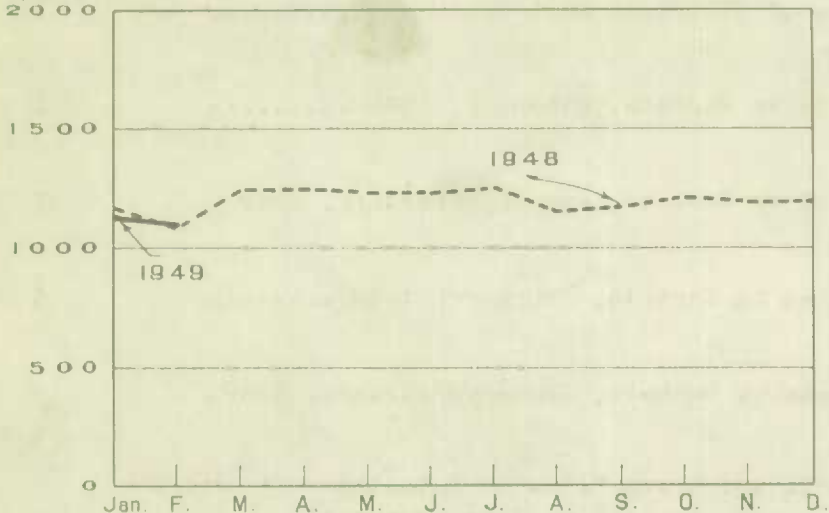
(FEBRUARY)

Published April 30, 1949

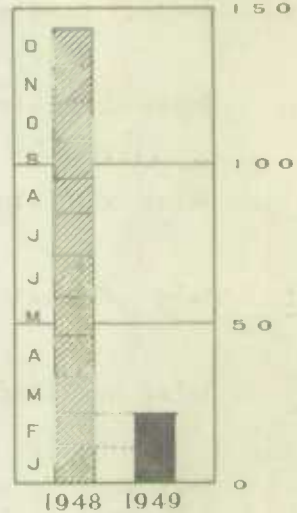
MILK SALES

HALIFAX

THOUSAND
QUARTS
2000

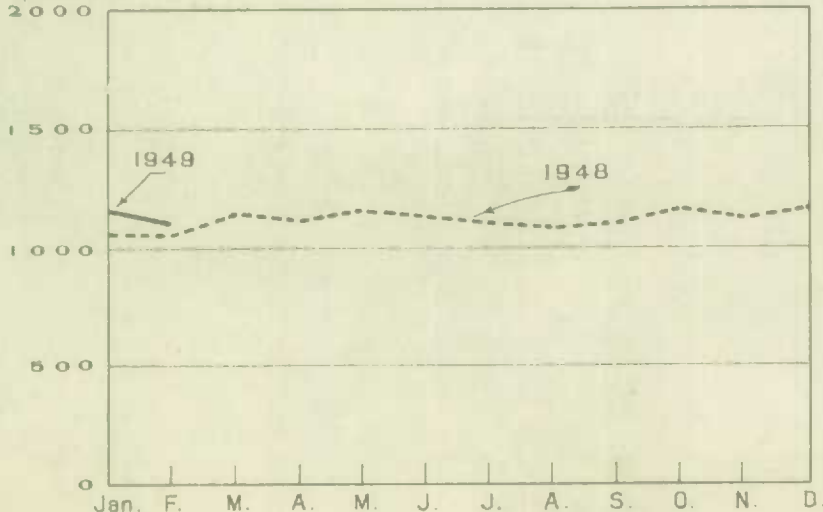


MILLION
QUARTS
150

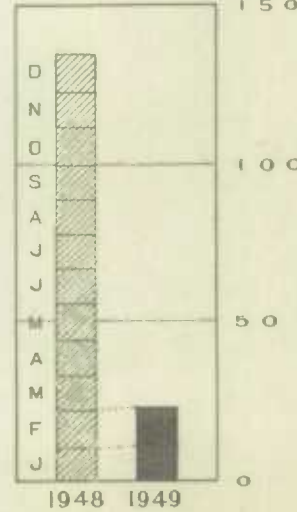


CALGARY

THOUSAND
QUARTS
2000



THOUSAND
QUARTS
150



C O N T E N T S

		<u>Page</u>
<u>Chart</u>	Sales of Fluid Milk in Calgary and Halifax	Frontispiece
<u>Text</u>	Monthly Statistics of the Fluid Milk Trade	1
<u>Table I</u>	Sales of Fluid Milk by Markets, February, 1949	2
<u>Table II</u>	Sales of Fluid Milk by Markets, January-February, 1949 ..	3
<u>Table III</u>	Sales of Fluid Cream by Markets, February, 1949	4
<u>Table IV</u>	Sales of Fluid Cream by Markets, January-February, 1949..	5
<u>Table V</u>	Relationship of Milk and Cream Sales in Selected Markets to Total Sales in Each of Five Economic Areas of Canada	6

MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - February 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 326,851,000 pounds during the month of February, nearly $2\frac{1}{4}$ million pounds or approximately 1 per cent less than those of the same month last year. Of this amount, 85 per cent was sold as milk and 15 per cent was sold as cream. During the two-month period, January to February, fluid sales reached a total of 676,061,000 pounds, a decline of almost $1\frac{1}{4}$ million pounds or one-quarter of one per cent as compared with those of the corresponding period in 1948.

Milk Sales: The quantity of fluid milk sold in Canada during February amounted to 276,361,000 pounds, which was nearly 1 million pounds below the sales of February, 1948. During the January-February period of 1949 fluid milk sales amounted to 568,698,000 pounds. Compared with the same period of the previous year these sales represent an increase of almost $\frac{1}{2}$ million pounds, or one-tenth of one per cent.

Cream Sales: Cream Sales expressed as milk amounted to 50,490,000 pounds in the month of February. These represented a decrease of slightly more than $1\frac{1}{4}$ million pounds or $2\frac{1}{2}$ per cent in comparison with those of the same month last year. During the first two months of the year, cream sales on a milk basis were estimated at 107,363,000 pounds, falling nearly $1\frac{3}{4}$ million pounds or slightly more than $1\frac{1}{2}$ per cent from January-February, 1948.

Part II - February Sales of Milk and Cream Reported from Forty Markets in Canada. (Table I-IX)

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (the latter expressed as milk) reached a total of 171,660,000 pounds in February, 1949, in comparison with 172,718,000 pounds in February, 1948, representing a reduction of about one-half of one per cent. During the January-February period the percentage reduction was less than that of February.

Milk Sales: Sales of fluid milk in these forty markets amounted to 141,491,000 pounds (54,841,000 quarts) during February. Compared with 141,982,000 pounds (55,032,000 quarts) in the same month of the previous year, a decline of nearly one-half of one per cent was indicated. During the two-month period, January to February, milk sales shown in this report were approximately the same as those reported for the same period a year ago.

Cream Sales: The February sales of fluid cream in forty Canadian markets amounted to 30,169,000 pounds, expressed as milk (2,854,000 quarts of cream), while corresponding figures for the same month of 1948 were 30,736,000 pounds (2,933,000 quarts of cream). On a milk basis, February sales declined nearly 2 per cent from the same month last year; and during the two-month period, January-February, there was a reduction of approximately $1\frac{1}{4}$ per cent as compared with the same period in 1948. However, on a quart basis, cream showed a drop of nearly 3 per cent in February and a reduction of almost 2 per cent in the two-month period ended February.

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

In the month of February the over-all consumption of milk and cream by the milk purchasing population in urban areas increased from a daily average of 0.84 pints of milk per capita in 1948 to 0.85 pints in 1949. Milk alone rose from 0.71 pints in February, 1948, to 0.72 pints in February, 1949. Cream consumption in terms of milk which was 0.13 pints per capita in February 1948 stood at the same level in February, 1949.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	February, 1949		January	February
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	190	491	- 8.6	- 8.6
Halifax	1,098	2,832	- 2.5	+ 0.5
Sydney Area	647	1,670	- 10.7	- 6.0
Saint John	786	2,029	- 5.3	+ 2.4
Moncton	391	1,009	- 7.5	+ 1.8
QUEBEC				
Montreal	11,723	30,246	- 3.5	- 1.3
Quebec	2,038	5,257	- 0.9	- 3.4
Chicoutimi and Lake St. John.	842	2,173	- 4.4	+ 4.1
Sherbrooke	543	1,400	- 3.8	- 5.1
Three Rivers	524	1,353	+ 0.4	- 2.1
Northwestern District	324	835	- 4.6	- 12.0
St. Hyacinthe	300	775	- 2.9	- 5.3
St. Jerome and Ste. Therese..	282	728	+ 1.6	+ 10.2
Levis-Lauzon	231	596	- 3.6	- 3.7
Valleyfield and Beauharnois..	202	522	- 4.3	+ 6.1
Thetford	115	297	- 5.3	+ 2.4
Rimouski	99	256	+ 3.6	- 10.3
ONTARIO				
Toronto	10,419	26,880	- 6.5	-
Ottawa-Hull	2,548	6,574	- 3.8	- 1.1
Hamilton	2,265	5,845	- 4.7	+ 1.2
Windsor	1,551	4,003	- 3.3	+ 5.5
London	1,150	2,967	- 3.7	+ 7.8
Ft. William & Pt. Arthur	684	1,765	- 4.8	- 7.8
Kitchener	610	1,575	- 5.4	+ 1.6
Kingston	500	1,291	- 1.9	+ 0.2
Sudbury	507	1,308	- 4.4	+ 5.5
Brantford	488	1,259	- 4.2	+ 5.6
Cornwall	302	778	- 4.6	+ 3.6
Belleville	272	702	- 5.9	+ 10.1
PRAIRIE PROVINCES				
Winnipeg	3,282	8,467	- 4.8	- 1.2
Saskatoon, Prince Albert and The Battlefords	870	2,244	- 4.4	- 3.6
Moose Jaw	241	622	- 4.2	- 1.4
Regina	633	1,632	- 4.7	- 6.5
Edmonton	1,373	3,542	- 4.8	+ 3.5
Calgary	1,109	2,861	- 4.6	+ 5.4
Medicine Hat	116	300	- 4.3	- 10.0
BRITISH COLUMBIA				
Vancouver	4,721	12,180	- 2.0	- 0.4
Victoria	863	2,226	- 6.9	- 4.3

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

Table II - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY - FEBRUARY, 1949
With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM
	January-February		January-February
	Quarts	Pounds (1)	1948
MARITIME PROVINCES			
	000	000	%
Charlottetown	398	1,028	- 5.7
Halifax	2,223	5,735	- 2.4
Sydney Area	1,372	3,540	- 1.9
Saint John	1,621	4,181	+ 2.0
Moncton	814	2,099	+ 3.6
QUEBEC			
Montreal	23,871	61,587	- 0.9
Quebec	4,094	10,564	- 5.1
Chicoutimi and Lake St. John ..	1,723	4,446	+ 3.5
Sherbrooke	1,107	2,856	- 5.6
Three Rivers	1,046	2,700	- 3.5
Northwestern District	663	1,711	- 8.1
St. Hyacinthe	609	1,572	- 4.4
St. Jerome and Ste. Therese ..	560	1,444	+ 6.7
Levis-Lauzon	471	1,215	- 3.0
Valleyfield and Beauharnois ..	414	1,069	+ 8.5
Thetford	236	610	+ 3.8
Rimouski	195	503	- 10.7
ONTARIO			
Toronto	21,563	55,633	+ 1.7
Ottawa-Hull	5,196	13,405	- 2.2
Hamilton	4,642	11,976	+ 1.1
Windsor	3,156	8,143	+ 3.5
London	2,345	6,050	+ 4.0
Ft. William and Pt. Arthur ...	1,403	3,619	- 5.8
Kitchener	1,256	3,240	+ 6.6
Kingston	1,011	2,608	- 0.1
Sudbury	1,037	2,676	+ 4.7
Brantford	997	2,572	+ 3.3
Cornwall	618	1,594	+ 5.6
Belleville	561	1,448	+ 11.7
PRAIRIE PROVINCES			
Winnipeg	6,728	17,358	+ 0.7
Saskatoon, Prince Albert and The Battlefords	1,779	4,590	- 2.7
Moose Jaw	493	1,271	- 1.7
Regina	1,297	3,345	- 5.0
Edmonton	2,815	7,263	+ 6.1
Calgary	2,271	5,859	+ 7.5
Medicine Hat	238	613	- 10.1
BRITISH COLUMBIA			
Vancouver	9,538	24,609	- 1.7
Victoria	1,790	4,618	- 4.4

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

Table III - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, FEBRUARY, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)	
	February, 1949		January	February
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	4	2	- 6.5	- 18.1
Halifax	50	19	- 3.3	+ 1.0
Sydney Area	6	4	+ 1.6	+ 7.0
Saint John	12	9	- 5.0	- 11.6
Moncton	8	5	- 1.9	+ 6.3
QUEBEC				
Montreal	552	248	- 6.8	- 1.9
Quebec	51	20	- 4.2	+ 1.1
Chicoutimi and Lake St. John ...	7	6	- 24.5	+ 7.3
Sherbrooke	15	8	- 2.4	+ 8.2
Three Rivers	9	4	- 5.1	- 14.3
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	482	192	- 8.8	- 2.2
Ottawa-Hull	91	42	+ 0.6	+ 10.2
Hamilton	64	27	- 2.0	+ 6.5
Windsor	69	23	+ 0.2	+ 10.2
London	33	17	+ 1.5	+ 13.4
Ft. William and Pt. Arthur	19	9	- 2.0	- 8.9
Kitchener	16	8	- 2.8	+ 3.7
Kingston	9	5	- 0.2	- 4.6
Sudbury	10	5	- 4.3	- 8.0
Brantford	10	5	+ 4.1	- 4.1
Cornwall	4	2	+ 1.3	+ 6.0
Belleville	4	2	- 13.2	+ 8.8
PRAIRIE PROVINCES				
Winnipeg	346	107	- 6.8	- 3.3
Saskatoon, Prince Albert and The Battlefords	65	20	- 5.0	- 11.8
Moose Jaw	20	6	- 6.7	- 11.3
Regina	64	19	- 5.1	- 16.7
Edmonton	126	36	- 4.7	- 0.9
Calgary	111	31	- 4.5	+ 0.4
Medicine Hat	7	2	- 8.8	- 10.8
BRITISH COLUMBIA				
Vancouver	512	142	- 7.0	- 7.1
Victoria	62	19	- 10.1	- 2.8

(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.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)
	January-February		January-February
	Cream	Butter-fat(1)	1948
MARITIME PROVINCES			
	000 qt.	000 lb.	%
Charlottetown	9	5	- 15.6
Halifax	102	38	- 1.5
Sydney Area	11	8	+ 12.3
Saint John	25	19	- 12.1
Moncton	16	11	+ 7.9
QUEBEC			
Montreal	1,143	514	- 2.0
Quebec	105	52	- 3.9
Chicoutimi and Lake St. John ...	17	14	+ 10.3
Sherbrooke	30	16	+ 6.0
Three Rivers	18	9	- 17.6
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	1,011	403	- 0.7
Ottawa-Hull	181	84	+ 6.3
Hamilton	130	55	+ 4.8
Windsor	138	46	+ 6.4
London	66	33	+ 6.9
Ft. William and Pt. Arthur	38	18	- 8.5
Kitchener	32	17	+ 4.0
Kingston	18	9	- 8.8
Sudbury	20	10	- 4.0
Brantford	21	10	- 13.5
Cornwall	8	4	- 0.2
Belleville	10	5	+ 17.8
PRAIRIE PROVINCES			
Winnipeg	716	220	+ 0.4
Saskatoon, Prince Albert and The Battlefords	134	41	- 9.8
Moose Jaw	41	12	- 11.4
Regina	131	38	- 14.7
Edmonton	258	73	+ 1.7
Calgary	227	64	+ 4.0
Medicine Hat	15	4	- 11.6
BRITISH COLUMBIA			
Vancouver	1,063	296	- 6.2
Victoria	132	41	-

(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.



1010740458

- 6 -

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

February, 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>						
February	276,361	40	51.2	50,490	40	59.7
January-February	568,698	40	50.9	107,363	40	58.0
<u>Maritime Provinces</u>						
February	16,051	5	50.0	1,760	5	64.3
January-February	33,632	5	49.3	3,432	5	67.0
<u>Quebec</u>						
February	88,168	12	50.4	13,751	12	61.2
January-February	179,990	12	50.2	29,677	12	58.8
<u>Ontario</u>						
February	116,470	12	47.2	17,819	12	54.3
January-February	235,464	12	48.0	35,881	12	55.5
<u>Prairie Provinces</u>						
February	38,431	9	51.2	11,493	9	55.0
January-February	80,513	9	50.0	24,841	9	52.1
<u>British Columbia</u>						
February	17,241	2	83.6	5,667	2	81.6
January-February	39,099	2	74.7	13,532	2	71.1