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## MONTHLY STATISTICS



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## MILK SALES



## OUNTENTS

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## MONTYLY STATISTICS UF THE FLUID MILK TRADE

Part I - March Bistimate of Flutd $\cdots i 1 k$ and Cream Sales in Canada
Combined Sales: The combined sales of fluid milk and cream in the whole of Canada amounted to $353,397,000$ founds during the month of March, aproximately $8 \frac{1}{4}$ million founds or nearly $2 \frac{1}{2}$ for cent more than those of the same month last yearo of this amount, 83 per cent was sold as milk and 17 fer cent was sold as cream。 During the three-month period, January to liarch, fluid sales reached a total of $1,029,458$, 000 pounds, an increase of more than 7 million founds or an advance of nearly one fer cent as compared with sales in the corrosponding feriod of 1948 。

Milk Sales: The quantity of fluid milk sold in Canada during Narch amounted to 274,294,000 pounds, which was about $9 \frac{1}{4}$ million pounds above the sales of March, 1948. During the January - March feriod of 1949 fluid milk sales amounted to 8 '́2, 992,000 pounds. Compared with the same period of the previous year these sales represent an increase of nearly 10 million pounds, or slightly more than one fer cent.

Cream Sales: Cream sales expressed as milk amounted to 59,103,000 pounds in the month of March. These represented a decrease of nearly one million founds or of $1 \frac{1}{2}$ per cont in comparison with those of the same month last year. During the first three months of the year, cream sales on a milk basis were estimated at $106,460,000$ founds, falling more than $2^{\frac{1}{2}}$ million pounds or $1 \frac{1}{2}$ per cent from Jamuary-Narch, 1948.

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

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales ( the latter exfressed as m1lk) reached a total of $191,068,000$ founds in March, 1949, in comparison with $186,310,000$ founds in march, 1948, representing an inm crease of $2 \frac{1}{2}$ per cent. During the January-March feriod the percentage increase amounted to nearly one per cent.

Milk Sales: Sales of fluid milk in these forty markets amcunted to 158, 195,000 pounds ( $61,316,000$ quarts) during March. Compared with $153,125,000$ pounds $(59,350$, 000 guarts) in the same month of the previcus year, an increase of nearly $3 \frac{1}{2}$ for cent was indicated. During the three-month feriod, Jamuary to karch, milk sales showi in this refort were about $1 \frac{1}{6}$ fer cent above those reported for the same foriod a year ago.

Cream Sales: The liarch sales of fluid cream in forty lanadian markets amounted to $32, \overline{873,000}$ jounds expressed as milk ( $3,116,000$ quarts of cream) while corresponding fistures for the same month of $19: 48$ were $33,185,000$ pounds $(3,157,000$ quarts of cream). On a milk basis, March sales declined nearly one per cent from the sume month last year; during the threa-month puriod, January-harch, there was areduction of approximately $1+1$ per cent as compared with the same feriod in 1948. However, on a quart basis, cream sales showed a drop of about $1 \frac{1}{4}$ per cent in March and a reduction of almost 2 fer cent in the three-month period onded March.

## Fart III - Estimated ler Cafita ler Day Consumytion of Milk and Cream in Canada

In the month of Narch the overmall consumption of milk and cream by the milk furchasing population in urban areas increased from a dally avorage of $0,82 \mathrm{plnt} \mathrm{s}$ in March, 1948, to 0.83 pints in March, 1949. Milk alone rose from 0.08 pints in Warch, 1918, to 0,69 pints in Liarch, 1949. Cream consumption in terns of milk, which was 0.14 pints fer capita in March, 1948, stood at the same level in Narch, 19490

Table 1 - SALUS CF FLUID MILK IN FCRTY MARKETS CF CANADA, MARCH, 1949
With Percentage Changes from the Irevious lionth and from the Jame :onth of 1948

| Market | TOTAL SALES |  | FERCLTMAGE TFANSE FRGM |  |
| :---: | :---: | :---: | :---: | :---: |
|  | March, 1949 |  | February | March |
|  | Quarts | ounds (1) | 1949 | 1948 |
| MARITIME FRCVINCES |  |  |  |  |
|  | 000 | 000 | $\%$ | \% |
| Charlottetown | 213 | 550 | + 12.0 | - 2.8 |
| Halifax | 1,252 | 3,229 | $+13.4$ | + 0.5 |
| Sydney Area | 772 | 1,991 | + 16.9 | + 0.6 |
| Saint John | 887 | 2,287 | +12.7 | - 1.4 |
| Moncton | 443 | 1.142 | $+13.2$ | 5.6 |
| 2UEBEC |  |  |  |  |
|  | 13,090 | 33,771 | + 11.7 | 2.2 |
| Quebec | 2,352 | 6,094 | +15.9 | 7.3 |
| Chicoutimi and Lake St. John | 949 | 2,450 | + 12.7 | + 3.9 |
| Sherbrooke | 588 | 1,516 | + 8.3 | - 2.5 |
| Three Rivers | 591 | 1.524 | + 12.7 | + 7.9 |
| Northwestern District ........ | 368 | 949 | + 13.6 | - 0.8 |
| St. Hyacinthe | 306 | 790 | + 1.9 | - 6.7 |
| St. - Jerome and Ste. Therese | 323 | 832 | +14.3 | + 23.3 |
| Levis-Lavzon | 261 | 673 | + 12.9 | + 4.8 |
| Valleyfield and Beauharnois | 218 | 563 | + 7.8 | + 2.2 |
| Thetford | 128 | 330 | + 11.2 | + 7.1 |
| Rimouski | 111 | 286 | + 12.0 | - 8.1 |


|  | CNTARIO |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Toronto ..................... | 11,556 | 29,813 | + 10.9 | + | 4.3 |
| Ottawa-Hull | 2,802 | 7,230 | + 10.0 | - | 0.3 |
| Hamilton | 2,510 | 6,477 | + 10.8 | + | 4.4 |
| Windsor | 1,729 | 4,460 | + 11.4 | + | 5.1 |
| London | 1,239 | 3,352 | + 12.9 | + | 10.2 |
| Ft. milliam = It. Arthur | 703 | 1,909 | + 11.5 | - | 8.1 |
| Kitchener | 683 | 1,76́3 | + 11.9 | + | 5.3 |
| Kingston | 556 | 1,435 | + 11.1 | + | 4.6 |
| Sudbury | 569 | 1,469 | + 12.3 | + | 6.8 |
| Brantford | 546 | 1,408 | + 11.9 | + | 4.9 |
| Cornwall ... | 343 | 885 | + 13.7 | + | 5.7 |
| Belleville | 305 | 790 | $\begin{array}{r} \\ +12.6 \\ \hline\end{array}$ | $+$ | 18.8 |


|  | IRAIRIE IROVINCES |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Winntreg $\ldots . . \ldots \ldots \ldots \ldots$ | 3,663 | 9,451 | 11.6 | + | 2.0 |
| Saskatnon, Irince Albert and The Battlefords | 978 |  |  |  |  |
| Moose Jaw .................. | 274 | 2,523 707 | +12.4 $+\quad 13.6$ | + | 2.5 |
| Regina | 710 | 1,832 | +12.2 | - | 1.3 |
| Edmonton | 1,559 | 4,021 | + 13.5 | + | 8.3 |
| Calgary ........................ | 1,241 | 3,201 | + 11.9 | + | 8.7 |
| Medicine Hat o................. | 129 | 332 | +10.7 |  | 10.8 |
|  | BiITTIS | LUTMBI |  |  |  |
| Vancouver | 5.242 13.525 + +11.0 + 3.8 |  |  |  |  |
| Victoria | 998 | 2,574 | + 15.6 | + | 3.2 |

(1) Converted to pounds by multiflying quart sales shown in the adjuining column by 2.58.

Table II - SALES CF FIUID MILK IN FORTY MARKHFS OF CANADA, JANUARY - MARCH, 1949 With Fercentage Changes from the Same Feriod of 1948

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

Table III - SALES OF FLUID CREAM IN PORTY MARKETS CF CANADA, IKARCH, 1949
With Fercentage Changes from the Irevious Jionth and from tie Same Month of 1948


Tabla IY - SNUSS OF FLUID CLEELL IN FCRTY MARKETS OF CANADA, JANUARY - MARGH, 1949 With Fercentage Changes from the Same Feriod of 1948


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## Table V - RKTATIONSHIP OF MILK AND CREAN SALES IN SELECTED MARKUTS, TC TUTAL SALES IN HACH CF FIVE HCONOMIC AREAS CF CANADA <br> MARCH, 1949




[^0]:    (1) Quarts $\times 2.5=$ pounds cream; converted to pounds butter-fat on basis of average test in each market. (2) Fercentages calculated on basis of quart sales. (3) Less than three distributors

