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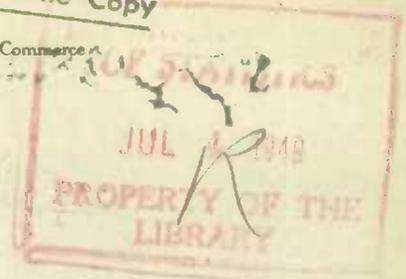
DOMINION BUREAU OF STATISTICS

MONTHLY STATISTICS
OF THE

FLUID

MILK

TRADE



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Series 3, Report No. 4

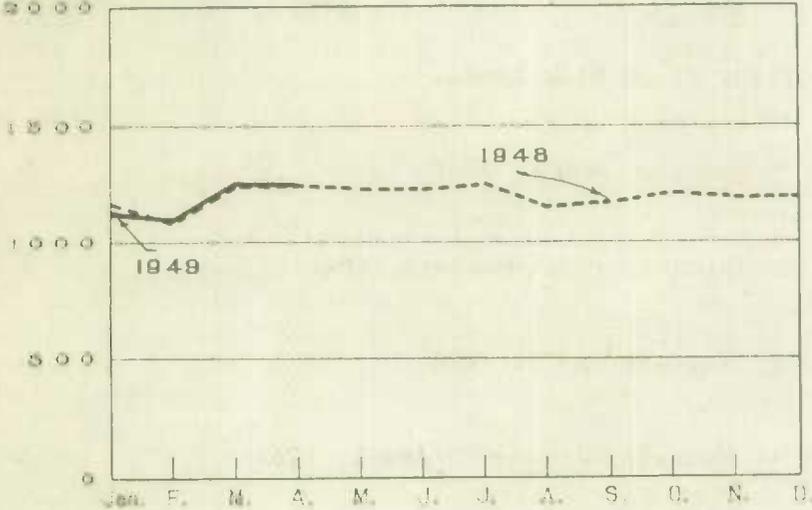
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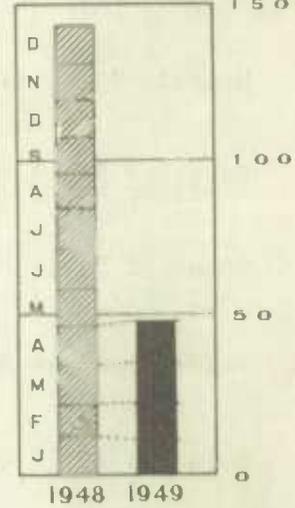
MILK SALES

HALIFAX

THOUSAND
QUARTS
2000

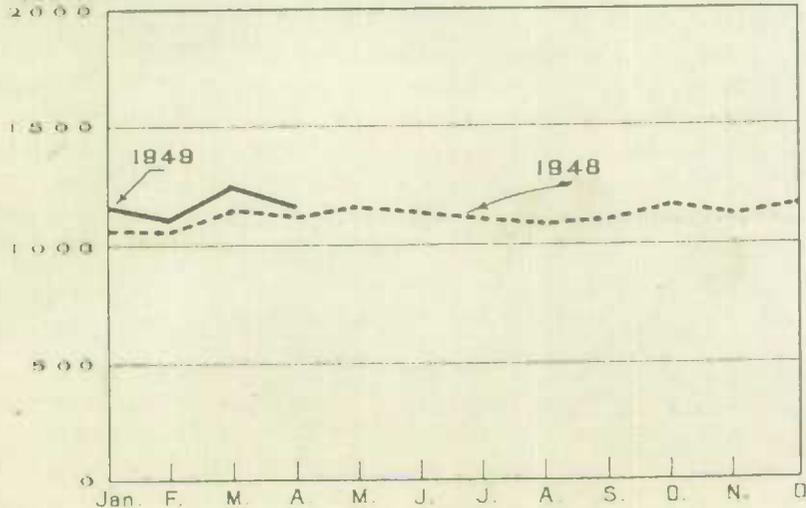


MILLION
QUARTS
150



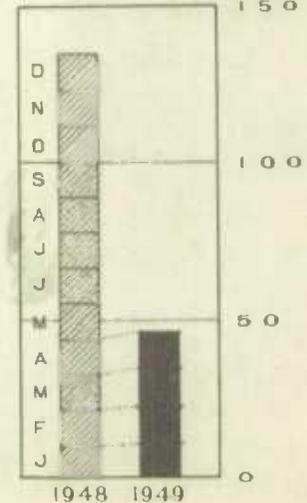
CALGARY

THOUSAND
QUARTS
2000



THOUSAND
QUARTS
150

CUMULATIVE SALES



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - April 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 328,472,000 pounds during the month of April, approximately 2-3/4 million pounds or nearly 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. During the four-month period, January to April, fluid sales reached a total of 1,357,930,000 pounds, an increase of nearly 10 million pounds or nearly one per cent more than that of the corresponding period in 1948.

Milk Sales: The quantity of fluid milk sold in Canada during April amounted to 276,672,000 pounds, which was about 2-3/4 million pounds above the sales of April, 1948. During the January-April period of 1949 fluid milk sales amounted to 1,139,664,000 pounds. Compared with the same period of the previous year, these sales represent an increase of about 12-1/2 million pounds, or slightly more than one per cent.

Cream Sales: Cream sales expressed as milk amounted to 51,800,000 pounds in the month of April. The figures shown reveal a decrease of 32 thousand pounds as compared with the same month of last year. During the first four months of the year, cream sales on a milk basis were estimated at 218,266,000 pounds, falling more than 2-1/2 million pounds or about 1-1/4 per cent from January-April, 1948.

Part II - April 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 expressed as milk) reached a total of 183,700,000 pounds in April, 1949, in comparison with 182,504,000 pounds in April, 1948, representing an increase of slightly more than one-half of one per cent. During the January-April period the percentage increase amounted to less than one per cent.

Milk Sales: Sales of fluid milk in these forty markets reached a total of 151,330,000 pounds (58,655,000 quarts) during April. Compared with 150,216,000 pounds (58,223,000 quarts) in the same month of the previous year, an increase of nearly one per cent was indicated. During the four-month period, January to April, milk sales shown in this report were about one per cent above those reported for the same period a year ago.

Cream Sales: The April sales of fluid cream in forty Canadian markets amounted to 32,370,000 pounds expressed as milk (3,047,000 quarts of cream), while corresponding figures for the same month of 1948 were 32,288,000 pounds (3,067,000 quarts of cream). On a milk basis, April sales increased only fractionally from the same month of last year; during the four-month period, January to April, there was a reduction of approximately one per cent as compared with the same period in 1948. However, on a quart basis, cream sales showed a drop of about 3/4 of one per cent in April and a reduction of almost 1-1/2 per cent in the four-month period ended April.

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

The consumption of milk and cream by the milk purchasing population of Canada remained unchanged as compared with a year ago. The sales of milk in April, 1949, amounted to 0.67 pints, while cream sales stood at 0.13 pints and total sales (milk and cream on a milk basis) remained as in April, 1948, at 0.80 pints per capita.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	April, 1949		March	April
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	201	519	- 5.5	- 6.0
Halifax	1,258	3,244	+ 0.5	+ 0.7
Sydney Area	728	1,878	- 4.7	- 2.4
Saint John	844	2,177	- 4.8	- 0.5
Moncton	425	1,096	- 4.0	+ 2.7
QUEBEC				
Montreal	12,722	32,823	- 2.8	+ 2.0
Quebec	2,201	5,679	- 6.8	+ 3.8
Chicoutimi and Lake St. John ..	894	2,306	- 5.9	+ 2.2
Sherbrooke	574	1,482	- 2.3	-12.1
Three Rivers	539	1,391	- 8.8	- 0.6
Northwestern District	344	889	- 6.4	-10.2
St. Hyacinthe	289	747	- 5.5	- 7.6
St. Jerome and Ste. Therese ..	318	819	- 1.5	+31.6
Levis-Lauzon	240	618	- 8.1	- 1.8
Valleyfield and Beauharnois ..	218	562	- 0.2	+ 4.1
Thetford	121	312	- 5.3	- 6.6
Rimouski	106	273	- 4.6	- 9.0
ONTARIO				
Toronto	10,761	27,763	- 6.9	- 2.9
Ottawa-Hull	2,691	6,943	- 4.0	- 0.4
Hamilton	2,391	6,168	- 4.8	+ 2.0
Windsor	1,701	4,389	- 1.6	+ 4.2
London	1,249	3,222	- 3.9	+ 8.4
Ft. William and Pt. Arthur ...	752	1,941	- 1.4	- 7.3
Kitchener	655	1,690	- 4.1	+ 3.3
Kingston	532	1,373	- 4.3	+ 4.9
Sudbury	546	1,409	- 4.1	+ 4.5
Brantford	534	1,378	- 2.1	+ 4.4
Cornwall	339	874	- 1.3	+ 5.3
Belleville	287	739	- 6.5	+10.8
PRAIRIE PROVINCES				
Winnipeg	3,511	9,057	- 4.2	+ 0.3
Saskatoon, Prince Albert and The Battlefords	916	2,363	- 6.3	- 2.6
Moose Jaw	259	668	- 5.5	+ 2.0
Regina	669	1,727	- 5.7	- 5.2
Edmonton	1,533	3,954	- 1.7	+ 7.4
Calgary	1,167	3,010	- 6.0	+ 4.5
Medicine Hat	123	316	- 4.7	-12.6
BRITISH COLUMBIA				
Vancouver	5,097	13,151	- 2.8	+ 2.7
Victoria	921	2,377	- 7.7	- 0.7

(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 - APRIL, 1949
With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM
	January - April		January - April
	Quarts	Pounds (1)	1948
MARITIME PROVINCES			
	000	000	%
Charlottetown	813	2,097	- 5.0
Halifax	4,746	12,244	- 0.5
Sydney Area	2,865	7,393	- 1.5
Saint John	3,351	8,645	+ 0.4
Moncton	1,681	4,337	+ 3.9
QUEBEC			
Montreal	49,682	128,181	+ 0.6
Quebec	8,657	22,336	+ 0.3
Chicoutimi and Lake St. John	3,567	9,202	+ 3.3
Sherbrooke	2,269	5,855	- 6.6
Three Rivers	2,176	5,615	+ 0.1
Northwestern District	1,375	3,549	- 6.8
St. Hyacinthe	1,205	3,109	- 5.8
St. Jerome and Ste. Therese.	1,200	3,096	+16.8
Levis-Lauzon	971	2,506	- 0.7
Valleyfield and Beauharnois.	850	2,194	+ 5.7
Thetford	485	1,252	+ 1.8
Rimouski	412	1,063	- 9.6
ONTARIO			
Toronto	43,880	113,209	+ 1.2
Ottawa-Hull	10,689	27,577	- 1.3
Hamilton	9,543	24,621	+ 2.2
Windsor	6,586	16,992	+ 4.1
London	4,893	12,623	+ 6.7
Ft. William and Pt. Arthur .	2,919	7,530	- 6.8
Kitchener	2,594	6,692	+ 5.4
Kingston	2,099	5,415	+ 2.3
Sudbury	2,152	5,553	+ 5.2
Brantford	2,077	5,359	+ 4.0
Cornwall	1,300	3,353	+ 5.6
Belleville	1,154	2,978	+13.3
PRAIRIE PROVINCES			
Winnipeg	13,901	35,866	+ 1.0
Saskatoon, Prince Albert and The Battlefords	3,673	9,476	- 1.9
Moose Jaw	1,026	2,646	+ 0.3
Regina	2,676	6,904	- 4.3
Edmonton	5,906	15,239	+ 7.0
Calgary	4,668	12,044	+ 6.8
Medicine Hat	489	1,261	-10.9
BRITISH COLUMBIA			
Vancouver	19,878	51,286	+ 0.8
Victoria	3,709	9,569	- 1.5

(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, APRIL, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)	
	April, 1949		March	April
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	4	2	- 0.2	- 5.8
Halifax	56	21	- 1.0	-15.5
Sydney Area	7	5	+13.8	+ 8.8
Saint John	14	11	+ 2.1	-18.1
Moncton	8	6	- 4.5	+14.2
QUEBEC				
Montreal	590	266	+ 4.7	+ 3.3
Quebec	58	23	+ 5.5	+ 4.4
Chicoutimi and Lake St. John ...	11	9	+49.5	+58.9
Sherbrooke	15	8	+ 0.6	- 5.9
Three Rivers	10	5	- 0.2	- 2.7
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	516	206	- 4.2	- 2.6
Ottawa-Hull	95	44	- 4.9	+11.3
Hamilton	66	28	- 3.9	+ 5.9
Windsor	76	25	+ 1.4	+12.7
London	34	17	- 5.4	+13.1
Ft. William and Pt. Arthur	22	10	- 2.1	- 5.8
Kitchener	17	9	+ 1.1	+12.8
Kingston	11	6	+10.6	+ 6.6
Sudbury	11	6	- 1.9	+ 3.0
Brantford	11	5	+ 0.5	+ 0.4
Cornwall	5	3	+ 7.2	+27.0
Belleville	5	3	- 1.6	+20.4
PRAIRIE PROVINCES				
Winnipeg	364	114	- 3.8	- 5.2
Saskatoon, Prince Albert and The Battlefords	67	21	- 6.9	-12.4
Moose Jaw	21	6	- 5.2	- 9.8
Regina	66	19	- 7.9	-15.1
Edmonton	137	39	- 2.0	+13.6
Calgary	113	32	- 7.4	- 5.4
Medicine Hat	7	2	- 9.2	-12.7
BRITISH COLUMBIA				
Vancouver	547	152	- 4.8	- 2.0
Victoria	65	20	- 7.1	- 4.4

(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.

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)
	January - April		January - April
	Cream	Butter fat(1)	1948
MARITIME PROVINCES			
	000 qt.	000 lb.	%
Charlottetown	18	10	-12.0
Halifax	215	80	- 9.1
Sydney Area	25	17	+ 7.3
Saint John	52	40	-15.3
Moncton	33	23	+10.5
QUEBEC			
Montreal	2,298	1,034	- 1.5
Quebec	217	87	- 0.3
Chicoutimi and Lake St. John ..	36	29	+22.4
Sherbrooke	60	32	- 1.4
Three Rivers	38	19	- 8.6
Northwestern District (3)	-	-	-
St. Hyacinthe (3)	-	-	-
St. Jerome and Ste. Therese (3)	-	-	-
Levis-Lauzon (3)	-	-	-
Valleyfield and Beaufort (3)	-	-	-
Thetford (3)	-	-	-
Rimouski (3)	-	-	-
ONTARIO			
Toronto	2,066	824	+ 0.4
Ottawa-Hull	377	175	+ 8.5
Hamilton	265	113	+ 5.9
Windsor	290	97	+ 8.3
London	137	69	+ 8.5
Ft. William and Pt. Arthur ...	82	39	- 5.9
Kitchener	66	36	+ 7.4
Kingston	39	20	- 3.0
Sudbury	43	22	- 6.7
Brantford	43	21	- 9.2
Cornwall	18	10	+10.4
Belleville	20	11	+20.0
PRAIRIE PROVINCES			
Winnipeg	1,459	452	- 2.5
Saskatoon, Prince Albert and The Battlefords	272	85	-10.4
Moose Jaw	84	24	-10.7
Regina	270	79	-14.0
Edmonton	535	153	+ 4.1
Calgary	459	131	- 0.3
Medicine Hat	30	9	-10.5
BRITISH COLUMBIA			
Vancouver	2,184	607	- 3.9
Victoria	267	83	- 1.9

(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

April, 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>						
April	276,672	40	54.7	51,800	40	62.5
January - April .	1,139,664	40	52.5	218,266	40	58.4
<u>Maritime Provinces</u>						
April	17,563	5	50.8	1,821	5	70.6
January - April .	68,776	5	50.5	7,080	5	68.7
<u>Quebec</u>						
April	90,553	12	52.9	15,306	12	59.4
January - April .	363,424	12	51.7	61,321	12	57.4
<u>Ontario</u>						
April	106,635	12	54.3	15,861	12	65.5
January - April .	457,933	12	50.6	69,304	12	59.2
<u>Prairie Provinces</u>						
April	41,651	9	50.6	12,500	9	53.5
January - April .	166,592	9	50.1	51,482	9	51.8
<u>British Columbia</u>						
April	20,270	2	76.6	6,312	2	78.0
January - April .	82,939	2	73.4	29,079	2	67.8