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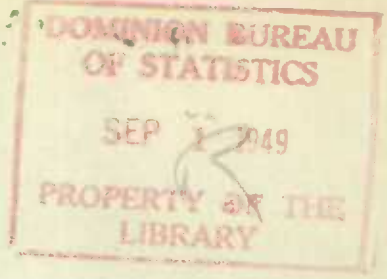
DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS
AGRICULTURE DIVISION
OTTAWA, CANADA

MONTHLY STATISTICS
OF THE

FLUID MILK

TRADE



Series 3, Report No. 6

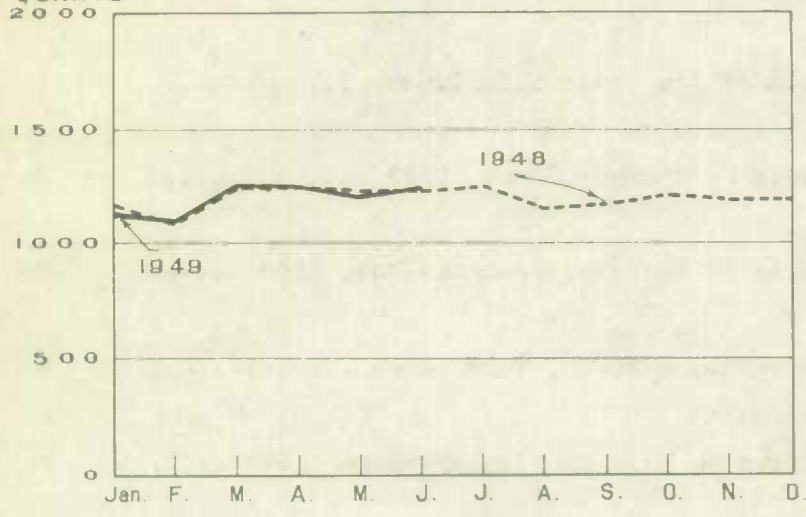
(JUNE)

Price \$1.00 per year

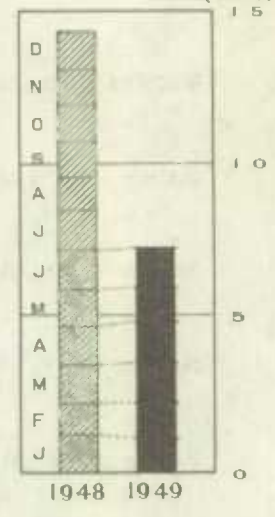
MILK SALES

HALIFAX

THOUSAND
QUARTS
2000

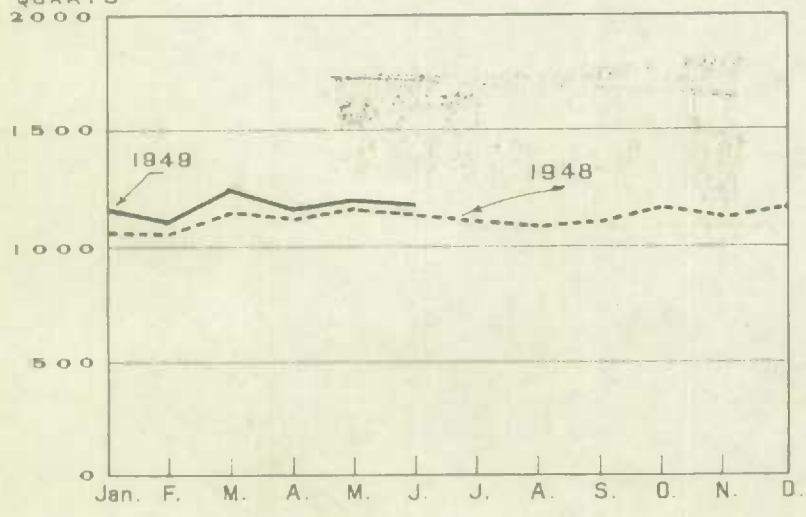


MILLION
QUARTS
15

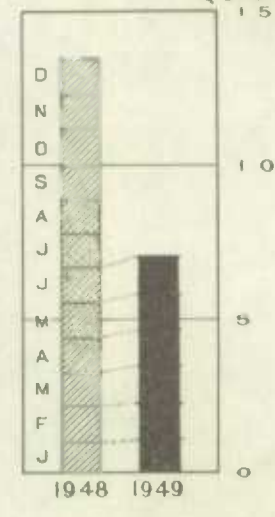


CALGARY

THOUSAND
QUARTS
2000



MILLION
QUARTS
15



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, June, 1949	2
<u>Table 11</u> Sales of Fluid Milk by Markets, January-June, 1949	3
<u>Table 111</u> Sales of Fluid Cream by Markets, June, 1949	4
<u>Table 1V</u> Sales of Fluid Cream by Markets, January-June, 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 - June 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 360,836,000 pounds during the month of June, approximately 9 million pounds or $2\frac{1}{2}$ per cent more than those of the same month last year. Of this amount, 83 per cent was sold as milk and 17 per cent was sold as cream. During the six-month period, January to June, fluid sales reached a total of 2,058,462,000 pounds, an increase of nearly $19\frac{1}{2}$ million pounds or nearly 1 per cent more than that of the corresponding period in 1948. Fluid sales of milk and cream on a milk basis represented $25\frac{1}{2}$ per cent of the total milk production of Canada during the first six-month period of 1949 as compared with 26 per cent in 1948.

Milk Sales: The quantity of fluid milk sold in Canada during June amounted to 298,688,000 pounds, which was almost $7\frac{1}{2}$ million pounds above the sales of June, 1948. During the January-June period of 1949 fluid milk sales amounted to 1,724,956,000 pounds. Compared with the same period of the previous year these sales represent an increase of about $22\frac{1}{2}$ million pounds, or nearly $1\frac{1}{2}$ per cent.

Cream Sales: Cream sales expressed as milk amounted to 62,148,000 pounds in the month of June, representing an increase of $1\frac{1}{2}$ million pounds over the same month last year. During the first six months of the year, cream sales on a milk basis were estimated at 333,506,000 pounds, falling more than 3 million pounds or about 1 per cent from January-June, 1948.

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

Combined Sales: In forty Canadian markets selected for this review milk and cream sales (the latter expressed as milk) reached a total of 184,037,000 pounds in June, 1949, in comparison with 179,461,000 pounds in June, 1948, representing an increase of $2\frac{1}{2}$ per cent. During the January-June period an increase of 1 per cent was recorded.

Milk Sales: Sales of fluid milk in these forty markets amounted to 151,095,000 pounds (58,564,000 quarts) during June. These figures when compared with 147,351,000 pounds (57,112,000 quarts) in the same month of the previous year represent an increase of $2\frac{1}{2}$ per cent. During the six-month period, January to June, milk sales shown in this report were almost $1\frac{1}{2}$ per cent above those of the same period a year ago.

Cream Sales: In terms of milk, the June sales of fluid cream in forty Canadian markets amounted to 32,942,000 pounds (3,099,000 quarts of cream), while corresponding figures for the same month of 1948 were 32,110,000 pounds (3,002,000 quarts of cream). On a milk basis, June sales increased slightly more than $2\frac{1}{2}$ per cent from the same month last year; and during the six-month period, January-June, there was a reduction of approximately one-half of one per cent as compared with the same period in 1948. However, on a quart basis, cream sales showed an increase of about $3\frac{1}{4}$ per cent in June and a reduction of approximately three-quarters of one per cent in the six-month period ended June.

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

Based on sales shown in the report for the month of June, the fluid milk and cream consumed by the milk purchasing population in urban areas increased from a daily average of 0.87 pints in June, 1948, to 0.88 pints in June, 1949. These figures include cream on a milk basis. The consumption of milk alone rose from 0.72 pints in June, 1948, to 0.73 pints in June, 1949. Cream consumption in terms of milk continued at 0.15 pints per capita, the same as that of June, 1948.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	June	1949	May	June
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	199	513	- 1.9	- 1.8
Halifax	1,243	3,207	/ 3.3	/ 0.9
Sydney Area	751	1,938	/ 2.5	- 1.3
Saint John	816	2,104	/ 0.4	/ 7.4
Moncton	423	1,090	- 2.0	/ 6.5
QUEBEC				
Montreal	12,568	32,425	/ 0.1	/ 4.8
Quebec	2,135	5,508	- 4.4	- 3.5
Chicoutimi and Lake St. John	908	2,342	- 0.8	/ 2.5
Sherbrooke	541	1,396	- 6.0	- 1.6
Three Rivers	517	1,333	- 3.4	- 2.9
Northwestern District	350	904	/ 1.8	- 9.3
St. Hyacinthe	311	802	- 6.5	/ 6.5
St. Jerome and Ste. Therese	343	884	/ 4.6	/ 24.0
Levis-Lauzon	239	617	/ 5.4	- 3.4
Valleyfield and Beauharnois	232	598	/ 2.7	/ 8.9
Thetford	127	329	/ 0.7	/ 7.6
Rimouski	105	272	/ 6.7	- 3.2
ONTARIO				
Toronto	10,813	27,897	- 2.4	/ 1.2
Ottawa-Hull	2,642	6,817	/ 0.4	- 1.8
Hamilton	2,468	6,368	/ 0.6	/ 4.1
Windsor	1,801	4,647	/ 5.0	/ 7.9
London	1,246	3,215	/ 0.4	/ 8.3
Ft. William and Pt. Arthur	742	1,914	- 2.9	- 7.2
Kitchener	670	1,728	/ 1.6	/ 6.8
Kingston	479	1,236	-	- 0.1
Sudbury	546	1,410	- 2.6	/ 1.0
Brantford	544	1,403	/ 3.0	/ 5.7
Cornwall	346	892	- 0.7	/ 2.5
Belleville	301	777	- 0.9	/ 14.5
PRAIRIE PROVINCES				
Winnipeg	3,536	9,124	- 1.2	/ 1.2
Saskatoon, Prince Albert and The Battlefords	872	2,251	- 2.4	/ 0.4
Moose Jaw	247	637	- 5.5	/ 4.1
Regina	655	1,689	- 4.6	- 2.1
Edmonton	1,473	3,800	- 1.3	/ 5.4
Calgary	1,179	3,041	- 1.8	/ 3.4
Medicine Hat	128	330	- 0.6	- 11.6
BRITISH COLUMBIA				
Vancouver	5,104	13,168	- 0.9	/ 3.4
Victoria	966	2,492	- 1.8	/ 4.2

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM
	January-June		January-June
	Quarts	Pounds (1)	1948
MARITIME PROVINCES			
	000	000	%
Charlottetown	1,214	3,133	- 4.6
Halifax	7,192	18,554	- 0.6
Sydney Area	4,349	11,222	- 2.0
Saint John	4,979	12,846	/ 2.0
Moncton	2,535	6,540	/ 4.4
QUEBEC			
Montreal	74,808	193,004	/ 1.4
Quebec	13,025	33,604	- 0.5
Chicoutimi and Lake St. John	5,390	13,905	/ 3.1
Sherbrooke	3,386	8,735	- 4.8
Three Rivers	3,228	8,328	- 0.5
Northwestern District	2,070	5,341	- 8.1
St. Hyacinthe	1,848	4,769	- 2.3
St. Jerome and Ste. Therese	1,870	4,825	/ 20.8
Levis-Lauzon	1,438	3,709	- 2.6
Valleyfield and Beauharnois	1,308	3,374	/ 6.3
Thetford	739	1,907	/ 2.9
Rimouski	616	1,590	- 9.3
ONTARIO			
Toronto	65,777	169,704	/ 1.2
Ottawa-Hull	15,962	41,183	- 1.8
Hamilton	14,465	37,319	/ 2.6
Windsor	10,103	26,066	/ 4.6
London	7,379	19,039	/ 6.9
Ft. William and Pt. Arthur	4,425	11,416	- 7.0
Kitchener	3,923	10,121	/ 5.3
Kingston	3,058	7,888	/ 1.4
Sudbury	3,260	8,411	/ 3.7
Brantford	3,149	8,124	/ 4.0
Cornwall	1,993	5,143	/ 4.3
Belleville	1,759	4,538	/ 13.8
PRAIRIE PROVINCES			
Winnipeg	21,016	54,223	/ 1.0
Saskatoon, Prince Albert and The Battlefords	5,439	14,033	- 1.8
Moose Jaw	1,534	3,957	/ 1.7
Regina	4,017	10,364	- 3.7
Edmonton	8,871	22,888	/ 5.8
Calgary	7,048	18,184	/ 5.6
Medicine Hat	745	1,923	- 11.0
BRITISH COLUMBIA			
Vancouver	30,132	77,740	/ 1.7
Victoria	5,658	14,597	- 0.2

(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, JUNE, 1949
With Percentage Changes from the Previous Month and from the Same Month of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)	
	June, 1949		May	June
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	5	3	- 1.8	- 9.3
Halifax	55	20	/ 8.3	- 22.1
Sydney Area	10	7	/ 42.6	/ 9.0
Saint John	15	12	/ 23.7	- 3.7
Moncton	8	6	/ 2.0	/ 10.3
QUEBEC				
Montreal	638	287	/ 11.5	/ 0.5
Quebec	65	26	/ 17.5	- 7.1
Chicoutimi and Lake St. John ...	10	8	/ 1.8	/ 31.4
Sherbrooke	16	9	/ 11.1	/ 15.6
Three Rivers	10	5	/ 9.9	/ 16.9
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	477	190	- 5.2	- 2.7
Ottawa-Hull	97	45	/ 6.9	/ 8.9
Hamilton	56	24	- 4.4	- 1.5
Windsor	77	26	/ 5.5	/ 4.2
London	30	15	- 1.8	/ 5.4
Ft. William and Pt. Arthur	21	10	- 1.6	- 1.3
Kitchener	18	9	/ 10.8	/ 2.4
Kingston	9	5	/ 1.2	/ 18.8
Sudbury	12	6	/ 7.1	- 1.4
Brantford	9	5	- 4.6	- 14.7
Cornwall	6	4	/ 28.7	/ 24.8
Bellefille	5	2	- 14.1	/ 11.0
PRAIRIE PROVINCES				
Winnipeg	376	115	/ 3.2	/ 4.6
Saskatoon, Prince Albert and The Battlefords	65	21	/ 0.5	/ 2.1
Moose Jaw	21	6	/ 0.3	- 2.1
Regina	64	19	- 1.3	- 3.3
Edmonton	134	40	/ 4.5	/ 18.9
Calgary	116	34	/ 2.0	/ 1.8
Medicine Hat	7	2	/ 7.7	/ 16.9
BRITISH COLUMBIA				
Vancouver	573	159	/ 9.2	/ 11.5
Victoria	72	23	/ 11.3	/ 8.8

(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 1V - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY - JUNE, 1949
With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)
	January - June		January-June
	Cream	Butter-fat(1)	1948
MARITIME PROVINCES			
	000 qt.	000 lb.	%
Charlottetown	27	15	- 10.7
Halifax	320	120	- 13.2
Sydney Area	42	29	/ 4.2
Saint John	80	62	- 15.8
Moncton	50	34	/ 9.6
QUEBEC			
Montreal	3,509	1,579	- 1.4
Quebec	338	135	- 3.9
Chicoutimi and Lake St. John ...	55	44	/ 25.8
Sherbrooke	91	49	/ 3.1
Three Rivers	58	29	- 2.8
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	3,047	1,216	- 0.2
Ottawa-Hull	564	262	/ 7.8
Hamilton	380	161	/ 3.5
Windsor	440	147	/ 6.6
London	197	99	/ 6.8
Ft. William and Pt. Arthur	125	60	- 3.7
Kitchener	100	54	/ 5.0
Kingston	58	30	/ 0.8
Sudbury	66	33	- 5.4
Brantford	62	30	- 10.6
Cornwall	29	17	/ 13.3
Belleveille	30	16	/ 16.7
PRAIRIE PROVINCES			
Winnipeg	2,199	678	- 0.9
Saskatoon, Prince Albert and The Battlefords	403	126	- 8.2
Moose Jaw	126	36	- 8.6
Regina	399	117	- 11.7
Edmonton	797	229	/ 5.9
Calgary	688	199	- 0.8
Medicine Hat	44	13	- 5.9
BRITISH COLUMBIA			
Vancouver	3,281	912	- 1.1
Victoria	405	126	- 0.5

(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.



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- 6 -

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

June, 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>						
June	298,688	40	50.6	62,148	40	53.0
January - June ..	1,724,956	40	52.3	333,506	40	57.4
<u>Maritime Provinces</u>						
June	16,841	5	52.6	1,985	5	68.3
January-June	102,909	5	50.8	10,669	5	69.4
<u>Quebec</u>						
June	99,263	12	47.8	21,312	12	46.3
January - June ..	555,306	12	51.0	101,281	12	53.2
<u>Ontario</u>						
June	121,760	12	47.9	17,752	12	54.9
January - June ..	696,305	12	50.1	103,342	12	58.7
<u>Prairie Provinces</u>						
June	42,540	9	49.1	12,943	9	52.4
January - June ..	250,173	9	50.2	75,427	9	52.9
<u>British Columbia</u>						
June	18,284	2	85.6	8,156	2	63.7
January - June ..	120,263	2	76.8	42,787	2	69.3