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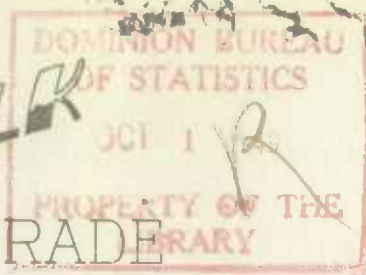
DOMINION BUREAU OF STATISTICS
AGRICULTURE DIVISION
OTTAWA, CANADA

MONTHLY STATISTICS
OF THE

FLUID

MILK

TRADE



Series 3, Report No. 7

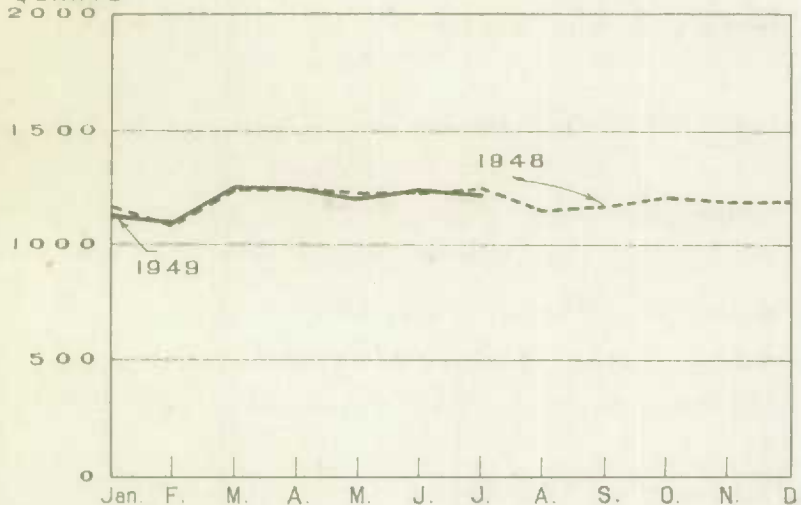
(JULY)

Price \$1.00 per year

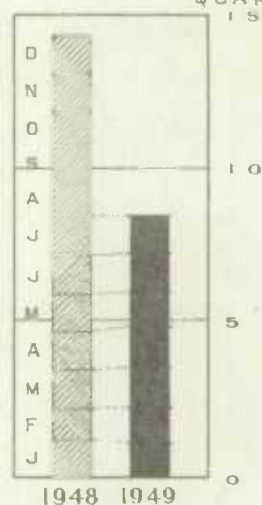
MILK SALES

HALIFAX

THOUSAND
QUARTS
2000

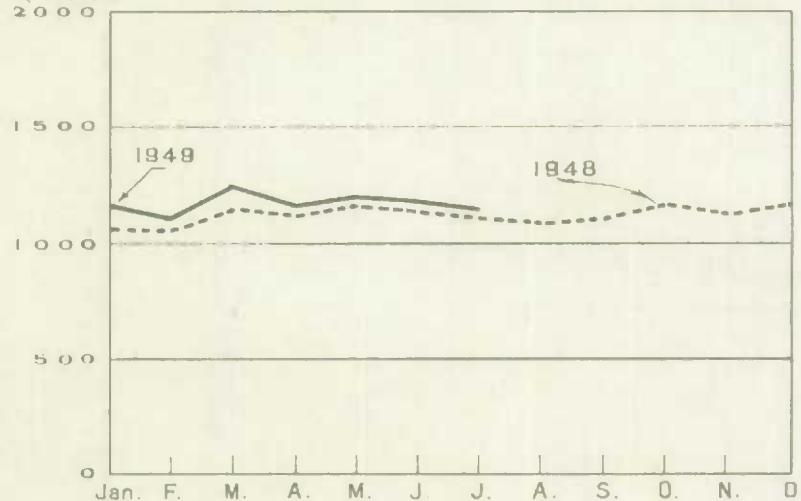


MILLION
QUARTS
15

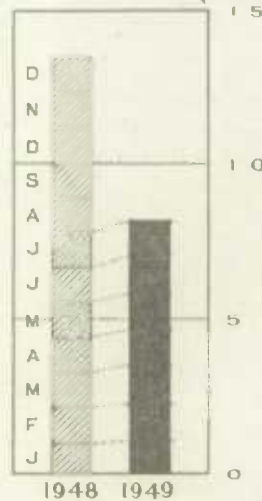


CALGARY

THOUSAND
QUARTS
2000



MILLION
QUARTS
15



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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - July Estimate of Fluid Milk and Cream Sales in Canada 1/

Combined Sales: The combined sales of fluid milk and cream in Canada amounted to 339,499,000 pounds during the month of July, approximately 3 million pounds or three-quarters of one 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 seven-month period, January to July, fluid sales reached a total of 2,397,961,000 pounds, an increase of 22 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 approximately one-quarter of the total milk production of Canada.

Milk Sales: The quantity of fluid milk sold in Canada during July amounted to 280,639,000 pounds, which was approximately $4\frac{3}{4}$ million pounds above the sales of July, 1948. During the January-July period of 1949 fluid milk sales amounted to 2,005,595,000 pounds. Compared with the same period of the previous year these sales represent an increase of 27 million pounds or nearly $1\frac{1}{2}$ per cent.

Cream Sales: Cream sales expressed as milk amounted to 58,860,000 pounds in the month of July, representing a decrease of nearly 2 million pounds compared with the same month last year. During the first seven months of the year, cream sales on a milk basis were estimated at 392,366,000 pounds, falling more than 5 million pounds or nearly $1\frac{1}{2}$ per cent from January-July, 1948.

Part II-July 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 179,989,000 pounds in July, 1949, in comparison with 178,309,000 pounds in July, 1948. These sales, including cream expressed as milk, represent an increase of nearly 1 per cent over the same month last year. During the January-July period the total of 1,273,799,000 pounds may be compared with 1,261,300,000 pounds in 1948.

Milk Sales: Sales of fluid milk in these forty markets amounted to 147,697,000 pounds (57,247,000 quarts) during July. These figures when compared with 144,820,000 pounds (56,135,000 quarts) in the same month of the previous year, represent an increase of 2 per cent. During the seven-month period, January to July, 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 July sales of fluid cream in forty Canadian markets amounted to 32,292,000 pounds (3,034,000 quarts of cream), while corresponding figures for the same month of 1948 were 33,481,000 pounds (3,118,000 quarts of cream). On a milk basis, July sales decreased slightly more than $3\frac{1}{2}$ per cent from the same month last year; and during the seven-month period, January-July, 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 decrease of about $2\frac{3}{4}$ per cent in July and a reduction of one per cent in the seven-month period ended July.

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

Based on over-all sales for the month of July, 1949, the quantity of fluid milk and cream consumed by the milk purchasing population in urban areas was 0.80 pints per capita, per day. 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 0.14 pints per capita. The per capita figures shown were exactly the same as those of July, 1948.

1/ Newfoundland not included.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	July, 1949		June	July
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	200	516	✓ 0.6	- 7.3
Halifax	1,229	3,171	- 1.1	- 2.0
Sydney Area	759	1,957	✓ 1.0	- 0.5
Saint John	825	2,130	✓ 1.2	✓ 5.4
Moncton	422	1,089	- 0.2	✓ 3.2
QUEBEC				
Montreal	12,187	31,442	- 3.0	✓ 4.4
Quebec	2,145	5,535	✓ 0.5	- 2.8
Chicoutimi and Lake St. John	905	2,336	- 0.2	✓ 9.0
Sherbrooke	556	1,436	✓ 2.9	- 5.0
Three Rivers	523	1,349	✓ 1.2	- 5.0
Northwestern District	312	806	- 10.9	- 21.3
St. Hyacinthe	327	844	✓ 5.1	✓ 4.2
St. Jerome and Ste. Therese	389	1,004	✓ 13.6	- 4.1
Levis-Lauzon	238	614	- 0.4	- 8.8
Valleyfield and Beauharnois	231	596	- 0.2	✓ 4.8
Thetford	141	364	✓ 10.9	✓ 12.3
Rimouski	118	303	✓ 11.4	✓ 13.3
ONTARIO				
Toronto	10,021	25,854	- 7.3	✓ 2.2
Ottawa-Hull	2,638	6,806	- 0.2	- 1.3
Hamilton	2,353	6,071	- 4.7	- 0.7
Windsor	1,836	4,738	✓ 2.0	✓ 6.2
London	1,218	3,142	- 2.3	✓ 4.8
Ft. William and Pt. Arthur	752	1,940	✓ 1.4	- 8.4
Kitchener	629	1,623	- 6.0	✓ 4.4
Kingston	490	1,265	✓ 2.3	- 0.8
Sudbury	560	1,445	✓ 2.4	✓ 0.6
Brantford	516	1,332	- 5.0	✓ 0.8
Cornwall	349	902	✓ 1.1	✓ 0.3
Belleville	299	771	- 0.7	✓ 11.6
PRAIRIE PROVINCES				
Winnipeg	3,466	8,943	- 2.0	✓ 1.0
Saskatoon, Prince Albert and The Battlefords	892	2,300	✓ 2.2	- 0.7
Moose Jaw	239	615	- 3.4	✓ 1.5
Regina	642	1,658	- 1.9	- 0.9
Edmonton	1,430	3,689	- 2.9	✓ 4.9
Calgary	1,148	2,963	- 2.6	✓ 3.8
Medicine Hat	125	323	- 2.2	- 13.1
BRITISH COLUMBIA				
Vancouver	5,125	13,222	✓ 0.4	✓ 4.4
Victoria	1,009	2,602	✓ 4.4	✓ 5.7

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM
	January - July		January - July
	Quarts	Pounds (1)	1948
MARITIME PROVINCES			
	000	000	%
Charlottetown	1,414	3,649	- 5.0
Halifax	8,420	21,725	- 0.8
Sydney Area	5,108	13,179	- 1.8
Saint John	5,805	14,976	+ 2.5
Moncton	2,957	7,628	+ 4.2
QUEBEC			
Montreal	86,995	224,446	+ 1.8
Quebec	15,170	39,139	- 0.8
Chicoutimi and Lake St. John	6,295	16,241	+ 3.9
Sherbrooke	3,942	10,171	- 4.8
Three Rivers	3,751	9,677	- 1.1
Northwestern District	2,383	6,147	- 10.1
St. Hyacinthe	2,175	5,613	- 1.4
St. Jerome and Ste. Therese	2,259	5,829	+ 15.7
Levis-Lauzon	1,676	4,323	- 3.5
Valleyfield and Beauharnois	1,539	3,970	+ 6.1
Thetford	880	2,271	+ 4.3
Rimouski	734	1,893	- 6.3
ONTARIO			
Toronto	75,798	195,559	+ 1.3
Ottawa-Hull	18,600	47,989	- 1.7
Hamilton	16,817	43,389	+ 2.1
Windsor	11,939	30,804	+ 4.9
London	8,597	22,182	+ 6.6
Ft. William and Pt. Arthur	5,177	13,356	- 7.2
Kitchener	4,552	11,744	+ 5.1
Kingston	3,548	9,153	+ 1.1
Sudbury	3,820	9,856	+ 3.2
Brantford	3,665	9,456	+ 3.5
Cornwall	2,343	6,044	+ 3.7
Belleville	2,058	5,309	+ 13.4
PRAIRIE PROVINCES			
Winnipeg	24,483	63,166	+ 1.0
Saskatoon, Prince Albert and The Battlefords	6,331	16,333	- 1.7
Moose Jaw	1,772	4,573	+ 1.7
Regina	4,660	12,022	- 3.3
Edmonton	10,301	26,577	+ 5.7
Calgary	8,196	21,146	+ 5.4
Medicine Hat	870	2,246	- 11.3
BRITISH COLUMBIA			
Vancouver	35,257	90,962	+ 2.1
Victoria	6,666	17,199	+ 0.7

(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, JULY, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)	
	July, 1949		June	July
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown	7	4	✓ 46.8	- 6.7
Halifax	60	22	✓ 9.1	- 16.9
Sydney Area	12	8	✓ 17.2	- 16.3
Saint John	18	14	✓ 19.8	- 16.9
Moncton	10	7	✓ 23.1	- 21.6
QUEBEC				
Montreal	623	280	- 2.5	- 7.0
Quebec	79	32	✓ 20.8	- 18.4
Chicoutimi and Lake St. John	11	9	✓ 18.6	✓ 37.0
Sherbrooke	18	10	✓ 10.0	- 17.2
Three Rivers	12	6	✓ 11.7	- 0.9
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	424	169	- 11.0	- 4.7
Ottawa-Hull	92	42	- 5.6	✓ 0.7
Hamilton	51	22	- 8.7	- 4.3
Windsor	73	25	- 5.0	✓ 1.7
London	29	14	- 4.0	✓ 7.7
Ft. William and Pt. Arthur	25	12	✓ 15.9	- 2.2
Kitchener	17	9	- 4.9	- 0.8
Kingston	10	5	✓ 3.2	- 1.6
Sudbury	13	6	✓ 8.2	- 9.4
Brantford	8	4	- 14.4	- 21.3
Cornwall	6	4	- 1.4	✓ 27.7
Belleville	5	3	✓ 1.7	✓ 5.0
PRAIRIE PROVINCES				
Winnipeg	364	112	- 3.2	✓ 1.5
Saskatoon, Prince Albert and The Battlefords	65	20	- 1.2	- 6.1
Moose Jaw	21	6	✓ 1.4	- 3.3
Regina	62	18	- 3.9	- 8.2
Edmonton	135	39	✓ 0.6	✓ 5.2
Calgary	118	35	✓ 2.4	- 7.0
Medicine Hat	8	2	✓ 5.0	✓ 4.0
BRITISH COLUMBIA				
Vancouver	565	157	- 1.4	✓ 6.3
Victoria	73	23	✓ 1.3	✓ 3.2

(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 - JULY, 1949

With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM(2)
	January - July		January - July
	Cream	Butter-fat (1)	1948
MARITIME PROVINCES			
	000 qt.	000 lb.	%
Charlottetown	34	19	- 9.9
Halifax	379	142	- 13.8
Sydney Area	54	37	- 1.1
Saint John	98	76	- 16.0
Moncton	60	41	+ 2.5
QUEBEC			
Montreal	4,132	1,859	- 2.3
Quebec	417	166	- 7.0
Chicoutimi and Lake St. John	66	53	+ 27.6
Sherbrooke	109	58	- 0.9
Three Rivers	70	35	- 2.5
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	3,471	1,385	- 0.7
Ottawa-Hull	656	304	+ 6.8
Hamilton	431	183	+ 2.6
Windsor	513	172	+ 5.9
London	226	113	+ 6.9
Ft. William and Pt. Arthur	149	71	- 3.5
Kitchener	117	63	+ 4.1
Kingston	68	35	+ 0.4
Sudbury	78	39	- 6.0
Brantford	70	34	- 12.0
Cornwall	36	20	+ 15.6
Belleveille	35	19	+ 14.9
PRAIRIE PROVINCES			
Winnipeg	2,563	790	- 0.5
Saskatoon, Prince Albert and The Battlefords	467	147	- 7.9
Moose Jaw	147	41	- 7.9
Regina	460	135	- 11.3
Edmonton	933	268	+ 5.8
Calgary	806	234	- 1.7
Medicine Hat	52	16	- 4.5
BRITISH COLUMBIA			
Vancouver	3,846	1,069	- 0.1
Victoria	478	149	+ 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

July, 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>						
July	280,639	40	52.6	58,860	40	54.9
January - July	2,005,595	40	52.4	392,366	40	57.1
<u>Maritime Provinces</u>						
July	17,263	5	51.3	2,484	5	63.7
January - July	120,172	5	50.9	13,153	5	68.3
<u>Quebec</u>						
July	90,683	12	51.4	22,864	12	43.5
January - July	645,989	12	51.0	124,145	12	51.4
<u>Ontario</u>						
July	114,933	12	48.6	15,637	12	57.5
January - July	811,238	12	49.9	118,979	12	58.6
<u>Prairie Provinces</u>						
July	39,721	9	51.6	12,007	9	55.3
January - July	289,894	9	50.4	87,434	9	53.3
<u>British Columbia</u>						
July	18,039	2	87.7	5,868	2	87.6
January - July	138,302	2	78.2	48,655	2	71.5