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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. 8

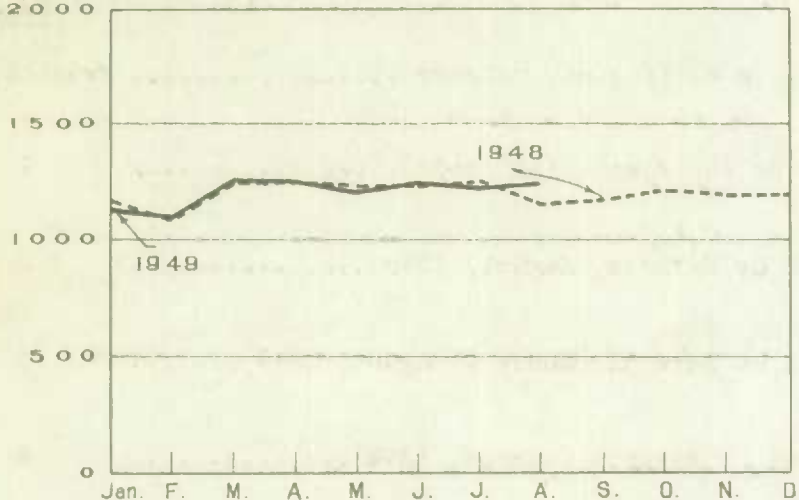
(AUGUST)

Price \$1.00 per year

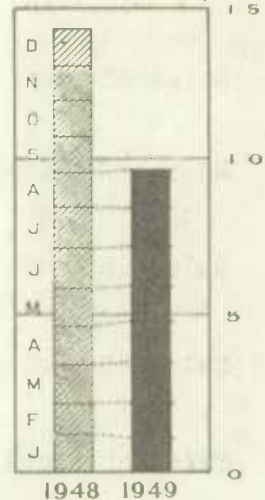
## MILK SALES

### HALIFAX

THOUSAND  
QUARTS  
2000

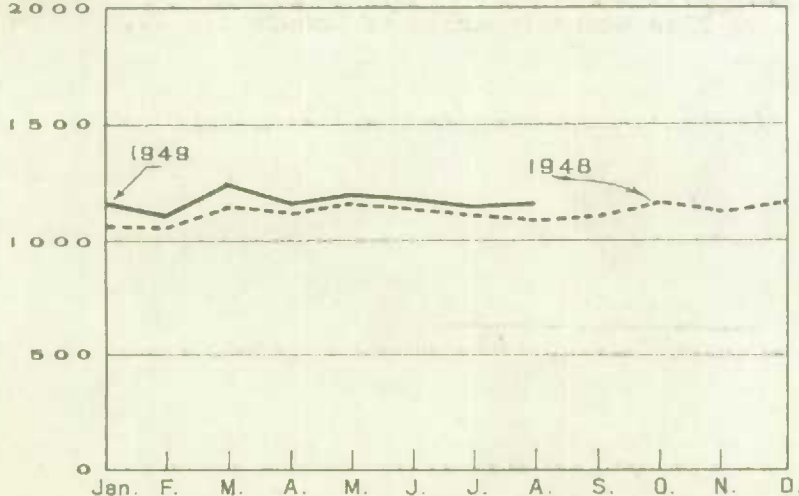


MILLION  
QUARTS  
15

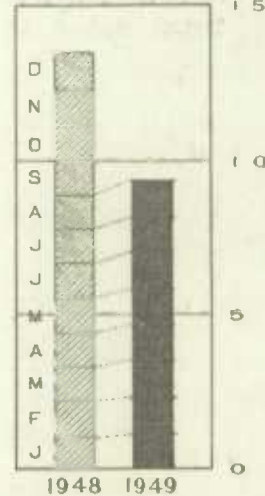


### CALGARY

THOUSAND  
QUARTS  
2000



MILLION  
QUARTS  
15



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

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

Combined Sales: The combined sales of fluid milk and cream in Canada amounted to 324,834,000 pounds during the month of August, approximately 13 million pounds or 4 per cent more than those of the same month last year. Of this amount 82 per cent was sold as milk and 18 per cent was sold as cream. During the eight-month period, January to August, fluid sales reached a total of 2,722,795,000 pounds, an increase of nearly 35 million pounds or about  $1\frac{1}{4}$  per cent more than that of the corresponding period in 1948. Fluid sales of milk and cream on a milk basis represented 23.3 per cent of the total milk production of Canada.

Milk Sales: The quantity of fluid milk sold in Canada during August amounted to 265,501,000 pounds, which was approximately  $12\frac{1}{2}$  million pounds above the sales of August, 1948. During the January-August period of 1949 fluid milk sales amounted to 2,271,096,000 pounds. Compared with the same period of the previous year these sales represent an increase of nearly 40 million pounds, or  $1\frac{3}{4}$  per cent.

Cream Sales: Cream sales expressed as milk amounted to 59,333,000 pounds in the month of August, representing an increase of 400 thousand pounds compared with the same month last year. During the first eight months of the year, cream sales on a milk basis were estimated at 451,699,000 pounds, falling nearly  $4\frac{3}{4}$  million pounds or one per cent below those of January-August, 1948.

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

Combined Sales: In forty Canadian markets selected for this review, fluid sales reached a total of 180,895,000 pounds in August, 1949, in comparison with 174,014,000 pounds in August, 1948. These sales, including cream expressed as milk, represent an increase of 4 per cent over the same month last year. During the January-August period the total of 1,454,908,000 pounds may be compared with 1,435,314,000 pounds in 1948, an increase of almost  $1\frac{1}{2}$  per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 150,012,000 pounds (58,144,000 quarts) during August. These figures when compared with 143,560,000 pounds (55,644,000 quarts) in the same month of the previous year, represent an increase of  $4\frac{1}{2}$  per cent. During the eight-month period, January to August, milk sales shown in this report were  $1\frac{3}{4}$  per cent above those of the same period a year ago.

Cream Sales: In terms of milk, the August sales of fluid cream in forty Canadian markets amounted to 30,883,000 pounds (2,919,000 quarts of cream), while corresponding figures for the same month of 1948 were 30,454,000 pounds (2,890,000 quarts of cream). On a milk basis, August sales increased nearly  $1\frac{1}{2}$  per cent from the same month last year; and during the eight-month period, January-August, there was a reduction of 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 one per cent in August, 1949, and a reduction of one-third of one per cent in the eight-month period ended August.

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

In the month of August the over-all consumption of milk and cream by the milk purchasing population in urban areas increased from a daily average of 0.74 pints in August, 1948, to 0.77 pints in August, 1949. Milk alone rose from 0.60 pints to 0.63 pints. Cream consumption in terms of milk, which was 0.14 pints per capita in August, 1948, stood at the same level in August, 1949.

1/ Newfoundland not included.



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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	August, 1949		July	August
	Quarts	Pounds (1)	1949	1948
MARITIME PROVINCES				
	000	000	%	%
Charlottetown .....	205	530	✓ 2.7	- 4.7
Halifax .....	1,246	3,215	✓ 1.4	✓ 8.0
Sydney Area .....	772	1,991	✓ 1.7	✓ 4.7
Saint John .....	820	2,116	- 0.7	✓ 9.9
Moncton .....	424	1,094	✓ 0.5	✓ 3.1
QUEBEC				
Montreal .....	12,406	32,007	✓ 1.8	✓ 5.2
Quebec .....	2,092	5,397	- 2.5	- 2.1
Chicoutimi and Lake St. John .	910	2,348	✓ 0.5	✓ 10.1
Sherbrooke .....	550	1,419	- 1.2	- 9.0
Three Rivers .....	554	1,430	✓ 6.0	- 0.8
Northwestern District .....	365	942	✓ 16.9	✓ 1.1
St. Hyacinthe .....	322	830	- 1.6	✓ 7.3
St. Jerome and Ste. Therese ..	391	1,010	✓ 0.6	✓ 4.8
Levis-Lauzon .....	232	600	- 2.4	- 6.7
Valleyfield and Beauharnois ..	242	625	✓ 4.7	✓ 8.9
Thetford .....	142	367	✓ 0.9	✓ 13.0
Rimouski .....	114	294	- 3.0	✓ 9.7
ONTARIO				
Toronto .....	10,265	26,484	✓ 2.4	✓ 3.5
Ottawa-Hull .....	2,670	6,889	✓ 1.2	✓ 3.6
Hamilton .....	2,374	6,124	✓ 0.9	✓ 2.9
Windsor .....	1,745	4,502	- 5.0	✓ 4.3
London .....	1,247	3,217	✓ 2.4	✓ 10.6
Ft. William and Pt. Arthur ...	755	1,947	✓ 0.3	- 8.1
Kitchener .....	642	1,657	✓ 2.1	✓ 5.8
Kingston .....	498	1,284	✓ 1.5	✓ 1.3
Sudbury .....	560	1,444		✓ 0.6
Brantford .....	513	1,323	- 0.7	✓ 5.5
Cornwall .....	363	936	✓ 3.8	✓ 7.6
Belleville .....	295	761	- 1.3	✓ 9.3
PRAIRIE PROVINCES				
Winnipeg .....	3,667	9,462	✓ 5.8	✓ 6.7
Saskatoon, Prince Albert and The Battlefords .....	881	2,273	- 1.2	✓ 2.4
Moose Jaw .....	247	638	✓ 3.7	✓ 5.7
Regina .....	681	1,757	✓ 6.0	✓ 6.6
Edmonton .....	1,467	3,786	✓ 2.6	✓ 9.1
Calgary .....	1,164	3,003	✓ 1.4	✓ 7.0
Medicine Hat .....	127	327	✓ 1.4	- 10.9
BRITISH COLUMBIA				
Vancouver .....	5,212	13,448	✓ 1.7	✓ 6.7
Victoria .....	983	2,536	- 2.5	✓ 5.3

(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 - AUGUST, 1949

With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM
	January - August		January - August
	Quarts	Pounds (1)	1948
MARITIME PROVINCES			
	000	000	%
Charlottetown .....	1,620	4,179	- 5.0
Halifax .....	9,667	24,940	+ 0.2
Sydney Area .....	5,880	15,170	- 1.0
Saint John .....	6,624	17,091	+ 3.4
Moncton .....	3,381	8,722	+ 4.1
QUEBEC			
Montreal .....	99,400	256,453	+ 2.2
Quebec .....	17,262	44,536	- 1.0
Chicoutimi and Lake St. John .	7,205	18,589	+ 4.6
Sherbrooke .....	4,492	11,591	- 5.3
Three Rivers .....	4,311	11,123	- 1.0
Northwestern District .....	2,748	7,089	- 8.7
St. Hyacinthe .....	2,497	6,442	- 0.4
St. Jerome and Ste. Therese ..	2,651	6,839	+ 13.9
Levis-Lauzon .....	1,908	4,923	- 3.9
Valleyfield and Beauharnois ..	1,781	4,595	+ 6.4
Thetford .....	1,023	2,639	+ 5.4
Rimouski .....	848	2,187	- 4.4
ONTARIO			
Toronto .....	86,063	222,043	+ 1.6
Ottawa-Hull .....	21,271	54,878	- 1.1
Hamilton .....	19,191	49,513	+ 2.2
Windsor .....	13,684	35,306	+ 4.8
London .....	9,844	25,398	+ 7.1
Ft. William and Pt. Arthur ...	5,931	15,303	- 7.3
Kitchener .....	5,194	13,401	+ 5.2
Kingston .....	4,045	10,437	+ 1.1
Sudbury .....	4,380	11,300	+ 2.9
Brantford .....	4,178	10,779	+ 3.8
Cornwall .....	2,705	6,980	+ 4.2
Belleveille .....	2,353	6,070	+ 12.9
PRAIRIE PROVINCES			
Winnipeg .....	28,150	72,627	+ 1.7
Saskatoon, Prince Albert and The Battlefords .....	7,212	18,607	- 1.2
Moose Jaw .....	2,020	5,211	+ 2.2
Regina .....	5,340	13,778	- 2.1
Edmonton .....	11,768	30,362	+ 6.1
Calgary .....	9,360	24,149	+ 5.6
Medicine Hat .....	997	2,573	- 11.3
BRITISH COLUMBIA			
Vancouver .....	40,469	104,410	+ 2.7
Victoria .....	7,649	19,735	+ 1.3

(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, AUGUST, 1949

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	August, 1949		July	August
	Cream	Butter-fat(1)	1949	1948
MARITIME PROVINCES				
	000 qt.	000 lb.	%	%
Charlottetown .....	6	3	- 15.5	- 9.5
Halifax .....	52	19	- 13.0	- 7.5
Sydney Area .....	7	5	- 39.3	/ 0.1
Saint John .....	14	11	- 23.3	- 11.4
Moncton .....	9	6	- 13.9	/ 8.9
QUEBEC				
Montreal .....	590	265	- 5.3	/ 0.7
Quebec .....	67	27	- 15.4	- 16.2
Chicoutimi and Lake St. John .	12	9	/ 4.1	/ 46.3
Sherbrooke .....	17	9	- 4.1	/ 11.3
Three Rivers .....	11	5	- 7.8	/ 15.6
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 .....	438	175	/ 3.1	/ 0.5
Ottawa-Hull .....	88	41	- 3.5	/ 8.4
Hamilton .....	51	22	- 0.4	/ 5.1
Windsor .....	69	23	- 6.3	/ 4.1
London .....	29	15	/ 2.6	/ 15.9
Ft. William and Pt. Arthur ...	24	11	- 3.0	/ 9.3
Kitchener .....	16	9	- 5.6	/ 9.3
Kingston .....	10	5	- 2.6	/ 21.9
Sudbury .....	12	6	- 6.1	/ 4.6
Brantford .....	8	4	- 3.0	- 7.6
Cornwall .....	6	3	- 6.6	/ 36.2
Belleville .....	5	3	/ 1.6	/ 16.6
PRAIRIE PROVINCES				
Winnipeg .....	344	105	- 5.5	- 2.1
Saskatoon, Prince Albert and The Battlefords .....	63	20	- 3.3	- 6.5
Moose Jaw .....	21	6	- 1.8	- 1.3
Regina .....	62	18	/ 1.2	- 1.5
Edmonton .....	134	39	- 0.7	/ 6.6
Calgary .....	109	31	- 7.9	- 12.1
Medicine Hat .....	7	2	- 10.0	- 1.9
BRITISH COLUMBIA				
Vancouver .....	551	153	- 2.6	/ 6.2
Victoria .....	70	22	- 3.8	/ 2.8

(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 - AUGUST, 1949

With Percentage Changes from the Same Period of 1948

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)
	January - August		January - August
	Cream	Butter-fat(1)	1948
MARITIME PROVINCES			
	000 qt.	000 lb.	%
Charlottetown .....	39	22	- 9.9
Halifax .....	431	161	- 13.1
Sydney Area .....	61	42	- 1.0
Saint John .....	112	87	- 15.4
Moncton .....	69	47	/ 3.3
QUEBEC			
Montreal .....	4,737	2,132	- 1.6
Quebec .....	484	193	- 8.4
Chicoutimi and Lake St. John ...	76	61	/ 27.1
Sherbrooke .....	127	68	/ 0.6
Three Rivers .....	81	40	- 0.4
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 .....	3,909	1,560	- 0.6
Ottawa-Hull .....	744	345	/ 6.9
Hamilton .....	481	205	/ 2.8
Windsor .....	582	195	/ 5.7
London .....	255	128	/ 7.9
Ft. William and Pt. Arthur .....	173	83	- 1.9
Kitchener .....	133	71	/ 4.7
Kingston .....	77	40	/ 2.7
Sudbury .....	90	45	- 4.8
Brantford .....	78	38	- 11.6
Cornwall .....	42	24	/ 18.2
Belleville .....	40	21	/ 15.2
PRAIRIE PROVINCES			
Winnipeg .....	2,907	895	- 0.7
Saskatoon, Prince Albert and The Battlefords .....	530	166	- 7.7
Moose Jaw .....	167	47	- 7.1
Regina .....	522	153	- 10.2
Edmonton .....	1,067	307	/ 5.9
Calgary .....	915	265	- 3.1
Medicine Hat .....	59	18	- 4.2
BRITISH COLUMBIA			
Vancouver .....	4,397	1,222	/ 0.7
Victoria .....	548	171	/ 0.4

(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

August, 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>						
Aug. ....	265,501	40	56.5	59,333	40	52.1
January - Aug. ..	2,271,096	40	52.8	451,699	40	56.4
<u>Maritime Provinces</u>						
Aug. ....	17,695	5	50.6	2,077	5	61.1
January - Aug. ..	137,867	5	50.8	15,230	5	67.4
<u>Quebec</u>						
Aug. ....	79,108	12	59.8	20,670	12	45.1
January - Aug. ..	725,097	12	52.0	144,815	12	50.6
<u>Ontario</u>						
Aug. ....	104,853	12	53.9	19,149	12	47.1
January - Aug. ..	916,091	12	50.4	138,128	12	57.0
<u>Prairie Provinces</u>						
Aug. ....	43,391	9	50.0	11,210	9	56.0
January - Aug. ..	333,285	9	50.2	98,644	9	53.6
<u>British Columbia</u>						
Aug. ....	20,454	2	78.1	6,227	2	80.3
January - Aug. ..	158,756	2	78.2	54,882	2	72.5