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D.B.S. MEMORANDUM

Dominion Bureau of Statistics, Ottawa, Canada

Vol. 1V, No. 1

JANUARY 1950

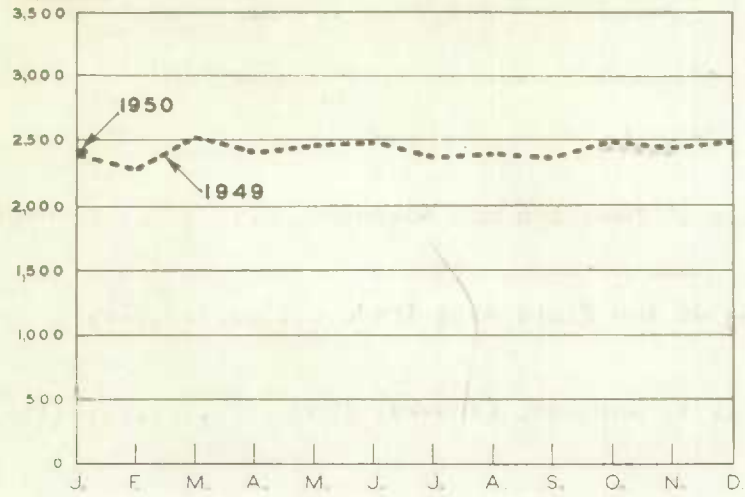
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FLUID MILK SALES

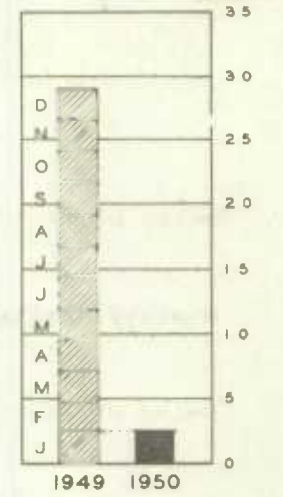
MILK SALES

HAMILTON

THOUSAND QUARTS

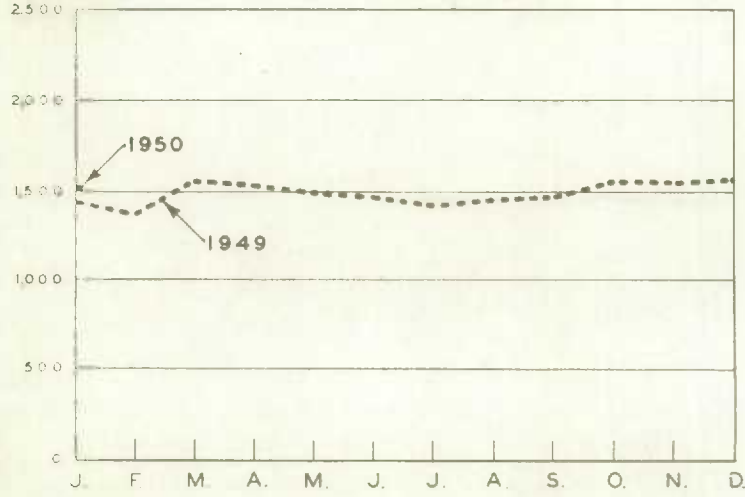


MILLION QUARTS

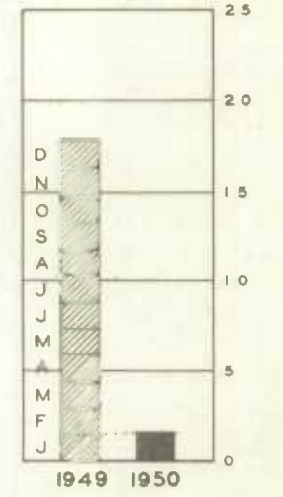


EDMONTON

THOUSAND QUARTS



MILLION QUARTS



MEMORANDUM

Canadian Council of Economic Development

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MONTHLY STATISTICS OF THE FLUID MILK TRADE

Part I - January 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 358,838,000 pounds during the month of January, approximately 10 million pounds or nearly 3 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.

Milk Sales: The quantity of fluid milk sold in Canada during January amounted to 300,960,000 pounds, which was nearly 9 million pounds above the sales of January, 1949.

Cream Sales: Cream sales expressed as milk amounted to 57,878,000 pounds in the month of January. These represented an increase of one million pounds or almost two per cent in comparison with those of the same month last year.

Part II - January Sales of Milk and Cream Reported from Forty Markets in Canada (Tabs. I & II)

Combined Sales: In forty Canadian markets selected for this review, milk and cream sales (the latter expressed as milk) reached a total of 183,918,000 pounds in January, 1950, in comparison with 179,960,000 pounds in January, 1949, representing an increase of nearly 2 $\frac{1}{4}$ per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 151,283,000 pounds (58,637,000 quarts) during January. Compared with 147,919,000 pounds (57,333,000 quarts) in the same month of the previous year, an increase of nearly 2 $\frac{1}{2}$ per cent was indicated.

Cream Sales: The January sales of fluid cream in forty Canadian markets were equivalent to 32,635,000 pounds of milk (3,070,000 quarts of cream), while corresponding figures for the same month of 1949 were 32,041,000 pounds (3,040,000 quarts of cream). On a milk basis, cream sales in January, 1950, increased nearly 2 per cent as compared with January of the previous year. On a quart basis, cream sales in January showed an increase of 1 per cent from January, 1949.

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

Consumption data for milk and cream worked out on a daily per capita basis for that part of the population which normally purchases its supply from vendors are shown as follows: Milk and cream combined (with the latter expressed as milk), amounted to 0.82 pints in January, 1950, compared with 0.81 pints per capita in the same month of 1949. Milk alone was 0.69 pints as compared with 0.68 pints a year ago, while cream remained at 0.13 pints, the same as that of January, 1949.

* Data for Newfoundland are not available.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY, 1950

With Percentage Changes from the Previous Month and from the Same Month of 1949

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	January, 1950		December	January
	Quarts	Pounds (1)	1949	1949
MARITIME PROVINCES				
	000	000	%	%
Charlottetown	205	529	- 1.6	- 1.4
Halifax	1,207	3,114	- 6.4	✓ 6.8
Sydney Area	820	2,117	- 3.6	- 1.7
Saint John	775	1,999	- 2.8	✓ 5.8
Moncton	399	1,029	- 4.9	- 5.3
QUEBEC				
Montreal	12,933	33,367	- 0.1	✓ 6.5
Quebec	2,072	5,345	- 7.0	✓ 0.7
Chicoutimi and Lake St. John ..	926	2,390	- 2.3	✓ 5.1
Sherbrooke	547	1,411	- 2.7	- 3.1
Three Rivers	546	1,409	- 4.7	✓ 4.6
Northwestern District	402	1,038	✓ 5.2	✓ 18.5
St. Hyacinthe	308	795	- 3.9	- 0.3
St. Jerome and Ste. Therese ...	344	887	- 1.3	✓ 23.9
Levis-Lauzon	249	643	✓ 6.5	✓ 3.8
Valleyfield and Beauharnois ...	235	606	- 1.7	✓ 10.9
Thetford	127	327	- 6.1	✓ 4.4
Rimouski	106	273	- 3.2	✓ 10.7
ONTARIO				
Toronto	10,894	28,108	- 2.8	- 2.2
Ottawa-Hull	2,748	7,090	- 3.4	✓ 3.8
Hamilton	2,404	6,203	- 3.1	✓ 1.2
Windsor	1,678	4,328	- 6.0	✓ 4.6
London	1,234	3,184	- 5.4	✓ 3.3
Ft. William and Pt. Arthur	733	1,891	- 1.4	✓ 2.0
Kitchener	648	1,671	- 13.2	✓ 0.4
Kingston	509	1,313	- 4.7	- 0.2
Sudbury	539	1,392	- 4.1	✓ 1.7
Brantford	506	1,306	- 6.6	- 0.6
Cornwall	321	829	- 4.0	✓ 1.7
Belleville	299	771	- 7.2	✓ 3.4
PRAIRIE PROVINCES				
Winnipeg	3,462	8,933	- 3.1	✓ 0.5
Saskatoon, Prince Albert and the Battlefords	934	2,409	- 0.9	✓ 2.7
Moose Jaw	246	634	- 2.1	- 2.3
Regina	663	1,711	- 6.0	- 0.1
Edmonton	1,516	3,912	- 3.7	✓ 5.1
Calgary	1,177	3,038	- 4.6	✓ 1.3
Medicine Hat	123	317	- 2.4	✓ 1.3
BRITISH COLUMBIA				
Vancouver	4,859	12,537	- 3.6	✓ 0.6
Victoria	940	2,425	- 2.3	✓ 1.6

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

Table 11 - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY, 1950

With Percentage Changes from the Previous Month and from the Same Month of 1949

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January, 1950		December	January
	Cream	Butter-fat(1)	1949	1949
MARITIME PROVINCES				
	000 Qt.	000 lb.	%	%
Charlottetown	4	2	- 6.3	- 5.2
Halifax	50	19	- 10.1	- 7.6
Sydney Area	13	10	- 8.4	- 0.8
Saint John	7	5	- 21.9	/ 20.6
Moncton	8	6	- 7.6	/ 1.3
QUEBEC				
Montreal	626	282	- 3.8	/ 5.8
Quebec	49	20	- 18.2	- 7.7
Chicoutimi and Lake St. John .	12	9	- 4.5	/ 19.7
Sherbrooke	14	7	- 10.8	- 8.7
Three Rivers	12	6	- 16.4	/ 25.8
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	525	209	- 7.6	- 0.8
Ottawa-Hull	96	44	- 9.6	/ 6.0
Hamilton	69	30	- 12.9	/ 6.1
Windsor	73	25	- 12.0	- 6.4
London	35	18	- 7.8	/ 6.7
Ft. William and Pt. Arthur ...	19	9	- 13.5	/ 0.4
Kitchener	17	9	- 10.6	/ 8.5
Kingston	10	5	- 4.7	/ 12.4
Sudbury	11	5	- 12.3	/ 1.0
Brantford	10	5	- 7.3	/ 2.3
Cornwall	5	3	- 11.9	/ 25.9
Belleville	5	3	- 12.2	- 5.1
PRAIRIE PROVINCES				
Winnipeg	361	111	- 5.8	- 2.7
Saskatoon, Prince Albert and The Battlefords	71	22	- 6.0	/ 3.0
Moose Jaw	20	6	- 7.0	- 3.3
Regina	68	20	- 8.9	/ 0.5
Edmonton	139	39	- 8.4	/ 5.4
Calgary	116	33	- 7.2	/ 0.1
Medicine Hat	8	2	- 6.2	/ 3.0
BRITISH COLUMBIA				
Vancouver	535	149	- 8.2	- 2.3
Victoria	65	20	- 6.6	- 4.2

(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.



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**Table 111 - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA**

January, 1950

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>						
January	300,960	40	50.3	57,878	40	56.4
<u>Maritime Provinces</u>						
January	18,185	5	48.3	1,626	5	71.8
<u>Quebec</u>						
January	97,515	12	49.7	16,770	12	56.7
<u>Ontario</u>						
January	119,946	12	48.4	18,315	12	56.9
<u>Prairie Provinces</u>						
January	42,931	9	48.8	13,506	9	49.6
<u>British Columbia</u>						
January	22,383	2	66.8	7,661	2	63.0