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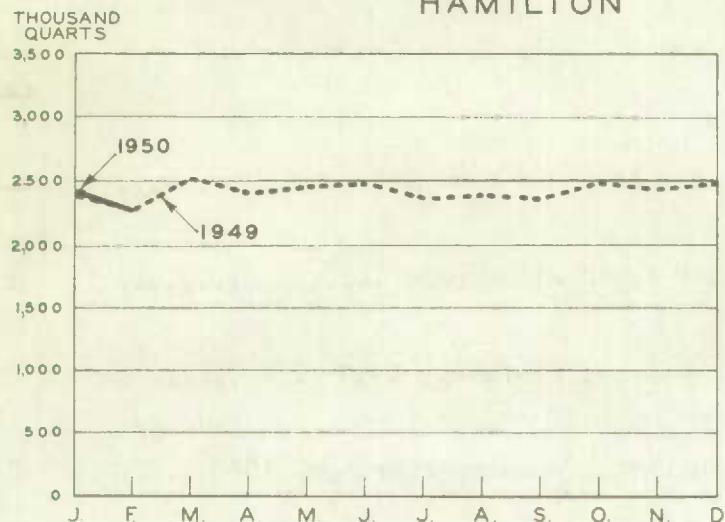
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**FLUID MILK**

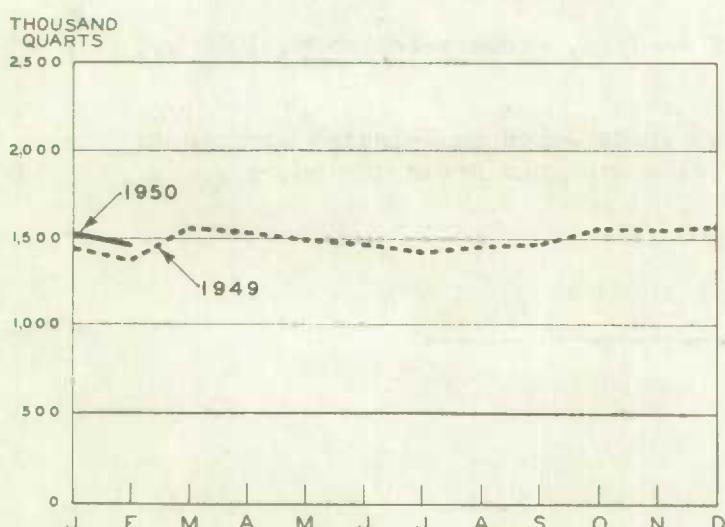
SALES

## MILK SALES

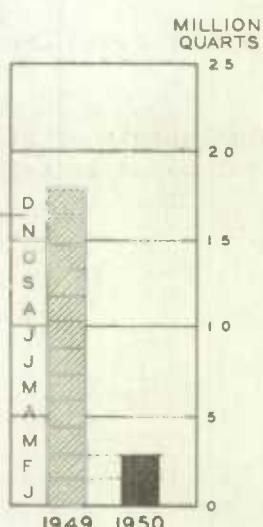
### HAMILTON



### EDMONTON



### CUMULATIVE SALES



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

### Part I - February Estimate of Fluid Milk and Cream Sales in Canada \*

Combined Sales: The combined sales of fluid milk and cream in Canada amounted to 333,783,000 pounds during the month of February, nearly 7 million pounds 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 two-month period, January and February, fluid sales reached a total of 692,621,000 pounds, an increase of 16½ million pounds or 2½ per cent more than that of the corresponding period in 1949.

Milk Sales: The quantity of fluid milk sold in Canada during February amounted to 281,522,000 pounds, an increase of slightly more than 5 million pounds in comparison with the February sales in 1949. During the January-February period of 1950 fluid milk sales reached a total of 582,482,000 pounds. Compared with the same period of the previous year, these sales represent an increase of nearly 14 million pounds or approximately 2½ per cent.

Cream Sales: Cream sales expressed as milk amounted to 52,261,000 pounds in the month of February, representing an increase of 1 ¾ million pounds compared with the same month a year previous. During the first two months of the year, cream sales on a milk basis were estimated at 110,139,000 pounds, increasing 2 ¾ million pounds over those of January-February, 1949.

### Part II-February Sales of Milk and Cream Reported from Forty Markets in Canada (Tables 1-11)

Combined Sales: In forty Canadian markets selected for this review, fluid sales reached a total of 174,414,000 pounds in February, 1950. These sales, including cream expressed as milk, represent an increase of over 3 million pounds in comparison with the same month last year. During the January-February period the total of 358,332,000 pounds may be compared with 350,695,000 pounds in the same period of 1949.

Milk Sales: Sales of fluid milk in these forty markets amounted to 143,410,000 pounds (55,585,000 quarts) during February. Compared with the same month of the previous year these figures represent an increase of almost 2½ million pounds. During the two-month period, January-February, milk sales reported for the forty markets shown in this statement amounted to 294,693,000 pounds (114,222,000 quarts) or 2 per cent above those of the same period a year ago.

Cream Sales: In terms of milk, the February sales of fluid cream in forty Canadian markets amounted to 31,004,000 pounds (2,903,000 quarts of cream). In comparison with corresponding figures for the same month of 1949 an increase of 909 thousand pounds was indicated. During the two-month period, January-February, sales of cream expressed as milk amounted to 63,639,000 pounds (5,973,000 quarts of cream), an increase of almost 1½ million pounds. However, in quarts of cream, the sales for February, 1950 as compared with those of February, 1949, showed an increase of 62 thousand quarts; and for the two-month period ended February, cream sales advanced 90 thousand quarts in comparison with the year 1949.

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

Based on over-all sales for the month of February, 1950, the daily consumption by the milk purchasing population in urban areas was 0.84 pints per capita. These figures include cream on a milk basis. The consumption of milk alone was 0.71 pints; and cream consumption in terms of milk amounted to 0.13 pints per capita. The per capita figures shown were exactly the same as those of February, 1949.

\* Data for Newfoundland are not available.

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

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM	
	February, 1950		January	February
	Quarts	Pounds (1)	1950	1949
<b>MARITIME PROVINCES</b>				
	000	000	%	%
Charlottetown .....	194	501	- 5.3	+ 2.0
Halifax .....	1,182	3,050	- 2.0	+ 7.0
Sydney Area .....	741	1,913	- 4.3	+ 11.7
Saint John .....	784	2,021	- 4.5	- 0.4
Moncton .....	384	991	- 3.6	+ 0.5
<b>QUEBEC</b>				
Montreal .....	12,123	31,278	- 6.3	+ 3.4
Quebec .....	2,068	5,335	- 0.2	+ 1.5
Chicoutimi and Lake St. John .....	913	2,355	- 1.5	+ 8.4
Sherbrooke .....	514	1,325	- 6.1	- 5.4
Three Rivers .....	528	1,363	- 3.3	+ 0.8
Northwestern District .....	360	928	- 10.6	+ 11.1
St. Hyacinthe .....	265	684	- 14.0	- 11.7
St. Jerome and Ste. Therese .....	359	926	+ 4.3	+ 27.2
Levis-Lauzon .....	227	585	- 9.0	- 1.9
Valleyfield and Beauharnois .....	221	570	- 6.0	+ 9.0
Thetford .....	119	307	- 6.0	+ 3.6
Rimouski .....	105	272	- 0.6	+ 6.2
<b>ONTARIO</b>				
Toronto .....	10,171	26,242	- 6.6	- 2.4
Ottawa-Hull .....	2,608	6,728	- 5.1	+ 2.3
Hamilton .....	2,262	5,835	- 5.9	- 0.2
Windsor .....	1,598	4,123	- 4.8	+ 3.0
London .....	1,189	3,069	- 3.6	+ 3.4
Ft. William and Pt. Arthur .....	722	1,863	- 1.5	+ 5.6
Kitchener .....	615	1,587	- 5.0	+ 0.8
Kingston .....	496	1,281	- 2.5	- 0.8
Sudbury .....	527	1,359	- 2.3	+ 3.9
Brantford .....	490	1,264	- 3.2	+ 0.5
Cornwall .....	309	798	- 3.8	+ 2.5
Belleville .....	285	735	- 4.7	+ 4.7
<b>PRAIRIE PROVINCES</b>				
Winnipeg .....	3,295	8,501	- 4.8	+ 0.4
Saskatoon, Prince Albert and The Battlefords .....	886	2,286	- 5.1	+ 1.8
Moose Jaw .....	239	615	- 3.0	- 1.1
Regina .....	650	1,676	- 2.0	+ 2.7
Edmonton .....	1,466	3,783	- 3.3	+ 6.8
Calgary .....	1,130	2,915	- 4.0	+ 2.8
Medicine Hat .....	118	304	- 4.2	+ 1.4
<b>BRITISH COLUMBIA</b>				
Vancouver .....	4,567	11,782	- 6.0	+ 1.1
Victoria .....	875	2,257	- 6.8	+ 2.7

(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-FEBRUARY, 1950  
With Percentage Changes from the Same Period of 1949

Market	TOTAL SALES		PERCENTAGE CHANGE FROM January-February 1949	
	January-February			
	Quarts	Pounds (1)		
<b>MARITIME PROVINCES</b>				
Charlottetown .....	000	000	%	
399	1,030		+ 0.2	
Halifax .....	2,389	6,164	+ 6.9	
Sydney Area .....	1,516	3,912	+ 8.3	
Saint John .....	1,604	4,138	- 1.0	
Moncton .....	783	2,020	- 1.6	
<b>QUEBEC</b>				
Montreal .....	25,056	64,646	+ 5.0	
Quebec .....	4,139	10,680	+ 1.1	
Chicoutimi and Lake St. John .....	1,839	4,744	+ 6.7	
Sherbrooke .....	1,061	2,736	- 4.2	
Three Rivers .....	1,074	2,772	+ 2.7	
Northwestern District .....	762	1,965	+ 14.9	
St. Hyacinthe .....	573	1,479	- 5.9	
St. Jerome and Ste. Therese .....	703	1,813	+ 25.5	
Levis-Lauzon .....	476	1,228	+ 1.0	
Valleyfield and Beauharnois .....	456	1,175	+ 10.0	
Thetford .....	246	635	+ 4.0	
Rimouski .....	211	545	+ 8.4	
<b>ONTARIO</b>				
Toronto .....	21,066	54,350	- 2.3	
Ottawa-Hull .....	5,356	13,818	+ 3.1	
Hamilton .....	4,666	12,038	+ 0.5	
Windsor .....	3,276	8,451	+ 3.8	
London .....	2,424	6,253	+ 3.4	
Ft. William and Pt. Arthur .....	1,455	3,755	+ 3.7	
Kitchener .....	1,263	3,259	+ 0.6	
Kingston .....	1,006	2,594	- 0.5	
Sudbury .....	1,066	2,751	+ 2.8	
Brantford .....	996	2,571	- 0.1	
Cornwall .....	631	1,627	+ 2.1	
Belleville .....	584	1,506	+ 4.0	
<b>PRAIRIE PROVINCES</b>				
Winnipeg .....	6,758	17,434	+ 0.4	
Saskatoon, Prince Albert and The Battlefords .....	1,820	4,695	+ 2.3	
Moose Jaw .....	484	1,250	- 1.7	
Saskatoon .....	1,313	3,388	+ 1.3	
Edmonton .....	2,982	7,695	+ 5.9	
Calgary .....	2,307	5,953	+ 2.0	
Medicine Hat .....	241	621	+ 1.4	
<b>BRITISH COLUMBIA</b>				
Vancouver .....	9,426	24,320	+ 0.9	
Victoria .....	1,815	4,682	+ 2.1	

(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, FEBRUARY, 1950

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

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	February, 1950		January 1950	February 1949
	Cream	Butter-fat(1)		
<b>MARITIME PROVINCES</b>				
Charlottetown .....	4	2	- 3.7	- 3.1
Halifax .....	49	18	- 1.8	- 6.5
Sydney Area .....	6	4	- 4.1	+ 15.7
Saint John .....	12	9	- 3.5	+ 0.7
Moncton .....	8	5	- 2.4	+ 1.4
<b>QUEBEC</b>				
Montreal .....	588	265	- 6.1	+ 6.6
Quebec .....	49	20	+ 0.1	- 3.2
Chicoutimi and Lake St. John .....	10	8	- 11.3	+ 40.7
Sherbrooke .....	13	7	- 2.5	- 8.7
Three Rivers .....	11	5	- 8.8	+ 20.8
Northwestern District (3) .....	-	-	-	-
St. Hyacinthe (3) .....	-	-	-	-
St. Jerome and Ste. Therese (3) ..	-	-	-	-
Levis-Lauzon (3) .....	-	-	-	-
Valleyfield and Beauharnois (3) ..	-	-	-	-
Thetford (3) .....	-	-	-	-
Rimouski (3) .....	-	-	-	-
<b>ONTARIO</b>				
Toronto .....	498	199	- 5.1	+ 3.3
Ottawa-Hull .....	95	44	- 0.8	+ 4.5
Hamilton .....	66	28	- 5.5	+ 2.4
Windsor .....	70	24	- 4.3	+ 1.6
London .....	36	18	+ 1.5	+ 6.7
Ft. William and Pt. Arthur .....	19	9	- 1.3	+ 1.0
Kitchener .....	17	9	- 4.0	+ 7.1
Kingston .....	10	5	- 5.3	+ 6.7
Sudbury .....	11	5	+ 3.1	+ 8.8
Brantford .....	10	5	- 0.7	- 2.4
Cornwall .....	5	3	- 1.2	+ 22.9
Belleville .....	5	3	+ 7.3	+ 17.2
<b>PRAIRIE PROVINCES</b>				
Winnipeg .....	340	107	- 5.6	- 1.5
Saskatoon, Prince Albert and The Battlefords .....	67	21	- 5.1	+ 2.9
Moose Jaw .....	19	6	- 5.0	- 1.6
Regina .....	64	19	- 4.6	+ 0.9
Edmonton .....	131	38	- 5.8	+ 4.2
Calgary .....	111	32	- 4.1	+ 2.7
Medicine Hat .....	8	2	- 5.6	+ 6.5
<b>BRITISH COLUMBIA</b>				
Vancouver .....	492	137	- 7.9	- 1.4
Victoria .....	61	19	- 7.2	- 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 IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY-FEBRUARY, 1950

With Percentage Changes from the Same Period of 1949

Market	TOTAL SALES		PERCENTAGE CHANGE FROM (2)	
	January-February			
	Cream	Butter-fat(1)		
MARITIME PROVINCES				
	000 Qt.	000 Lb.	%	
Charlottetown .....	8	5	- 4.5	
Halifax .....	99	37	- 7.0	
Sydney Area .....	13	9	+ 18.1	
Saint John .....	25	19	- 0.1	
Moncton .....	16	11	+ 1.3	
QUEBEC				
Montreal .....	1,214	546	+ 6.2	
Quebec .....	99	39	- 5.7	
Chicoutimi and Lake St. John .....	22	18	+ 28.8	
Sherbrooke .....	27	15	- 8.7	
Three Rivers .....	22	11	+ 23.3	
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 .....	1,023	408	+ 1.2	
Ottawa-Hull .....	191	89	+ 5.2	
Hamilton .....	135	57	+ 4.3	
Windsor .....	144	48	+ 2.5	
London .....	70	35	+ 6.7	
Ft. William and Pt. Arthur .....	38	18	+ 0.7	
Kitchener .....	34	18	+ 7.8	
Kingston .....	20	10	+ 9.6	
Sudbury .....	22	11	+ 4.8	
Brantford .....	21	10	- 0.1	
Cornwall .....	19	6	+ 24.4	
Belleville .....	19	5	+ 5.3	
PRAIRIE PROVINCES				
Winnipeg .....	701	218	- 2.1	
Saskatoon, Prince Albert and the Battlefords .....	138	43	+ 2.9	
Moose Jaw .....	49	11	- 2.5	
Regina .....	132	40	+ 0.7	
Edmonton .....	270	77	+ 4.8	
Calgary .....	228	65	+ 1.4	
Medicine Hat .....	16	5	+ 4.6	
BRITISH COLUMBIA				
Vancouver .....	1,027	286	- 1.9	
Victoria .....	126	39	- 3.7	

(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

February, 1950

Economic Area and Period	MILK SALES			CREAM SALES (MILK EQUIVALENT)		
	Economic Area	Selected Markets		Economic Area	Selected Markets	
	Total Estimated	Number of Sales Markets	Sales in Per Cent of Sales in Economic Area	Total Estimated	Number of Sales Markets	Sales in Per Cent of Sales in Economic Area
	000 lb.	No.	%	000 lb.	No.	%
<u>CANADA</u>						
Feb. ....	281,522	40	50.9	52,261	40	59.3
January - Feb. ..	582,482	40	50.6	110,139	40	57.8
<u>Maritime Provinces</u>						
Feb. ....	16,943	5	50.0	1,796	5	63.3
January - Feb. ..	35,128	5	49.1	3,422	5	67.3
<u>Quebec</u>						
Feb. ....	90,989	12	50.5	14,782	12	60.6
January - Feb. ..	188,504	12	50.1	31,552	12	58.5
<u>Ontario</u>						
Feb. ....	116,354	12	47.2	18,389	12	54.6
January - Feb. ..	236,300	12	47.8	36,704	12	55.8
<u>Prairie Provinces</u>						
Feb. ....	39,512	9	50.8	11,701	9	55.0
January - Feb. ..	82,443	9	49.8	25,207	9	52.1
<u>British Columbia</u>						
Feb. ....	17,724	2	79.2	5,593	2	79.6
January - Feb. ..	40,107	2	72.3	13,254	2	70.0