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FLUID MILK SALES



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FLUID MILK AND CREAM SALES IN CANADA, 1953 SALES IN TWENTY-FIVE MARKETS TOTAL SALES

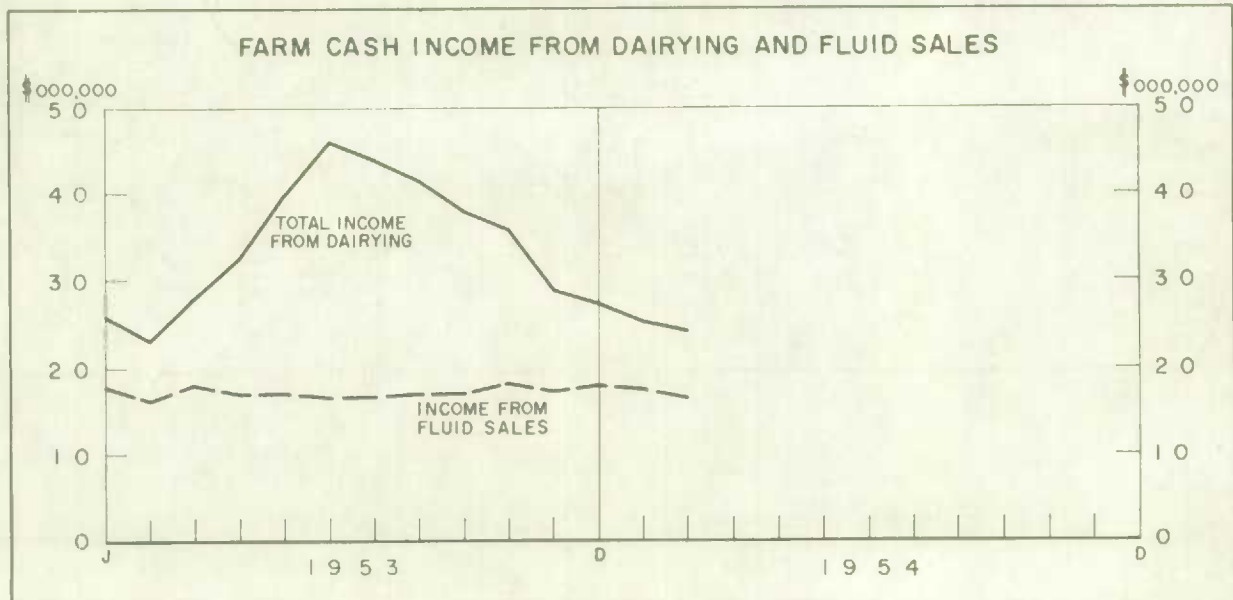
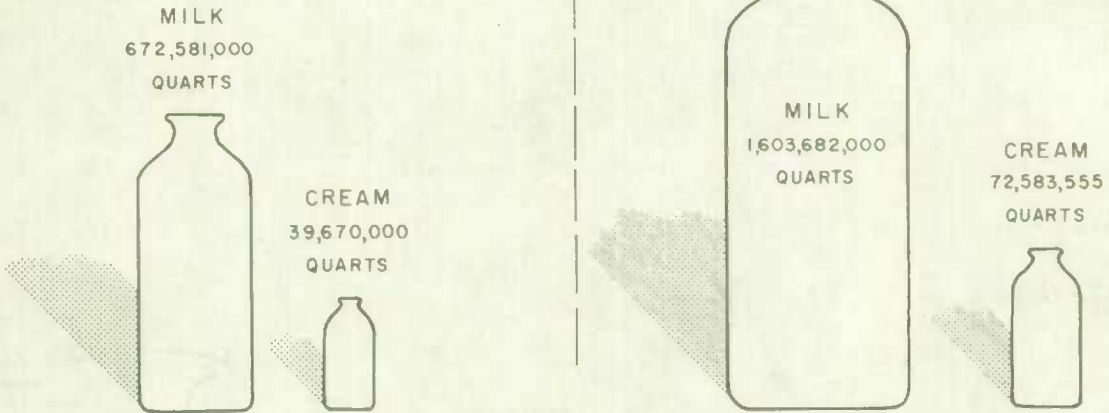


Table I - Fluid Sales in Twenty-Five Markets of Canada
February and January-February, 1954 with Comparisons Shown in Per Cent of 1953

Markets Within Economic Division	Milk				Cream				Cream
	Feb.		Jan.-Feb.		Feb.		Jan.-Feb.		Feb.
	Sales in Quarts	% of 1953	Sales in Quarts	% of 1953	Sales in B.F.	% of 1953	Sales in B.F.	% of 1953	Per Cent Fat
	'000 Qt.	%	'000 Qt.	%	'000 Lb.	%	'000 Lb.	%	%
<u>Maritime Provinces</u>									
Charlottetwon	198	96	408	95	3	93	7	95	11.84
Halifax	1,388	105	2,835	103	20	101	40	98	13.37
Sydney	797	98	1,619	95	8	115	15	116	30.49
Saint John	772	101	1,604	101	12	114	23	109	32.32
Moncton	450	107	911	103	6	106	12	102	31.40
<u>Central Provinces</u>									
Montreal	13,580	103	27,876	101	276	95	578	93	17.81
Quebec-Levis	2,451	102	5,045	104	22	83	48	91	16.66
Sherbrooke	599	109	1,245	110	7	105	15	104	20.93
Three Rivers	600	104	1,216	104	8	113	17	111	24.47
Ottawa-Hull	2,667	104	5,473	103	48	106	97	104	19.26
Toronto	10,915	109	22,462	105	219	101	455	99	15.20
Hamilton	2,488	103	5,122	102	33	100	69	99	18.48
Windsor	1,798	103	3,679	102	25	104	51	102	14.77
Ft. Wm.-Pt. Ar.	785	105	1,601	104	10	117	20	115	20.02
<u>Prairie Provinces</u>									
Winnipeg	3,452	103	7,021	101	105	98	214	97	12.15
Regina	755	108	1,528	106	21	104	42	102	12.46
Moose Jaw	269	107	548	106	6	102	12	100	11.98
Saskatoon	793	107	1,622	106	16	106	33	104	12.85
Swift Cur.-York'n	165	104	332	102	5	103	9	101	19.87
Edmonton	1,887	107	3,848	105	50	102	102	101	12.12
Calgary	1,473	107	2,987	105	37	103	76	100	12.17
Leth.-Med. Hat	336	106	681	104	9	100	17	97	12.51
<u>British Columbia</u>									
Vancouver	4,730	104	9,844	104	120	101	247	100	11.30
Victoria	851	101	1,753	99	17	98	35	98	12.52
Nanaimo	124	96	258	98	1	78	3	82	13.82

Table II - Estimated Fluid Milk and Cream Sales*

Canada, by Provinces, February and January-February, 1954
with Comparisons shown in per cent of 1953

Province	(A) Fluid Milk Sales-In Quarts				(B) Fluid Cream Sales-In B.F.			
	Feb.		Jan.-Feb.		Feb.		Jan.-Feb.	
	Sales in Quarts	% of 1953	Sales in Quarts	% of 1953	Sales in B.F.	% of 1953	Sales in B.F.	% of 1953
	'000 Qt.	%	'000 Qt.	%	'000 Lb.	%	'000 Lb.	%
Canada	129,607	104	266,994	102	2,306	99	4,717	98
Prince Edward Is.	748	97	1,527	95	6	86	13	87
Nova Scotia	4,855	105	9,556	100	39	105	80	103
New Brunswick	4,062	103	8,329	102	49	107	102	103
Quebec	49,638	104	103,846	102	906	97	1,782	95
Ontario	44,480	103	91,860	102	666	99	1,427	99
Manitoba	5,070	103	10,281	101	133	98	273	97
Saskatchewan	5,978	106	12,021	105	126	102	263	101
Alberta	6,200	105	12,504	103	159	101	333	100
British Columbia	8,576	103	17,070	102	222	100	444	98

(C) Fluid Milk, Fluid Cream and Total Fluid Sales, Expressed in Pounds of Milk

Province	Milk		Cream		Fluid Sales			
	Feb.		Feb.		Feb.		Jan.-Feb.	
	Sales in Lb.	% of 1953	Sales in Lb.	% of 1953	Sales in Lb.	% of 1953	Sales in Lb.	% of 1953
	'000 Lb.	%	'000 Lb.	%	'000 Lb.	%	'000 Lb.	%
Canada	334,384	104	65,408	100	399,792	103	822,665	102
Prince Edward Is.	1,931	97	178	96	2,109	97	4,308	95
Nova Scotia	12,525	105	1,024	109	13,549	105	26,747	101
New Brunswick	10,480	103	1,274	108	11,754	104	24,133	103
Quebec	128,065	104	25,873	97	153,938	102	318,823	101
Ontario	114,759	103	18,987	103	133,746	103	277,704	103
Manitoba	13,080	103	3,736	98	16,816	102	34,216	100
Saskatchewan	15,422	106	3,647	103	19,069	106	38,584	104
Alberta	15,997	105	4,497	101	20,494	104	41,689	102
British Columbia	22,125	103	6,192	100	28,317	102	56,461	102

* Estimates are based on reports from 177 markets of Canada which represent in the aggregate 57.7 per cent of the estimated milk sales and 58.2 per cent of the estimated cream sales. The number of markets are shown as follows: P.E.I., 6; N.S., 19; N.B., 17; Que., 19; Ont., 33; Man., 12; Sask., 23; Alta., 28; B.C., 20.



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TABLE III - REVISED STATISTICS OF FLUID MILK SALES*

Canada, by months, 1950, 1951, 1952 and 1953

N.B. Please note: Figures shown in Table IV represent corrected statistics, and differ from those originally published in the supplement to the January report.

Month	Fluid Milk in Thousands of Quarts				Fluid Milk in Thousands of Pounds			
	1950	1951	1952	1953	1950	1951	1952	1953
Jan.	121,811	125,659	128,305	136,539	314,273	324,189	331,026	352,270
Feb.	115,128	117,254	123,399	124,414	297,031	302,521	318,370	320,984
March	130,143	132,306	133,776	138,875	335,771	341,346	345,142	358,301
Apr.	120,924	123,579	125,598	133,059	311,983	318,834	324,043	343,292
May	127,043	128,986	130,528	133,543	327,772	332,782	336,762	344,540
June	120,588	123,617	120,757	128,920	311,117	318,935	311,550	332,614
July	121,353	122,267	125,411	130,282	313,089	315,447	323,565	336,125
Aug.	120,196	121,647	126,557	132,038	310,102	313,847	326,515	340,655
Sept.	121,787	122,052	128,267	133,485	314,211	314,896	330,930	344,392
Oct.	124,170	128,573	132,455	141,279	320,362	331,719	341,734	364,502
Nov.	123,656	125,594	129,544	132,900	319,033	324,030	334,224	342,885
Dec.	124,579	126,539	134,724	138,348	321,411	326,473	347,588	356,940
Year	1,471,378	1,498,073	1,539,321	1,603,682	3,796,155	3,865,028	3,971,449	4,137,500

* Changes in the levels of fluid milk and cream sales for 1950, 1951, 1952 and 1953 are based on the Census data for May, 1951. For further explanation see the "Dairy Review" for January, 1954.

TABLE IV - REVISED STATISTICS OF FLUID CREAM SALES*

Canada, by months, 1950, 1951, 1952 and 1953

Month	Fluid Cream in Thousands of Quarts				Fluid Cream in Thousands Pounds B.F.			
	1950	1951	1952	1953	1950	1951	1952	1953
Jan.	5,556	5,660	5,366	6,099	2,184	2,229	2,141	2,487
Feb.	5,223	5,107	5,376	5,694	2,094	2,057	2,209	2,357
March	5,935	5,898	5,896	6,208	2,310	2,291	2,396	2,488
Apr.	5,403	5,375	5,413	5,979	2,149	2,146	2,165	2,422
May	5,532	5,648	5,863	5,947	2,196	2,246	2,397	2,439
June	5,603	5,942	6,047	6,239	2,333	2,468	2,508	2,585
July	5,874	5,694	5,921	6,253	2,383	2,304	2,474	2,544
Aug.	5,724	5,919	5,992	6,177	2,241	2,335	2,428	2,479
Sept.	5,499	5,393	5,591	5,772	2,194	2,144	2,185	2,275
Oct.	5,719	5,668	5,756	6,112	2,230	2,208	2,293	2,426
Nov.	5,601	5,658	5,811	5,947	2,173	2,195	2,325	2,355
Dec.	5,603	5,588	5,988	6,157	2,234	2,239	2,464	2,503
Year	67,272	67,550	69,020	72,584	26,721	26,862	27,985	29,360

* Changes in the levels of fluid milk and cream sales for 1950, 1951, 1952 and 1953 are based on the Census data for May, 1951. For further explanation see the "Dairy Review" for January, 1954.