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## BREAD AND OTHER BAKERY PRODUCTS

Quarter ended March 31, 1974

The data presented in this publication are based on a sample survey in which the reported data are blown-up to represent the universe. The universe is considered to be the most recently available Census of Manufactures provincial and Canada totals.

The data for 1971 are final Census of Manufactures totals for each area pro-rated to each quarter on the basis of the actual totals as reported to the quarterly sample survey.

The area of first destination of shipments is defined as the area into which products are shipped for sale or for further distribution. For establishments which distribute their products through jobbers who have routes or districts, which have been allocated to them, the area of first destination is the area in which the jobber's route or district lies.

In this table the total of the lines indicates the total production of each area while the total of the columns indicates the total market of each area. The data included in the areas boxed-in by the heavier lines is indicative of the extent to which "Local" production is supplying the market of the area.

The following specification of the detail of the various tables will assist those who would use this data:

### Table 1. Shipments of Bread

Is interpreted to mean the net volume of products shipped, sold or delivered excluding unsold and returnable goods. Regular, dietary and other specialty breads are included.

### Table 2. Value of Bread Shipments

Is interpreted to mean net value received after deducting returns, rebates, discounts and other allowance. It would also include the value of sales of returnable bread when sold as such.

### Table 3. Value of Shipments of Other Bakery Products

Includes the value of sales of hard and soft rolls and all yeast-raised sweet goods in addition to pies, cakes, cookies, doughnuts and pastries. Because of limited production in the quick-frozen bakery product field, this value is included herein. Retarded bakery products which are considered as fresh commodity are also reported here.

Manufacturing and Primary Industries
Division

Prix: 35 cents, $1.40 par année

## PAIN ET AUTRES PRODUITS DE LA BOULANGERIE

Trimestre terminé le 31 mars 1974

Les données présentées dans cette publication sont basées sur un échantillon dont les données sont augmentées pour représenter l'univers. De cet univers, sont disponibles les totaux provinciaux et du Canada du recensement des manufactures.

Les données de 1971 sont les totaux finals du recensement des manufactures. Les totaux actuels rapportés à l'échantillon trimestriel servent de base à chaque groupe projeté aux différents trimestres.

La région du premier lieu de destination des livraisons veut dire la région où sont expédiés les produits en vue de la vente ou d'une distribution ultérieure. Dans le cas des établissements qui vendent leurs produits par l'entremise de revendeurs à qui on a assigné un circuit ou un territoire, la région de destination est la région dans laquelle se trouve le circuit ou le territoire du revendeur.

Dans ce tableau, le total des lignes indique la production totale de chaque région tandis que le total des colonnes indique le total du marché de chaque région. Les données inclus dans les régions encadrées par des lignes plus foncées, indiquent comment la production locale fournie le marché de cette région.

Les précisions qui suivent quant aux détails contenus dans les divers tableaux aideront ceux qui utiliseront ces données:

### Tableau 1. Livraisons de pain

S'interprète comme étant le volume net des produits expédiés, vendus ou livrés, sans les produits non vendus et repris. Les variétés de pains ordinaires, diététiques et autres pains spéciaux sont incluses.

### Tableau 2. Valeur des livraisons de pain

Il s'agit ici de valeur nette après déduction des reprises, des rabais, des escomptes et autres bonifications. Elle comprend aussi la valeur des ventes du pain repris lorsqu'il est vendu comme tel.

### Tableau 3. Valeur des livraisons d'autres produits de la boulangerie

Comprend la valeur des ventes des petits pains à forte croûte et à croûte tendre et de toutes les pâtisseries à la levure en plus des tartes, des gâteaux, des biscuits, des beignets et des pâtisseries. En raison de la production limitée dans le domaine des produits congelés de boulangerie, cette valeur est incluse ici. Les produits de boulangerie qui demandent un supplément de cuisson et sont considérés comme produits frais sont également inclus.

Division des industries manufacturières
et primaires

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TABLE 1. Shipments of Bread, 1972-1974

| No. | | Newfoundland — Terre-Neuve | Prince Edward Island — Île-du-Prince-Édouard | Nova Scotia — Nouvelle-Écosse | New Brunswick — Nouveau-Brunswick | Québec | Ontario |
|---|---|---|---|---|---|---|---|
| | | thousands of pounds — milliers de livres | | | | | |
| | 1972 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 1 | March 31 | 5,105 | (1) | 12,701 | 18,915 | 126,178 | 144,013 |
| 2 | June 30 | 5,397 | (1) | 13,322 | 20,402 | 131,460 | 149,999 |
| 3 | September 30 | 5,724 | (1) | 15,532 | 25,520 | 129,348 | 160,897 |
| 4 | December 31 | 5,313 | (1) | 16,686 | 22,370 | 135,167 | 150,473 |
| 5 | Total | 21,539 | (1) | 58,241 | 87,207 | 522,153 | 605,382 |
| 6 | Year to date | 21,539 | (1) | 58,241 | 87,207 | 522,153 | 605,382 |
| | 1973 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 7 | March 31 | 5,232 | (1) | 11,433 | 21,516 | 126,309 | 142,140 |
| 8 | June 30 | 5,821 | (1) | 12,238 | 22,486 | 128,000 | 144,845 |
| 9 | September 30 | 4,824 | (1) | 11,802 | 21,766 | 127,096 | 152,025 |
| 10 | December 31 | 5,508 | (1) | 13,460 | 20,982 | 125,681 | 143,560 |
| 11 | Total | 21,385 | (1) | 48,933 | 86,750 | 507,086 | 582,570 |
| 12 | Year to date | 21,385 | (1) | 48,933 | 86,750 | 507,086 | 582,570 |
| | 1974 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 13 | March 31 | 5,805 | (1) | 9,382 | 16,590 | 120,689 | 143,073 |
| 14 | June 30 | | | | | | |
| 15 | September 30 | | | | | | |
| 16 | December 31 | | | | | | |
| 17 | Total | | | | | | |
| 18 | Year to date | 5,805 | (1) | 9,382 | 16,590 | 120,689 | 143,073 |

(1) Included with Nova Scotia.

TABLEAU 1. Livraisons de pain, 1972-1974

| Manitoba | Saskatchewan | Alberta | British Columbia — Colombie-Britannique | Total | | N° |
|---|---|---|---|---|---|---|
| Thousands of pounds — milliers de livres | | | | | | |
| | | | | | 1972 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 18,647 | 11,916 | 28,329 | 28,059 | 393,863 | 31 mars | 1 |
| 19,447 | 12,697 | 29,220 | 30,758 | 412,702 | 30 juin | 2 |
| 20,735 | 14,454 | 30,139 | 32,374 | 434,223 | 30 septembre | 3 |
| 21,541 | 7,083 | 31,481 | 32,605 | 422,819 | 31 décembre | 4 |
| 79,970 | 46,150 | 119,169 | 123,796 | 1,663,607 | Total | 5 |
| 79,970 | 46,150 | 119,169 | 123,796 | 1,663,607 | Total cumulatif | 6 |
| | | | | | 1973 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 18,945 | 9,727 | 27,608 | 28,658 | 391,548 | 31 mars | 7 |
| 19,977 | 11,468 | 28,613 | 32,531 | 405,979 | 30 juin | 8 |
| 20,437 | 11,956 | 29,973 | 33,974 | 413,853 | 30 septembre | 9 |
| 20,627 | 11,519 | 30,565 | 34,579 | 406,481 | 31 décembre | 10 |
| 79,966 | 44,670 | 116,759 | 129,742 | 1,617,861 | Total | 11 |
| 79,966 | 44,670 | 116,759 | 129,742 | 1,617,861 | Total cumulatif | 12 |
| | | | | | 1974 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 19,042 | 11,237 | 28,250 | 32,233 | 386,301 | 31 mars | 13 |
| | | | | | 30 juin | 14 |
| | | | | | 30 septembre | 15 |
| | | | | | 31 décembre | 16 |
| | | | | | Total | 17 |
| 19,042 | 11,237 | 28,250 | 32,233 | 386,301 | Total cumulatif | 18 |

(1) Inclus avec la Nouvelle-Écosse.

TABLE 2. Value of Bread Shipments, 1972-1974

| No. | | Newfoundland — Terre-Neuve | Prince Edward Island — Île-du-Prince-Édouard | Nova Scotia — Nouvelle-Écosse | New Brunswick — Nouveau-Brunswick | Québec | Ontario |
|---|---|---|---|---|---|---|---|
| | | thousands of dollars — milliers de dollars | | | | | |
| | 1972 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 1 | March 31 | 954 | (1) | 2,111 | 3,597 | 21,099 | 26,468 |
| 2 | June 30 | 957 | (1) | 2,285 | 3,754 | 22,229 | 28,046 |
| 3 | September 30 | 1,037 | (1) | 2,686 | 4,079 | 21,955 | 30,811 |
| 4 | December 31 | 1,009 | (1) | 2,656 | 3,879 | 23,174 | 29,395 |
| 5 | Total | 3,957 | (1) | 9,738 | 15,309 | 88,457 | 114,720 |
| 6 | Year to date | 3,957 | (1) | 9,738 | 15,309 | 88,457 | 114,720 |
| | 1973 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 7 | March 31 | 999 | (1) | 2,022 | 3,521 | 21,392 | 28,720 |
| 8 | June 30 | 1,118 | (1) | 2,100 | 3,661 | 22,803 | 28,843 |
| 9 | September 30 | 1,007 | (1) | 1,949 | 3,887 | 24,412 | 33,955 |
| 10 | December 31 | 1,210 | (1) | 2,909 | 4,299 | 27,449 | 34,535 |
| 11 | Total | 4,334 | (1) | 8,980 | 15,368 | 96,056 | 126,053 |
| 12 | Year to date | 4,334 | (1) | 8,980 | 15,368 | 96,056 | 126,053 |
| | 1974 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 13 | March 31 | 1,136 | (1) | 2,162 | 3,513 | 27,224 | 33,522 |
| 14 | June 30 | | | | | | |
| 15 | September 30 | | | | | | |
| 16 | December 31 | | | | | | |
| 17 | Total | | | | | | |
| 18 | Year to date | 1,136 | (1) | 2,162 | 3,513 | 27,224 | 33,522 |

(1) Included with Nova Scotia.

TABLEAU 2. Valeur des livraisons de pain, 1972-1974

| Manitoba | Saskatchewan | Alberta | British Columbia — Colombie-Britannique | Total | | Nº |
|---|---|---|---|---|---|---|
| thousands of dollars — milliers de dollars | | | | | | |
| | | | | | 1972 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 3,464 | 2,140 | 4,946 | 5,844 | 70,623 | 31 mars | 1 |
| 3,607 | 2,287 | 5,208 | 6,484 | 74,857 | 30 juin | 2 |
| 3,779 | 2,611 | 5,437 | 6,929 | 79,324 | 30 septembre | 3 |
| 3,906 | 1,316 | 5,844 | 6,868 | 78,047 | 31 décembre | 4 |
| 14,756 | 8,354 | 21,435 | 26,125 | 302,851 | Total | 5 |
| 14,756 | 8,354 | 21,435 | 26,125 | 302,851 | Total cumulatif | 6 |
| | | | | | 1973 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 3,681 | 1,873 | 5,393 | 6,447 | 74,048 | 31 mars | 7 |
| 3,926 | 2,237 | 5,625 | 7,242 | 77,555 | 30 juin | 8 |
| 4,421 | 2,417 | 6,165 | 8,090 | 86,303 | 30 septembre | 9 |
| 5,362 | 2,563 | 7,086 | 8,907 | 94,320 | 31 décembre | 10 |
| 17,390 | 9,090 | 24,269 | 30,686 | 332,226 | Total | 11 |
| 17,390 | 9,090 | 24,269 | 30,686 | 332,226 | Total cumulatif | 12 |
| | | | | | 1974 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 4,696 | 2,550 | 6,588 | 8,470 | 89,861 | 31 mars | 13 |
| | | | | | 30 juin | 14 |
| | | | | | 30 septembre | 15 |
| | | | | | 31 décembre | 16 |
| | | | | | Total | 17 |
| 4,696 | 2,550 | 6,588 | 8,470 | 89,861 | Total cumulatif | 18 |

(1) Inclus avec la Nouvelle-Écosse.

TABLE 3. Value of Shipments of Other Bakery Products, 1972-1974

| No. | | Newfoundland — Terre-Neuve | Prince Edward Island — Île-du-Prince-Édouard | Nova Scotia — Nouvelle-Écosse | New Brunswick — Nouveau-Brunswick | Québec | Ontario |
|---|---|---|---|---|---|---|---|
| | | thousands of dollars — milliers de dollars | | | | | |
| | 1972 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 1 | March 31 | 440 | (1) | 1,193 | 1,290 | 21,623 | 24,723 |
| 2 | June 30 | 518 | (1) | 1,448 | 1,567 | 26,037 | 26,521 |
| 3 | September 30 | 566 | (1) | 1,683 | 1,743 | 26,038 | 28,614 |
| 4 | December 31 | 552 | (1) | 1,870 | 1,812 | 28,728 | 28,448 |
| 5 | Total | 2,076 | (1) | 6,194 | 6,412 | 102,426 | 108,306 |
| 6 | Year to date | 2,076 | (1) | 6,194 | 6,412 | 102,426 | 108,306 |
| | 1973 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 7 | March 31 | 498 | (1) | 1,382 | 1,651 | 25,112 | 26,104 |
| 8 | June 30 | 543 | (1) | 1,546 | 1,819 | 26,327 | 29,142 |
| 9 | September 30 | 382 | (1) | 1,379 | 2,311 | 25,021 | 31,283 |
| 10 | December 31 | 617 | (1) | 1,512 | 2,306 | 27,525 | 33,159 |
| 11 | Total | 2,040 | (1) | 5,819 | 8,087 | 103,985 | 119,688 |
| 12 | Year to date | 2,040 | (1) | 5,819 | 8,087 | 103,985 | 119,688 |
| | 1974 (Preliminary) | | | | | | |
| | Quarter ended: | | | | | | |
| 13 | March 31 | 470 | (1) | 1,059 | 1,811 | 27,023 | 26,536 |
| 14 | June 30 | | | | | | |
| 15 | September 30 | | | | | | |
| 16 | December 31 | | | | | | |
| 17 | Total | | | | | | |
| 18 | Year to date | 470 | (1) | 1,059 | 1,811 | 27,023 | 26,536 |

(1) Included with Nova Scotia.

TABLEAU 3. Valeur des livraisons d'autres produits de la boulangerie, 1972-1974

| Manitoba | Saskatchewan | Alberta | British Columbia — Colombie-Britannique | Total | | No |
|---|---|---|---|---|---|---|
| thousands of dollars — milliers de dollars | | | | | | |
| | | | | | 1972 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 1,359 | 926 | 2,662 | 3,751 | 57,967 | 31 mars | 1 |
| 1,764 | 1,226 | 3,322 | 4,744 | 67,147 | 30 juin | 2 |
| 1,817 | 1,423 | 3,714 | 5,241 | 70,839 | 30 septembre | 3 |
| 1,601 | 608 | 3,213 | 5,078 | 71,910 | 31 décembre | 4 |
| 6,541 | 4,183 | 12,911 | 18,814 | 267,863 | Total | 5 |
| 6,541 | 4,183 | 12,911 | 18,814 | 267,863 | Total cumulatif | 6 |
| | | | | | 1973 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 1,196 | 898 | 2,687 | 4,823 | 64,351 | 31 mars | 7 |
| 1,694 | 1,231 | 3,766 | 6,678 | 72,746 | 30 juin | 8 |
| 1,822 | 1,266 | 3,793 | 6,600 | 73,857 | 30 septembre | 9 |
| 1,543 | 1,152 | 3,403 | 6,283 | 77,500 | 31 décembre | 10 |
| 6,255 | 4,547 | 13,649 | 24,384 | 288,454 | Total | 11 |
| 6,255 | 4,547 | 13,649 | 24,384 | 288,454 | Total cumulatif | 12 |
| | | | | | 1974 (Préliminaire) | |
| | | | | | Trimestre terminé le: | |
| 1,352 | 1,037 | 2,829 | 6,309 | 68,426 | 31 mars | 13 |
| | | | | | 30 juin | 14 |
| | | | | | 30 septembre | 15 |
| | | | | | 31 décembre | 16 |
| | | | | | Total | 17 |
| 1,352 | 1,037 | 2,829 | 6,309 | 68,426 | Total cumulatif | 18 |

(1) Inclus avec la Nouvelle-Écosse.

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TABLE 4. Area of First Destination of Shipments, Quarter Ended March 31, 1974

TABLEAU 4. Région du premier lieu de destination des livraisons, trimestre terminé le 31 mars 1974

| Area of production — Région de production | | Atlantic — Atlantique | Québec | Ontario | Prairies | British Columbia — Colombie-Britannique | Exports — Exportations | Total |
|---|---|---|---|---|---|---|---|---|
| Atlantic — Atlantique: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | 31,777 | – | – | – | – | (1) | 31,777 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | 6,811 | – | – | – | – | (1) | 6,811 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | 3,340 | – | – | – | – | – | 3,340 |
| Québec: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | – | 117,683 | 2,934 | – | – | 72 | 120,689 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | – | 26,663 | 547 | – | – | 14 | 27,224 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | 1,356 | 23,783 | 1,790 | 94 | – | – | 27,023 |
| Ontario: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | – | 1,542 | 141,531 | – | – | – | 143,073 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | – | 363 | 33,159 | – | – | – | 33,522 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | 36 | 284 | 26,121 | 83 | 12 | – | 26,536 |
| Prairies: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | – | – | – | 58,443 | 86 | – | 58,529 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | – | – | – | 13,818 | 16 | – | 13,834 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | – | – | – | 5,206 | 12 | – | 5,218 |
| British Columbia — Colombie-Britannique: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | – | – | – | – | 32,233 | – | 32,233 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | – | – | – | – | 8,470 | – | 8,470 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | – | – | – | (2) | 6,309 | – | 6,309 |
| Total: | | | | | | | | |
| Bread shipped — Livraisons de pain | '000 lb. — liv. | 31,777 | 119,225 | 144,465 | 58,443 | 32,319 | 72 | 386,301 |
| Value of bread shipped — Valeur des livraisons de pain | $'000 | 6,811 | 27,026 | 33,706 | 13,818 | 8,486 | 14 | 89,861 |
| Value of other bakery products — Valeur des autres produits de boulangerie | $'000 | 4,732 | 24,067 | 27,911 | 5,383 | 6,333 | – | 68,426 |

(1) Small amount included with Atlantic Provinces. — Nombres infimes inclus avec les provinces de l'Atlantique.
(2) Small amount included with British Columbia. — Nombres infimes inclus avec la Colombie-Britannique.