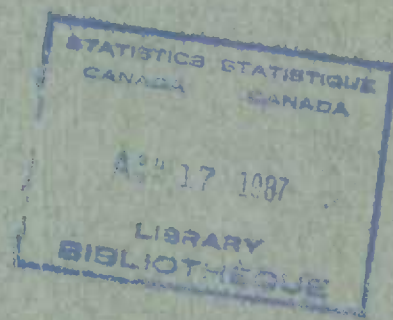


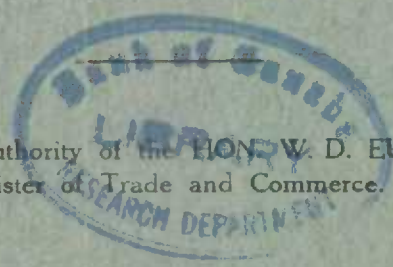
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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
GENERAL MANUFACTURES BRANCH

REPORT
ON THE
PREPARED BREAKFAST FOODS
AND
OTHER CEREAL PRODUCTS INDUSTRY
IN
CANADA
1935



Published by Authority of the HON. W. D. EULER, M.P.,
Minister of Trade and Commerce.



OTTAWA
1937

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
GENERAL MANUFACTURES BRANCH
OTTAWA -- CANADA

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THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

A report on the prepared breakfast foods and other cereal products industry in Canada is herewith presented for the year 1935. Prior to 1930 producers of breakfast foods and other cereal products were included with the miscellaneous food industry. It should be remembered that the statistics published in the present report refer only to firms whose principal products are breakfast foods and other cereal products. These products are also made in the flour milling industry which is covered by a separate report.

Production in this industry in 1935 included 57,732,539 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, shredded wheat, muffets, force, etc.), valued at \$8,454,991; unprepared cereal products \$605,151; stock and poultry foods \$323,469 and all other products \$271,438. The total output of "prepared breakfast foods" in 1935 (including those produced in the flour milling industry), was 65,176,763 pounds valued at \$9,576,471 - (see footnote to table 2). Such unprepared cereals as oatmeal, rolled oats, etc., which are produced exclusively in the flour milling industry are not included in this report.

According to table 1, firms whose principal products were prepared breakfast foods and other cereal products numbered twenty-three in 1935. Of these, fourteen were located in Ontario, four in Manitoba, two in Saskatchewan and three in British Columbia. These firms reported a capital investment of \$5,119,820, they furnished employment to 642 persons who were paid \$746,637 in salaries and wages. They also spent \$3,304,705 for materials, and produced goods with a selling value at the factory of \$9,655,049. This industry is practically confined to the Province of Ontario.

Compared with the previous year there were increases of six in the number of establishments, \$862,642 in the value of production, \$396,174 in the cost of materials used, forty-two in the number of employees, and \$47,636 in the amount paid out in salaries and wages. The capital investment, however, declined to the extent of \$93,991.

Exports of cereal foods are considerable. In 1935 they amounted to \$3,427,530. Imports, however, are much smaller, amounting to only \$141,285 in 1935.

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Table 1. - Principal Statistics of the Industry, 1933, 1934 and 1935.

Items		1 9 3 3	1 9 3 4	1 9 3 5
Establishments reporting	No.	14	17	23
Capital invested	\$	4,566,437	5,213,811	5,119,820
Employees on salaries -				
Male	No.	65	65	79
Female	No.	32	28	36
Total salaries	\$	179,713	187,092	202,640
Employees on wages -				
Male	No.	287	330	348
Female	No.	154	177	179
Total wages	\$	443,012	511,909	543,997
Power equipment -				
Units	No.	564	813	575
Horse-power capacity	H.P.	4,848	4,820	4,459
Cost of fuel and electricity	\$	156,082	177,718	181,959
Cost of materials used	\$	2,258,321	2,908,531	3,304,705
Gross value of products	\$	7,282,186	8,792,407	9,655,049

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

The principal products of this industry are shown in table 2 for Canada, 1934 and 1935. These figures do not represent the total production of these commodities as they are also produced in other industries. (See footnote below).

Table 2. - Production, 1934 and 1935.

Products ^x	Unit of Measure	1 9 3 4		1 9 3 5	
		Quantity	Selling Value at the Factory \$	Quantity	Selling Value at the Factory \$
Breakfast foods, prepared, ready for serving, such as: - Corn flakes, bran flakes, wheat flakes, shredded wheat, muffets, force, etc. . . .	Pound	53,543,360	7,670,510	57,732,539	8,454,991
Unprepared cereal products	"	6,504,700	591,200	6,716,166	605,151
Stock and poultry foods	Ton	10,774	249,733	12,837	323,469
Other products and by-products	-	-	280,964	-	271,438
PRODUCTION IN THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY		-	8,792,407	-	9,655,049

^xIn the "Flour Milling Industry" in 1935 there were produced 7,443,224 pounds of "prepared breakfast foods" valued at \$1,121,480 and 6,300,682 pounds of "unprepared cereal products" valued at \$222,446. "Unprepared cereal products", such as rolled oats, oatmeal, cornmeal, etc., are produced almost exclusively in the "Flour Milling Industry", and are not included above. Stock and poultry foods are produced in the "Stock and Poultry Food Industry", and also in the "Flour Milling Industry".

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Table 3. - Materials Used, 1934 and 1935.

Materials	1 9 3 4		1 9 3 5	
	Quantity	Cost Value	Quantity	Cost Value
	Pounds	at the Works \$	Pounds	at the Works \$
Wheat	27,817,500	398,309	26,350,500	378,363
Rye	2,488,864	30,453	2,572,696	30,232
Corn and corn grits	44,553,012	676,479	(1)	
Rice	(1)		2,772,000	137,998
Other grains	2,884,910	135,689	51,970,260	954,752
Bran	9,486,711	158,563	9,674,054	164,171
Wheat flour, wheat meal and malted wheat	2,591,680	72,755	2,691,274	69,313
Flax	140,850	4,118	156,246	4,221
Middlings, wheatlets, wheat germ, etc.	2,334,879	53,065	2,251,995	58,375
Malt	1,209,967	27,268)	95,583
Malt extract and syrup	626,886	64,955		
Sugar	3,204,868	187,841	3,740,640	195,369
Salt	1,285,698	9,321	1,384,929	10,176
All other materials	-	4,686	-	26,954
Containers and packaging materials	-	1,085,029	-	1,179,198
TOTAL COST OF MATERIALS	-	2,908,531	-	3,304,705

(1) Less than three establishments reporting. Included under "Other grains".

Table 4. - Capital Investment, 1934 and 1935.

Items of Capital	1 9 3 4	1 9 3 5
	\$	\$
Fixed Capital -		
(a) Present value of land, buildings, etc.	2,189,989	2,245,300
Working Capital -		
(b) Inventory value of materials and supplies on hand and stocks in process	490,440)	653,340
(c) Inventory value of finished products on hand.	119,947)	
(d) Operating capital (cash, bills receivable, etc.)	2,413,435	2,221,180
TOTAL CAPITAL INVESTMENT	5,213,811	5,119,820

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Size of Establishments

A series of tables is presented showing in a threefold way the size of establishments in the industry, measured by (a) gross value of production, (b) capital investment and (c) employment. The tables when compared for a number of years indicate the movement of production, capital and employment within the industry.

Of the twenty-three establishments reporting in 1935, seven had a total production of \$9,546,110, or almost 99 per cent of the total for the industry, and an average production of \$1,363,730 per establishment. In capital investment, four establishments had a capital investment of \$4,433,485, or over 86 per cent of the total investment, with an average investment of \$1,108,371 per establishment. In employment, four establishments had a total payroll of 542, or over 84 per cent of the total employed, and an average employment of 136 per establishment.

Table 5(a). - Production, 1934 and 1935.

Establishments having a Production of:	1934			1935		
	Estab- lish- ments	Total Production	Average Production per Estab- lishment	Estab- lish- ments	Total Production	Average Production per Estab- lishment
	No.	\$	\$	No.	\$	\$
Under \$100,000	11	89,468	8,133	16	108,939	6,809
\$100,000 to under \$300,000	1)	8,702,939	1,450,490	2)	9,546,110	1,363,730
\$300,000 and over ..	5)			5)		
TOTAL AND AVERAGE	17	8,792,407	517,200	23	9,655,049	419,785

Table 5(b). - Capital Investment, 1934 and 1935.

Establishments having a Capital Investment of:	1934			1935		
	Estab- lish- ments	Total Capital	Average Capital per Estab- lishment	Estab- lish- ments	Total Capital	Average Capital per Estab- lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000	10	86,668	8,667	16	177,332	11,083
\$50,000 to under \$300,000	3	407,115	135,705	3	509,003	169,668
\$300,000 and over	4	4,720,028	1,180,007	4	4,433,485	1,108,371
TOTAL AND AVERAGE ..	17	5,213,811	306,695	23	5,119,820	222,601

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Table 5(c). - Employment, 1934 and 1935.

Establishments having an Average Employment of: -	1 9 3 4			1 9 3 5		
	Estab- lish- ments	Total Employees	Average Employees per Estab- lishment	Estab- lish- ments	Total Employees	Average Employees per Estab- lishment
	No.	No.	No.	No.	No.	No.
Under 30 employees ..	13	66	5	19	100	5
30 employees and over	4	534	134	4	542	136
TOTAL AND AVERAGE ..	17	600	35	23	642	28

Table 6. - Wage-earners Employed, by Months, 1934 and 1935.

Months	1 9 3 4			1 9 3 5		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	267	127	394	297	125	422
February	320	187	507	306	145	451
March	351	200	551	345	172	517
April	347	195	542	340	171	511
May	365	206	571	382	215	597
June	373	224	597	406	229	635
July	400	221	621	407	219	626
August	368	188	556	400	217	617
September	325	183	508	366	201	567
October	271	126	397	301	170	471
November	276	117	393	305	131	436
December	285	142	427	302	138	440
MONTHLY AVERAGE ..	330	177	507	348	179	527

Table 7. - Employment by Number, Sex and Remuneration, 1934 and 1935.

	Salaried Employees			Wage-earners			Total Employees		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
	No.	No.	Salaries \$	No.	No.	Wages \$	No.	No.	Salaries and Wages \$
CANADA, 1934	65	28	187,092	330	177	511,909	395	205	699,001
CANADA, 1935	79	36	202,640	348	179	543,997	427	215	746,637

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Table 8. - Number of Wage-earners in Months of Highest Employment whose Regular Hours per Week in 1935 were: -

Number of Hours Worked per Week	Number of Employees	Number of Hours Worked per Week	Number of Employees
40 hours or less	129	51-53 hours	20
41-43 hours	13	54 hours	10
44 hours	26	55 hours	7
45-47 hours	144	56-59 hours	24
48 hours	201	60 hours and over	43
49-50 hours	77		

The above table does not include overtime.

Table 9. - Power Equipment, 1934 and 1935.

Classes of Power	1 9 3 4		1 9 3 5	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and turbines ..				
In Use	4	264	2	131
Idle			1	100
Gasoline, gas and oil engines, other than diesel			1	12
Hydraulic turbines or water wheels	8	260	8	260
Electric motors operated by purchased power	801	4,296	563	3,956
TOTAL POWER USED .	813	4,820	575	4,459
Boiler installation ...	10	1,455	10	1,007

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

Table 10. - Consumption of Fuel and Electricity, 1934 and 1935.

Kinds of Fuel	Unit of Measure	1 9 3 4		1 9 3 5	
		Quantity	Cost Value	Quantity	Cost Value
			\$		\$
	Ton				
Coal, bituminous (2000 lbs.)		11,809	71,304	12,601	72,898
Coal, anthracite	"	-	-	391	13,546
Coke	"	1,370	4,562	75	565
Fuel oil	Imp. Gal.	1,680	140	17,866	1,299
Gas	M cu. ft.	34,572	23,647	34,450	23,256
Other fuel (wood, gasoline, etc.) ...	-	-	103	-	80
<hr/>					
TOTAL COST OF FUEL	-	-	99,756	-	101,644
<hr/>					
Electricity purchased (including service charges)	Kw. H.	9,188,703	77,962	11,206,975	80,315
<hr/>					
TOTAL COST OF FUEL AND ELECTRICITY.	-	-	177,718	-	181,959

Table 11. - Imports of Cereal Foods, 1934 and 1935.

	1 9 3 4		1 9 3 5	
	Quantity	Value	Quantity	Value
	Pounds	\$	Pounds	\$
Cereal foods, prepared, in packages not exceeding 25 pounds weight each	534,166	67,594	414,821	52,135
Cereal foods, prepared, n.o.p.	-	54,543	-	89,150
<hr/>				
TOTAL VALUE OF IMPORTS	-	122,137	-	141,285

Table 12. - Exports of Cereal Foods, 1934 and 1935.

	1 9 3 4		1 9 3 5	
	Quantity	Value	Quantity	Value
		\$		\$
Cereal foods, prepared, of all kinds	-	3,226,576	-	3,427,530
TOTAL VALUE OF EXPORTS	-	3,226,576	-	3,427,530

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1935.

A P P E N D I X

List of Firms Reporting the Manufacture of Prepared Breakfast Foods
and Other Cereal Products in 1935.

ONTARIO

new changed
not new plant
✓ Canadian Postum Company Limited, Windsor.
✓ Canadian Shredded Wheat Company Limited, The, Niagara Falls.
✓ Durum Cereals Limited, Port Dover.
✓ Golden Grain Cereal Company, 573 Grey Street, London. *out 36*
✓ "Good Humor" Food Products Limited, 369 Sorauren Avenue, Toronto.
✓ Hecker H-O Company of Canada Limited, Ayr.
✓ Dr. Jackson Foods Limited, 108 Vine Avenue, Toronto.
✓ Jireh Food Company, 5 Jessie Street, Brockville.
✓ Kellogg Company of Canada Limited, 1107 Dundas Street, London.
✓ Kropp, W. F., Pembroke.
✓ MacKay, John, Limited, Bowmanville.
✓ New Health Cereal Company, Tillsonburg. *new changed*
✓ Old York Cereal Company, 858 Dupont Street, Toronto.
✓ Plews Puffed Products Company, 90 Ontario Street, Toronto.

MANITOBA

✓ Blue Bar Cereal Company Limited, 310 Colony Street, Winnipeg.
✓ Cream of Wheat Corporation, The, 312 Chamber Street, Winnipeg.
✓ Kent's Pure Health Foods, *out 36* 181 Market Street East, Winnipeg.
✓ Ryerson Pure Foods Company Limited, 331 Provencher Avenue, St. Boniface.
name changed

SASKATCHEWAN

✓ Happy Manufacturing Company, The, Prince Albert. *out 36*
(Chas. F. Colburn), Prince Albert.
✓ Saxon Cereal Company Limited, Prince Albert.

BRITISH COLUMBIA

✓ Cereal Health Foods Company, (C. W. Dowling), 425 Industrial Avenue, Vancouver.
✓ Superior Health Food Company (1932) Limited, 97 Water Street, Vancouver. *out 36*
✓ Western Cereal Company, 441 Keefer Street, Vancouver.

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