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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



OTTAWA
1939

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
GENERAL MANUFACTURES BRANCH
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THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

A report on the prepared breakfast foods and other cereal products industry in Canada is herewith presented for the year 1937. Prior to 1930 producers of breakfast foods and other cereal products were included with the miscellaneous food industry. 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 1937 included 68,115,156 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, shredded wheat, muffets, force, etc.) valued at \$10,057,374, unprepared cereal products \$591,438 and all other products \$812,401. The total output of "prepared breakfast foods" in 1937 (including those produced in the flour milling industry), was 77,081,150 pounds valued at \$11,299,383 (see footnote to Table 2). Such "unprepared cereals" as oatmeal, rolled oats, etc., are produced almost exclusively in the flour milling industry and are not included in this report.

According to Table 1, firms whose principal products were prepared breakfast foods and other cereal products numbered thirty-four in 1937. Of these one was located in Quebec, fifteen in Ontario, four in Manitoba, three in Saskatchewan, six in Alberta and five in British Columbia. These firms reported a capital investment of \$5,161,165, they furnished employment to 764 persons who were paid \$896,188 in salaries and wages. They also spent \$4,377,758 for materials, and produced goods with a selling value at the factory of \$11,461,213. This industry is practically confined to the Province of Ontario, which produces almost 97 per cent of the industry.

Compared with the previous year there were increases of 6 in the number of establishments, \$694,580 in the value of production, \$734,983 in the cost of materials used, 62 in the number of employees, \$73,798 in the amount paid out in salaries and wages, and \$134,795 in capital investment.

Exports of cereal foods are considerable. In 1937 they amounted to \$4,289,526. Imports, however, are much smaller, amounting to only \$102,321 in 1937.

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 1. - Principal Statistics of the Industry, 1935, 1936 and 1937

Items	1 9 3 5	1 9 3 6	1 9 3 7
Establishments reportingNo.	23	28	34
Capital invested \$	5,119,820	5,006,372	5,161,165
Employees on salaries -			
MaleNo.	79	71	109
FemaleNo.	36	43	40
Total salaries \$	202,640	162,787	239,151
Employees on wages -			
MaleNo.	348	383	394
FemaleNo.	179	205	221
Total wages \$	543,997	659,603	657,037
Power equipment -			
UnitsNo.	575	680	732
Horse-power capacityH.P.	4,459	5,010	5,262
Cost of fuel and electricity \$	181,959	194,826	194,806
Cost of materials used \$	3,304,705	3,642,775	4,377,758
Gross value of products \$	9,655,049	10,766,633	11,461,213

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

The principal products of this industry are shown in Table 2 for Canada, 1936 and 1937. 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, 1936 and 1937

Products ^x	Unit of Measure	1 9 3 6		1 9 3 7	
		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	65,679,133	9,457,130	68,115,156	10,057,374
Unprepared cereal products	"	6,978,647	630,884	6,433,136	591,438
Stock and poultry foods	Ton	(xx)	(xx)	13,916	466,905
Other products and by-products	-	-	678,619	-	345,496
PRODUCTION IN THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY	-	-	10,766,633	-	11,461,213

^x In the "Flour Milling Industry" in 1937 there were produced 8,965,994 pounds of "prepared breakfast foods" valued at \$1,242,009 and 12,293,912 pounds of "unprepared cereal products" valued at \$461,464. "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". For the total production in Canada of the above products reference should be made to the alphabetical list of products published annually in the report "The Manufacturing Industries of Canada".

(xx) Less than 3 establishments reporting - included with "Other products and by-products".

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 3. - Materials Used, 1936 and 1937

Materials	Unit of Measure	1936		1937	
		Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
			\$		\$
Wheat	Bush.	456,116	386,047	506,210	596,620
Rye	"	45,138	27,486	46,470	58,827
Oats	"	11,090	11,680	10,916	12,903
Corn and corn grits	Lb.	64,829,914	1,040,699	59,795,275	1,253,829
Rice	"	3,559,050	173,532	4,049,355	194,787
Other grains, meals, etc.	"	510,394	14,022	409,893	10,216
Bran	"	10,516,353	165,286	10,590,307	209,182
Wheat flour	"	2,639,787	60,842	2,559,176	78,523
Flax	"	176,605	5,130	208,533	6,288
Middlings, wheatlets, etc.	"	2,434,090	66,132	2,434,683	83,923
Malt	"	1,548,665	40,145	1,529,229	53,441
Malt extract and syrup .	"	624,851	53,677	643,808	57,056
Sugar	"	4,391,318	233,371	4,511,641	255,354
Salt	"	1,621,266	11,518	1,693,494	11,864
All other materials	-	-	12,464	-	20,320
Containers and packaging materials	-	-	1,340,744	-	1,474,625
TOTAL COST OF MATERIALS.			3,642,775		4,377,758

Table 4. - Capital Investment, 1936 and 1937

Items of Capital	1936	1937
	\$	\$
Fixed Capital -		
Present value of land, buildings, etc.	2,284,966	2,231,821
Working Capital -		
Inventory value of materials and supplies, finished products on hand and stocks in process, etc.	892,194	780,441
Operating capital (cash, bills receivable, etc.)	1,829,212	2,149,103
TOTAL CAPITAL INVESTMENT	5,006,372	5,161,165

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 5. - Principal Statistics of the Prepared Breakfast Foods and Other Cereal Products Industry, 1937,
Classified According to the Size of Establishment

Establishments having a produc- tion of:-	Estab- lish- ments	Capital Employed	Wage-earners			Total Em- ployees	Total Salaries and Wages	Cost of fuel & elec- tricity	Cost of Materials	Value of Production
			Male	Female	Wages					
	No.	\$	No.	No.	\$	No.	\$	\$	\$	\$
Under \$50,000	28	270,771	38	30	33,225	118	79,743	5,821	156,094	297,316
\$50,000 to \$100,000...	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$200,000..	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$500,000..	2	667,630	56	13	67,532	94	112,310	28,159	587,335	1,079,184
\$500,000 to \$1,000,000	1									
\$1,000,000 and over ..	3	4,222,764	300	178	556,280	552	704,135	160,826	3,634,329	10,084,713
TOTAL	34	5,161,165	394	221	657,037	764	896,188	194,806	4,377,758	11,461,213

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 6. - Wage-earners Employed by Months, 1936 and 1937

Months	1 9 3 6			1 9 3 7		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	284	164	448	293	147	440
February	333	151	484	339	190	529
March	340	166	506	394	227	621
April	377	214	591	444	221	665
May	435	258	693	451	231	682
June	426	251	677	500	246	746
July	409	231	640	456	257	713
August	443	243	686	424	263	687
September	418	196	614	412	251	663
October	413	209	622	372	218	590
November	338	173	511	326	162	488
December	323	152	475	313	175	488
MONTHLY AVERAGE	383	205	588	394	221	615

Table 7. - Employment by Number, Sex and Remuneration, 1936 and 1937

	Salaried Employees			Wage-earners			Total Employees		
	Male	Female	Total Salaries	Male	Female	Total Wages	Male	Female	Salaries and Wages
	No.	No.	\$	No.	No.	\$	No.	No.	\$
CANADA, 1936	71	43	162,787	383	205	659,603	454	248	822,390
CANADA, 1937	109	40	239,151	394	221	657,037	503	261	896,188

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 8. - Number of Wage-earners in Months of Highest Employment Whose Regular Hours per Week in 1937 were:

Number of Hours Worked per Week	Number of Employees	Number of Hours Worked per Week	Number of Employees
40 hours or less	140	51-53 hours	26
41-43 hours	33	54 hours	5
44 hours	72	55 hours	9
45-47 hours	99	56-59 hours	12
48 hours	321	60 hours and over	41
49-50 hours	31		

The above table does not include overtime.

Table 9. - Power Equipment, 1936 and 1937

Classes of Power	1 9 3 6		1 9 3 7	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and turbines -				
In Use	3	161	2	158
Idle	1	75	1	100
Gasoline, gas and oil engines, other than diesel	1	12	-	-
Hydraulic turbines of water wheels-In Use	8	269	7	230
Idle	-	-	1	30
Electric motors operated by pur- chased power -				
In Use	655	4,361	718	4,678
Idle	12	141	3	66
TOTAL POWER USED	680	5,010	732	5,262
Boiler installation .	13	1,163	13	1,471

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

Table 10. - Consumption of Fuel and Electricity, 1936 and 1937

Kinds of Fuel	Unit of Measure	1 9 3 6		1 9 3 7	
		Quantity	Cost Value	Quantity	Cost Value
			\$		\$
Coal, bituminous	Ton (2000 lb.)	13,497	75,168	12,887	73,803
Coal, anthracite	"	483	4,503	15	141
Coke	"	53	530	609	5,835
Fuel oil	Imp. Gal.	-	-	2,250	154
Gas	M cu. ft.	41,721	28,432	48,203	30,656
Other fuel (wood, gasoline, etc.)	-	-	194	-	851
TOTAL COST OF FUEL ..	-	-	108,827	-	111,440
Electricity purchased (including service charges)	Kw. H.	11,758,391	85,999	12,224,735	83,366
TOTAL COST OF FUEL AND ELECTRICITY ...	-	-	194,826	-	194,806

Table 11. - Imports of Cereal Foods, 1936 and 1937

	1 9 3 6		1 9 3 7	
	Quantity	Value	Quantity	Value
	Pounds	\$	Pounds	\$
Cereal foods, prepared in packages not exceeding 25 pounds weight each	458,094	54,956	514,909	63,684
Cereal foods, prepared, n.o.p.	-	120,930	-	38,637
TOTAL VALUE OF IMPORTS	-	175,886	-	102,321

Table 12. - Exports of Cereal Foods, 1936 and 1937

	1 9 3 6		1 9 3 7	
	Quantity	Value	Quantity	Value
		\$		\$
Cereal foods, prepared, of all kinds	-	4,204,738	-	4,269,526
TOTAL VALUE OF EXPORTS	-	4,204,738	-	4,269,526

THE PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY IN CANADA, 1937

A P P E N D I X

List of Firms Reporting the Manufacture of Prepared Breakfast Foods
and Other Cereal Products in 1937

QUEBEC

new Vita Popt Cereal Co., The

366 Lemoine Street, Montreal

ONTARIO

new Cadwell Cereal Co. Ltd., The
~~Canadian Postum Company Limited~~
~~Canadian Shredded Wheat Company Limited, The~~
~~Durum Cereals Limited~~
new Arthur Black Farmer Foods, Ltd.
~~"Good Humor" Food Products Limited~~
~~Hecker H-O Company of Canada Limited~~
~~Honey Flake Products Ltd.~~
~~Dr. Jackson Foods Limited~~
~~Jireh Food Company~~
~~Kellogg Company of Canada Limited~~
~~Kropp, W. F.~~
~~Mackay, John, Limited~~
~~Plows Puffed Products Company~~ *out 38 ✓*
new Toasted Whole Wheat Company *new name*

119 Wellesley Street, Toronto
Windsor
Niagara Falls
858 Dupont Street, Toronto
60 Duchess Street, Toronto
369 Sorauren Avenue, Toronto
Ayr
41-43 Finkle Street, Woodstock
108 Vine Avenue, Toronto
5 Jessie Street, Brockville
1107 Dundas Street, London
Pembroke
Bowmanville
90 Ontario Street, Toronto
369 Sorauren Avenue, Toronto

MANITOBA

new ~~Cream of Wheat Corporation, The~~
~~Kreemy Puff Cereal Mfg. Company~~
~~Ryerson Pure Foods Company Limited~~ *out 38 ✓*
new Malden Cereal Company

312 Chamber Street, Winnipeg
291 Owena Street, Winnipeg
331 Provencher Avenue, St. Boniface
157 Higgins Avenue, Winnipeg

SASKATCHEWAN

new ~~Eston Milling Co. Ltd.~~
new Groat, Wm.
new Northland Wheat Puffs (M.P.Norris) *out 38*

2731 Railway Street, Regina
Star City
Birch Hills

ALBERTA

new Everbest Products Company
new ~~Calgary Cereal Co.~~
new Eat-on Breakfast Food Co. *out 38*
new ~~National Cereal Company~~ *new name*
new Prairie Cereal Company, The
new "OWR" Puffs Company *out 38*

1845 - 10th Avenue West, Calgary
1111 1st Avenue N.E., Calgary
10540 - 103rd Street, Edmonton
1413 9th Avenue East, Calgary
10065 - 82nd Avenue, Edmonton
107 C.P.R. Bldg., Edmonton

BRITISH COLUMBIA

~~Cereal Health Foods Company, (C.W.Dowling)~~
~~Homan Mfg. Co. Ltd., (Inc.) The~~
~~Rockhill Food Products (C.L. & C.M. Innes)~~
~~Superior Health Food Company (1932) Limited~~
~~Western Cereal Company, Ltd.~~

425 Industrial Avenue, Vancouver
1650 First Avenue West, Vancouver
134 West 1st Street, North Vancouver
97 Water Street, Vancouver
441 Keefer Street, Vancouver

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