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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF INDUSTRY

GENERAL MANUFACTURES BRANCH

REPORT

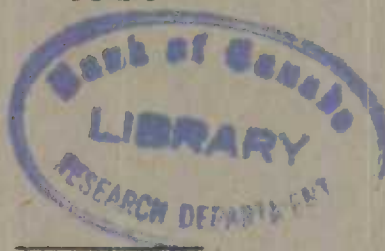
ON THE

BREAKFAST FOODS INDUSTRY

IN

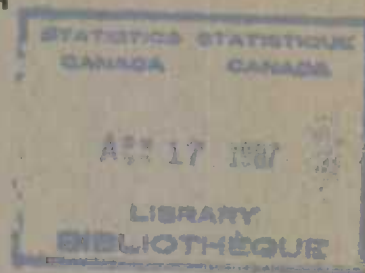
CANADA

1939



OTTAWA
1941

Price 15 cents



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

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THE BREAKFAST FOODS INDUSTRY IN CANADA, 1939.

The report on the breakfast foods industry in Canada for the year 1939 is presented herewith. Statistics published in this report refer only to firms whose principal products are breakfast foods, prepared and unprepared. These products are also manufactured in the flour milling industry which is covered by a separate report.

Production by this industry in 1939 included 61,130,258 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$8,190,407; unprepared breakfast foods, 5,703,774 pounds valued at \$524,139, and other products to the value of \$495,032. The total output of "prepared breakfast foods" in 1939, including the production in the flour milling industry, totalled 68,515,660 pounds valued at \$9,273,189. Unprepared cereal products, such as, oatmeal, rolled oats, etc. which are mostly produced in the flour milling industry, are not covered in this report. See table 2 for detailed statistics on production.

There were 36 establishments reporting in the breakfast foods industry in 1939. Of these, fifteen were located in Ontario, three in Manitoba, five in Saskatchewan, eight in Alberta and five in British Columbia. These establishments reported a capital investment in fixed and current assets of \$4,786,352; they furnished employment to 794 persons who were paid \$923,837 in salaries and wages. They also spent \$2,910,687 for materials, and produced goods with a selling value at the factory of \$9,209,578. This industry is practically confined to the province of Ontario, which produces over 95 per cent of the total output of the industry.

Compared with the previous year there were decreases of 3 in the number of establishments, \$698,788 in the capital invested, \$854 in the amount of salaries and wages paid, \$1,682,624 in the value of production and \$568,454 in the cost of materials used.

Exports of cereal products are considerable. In 1939 they amounted to \$2,892,153, a decrease of \$935,263 as compared with the previous year. Imports are small, amounting to only \$105,789 in 1939, an increase of \$14,251 over the 1938 figures.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1939.

Table 1. - Principal Statistics of the Industry.

Year and Province	Estab- lish- ments	Capital Invested	Em- ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
1930	14	8,430,942	453	611,645	2,553,523	6,599,442
1931	13	4,043,014	516	663,604	2,179,818	6,300,388
1932	12	4,161,700	480	599,221	1,949,651	6,918,470
1933	14	4,566,437	538	622,725	2,258,321	7,282,186
1934	17	5,213,811	600	699,001	2,908,531	8,792,407
1935	23	5,119,820	642	746,637	3,304,705	9,655,049
1936	28	5,006,372	702	822,390	3,642,775	10,766,633
1937	34	5,161,165	764	896,188	4,377,758	11,461,213
<u>1 9 3 8</u>						
CANADA.....	39	5,485,140	788	924,691	3,479,141	10,892,202
Quebec.....	1	10,300	2	2,080	4,784	6,925
Ontario.....	16	5,274,295	697	866,102	3,299,039	10,473,506
Manitoba.....	3	96,210	21	15,834	89,463	225,123
Saskatchewan.....	6	22,163	14	7,853	16,111	29,994
Alberta.....	8	37,571	31	20,318	30,330	83,525
British Columbia.	5	44,601	23	12,504	39,414	73,129
<u>1 9 3 9</u>						
CANADA.....	36	4,786,352	794	923,837	2,910,687	9,209,578
Ontario.....	15	4,456,976	695	851,141	2,744,744	8,793,772
Manitoba.....	3	226,089	25	21,487	71,059	226,241
Saskatchewan.....	5	27,614	26	17,321	24,070	60,085
Alberta.....	8	32,710	27	19,789	35,290	66,874
British Columbia.	5	42,963	21	14,099	35,524	62,606

Note - Profits or losses cannot be estimated from Census figures as no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

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The principal products of this industry are shown in Table 2 for Canada, 1938 and 1939. 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.

Products ^x	Unit of Measure	1 9 3 8		1 9 3 9	
		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, puffed grains, shredded wheat, force, etc.....	Pound	67,660,032	\$ 9,959,985	61,130,258	\$ 8,190,407
Unprepared breakfast foods.....	"	4,391,678	348,693	5,703,774	524,139
Stock and poultry foods.....	Ton	10,306	280,984	7,889	185,410
Other products and by-products.....	-	-	302,540	-	309,622
TOTAL.....	-	-	10,892,202	-	9,209,578

x In 1939 there were 7,385,402 pounds of "prepared breakfast foods" valued at \$1,082,782 and 6,275,587 pounds of "unprepared breakfast foods" valued at \$275,993 produced in the "Flour Milling Industry". "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"

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1939.

Table 3. - Materials Used.

Materials	Unit of Measure	1 9 3 8		1 9 3 9	
		Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
			\$		\$
Wheat	Bush.	499,351	490,418	607,810	431,661
Rye.....	"	35,067	29,313	32,810	19,511
Oats.....	"	6,249	9,238	7,041	8,720
Corn and corn grits.....	Lb.	42,325,808	673,891	35,346,696	504,395
Soy beans.....	Lb.	98,680	2,529	120,751	3,434
Rice.....	Lb.	5,023,240	201,871	6,721,459	296,389
Bran.....	"	12,360,755	193,623	7,785,529	108,712
Wheat flour.....	"	2,508,954	61,671	2,743,386	53,443
Flax.....	"	177,261	5,732	149,445	5,310
Middlings, wheatlets, etc.	"	2,291,230	70,162	2,215,771	48,305
Other grains, meals, etc...	"	379,752	6,857	231,210	4,308
Malt.....	"	1,527,330	41,049	1,389,053	31,080
Malt extract and syrup...	"	589,766	50,353	804,231	65,666
Sugar.....	"	4,225,776	233,939	3,778,605	211,494
Salt.....	"	1,655,734	10,768	1,528,023	10,207
All other materials.....	-	-	16,214	-	21,692
Containers and packaging materials.....	-	-	1,375,463	-	1,086,360
TOTAL COST OF MATERIALS..		-	3,479,141	-	2,910,687

Table 4. - Capital Investment

Items of Capital	1 9 3 7	1 9 3 8	1 9 3 9
	\$	\$	\$
Fixed Capital -			
Present value of land, buildings, etc..	2,231,521	2,388,003	2,566,663
Working Capital -			
Inventory value of materials and supplies, finished products on hand and stocks in process, etc.....	780,141	867,730	819,085
Operating capital (cash, bills receivable, etc.).....	2,149,103	2,229,317	1,400,599
TOTAL CAPITAL INVESTMENT.....	5,161,165	5,485,140	4,786,352

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Table 5. - Principal Statistics of the Breakfast Foods Industry, Grouped According to the Size of Establishment.

Establishments having a production of:	Number of Establish- ments	Capital Invested	Total Number of Employees	Salaries and Wages	Cost of Materials Used	Net Value of Production
		\$		\$	\$	\$
<u>1 9 3 8</u>						
Under \$5,000.....	14	38,264	28	12,460	13,842	26,521
\$5,000 - \$25,000.....	14	209,232	62	40,249	75,953	150,569
\$25,000 - \$50,000.....	5	63,432	40	36,536	52,349	162,752
\$50,000 - \$100,000.....	-	-	-	-	-	-
\$100,000 - \$500,000.....	2) 649,765	86	103,430	481,658	1,007,266
\$500,000 - \$1,000,000.....	1					
\$1,000,000 and over.....	3	4,524,447	572	732,016	2,855,539	9,545,094
TOTAL.....	39	5,485,140	788	924,691	3,479,141	10,892,202
<u>1 9 3 9</u>						
Under \$5,000.....	13	37,722	29	12,757	12,185	27,067
\$5,000 - \$25,000.....	12	198,853	67	49,141	71,251	172,851
\$25,000 - \$50,000.....	3) 63,284	48	47,777	64,883	177,460
\$50,000 - \$100,000.....	1					
\$100,000 to \$500,000.....	3) 882,850	109	130,154	500,229	1,208,467
\$500,000 - \$1,000,000.....	1					
\$1,000,000 and over.....	3	3,603,643	541	684,008	2,262,139	7,623,733
TOTAL.....	36	4,786,552	794	923,837	2,910,687	9,209,578

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Table 6. - Wage-earners Employed by Months.

Months	1 9 3 8			1 9 3 9		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	374	185	559	399	196	595
February.....	383	199	582	398	183	581
March.....	397	233	630	409	181	590
April.....	426	237	663	441	204	645
May.....	471	230	701	445	193	638
June.....	417	245	662	478	175	653
July.....	456	215	671	544	203	747
August.....	485	223	713	538	202	740
September.....	462	206	668	524	192	716
October.....	392	188	580	470	162	632
November.....	352	138	490	398	141	539
December.....	379	149	528	393	133	526
MONTHLY AVERAGE.....	419	206	625	452	184	636

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

	Salaried Employees			Wage-earners (Monthly Averages)			Total Employees Salaries and Wages		
	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
CANADA, 1938.....	121	42	267,401	419	206	657,290	540	248	924,691
CANADA, 1939.....	114	44	230,871	452	184	692,966	566	228	923,837
Ontario.....	83	39	201,422	412	161	649,719	495	200	851,141
Manitoba.....	3	1	3,324	10	11	18,163	13	12	21,487
Saskatchewan....	9	-	7,624	14	3	9,697	23	3	17,321
Alberta.....	13	2	12,426	8	4	7,363	21	6	19,789
British Columbia	6	2	6,075	8	5	8,024	14	7	14,099

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Table 8. - Number of Wage-earners in Month of Normal Employment, with their Regular Hours of Work per Week and Average Weekly Earnings.

Number of Hours Worked per Week	1938		1939	
	Number of Employees Male	Female	Number of Employees Male	Female
30 hours or less.....	13	8	8	12
31 - 43 hours.....	76	133	122	65
44 hours.....	36	29	32	37
45 - 47 hours.....	41	25	18	31
48 hours.....	209	50	250	66
49 - 50 hours.....	42	4	20	2
51 - 54 hours.....	16	-	9	-
55 hours.....	9	-	12	-
56 - 64 hours.....	10	-	11	-
65 hours and over.....	6	-	16	-
AVERAGE HOURS PER WEEK.....	46.0	40.7	45.9	42.4
AVERAGE WEEKLY EARNINGS.....	\$23.22	\$15.39	\$24.94	\$15.59

The above table does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 8		1 9 3 9	
	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	164	3	281
Idle.....	1	75	1	33
Gasoline, gas and oil engines.....	3	62	5	106
Hydraulic turbines or water wheels - In Use.....	7	230	7	230
Idle.....	-	-	-	-
Electric motors operated by purchased power -				
In Use.....	733	4,676	907	4,993
Idle.....	5	67	49	166
TOTAL POWER AVAILABLE FOR MANUFACTURING.....	752	5,274	972	5,809
Stationary boilers (In Use....	14	1,473	13	1,208
Idle.....	-	-	1	250

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1939.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1 9 3 8		1 9 3 9	
		Quantity	Cost Value	Quantity	Cost Value
	Ton		\$		\$
Coal, bituminous.....	(2000 lb.)	11,433	66,122	11,941	65,361
Coal, anthracite.....	"	12	126	12	125
Coal, lignite.....	"	12	96	29	209
Coke.....	"	1,510	12,141	425	3,203
Gasoline.....	Imp. Gal.	5,592	1,390	7,361	1,953
Fuel oil.....	" "	2,666	379	40,308	3,253
(Manufactured.....	M cu.ft.	2,174	2,255	4,669	4,509
Gas..(Natural.....	" "	41,805	25,082	44,959	25,676
Wood.....	Cord	634	673	56	251
Other fuel.....	-	-	130	-	81
TOTAL COST OF FUEL...	-	-	108,394	-	104,621
Electricity purchased (including service charges).....	Kw.H.	12,408,300	82,811	10,961,526	77,666
TOTAL COST OF FUEL AND ELECTRICITY.....	-	-	191,205	-	182,287

Table 11. - Imports of Cereal Foods (Calendar Years).

	1 9 3 8		1 9 3 9	
	Quantity	Value	Quantity	Value
	Pounds	\$	Pounds	\$
Cereal foods, prepared in packages not exceeding 25 pounds weight each.....	534,111	65,462	631,302	79,637
Cereal foods, prepared, n.o.p.....	-	26,076	-	26,152
TOTAL VALUE OF IMPORTS.....	-	91,538	-	105,789

Table 12. - Exports of Cereal Foods (Calendar Years).

	1 9 3 8		1 9 3 9	
	Quantity	Value	Quantity	Value
		\$		\$
Cereal foods, prepared, of all kinds.....	-	3,887,416	-	2,892,153
TOTAL VALUE OF EXPORTS.....	-	3,887,416	-	2,892,153

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1939.

A P P E N D I X

List of Firms Reporting the Manufacture of Breakfast Foods in 1939.

ONTARIO

Arthur Black Farmer Foods, Ltd.	60 Duchess Street, Toronto
Canadian Postum Company Limited	Windsor
Canadian Shredded Wheat Company Limited, The	Niagara Falls
Durum Cereals Limited	858 Dupont Street, Toronto
Good Humor Food Mfg. Co. Limited	369 Sorauren Avenue, Toronto
Great Lakes Pufferies	87 Bay Street, Port Arthur
Hecker-H-O Company of Canada Limited	Ayr
Honey Flake Products Ltd.	41-43 Finkle Street, Woodstock
Dr. Jackson Foods Limited	108 Vine Avenue, Toronto
Jireh Food Company	5 Jessie Street, Brockville
Kavanagh Foods Limited	369 Sorauren Avenue, Toronto
Kellogg Company of Canada Limited	1107 Dundas Street, London
Kropp, W.F.	Pembroke
McKey, John , Limited	Bowmanville
Newport Cereal Co. Ltd.	Dundas St.E., London

MANITOBA

Green of Wheat Corporation, The	312 Chamber Street, Winnipeg
Kreemy Puff Cereal Mfg. Company	291 Owena Street, Winnipeg
Malden Cereal Company	157 Higgins Avenue, Winnipeg

SASKATCHEWAN

Eston Milling Co. Limited	210 Pacific Ave., Saskatoon
Eston Milling Co. Limited	2731 S. Railway Street, Regina
Gas City Flour Mill Company	8th Ave. & Halifax St., Regina
Redberry Food Company	Borden
Regina Trade Roasters	1505 Dewdney Ave., Regina

ALBERTA

Capital Cereal Company	10540-103rd St., Edmonton
Calgary Cereal Company	1111-1st Avenue N.W., Calgary
Champion Cereals	Champion
Health Products Mfg. Co.	Daysland
National Cereal Company	1413-9th Avenue East, Calgary
Prairie Cereal Company, The	10065-82nd Avenue, Edmonton
Rosedale Industries	College Heights
Two Hills Puffery	Two Hills

BRITISH COLUMBIA

Cereal Health Foods Company, (C.W.Dowling)	425 Industrial Avenue, Vancouver
Roman Mfg. Co. Ltd.,	1070 Hamilton St., Vancouver
Rockhill Food Products (C.L. & C. M. Innes)	134 West 1st Street, North Vancouver
Superior Health Food Company (1932) Limited	97 Water Street, Vancouver
Western Cereal Company, Limited	441 Keefer Street, Vancouver

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