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APR 8 1949

Published by Authority of the Rt. Hon. C. D. Howe, M.P.,
Minister of Trade and Commerce

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

+ + + *Industry and Merchandising Division* + + +

GENERAL MANUFACTURES SECTION

REPORT

ON THE

BREAKFAST FOODS INDUSTRY

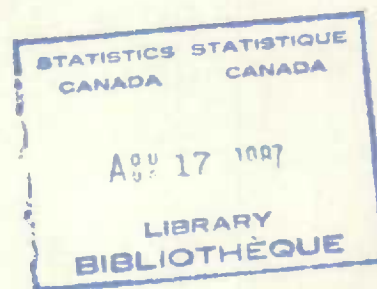
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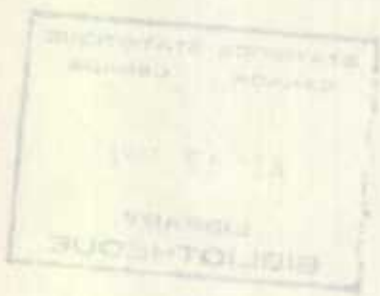
CANADA

1947



**OTTAWA
1949**





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

Dominion Statistician:	Herbert Marshall
Director, Industry and Merchandising Division:	W. H. Losee
Chief, General Manufactures Section:	A. Cohen

THE PREPARED BREAKFAST FOODS INDUSTRY IN CANADA, 1947

Prior to 1943 this industry included only firms whose principal products were prepared and unprepared breakfast foods. One flour mill whose principal products were flour and feed, and producing large quantities of these products, was, therefore excluded. This firm now makes two returns, one for the production of flour and feed which is included with the flour milling industry and another for their breakfast food production which is included with the breakfast food industry. We now have, therefore, all firms whose principal products are prepared breakfast foods classified in one industry, so that the figures given in the present report represent practically the total production in Canada of these products.

There were 19 establishments reporting in the breakfast foods industry in 1947, 9 were located in Ontario, 1 in Quebec, 3 in Manitoba, 1 in Saskatchewan, 1 in Alberta and 4 in British Columbia. These establishments furnished employment to 1,158 persons who were paid \$2,238,557 in salaries and wages. They also spent \$7,815,285 for materials, and produced goods with a selling value at the factory of \$15,242,203. This industry is practically confined to the province of Ontario which produces over 94 per cent of the total output.

Production in 1947 totalled 73,747,622 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$11,822,475, unprepared breakfast foods 7,708,278 pounds valued at \$783,285 and other products to the value of \$2,636,443, making a total production for the industry amounting to \$15,242,203. Unprepared cereal products, such as oatmeal, rolled oats, etc. which are mainly produced in the flour milling industry are not covered in this report.

Compared with the previous year there was a decrease in the physical volume of production, but an increase in the dollar value. The output of prepared breakfast foods decreased by 8,447,875 pounds or over 10 per cent, while unprepared breakfast cereals decreased by 2,182,844 pounds.

The tables following give detailed statistics of production, materials used, employment, etc.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947.

Table 1. - Principal Statistics

Year and Province	Estab- lish- ments No.	Capital Invested \$	Em- ployees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Production \$
1938	39	5,485,140	788	924,691	3,479,141	10,892,202
1939	36	4,786,352	794	923,837	2,910,687	9,209,578
1940	32	6,104,882	696	893,325	2,730,385	7,645,254
1941	34	5,726,633	740	1,021,914	3,413,767	8,923,663
1942	34	6,830,144	722	1,127,278	4,267,211	10,485,564
1943	34	7,145,901	1,018	1,583,441	6,350,264	14,072,167
1944	29	-	926	1,534,522	6,048,985	12,230,841
1945	24	-	991	1,681,149	6,182,569	13,717,791
1946	23	-	1,156	2,062,310	7,535,527	14,955,222

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CANADA	19		1,158	2,238,557	7,815,285	15,242,203
Ontario	9	not	1,102	2,164,248	7,425,543	14,425,305
Manitoba	3	collected	20	32,835	289,251	652,317
Saskatchewan	1)	for				
Quebec	1)	this	23	28,412	53,372	98,919
Alberta	1)	year				
British Columbia	4		13	13,062	47,119	65,662

Table 2. - Principal Statistics Grouped According to the Size Establishment

Establishments having a production of:	Estab- lish- ments No.	Capital Invested \$	Em- ployees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Production \$
1946						
Under \$5,000	5		8	4,060	3,379	10,049
\$ 5,000 to \$ 25,000.	6	not	23	24,356	44,784	91,407
\$ 25,000 to \$ 50,000.	3)	collected	47	63,148	142,895	261,723
\$ 50,000 to \$ 100,000.	2)	for				
\$100,000 to \$ 500,000.	-	this	-	-	-	-
\$500,000 to \$1,000,000.	3	year	131	188,267	748,736	2,132,508
\$1,000,000 and over ..	4		947	1,782,479	6,595,733	12,459,535
TOTAL	23		1,156	2,062,310	7,535,527	14,955,222

1947

Under \$5,000	2)		29	26,546	50,107	88,828
\$ 5,000 to \$ 25,000.	6)	not				
\$ 25,000 to \$ 50,000.	3)	collected	22	33,663	87,103	138,775
\$ 50,000 to \$ 100,000.	1)	for				
\$100,000 to \$ 500,000.	1)	this	104	145,823	812,098	1,780,117
\$500,000 to \$1,000,000.	2)	year				
\$1,000,000 and over ..	4		1,003	2,032,525	6,865,977	13,234,483
TOTAL	19		1,158	2,238,557	7,815,285	15,242,203

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.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947.

Table 3. - Production

Products (See footnote)	1 9 4 6		1 9 4 7	
	Quantity	Selling Value at the Factory	Quantity	Selling Value at the Factory
	pounds	\$	pounds	\$
Prepared Breakfast Foods,- (ready for serving)				
Corn flakes	29,474,776	3,539,084	28,308,868	4,063,233
Wheat flakes	6,535,664	994,622	4,624,736	795,303
Bran flakes	7,037,312	1,019,125	6,945,610	1,134,413
Puffed grains	11,792,335	2,714,193	10,629,435	2,439,180
Other	27,355,410	3,749,349	23,238,973	3,390,346
TOTAL	82,195,497	12,016,373	73,747,622	11,822,475
Unprepared breakfast cereals	9,891,122	986,637	7,708,278	783,285
Prepared flour and prepared cake mixtures	12,631,322	1,159,021	12,141,430	1,311,403
Hominy feed and other stock feeds	(3,266 tons)	550,307	(18,227 tons)	950,137
Other products and by-products	-	242,884	-	374,903
TOTAL	-	14,955,222	-	15,242,203

Note - This is not the total production in Canada of these products. A very substantial quantity of "unprepared breakfast cereals" is produced in the flour milling industry, as well as smaller quantities in other industries. A small quantity of "prepared breakfast foods" (such as puffed grains, etc.) is produced in other industries. Self-raising and prepared flour is also reported in the "miscellaneous foods" and other industries. For the total production, see the alphabetical list of products published annually in the report "The Manufacturing Industries of Canada".

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THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947.

Table 4. - Materials Used

Materials	Unit of Measure	1946		1947	
		Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
			\$		\$
Wheat	Bus.	811,263	1,070,379	686,150	1,144,538
Rye	"	14,191	31,615	4,181	16,470
Barley	"	2,570	2,265	26,512	28,490
Buckwheat	"	10,056	12,985	10,876	22,185
Oats	"	4,151	5,987	8,282	8,909
Corn	"	1,108,141	2,175,116	824,041	1,646,334
Corn grits	lb.	6,875,875	236,715	6,742,195	469,244
Rice and rice meal	"	5,132,018	632,209	6,353,665	875,189
Bran	"	9,446,795	185,855	7,157,917	157,124
Wheat flour	"	11,478,581	295,970	10,497,502	320,995
Flax	"	56,578	3,519	48,711	5,201
Wheat germ, wheatlets, etc.	"	7,490,488	216,896	6,538,302	223,440
Other grains, meals, etc.	"	2,068,074	59,363	3,071,574	138,461
Malt	"	2,249,831	74,811	1,068,316	39,187
Malt extract and syrup ..	"	1,103,857	98,022	826,549	69,686
Sugar	"	1,778,804	126,721	2,707,892	214,012
Glucose and dextrose	"	233,600	21,354	2,300	236
Salt	"	1,728,977	14,427	1,564,251	12,402
Shortening (oils, etc.) ..	"	448,628	67,137	538,054	121,652
Containers and packaging material	-	-	2,129,691	-	2,159,503
All other materials	-	-	74,490	-	142,027
TOTAL COST OF MATERIALS		-	7,535,527	-	7,815,285

Table 5. - Capital Investment

Year and Provinces	Fixed Capital		Working Capital	
	Present value of land, buildings, fixtures, machinery and tools	Inventory value of materials, stocks, fuel and finished products on hand	Cash, bills, accounts receivable, etc.	Total Capital
	\$	\$	\$	\$
1942				
CANADA	3,553,459	1,204,188	2,072,497	6,830,144
Ontario	3,346,046	1,133,600	1,885,913	6,365,559
Manitoba	149,934	55,042	167,217	372,193
Saskatchewan	25,776	2,767	2,036	30,579
British Columbia	11,046	8,503	4,989	24,538
Other Provinces	20,657	4,276	12,342	37,275
1943				
CANADA	2,297,012	2,523,237	2,325,652	7,145,901
Ontario	2,169,843	2,415,617	2,163,211	6,748,671
Manitoba	62,321	93,296	138,499	294,116
Saskatchewan	34,394	2,630	1,621	38,645
British Columbia	11,457	5,073	7,632	24,162
Other Provinces	18,997	6,621	14,689	40,307

Figures not collected since 1943.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947.

Table 6. - Monthly Employment of Wage-earners.

	1 9 4 6			1 9 4 7		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	539	397	936	652	316	968
February	572	311	883	624	310	934
March	567	303	870	621	309	930
April	567	293	860	633	336	969
May	532	283	815	610	317	927
June	555	312	867	592	457	1,049
July	634	325	959	593	431	1,024
August	658	355	1,013	582	429	1,011
September	660	379	1,039	587	433	1,020
October	662	371	1,033	550	291	841
November	626	323	949	514	327	841
December	591	238	829	493	293	786
MONTHLY AVERAGE	596	325	921	587	353	940

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

	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 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
CANADA 1940 ..	152	50	338,815	350	144	554,510	502	194	893,325
CANADA 1941 ..	157	46	355,720	355	182	666,194	512	228	1,021,914
CANADA 1942 ..	107	40	304,809	326	172	738,682	433	212	1,043,491
CANADA 1943 ..	134	69	392,104	493	322	1,191,337	627	391	1,583,441
CANADA 1944 ..	115	69	376,579	455	287	1,157,943	570	356	1,534,522
CANADA 1945 ..	117	74	399,675	459	341	1,281,474	576	415	1,681,149
<u>1 9 4 6</u>									
CANADA	163	72	505,602	596	325	1,556,708	759	397	2,062,310
Ontario	146	68	474,472	577	302	1,509,084	723	370	1,983,556
Manitoba	4	-	11,453	7	8	19,492	11	8	30,945
British Columbia	5	2	5,756	5	3	7,313	10	5	13,069
Other Provinces	8	2	13,921	7	12	20,819	15	14	34,740
<u>1 9 4 7</u>									
CANADA	145	73	546,589	587	353	1,691,968	732	426	2,238,557
Ontario	131	69	519,389	567	335	1,644,859	698	404	2,164,248
Manitoba	4	-	11,671	8	8	21,164	12	8	32,835
British Columbia	5	2	5,959	4	2	7,103	9	4	13,062
Other Provinces	5	2	9,690	8	8	18,842	13	10	28,412

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947.

Table 8. - Power Equipment.

Classes of Power	1 9 4 6		1 9 4 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	1	10	2	45
Idle	2	143	1	110
Gasoline, gas and oil engines --				
In Use	-	-	-	-
Idle	-	-	-	-
Hydraulic turbines or water wheels - In Use	-	-	-	-
Idle	-	-	-	-
Electric motors operated by purchased power --				
In Use	1,013	5,903	997	4,814
Idle	79	487	96	602
TOTAL POWER AVAILABLE FOR MANUFACTURING	1,095	6,543	1,096	5,571
Stationary boilers (In Use	5	788	5	788
Idle	2	443	2	443

Table 9. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1 9 4 6		1 9 4 7	
		Quantity	Cost Value	Quantity	Cost Value
	Ton		\$		\$
Coal, bituminous	(2000 lb.)	10,954	89,381	10,317	88,892
Coal, anthracite	"	-	-	185	2,505
Coal, lignite	"	-	-	16	173
Coke	"	664	7,919	406	5,535
Gasoline x	Imp. Gal.	10,108	2,696	15,528	4,697
Fuel oil	" "	28,810	2,634	25,806	2,506
Gas, manufactured	M. cu. ft.	39,305	33,585	29,174	24,596
Gas, natural	" " "	10,084	9,520	32,220	19,476
Wood	Cord	11	60	6	34
Other fuel	-	-	9	-	-
TOTAL COST OF FUEL ..	-	-	145,804	-	148,414
Electricity purchased (including service charges)	Kw. H.	16,011,660	87,729	15,842,548	81,866
TOTAL COST OF FUEL AND ELECTRICITY	-	-	233,533	-	230,280

x Includes gasoline used in cars and trucks.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1947

Table 10 - Imports of Cereal Foods.

Product	Unit	1 9 4 6		1 9 4 7	
		Quantity	Value	Quantity	Value
			\$		\$
Oatmeal and rolled oats	lb.	608	77	-	-
Cereal foods, prepared	"	524,731	99,486	1,593,187	323,514
Cereal foods, prepared, n.o.p.		-	551,487	-	522,441
TOTAL		-	651,050	-	845,955

Table 11 - Exports of Cereal Foods.

Product	Unit	1 9 4 6		1 9 4 7	
		Quantity	Value	Quantity	Value
			\$		\$
Oatmeal and rolled oats	Cwt.	1,386,010	6,272,558	1,025,276	5,830,668
Cereal foods, prepared	-	-	919,267	-	1,056,883
TOTAL		-	7,191,825	-	6,887,551

List of Firms Reporting the Manufacture of Breakfast Foods in 1947.

Kreemy Puff Foods,	460 Panet St., Montreal, Que.
Arthur Black Farmer Foods, Ltd.,	138 Ossington Ave., Toronto, Ont.
Canadian Postum Company, Limited,	Windsor, Ont.
The Canadian Shredded Wheat Company, Ltd.,	Niagara Falls, Ont.
Durum Cereals, Limited,	858 Dupont Street, Toronto, Ont.
Dr. Jackson Foods, Limited,	108 Vine Avenue, Toronto, Ont.
Kellogg Company of Canada, Limited,	1097 Dundas Street, E., London, Ont.
John MacKay Company	Bowmanville, Ont.
Newport Cereal Co., Ltd.,	1156 Dundas Street E., London, Ont.
The Quaker Oats Co. of Canada, Ltd.,	Peterborough, Ont.
(Cereal Division)	
The Cream of Wheat Corporation,	312 Chambers Street, Winnipeg, Man.
Golden West Cereal Company,	38 1/2 Maple St., Winnipeg, Man.
Malden Cereal Company,	157 Higgins Avenue, Winnipeg, Man.
Redberry Food Products, Limited,	1202 - 3rd Ave. N., Saskatoon, Sask.
Prairie Cereals, Limited,	8625 Statium Road, Edmonton, Alta.
Cereal Health Foods Company, (C.W. Dowling)	425 Industrial Avenue, Vancouver, B.C.
The Plus Cereal Company,	3192 Douglas St., Victoria, B.C.
Rockhill Food Products (C.L. & C.M. Innes),	134 West 1st Street, North Vancouver, B.C.
Superior Health Food Company (1932) Limited,	1040 Hamilton Street, Vancouver, B.C.

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