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THE PREPARED BREAKFAST FOODS INDUSTRY IN CANADA, 1948

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 prepared breakfast foods, 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 20 establishments reporting in the breakfast foods industry in 1948, 8 were located in Ontario, 2 in Quebec, 3 in Manitoba, 1 in Saskatchewan, 2 in Alberta and 4 in British Columbia. These establishments furnished employment to 1,140 persons who were paid \$2,370,653 in salaries and wages. They also spent \$8,146,467 for materials, and produced goods with a selling value at the factory of \$15,278,827. This industry is practically confined to the province of Ontario which is responsible for over 81 per cent of the total value of production.

Production in 1948 totalled 59,358,140 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$11,173,295, unprepared breakfast foods 10,156,262 pounds valued at \$1,139,603 and other products to the value of \$2,965,929, making a total production for the industry amounting to \$15,278,827. 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 a slight increase in the dollar value. The output of prepared breakfast foods decreased by 14,389,482 pounds or almost 20 per cent, while unprepared breakfast cereals increased by 2,447,984 pounds.

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

Prepared in the General Manufactures Section.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1948.

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 \$
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
1947.....	19	-	1,158	2,238,557	7,815,285	15,242,203
<u>1948</u>						
CANADA.....	20		1,140	2,370,653	8,146,467	15,278,827
Ontario.....	8	not	959	2,094,431	6,950,370	12,470,712
Manitoba.....	3	collected	19	31,739	370,990	770,445
British Columbia.	4	for	13	14,742	50,375	69,517
Other Provinces..	5	this	149	229,741	774,732	1,968,153
		year				

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

Establishments having a production of:	Estab- lish- ments No.	Em- ployees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Production \$
<u>1948</u>					
Under \$5,000.....	2)				
\$ 5,000 to \$ 25,000.	5)	19	15,859	37,024	76,973
\$ 25,000 to \$ 50,000.	5	28	48,081	95,648	159,523
\$ 50,000 to \$ 100,000.	1)				
\$ 100,000 to \$ 500,000.	1)	28	57,871	474,083	987,384
\$ 500,000 to \$1,000,000.	1)				
\$1,000,000 and over.....	5	1,065	2,248,842	7,539,712	14,054,947
TOTAL.....	20	1,140	2,370,653	8,146,467	15,278,827
<u>1947</u>					
Under \$5,000.....	2)				
\$ 5,000 to \$ 25,000.	6)	29	26,546	50,107	88,828
\$ 25,000 to \$ 50,000.	3)				
\$ 50,000 to \$ 100,000.	1)	22	33,663	87,103	138,775
\$ 100,000 to \$ 500,000.	1)				
\$ 500,000 to \$1,000,000.	2)	104	145,823	812,098	1,780,117
\$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, 1948.

Table 3. Production

Products (See footnote)	1948		1947	
	Quantity	Selling Value at the Factory	Quantity	Selling Value at the Factory
	pounds	\$	pounds	\$
Prepared Breakfast Foods, - (ready for serving)				
Corn flakes	20,366,778	3,374,876	28,308,868	4,063,233
Wheat flakes	4,297,905	847,601	4,624,736	795,303
Bran flakes	3,305,449	633,885	6,945,610	1,134,413
Puffed grains	12,013,863	3,467,339	10,629,435	2,439,180
Other	19,374,145	2,849,594	23,238,973	3,390,346
TOTAL	59,358,140	11,173,295	73,747,622	11,822,475
Unprepared breakfast cereals	10,156,262	1,139,603	7,708,278	783,285
Prepared flour and prepared cake mixtures	10,942,494	1,186,330	12,141,430	1,311,403
Hominy feed and other stock feeds	(10,859 tons)	740,471	(18,227 tons)	950,137
Other products and by- products	-	1,039,128	-	374,903
TOTAL	-	15,278,827	-	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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Table 4. Materials Used

Materials	Unit of Measure	1948		1947	
		Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
			\$		\$
Wheat.....	Bus.	624,670	1,205,274	686,150	1,144,538
Rye.....	"	4,313	11,180	4,181	16,470
Barley.....	"	16,136	23,508	26,512	28,490
Buckwheat.....	"	8,905	17,285	10,876	22,185
Oats.....	"	5,304	8,666	8,282	8,909
Corn.....	"	684,335	1,933,834	824,041	1,646,334
Corn grits.....	lb.	2,542,558	191,467	6,742,195	469,244
Rice and rice meal.....	"	7,518,214	986,089	6,353,665	875,189
Bran.....	"	8,410,954	252,101	7,157,917	157,124
Flour (wheat, etc).....	"	12,753,135	629,695	13,566,517	459,176
Flax.....	"	87,782	8,588	48,711	5,201
Wheat germ, wheatlets, etc..	"	5,889,014	299,061	6,538,302	223,440
Other grains, meals, etc....	"	18,876	1,067	2,559	280
Malt and malt flour.....	"	1,187,802	61,619	1,068,316	39,187
Malt extract and syrup.....	"	-	-	826,549	69,686
Sugar.....	"	3,377,829	311,801	2,707,892	214,012
Glucose and dextrose.....	"	-	-	2,300	236
Salt.....	"	1,409,934	13,300	1,564,251	12,402
Shortening (oils, etc.).....	"	895,481	164,241	538,054	121,652
Containers and packaging material.....	-	-	1,923,807	-	2,159,503
All other materials.....	-	-	103,884	-	142,027
TOTAL COST OF MATERIALS	-	-	8,146,467	-	7,815,285

Table 5. Imports of Cereal Foods.

Product	Unit	1948		1947	
		Quantity	Value	Quantity	Value
			\$		\$
Oatmeal and rolled oats.....	lb.	2,592	684	-	-
Cereal foods, prepared, in packages	"	6,169	2,300	1,593,187	323,514
Cereal foods, prepared, n.o.p.....	-	-	39,255	-	522,441
TOTAL.....	-	-	42,239	-	845,955

Table 6. Exports of Cereal Foods.

Product	Unit	1948		1947	
		Quantity	Value	Quantity	Value
			\$		\$
Oatmeal and rolled oats.....	Cwt.	661,612	4,521,583	1,025,276	5,830,668
Cereal foods, prepared.....	-	-	1,782,510	-	1,056,883
TOTAL.....	-	-	6,304,093	-	6,887,551

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Table 7. Monthly Employment of Wage-earners.

	1948			1947		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	557	293	850	652	316	968
February.....	532	261	793	624	310	934
March.....	561	248	809	621	309	930
April.....	563	305	868	633	336	969
May.....	595	353	948	610	317	927
June.....	643	394	1,037	592	457	1,049
July.....	684	438	1,122	593	431	1,024
August.....	677	395	1,072	582	429	1,011
September.....	642	374	1,016	587	433	1,020
October.....	600	351	951	550	291	841
November.....	598	338	936	514	327	841
December.....	591	314	905	493	293	786
MONTHLY AVERAGE.....	603	339	942	587	353	940

Table 8. 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 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
CANADA 1946....	163	72	505,602	596	325	1,556,708	759	397	2,062,310
<b>1947</b>									
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	9,570	8	8	18,842	13	10	28,412
<b>1948</b>									
CANADA.....	125	73	533,521	603	339	1,837,132	728	412	2,370,653
Ontario.....	109	59	476,679	525	266	1,617,752	634	325	2,094,431
Manitoba.....	4	-	13,000	8	7	18,739	12	7	31,739
British Columbia	5	2	7,603	4	2	7,139	9	4	14,742
Other Provinces	7	12	36,239	66	64	193,502	73	76	229,741

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Table 9. - Power Equipment.

Classes of Power	1948		1947	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and turbines --				
In Use.....	2	45	2	45
Idle.....	1	110	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.....	1,123	5,071	997	4,814
Idle.....	84	590	96	602
TOTAL POWER AVAILABLE FOR MANUFACTURING.....	1,210	5,816	1,096	5,571
Stationary boilers (In Use.....)	5	788	5	788
(Idie.....)	2	443	2	443

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1948		1947	
		Quantity	Cost Value	Quantity	Cost Value
	Ton		\$		\$
Coal, bituminous.....	(2000 lb.)	9,887	94,868	10,317	88,892
Coal, anthracite.....	"	46	575	185	2,505
Coal, sub-bituminous.....	"	7	81	16	173
Coke.....	"	465	7,608	406	5,535
Gasoline x .....	Imp. Gal.	15,148	5,000	15,528	4,697
Fuel oil.....	" "	2,378	428	25,806	2,506
Gas, manufactured.....	M. cu. ft.	22,622	18,517	29,174	24,596
Gas, natural.....	" "	21,605	15,593	32,220	19,476
Wood.....	Cord	2	12	6	34
Other fuel.....	-	-	6,600	-	-
TOTAL COST OF FUEL.....	-	-	149,282	-	148,414
Electricity purchased (including service charges).....	Kw. H.	13,283,425	80,402	15,842,548	81,866
TOTAL COST OF FUEL AND ELECTRICITY.....			229,684	-	230,280

x Includes gasoline used in cars and trucks.

THE BREAKFAST FOODS INDUSTRY IN CANADA, 1948

List of Firms Reporting the Manufacture of Breakfast Foods in 1948.

Dr. Jackson Foods Limited,	Longueuil, Quebec
Kreemy Puff Foods,	460 Panet St., Montreal, Que.
Arthur Black Farmer Foods, Ltd.	138 Ossington Ave., Toronto, Ont.
Canadian Postum Co. Limited,	Windsor, Ont.
The Canadian Shredded Wheat Co. Ltd.	Niagara Falls, Ont.
Durum Cereals, Limited,	858 Dupont Street, Toronto, Ont.
Kellogg Company of Canada, Limited	1097 Dundas St., E., London, Ont.
John MacKay Company	Bowmanville, Ont.
Prairie Cereal Foods,	369 Sorauren Ave., Toronto, 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.
Sunny Boy Limited	Camrose, Alta.
Cereal Health Foods Co. (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) Ltd.	1040 Hamilton Street, Vancouver, B.C.



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