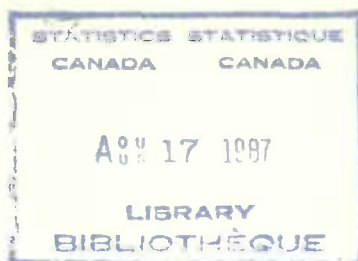


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Mr. Bain.

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THE BREAKFAST FOODS INDUSTRY  
1950



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## NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada—mining, forestry and fishing; (b) manufacturing; (c) construction, and (d) merchandising and services.

For the purpose of annual compilation and publication, the manufacturing industries have been classified into major groups, prefaced by two reports of a general nature, as follows:

- I Summary Report on Manufacturing Industries
- II Manufacturing Industries by Geographical Distribution
- III Foods and Beverages
- IV Tobacco and Tobacco Products
- V Rubber Products
- VI Leather Products
- VII Miscellaneous Manufactures
- VIII Textiles
- IX Wood and Paper Products
- X Printing Trades
- XI Operations in the Woods
- XII Iron and Steel Products
- XIII Transportation Equipment
- XIV Non-ferrous Metal Products
- XV Electrical Apparatus
- XVI Non-metallic Mineral Products
- XVII Coke and Gas—Petroleum Refining
- XVIII Chemicals and Allied Products

The present report belongs in Group III, Foods and Beverages. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A General Review, 50¢.
- B The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries, 25¢.
- C The Dairy Factory Industry, 50¢.
- D The Fish Curing and Packing Industry, 25¢.
- E The Fruit and Vegetable Preparations Industry, 35¢.
- F The Flour and Feed Milling Industry, 35¢.
- G The Breakfast Foods Industry, 25¢.
- H The Prepared Stock and Poultry Feeds Industry, 25¢.
- I The Biscuit Industry, 25¢.
- J The Bread and Other Bakery Products Industry, 25¢.
- K The Aerated Waters Industry, 25¢.
- L The Distilled Liquor Industry, 25¢.
- M The Brewing Industry, 25¢.
- N The Wine Industry, 25¢.
- O The Confectionery, Cocoa, Chocolate and Chewing Gum Industries, 25¢.
- P The Sugar Refining Industry, 25¢.
- Q The Macaroni and Kindred Products Industry, 25¢.
- R The Miscellaneous Foods Industry, 25¢.
- S The Canned Foods Summary, 25¢.

# THE BREAKFAST FOODS INDUSTRY

## 1950

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 1950, 7 were located in Ontario, 3 in Quebec, 3 in Manitoba, 1 in Saskatchewan, 3 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,148 persons who were paid \$2,712,299 in salaries and wages. They also spent \$8,836,478 for materials, and produced goods with a selling value at the factory of \$19,095,086. This industry is practically confined

to the province of Ontario which is responsible for 89 per cent of the total value of production.

Production in 1950 totalled 67,758,366 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$14,793,730, unprepared breakfast foods 9,157,244 pounds, valued at \$1,085,116 and other products to the value of \$3,216,240, making a total production for the industry amounting to \$19,095,086. 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 an increase in the physical volume of production, and also in the dollar value. The output of prepared breakfast foods increased by 1,745,238 pounds or less than 3 per cent, while unprepared breakfast cereals increased by 821,723 pounds.

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

TABLE 1. Principal Statistics of the Prepared Breakfast Foods Industry, 1939-1950

Year and Province	Establishments	Capital Invested	Employees	Salaries and Wages	Fuel and Electricity	Cost of Materials Used	Selling Value of Products
	No.	\$	No.	\$	\$	\$	\$
1939 .....	36	4,786,352	794	923,837	182,287	2,910,687	9,209,578
1940 .....	32	6,104,882	696	893,325	152,404	2,730,385	7,645,254
1941 .....	34	5,726,633	740	1,021,914	189,084	3,413,767	8,923,663
1942 .....	34	6,830,144	722	1,127,278	200,053	4,267,211	10,485,564
1943 .....	34	7,145,901	1,018	1,583,441	264,334	6,350,264	14,072,167
1944 .....	29	1	926	1,534,522	242,057	6,048,985	12,230,841
1945 .....	24	1	991	1,681,149	252,283	6,182,569	13,717,791
1946 .....	23	1	1,156	2,062,310	233,533	7,535,527	14,955,222
1947 .....	19	1	1,158	2,238,557	230,280	7,815,285	15,242,203
1948 .....	20	1	1,140	2,370,653	229,684	8,146,467	15,278,827
1949							
Canada .....	20	1	1,154	2,554,983	290,414	8,702,820	18,411,631
Ontario .....	8	1	987	2,258,735	270,928	7,438,367	15,974,598
Manitoba .....	3	1	23	34,468	3,243	329,334	725,229
Alberta .....	3	1	24	46,347	1,199	134,956	296,616
British Columbia .....	3	1	14	14,155	1,000	46,681	63,988
Other Provinces .....	3	1	106	201,280	14,044	753,482	1,351,200
1950							
Canada .....	20	1	1,148	2,712,299	327,619	8,836,478	19,095,086
Ontario .....	7	1	999	2,441,179	307,983	7,625,727	17,003,263
Manitoba .....	3	1	22	36,547	3,425	387,772	828,498
Alberta .....	3	1	26	43,144	934	152,414	297,643
British Columbia .....	3	1	15	18,887	1,072	51,523	76,647
Other Provinces .....	4	1	86	172,542	14,205	619,042	889,035

1. Not collected.



**TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, 1949 and 1950 by Size of Establishment Groups**

Establishments having a production of:	Establishments	Employees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	No.	\$	\$	\$
<b>1949</b>					
Under \$5,000 .....	1	31	28,404	54,647	106,549
\$5,000 to \$24,999 .....	8				
\$25,000 to \$49,999 .....	3				
\$50,000 to \$99,999 .....	—	—	—	—	—
\$100,000 to \$499,999 .....	2	37	65,981	446,587	978,526
\$500,000 to \$999,999 .....	1				
\$1,000,000 and over .....	5	1,068	2,434,735	8,136,321	17,223,398
<b>Total .....</b>	<b>20</b>	<b>1,154</b>	<b>2,534,985</b>	<b>8,702,820</b>	<b>18,411,631</b>
<b>1950</b>					
Under \$5,000 .....	1	28	29,504	42,375	100,312
\$5,000 to \$24,999 .....	7				
\$25,000 to \$49,999 .....	3				
\$50,000 to \$99,999 .....	1	112	227,913	1,171,617	1,974,990
\$100,000 to \$499,999 .....	2				
\$500,000 to \$999,999 .....	2				
\$1,000,000 and over .....	4	989	2,427,335	7,550,205	16,905,263
<b>Total .....</b>	<b>20</b>	<b>1,148</b>	<b>2,712,299</b>	<b>8,836,478</b>	<b>19,095,086</b>

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.

**TABLE 3. Production by Items, Classified under the Prepared Breakfast Foods Industry, 1949 and 1950**

Products <sup>1</sup>	1949		1950	
	Quantity	Selling Value at the Factory	Quantity	Selling Value at the Factory
	pounds	\$	pounds	\$
Prepared Breakfast Foods, (ready for serving):				
Corn flakes .....	23,367,710	5,224,636	23,652,307	5,482,310
Wheat flakes .....	4,632,165	960,345	4,834,824	964,282
Bran flakes .....	3,970,334	780,349	5,317,862	1,080,829
Puffed grains .....	12,618,934	3,622,394	12,614,198	3,491,845
Other .....	21,423,985	3,638,235	21,339,175	3,774,464
<b>Total .....</b>	<b>66,013,128</b>	<b>14,225,959</b>	<b>67,758,366</b>	<b>14,793,730</b>
Unprepared breakfast cereals .....	8,335,521	979,135	9,157,244	1,085,116
Prepared flour and prepared cake mixtures .....	13,459,788	1,661,263	14,991,756	1,972,966
Hominy feed and other stock feeds .....	(14,531 tons)	718,322	(9,956 tons)	570,344
Other products and by-products .....	—	826,952	—	672,930
<b>Total .....</b>	<b>—</b>	<b>18,411,631</b>	<b>—</b>	<b>19,095,086</b>

1. 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"

TABLE 4. Materials Used by Quantity and Cost Value 1949 and 1950

Materials	1949		1950	
	Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
		\$		\$
Wheat .....	bu. 607, 139	1, 378, 162	628, 450	1, 283, 657
Rye .....	" 6, 520	15, 766	6, 090	10, 577
Barley .....	" 22, 883	42, 304	53, 533	103, 939
Buckwheat .....	" —	—	—	—
Oats .....	" 1, 485	2, 525	1, 040	2, 118
Corn .....	" 955, 914	1, 677, 709	857, 535	1, 467, 312
Corn grits .....	lb. 2, 187, 472	132, 681	1, 522, 200	81, 008
Rice and rice meal .....	" 7, 307, 182	780, 726	7, 919, 128	797, 267
Bran .....	" 7, 559, 406	240, 724	8, 462, 464	277, 866
Flour (wheat, etc.) .....	" 15, 575, 890	842, 038	14, 363, 187	730, 585
Flax .....	" 84, 779	7, 911	113, 488	8, 924
Wheat germ, wheatlets, etc. ....	" 5, 133, 950	256, 811	6, 028, 349	319, 084
Other grains, meals, etc. ....	" 810	104	—	—
Malt and malt flour .....	" 1, 447, 425	92, 622	961, 806	67, 392
Malt extract and syrup .....	" 10, 705	595	196	11
Sugar .....	" 4, 134, 950	343, 519	4, 824, 012	435, 829
Glucose and dextrose .....	" 14, 113	1, 246	51, 266	4, 647
Salt .....	" 1, 559, 967	15, 351	1, 647, 736	16, 871
Shortening (oils, etc.) .....	" 602, 465	153, 462	564, 140	151, 677
Containers and packaging material .....	—	2, 434, 366	—	2, 658, 108
All other materials .....	—	284, 198	—	419, 606
Total cost of materials .....	—	3, 722, 320	—	3, 826, 178

TABLE 5. Imports of Cereal Foods, 1949 and 1950

Product	1949		1950	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats .....	lb. 40, 485	8, 227	2, 174	246
Cereal foods, prepared, in packages .....	" 683, 690	116, 586	334, 891	94, 528
Cereal foods, prepared, n.o.p. ....	—	165, 066	—	165, 049
Total .....	—	289, 879	—	259, 823

TABLE 6. Exports of Cereal Foods, 1949 and 1950

Product	1949		1950	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats .....	cwt. 187, 002	1, 476, 472	202, 028	1, 647, 425
Cereal foods, prepared .....	—	191, 549	—	175, 331
Total .....	—	1, 668, 021	—	1, 822, 756

TABLE 7. Monthly Employment of Wage-earners, 1949 and 1950

	1949			1950		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	579	326	905	555	310	865
February .....	572	324	896	560	323	883
March .....	585	307	892	605	342	947
April .....	596	358	954	640	360	1,000
May .....	611	373	984	650	341	991
June .....	636	403	1,039	692	362	1,054
July .....	653	426	1,079	654	369	1,023
August .....	655	387	1,042	700	349	1,049
September .....	634	351	985	612	387	999
October .....	622	335	957	608	304	912
November .....	559	254	813	593	273	866
December .....	542	263	805	586	303	889
Monthly average .....	604	341	945	622	336	958

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
1939 .....	114	44	230,871	452	184	692,966	566	228	923,837
1940 .....	152	50	338,815	350	144	554,510	502	194	893,325
1941 .....	157	46	355,720	355	182	666,194	512	228	1,021,914
1942 .....	107	40	304,809	326	172	738,682	433	212	1,043,491
1943 .....	134	69	392,104	493	322	1,191,337	627	391	1,583,441
1944 .....	115	69	376,579	455	287	1,157,943	570	356	1,534,522
1945 .....	117	74	399,675	459	341	1,281,474	576	415	1,681,149
1946 .....	163	72	505,602	596	325	1,556,708	759	397	2,062,310
1947 .....	145	73	546,589	587	353	1,691,968	732	426	2,238,557
1948 .....	125	73	533,521	603	339	1,832,132	728	412	2,370,653
1949									
Canada .....	120	89	573,742	604	341	1,981,243	724	430	2,554,985
Ontario .....	95	71	470,703	540	281	1,788,032	635	352	2,258,735
Manitoba .....	5	1	15,774	10	7	18,694	15	8	34,468
Alberta .....	5	2	20,803	6	11	25,544	11	13	46,347
British Columbia .....	4	4	7,165	3	3	6,990	7	7	14,155
Other Provinces .....	11	11	59,297	45	39	141,983	56	50	201,280
1950									
Canada .....	109	81	563,624	622	336	2,148,675	731	417	2,712,299
Ontario .....	86	65	473,369	564	284	1,967,810	650	349	2,441,179
Manitoba .....	5	1	15,600	9	7	20,947	14	8	36,547
Alberta .....	5	2	17,010	7	12	26,134	12	14	43,144
British Columbia .....	3	3	7,600	5	4	11,287	8	7	18,887
Other Provinces .....	10	10	50,045	37	29	122,497	47	39	172,542



## List of Firms Reporting the Manufacture of Breakfast Foods in 1950

List of Firms	Location of Plant
Eastern Cereal Food Products Co. Ltd. ....	Richelieu, Que.
Dr. Jackson Foods Limited .....	Longueuil, Quebec
Kreemy Puff Foods .....	460 Panet St., Montreal, Que.
Arthur Black Farmer Foods, Ltd. ....	138 Ossington Ave., Toronto, Ont.
General Foods, Limited .....	Windsor, Ont.
The Canadian Shredded Wheat Co. Ltd. ....	Niagara Falls, Ont.
Durum Cereals, Limited .....	4 Shaftesbury Place, Toronto, Ont.
Kellogg Company of Canada, Limited .....	1097 Dundas St. E., London, Ont.
John MacKay Milling Ltd. ....	Bowmanville, Ont.
The Quaker Oats Co. of Canada, Ltd. (Cereal Division) ....	Peterborough, Ont.
The Cream of Wheat Corporation .....	312 Chambers Street, Winnipeg, Man.
Golden West Cereal Company .....	38½ Maple St., Winnipeg, Man.
Malden Cereal Company .....	157 Higgins Avenue, Winnipeg, Man.
Redberry Food Products, Limited .....	1202-3rd Ave. N., Saskatoon, Sask.
Gas City Flour Mill Co. Ltd. ....	Medicine Hat, Alta.
Prairie Cereals, Limited .....	8625 Stadium Road, Edmonton, Alta.
Sunny Boy Limited .....	Camrose, Alta.
Melograin Milling Co. Ltd. ....	425 Industrial Avenue, Vancouver, B.C.
Rockhill Food Products Ltd. (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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