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THE PREPARED BREAKFAST FOODS INDUSTRY

1951

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries, **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries which they comprise.

Volume II consists of the following parts, the first two of which deal with manufacturing as a whole and the balance with the major manufacturing groups.

- I—General Review of the Manufacturing Industries, \$1.50.
- II—The Manufacturing Industries, by Provinces
 - Section 1. Principal Statistics of Major Industrial Groups and Leading Industries, 50¢.
 - Section 2. Principal Statistics of Individual Industries, 75¢.
 - Section 3. Principal Statistics by Regional Distribution, 75¢.
- III—Foods and Beverages
- IV—Tobacco and Tobacco Products
- V—Rubber Products
- VI—Leather Products
- VII—Textiles
- VIII—Wood and Paper Products
- IX—Printing Trades
- X—Iron and Steel Products
- XI—Transportation Equipment
- XII—Non-ferrous Metal Products
- XIII—Electrical Apparatus and Supplies
- XIV—Non-metallic Mineral Products
- XV—Products of Petroleum and Coal
- XVI—Chemicals and Allied Products
- XVII—Miscellaneous Manufactures

The present report belongs in Part 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, 25¢
- B—The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries, 25¢.
- C—The Dairy Products Industry, 25¢.
- D—The Fish Processing Industry, 25¢.
- E—The Fruit and Vegetable Preparations Industry, 25¢.
- F—The Flour and Feed Milling Industries, 25¢.
- G—The Prepared 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 Carbonated Beverages Industry, 25¢.
- L—The Distilling Industry, 25¢.
- M—The Brewing Industry, 25¢.
- N—The Wine Industry, 25¢.
- O—The Confectionery Industry, 25¢.
- P—The Sugar Refining Industry, 25¢.
- Q—The Macaroni and Kindred Products Industry, 25¢.
- R—The Miscellaneous Food Preparations Industry, 25¢.
- S—The Canned Foods Summary, 25¢.

THE PREPARED BREAKFAST FOODS INDUSTRY

1951

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 prepared breakfast foods 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 prepared breakfast foods industry in 1951, 7 were located in Ontario, 4 in Quebec, 2 in Manitoba, 1 in Saskatchewan, 3 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,254 persons who were paid \$3,586,673 in salaries and wages. They also spent \$11,179,392 for materials, and produced goods with a selling value at the factory of \$23,695,909. This industry is

practically confined to the province of Ontario which is responsible for nearly 90 per cent of the total value of production.

Production in 1951 totalled 74,681,345 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$18,565,787, unprepared breakfast foods 9,082,312 pounds, valued at \$1,087,669 and other products to the value of \$4,042,453, making a total production for the industry amounting to \$23,695,909. 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 6,922,979 pounds or over 12 per cent, while unprepared breakfast cereals decreased by 74,932 pounds.

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

TABLE 1. Principal Statistics of the Prepared Breakfast Foods Industry, 1939-1951

Year and Province	Establishments	Capital Invested	Employees	Salaries and Wages	Fuel and Electricity	Cost of Materials Used	Gross Value of Products
	NO.	\$	NO.	\$	\$	\$	\$
1939	33	4,780,352	794	923,837	182,287	2,910,687	9,209,578
1940	32	5,104,882	696	593,325	152,404	2,730,385	7,645,254
1941	34	5,726,633	740	1,021,914	169,084	3,413,767	8,923,663
1942	34	6,830,144	722	1,127,278	200,653	4,267,211	10,435,564
1943	34	7,145,901	1,013	1,583,441	264,334	6,350,264	14,072,167
1944	25		925	1,534,522	242,057	6,048,965	12,230,841
1945	24		991	1,631,149	252,283	6,162,569	13,717,791
1946	23	Not	1,156	2,062,316	233,533	7,535,527	14,955,222
1947	19	Collected	1,156	2,236,557	230,260	7,815,285	15,242,203
1948	20		1,140	2,370,653	229,684	8,146,407	15,278,827
1949	20		1,154	2,554,965	250,414	8,702,820	18,411,631
1950							
Canada	20		1,148	2,712,299	327,619	8,836,478	19,095,086
Ontario	7	Not	999	2,441,179	307,983	7,625,727	17,003,263
Manitoba	3	Collected	22	35,547	3,425	387,772	828,498
Alberta	3		26	43,144	934	152,414	297,643
British Columbia	3		15	18,387	1,072	51,523	76,947
Other Provinces	4		86	172,542	14,205	619,042	889,035
1951							
Canada	20		1,254	3,586,673	337,494	11,179,392	23,695,909
Ontario	7	Not	1,107	3,303,944	316,504	9,959,072	21,219,542
Alberta	3	Collected	27	48,492	1,404	182,394	339,199
British Columbia	3		13	22,170	1,010	69,702	92,421
Other Provinces	7		107	212,067	18,576	968,224	2,041,747

TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, 1950 and 1951 by Size of Establishment Groups

Establishments having a production of:	Establishments	Employees	Salaries and Wages	Cost of Materials Used	Gross Value of Products
	No.	No.	\$	\$	\$
1950					
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
Total	20	1,148	2,712,299	8,836,478	19,095,086
1951					
Under \$5,000	1	18	22,659	42,217	92,503
\$5,000 to \$24,999	5				
\$25,000 to \$49,999	5				
\$50,000 to \$99,999	—	49	90,654	695,192	1,259,159
\$100,000 to \$499,999	3				
\$500,000 to \$999,999	1				
\$1,000,000 and over	5	1,161	3,430,912	10,316,293	22,150,524
Total	20	1,254	3,586,673	11,179,392	23,695,909

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, 1950 and 1951

Products ¹	1950		1951	
	Quantity	Selling Value at the Factory	Quantity	Selling Value at the Factory
	pounds	\$	pounds	\$
Prepared Breakfast Foods, (ready for serving):				
Corn flakes	23,652,307	5,482,310	24,285,388	6,083,904
Wheat flakes	4,834,824	964,282	4,200,397	1,006,766
Bran flakes	5,317,862	1,080,829	5,307,237	1,218,869
Puffed grains	12,614,198	3,491,845	18,019,631	5,795,048
Other	21,339,175	3,774,464	22,868,692	4,461,200
Total	67,758,366	14,793,730	74,681,345	18,565,787
Unprepared breakfast cereals	9,157,244	1,085,116	9,082,312	1,087,669
Prepared flour and prepared cake mixtures	14,991,756	1,972,966	14,423,245	2,061,997
Hominy feed and other stock feeds	(9,956 tons)	570,344	(14,583 tons)	1,008,717
Other products and by-products	—	672,930	—	971,739
Total	—	19,095,086	—	23,695,909

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 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 1950 and 1951

Materials	1950		1951	
	Quantity	Cost Value at the Works	Quantity	Cost Value at the Works
		\$		\$
Wheat.....	628,450	1,283,657	701,602	1,490,118
Rye.....	6,090	10,577	5,393	12,506
Barley.....	53,533	103,939	99,737	168,063
Buckwheat.....	—	—	10,146	19,500
Oats.....	1,040	2,118	40,912	33,860
Corn.....	857,535	1,467,312	974,148	2,098,555
Corn grits.....	1,522,200	81,008	4,674,500	243,163
Rice and rice meal.....	7,919,128	797,267	7,632,912	847,243
Bran.....	8,462,464	277,866	8,778,083	296,995
Flour (wheat, etc.).....	14,363,187	730,585	13,416,431	695,339
Flax.....	113,488	8,924	115,012	11,150
Wheat germ, wheatlets, etc.....	6,028,349	319,084	5,753,292	285,272
Other grains, meals, etc.....	—	—	—	137
Malt and malt flour.....	961,806	67,392	1,028,714	75,788
Malt extract and syrup.....	196	11	—	—
Sugar.....	4,824,012	435,829	6,936,795	699,251
Glucose and dextrose.....	51,266	4,647	56,417	5,556
Salt.....	1,647,736	16,871	1,703,560	18,285
Shortening (oils, etc.).....	564,140	151,677	636,395	183,761
Containers and packaging material.....	—	2,658,108	—	3,449,231
All other materials.....	—	419,606	—	545,619
Total cost of materials.....	—	8,836,478	—	11,170,202

TABLE 5. Imports of Cereal Foods, 1950 and 1951

Product	1950		1951	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats.....	2,174	246	15,950	1,879
Cereal foods, prepared, in packages.....	334,891	94,528	1,109,751	324,022
Cereal foods, prepared, n.o.p.....	—	165,049	—	240,469
Total.....	—	259,823	—	566,370

TABLE 6. Exports of Cereal Foods, 1950 and 1951

Product	1950		1951	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats.....	202,028	1,647,425	175,443	1,444,967
Cereal foods, prepared.....	—	175,331	—	589,879
Total.....	—	1,822,756	—	2,034,846

TABLE 7. Monthly Employment of Wage-earners, 1950 and 1951

	1950			1951		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	555	310	865	566	323	889
February	560	323	883	580	339	919
March	605	342	947	632	359	991
April	640	360	1,000	656	356	1,012
May	650	341	991	664	360	1,044
June	692	362	1,054	703	452	1,155
July	654	369	1,023	705	476	1,181
August	700	349	1,049	725	481	1,206
September	612	387	999	683	492	1,175
October	608	304	912	668	435	1,103
November	593	273	866	596	276	872
December	586	303	889	604	308	912
Monthly average	622	336	958	651	389	1,040

TABLE 8. Employment by Number, Sex and Remuneration, 1938-1951

	Salaried Employees			Wage-earners (Monthly Averages)			Total Employees Salaries and Wages		
	Male	Female	Total Salaries	Male	Female	Total Wages	Male	Female	Total 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	736,682	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	726	412	2,370,653
1949	120	89	573,742	604	341	1,981,243	724	430	2,554,985
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	7,000	5	4	11,287	8	7	18,687
Other Provinces	10	10	50,045	37	29	122,497	47	39	172,542
1951									
Canada	124	90	717,756	651	389	2,868,917	775	479	3,586,673
Ontario	102	75	629,482	600	330	2,674,462	702	405	3,303,944
Alberta	4	1	17,514	8	14	30,978	12	15	48,492
British Columbia	4	1	10,000	3	5	12,170	7	6	22,170
Other Provinces	14	13	60,760	40	40	151,307	54	53	212,067

List of Firms Reporting the Manufacture of Breakfast Foods in 1951

List of Firms	Location of Plant
Eastern Cereal Food Products Co. Ltd.	Richelieu, Que.
Dr. Jackson Foods Limited	Longueuil, Que.
Kreemy Puff Foods	460 Panet St., Montreal, Que.
Empire Milling Co.	1451 Prefontaine 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.
Malden Cereal Company and Golden West Cereal Company	38½ Maple St., Winnipeg, Man.
Redberry Food Products, Limited	1202 - 3rd Ave. N., Saskatoon, Sask.
Kips Products	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.	134 West 1st Street, North Vancouver, B.C.
Superior Health Food Company (1932) Ltd.	1040 Hamilton Street, Vancouver, B.C.

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