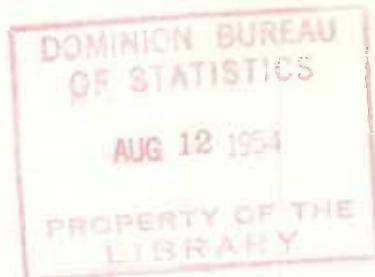


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THE PREPARED BREAKFAST FOODS INDUSTRY

1953

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: Volume I — The Primary Industries, including mining, forestry and fisheries; Volume II—Manufacturing; Volume III—Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries or provinces 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 of Canada, (7 sections, as follows:)
 - Section A. Summary for Canada, 25¢
 - Section B. Atlantic Provinces, 25¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 25¢
 - Section F. British Columbia, 25¢
 - Section G. The Manufacturing Industries of Canada,
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 Milling Industry, 25¢
- G—The Prepared Breakfast Foods Industry, 25¢
- H—The 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

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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.

Beginning in 1952, the Bureau changed its policy with regard to the collection of statistics on the production of manufactured goods. Firms in several industries, where year-end inventory changes were known to be insignificant, were requested to report value of shipments f.o.b. plant instead of gross value of production. This changeover should result in better consumption data and should, eventually, provide industry with better statistics for economic analysis.

There were 18 establishments reporting in the prepared breakfast foods industry in 1953, 7 were

located in Ontario, 3 in Quebec, 2 in Manitoba, 1 in Saskatchewan, 2 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,329 persons who were paid \$4,005,639 in salaries and wages and spent \$9,963,960 for materials. This industry is practically confined to the province of Ontario which is responsible for nearly 90 per cent of the total value of production.

Shipments in 1953 totalled 72,483,467 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$20,480,641, unprepared breakfast foods 8,550,485 pounds, valued at \$1,080,547 and other products to the value of \$3,303,316. Unprepared cereal products, such as oatmeal, rolled oats, etc. are mainly produced in the flour milling industry and the total production is not shown in this report.

For the first time since 1948, firms were requested in 1953 to report Power Equipment and Fuel Consumption. The results of this survey are shown in Tables 9 and 10.

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

TABLE 1. Principal Statistics of the Prepared Breakfast Foods Industry, 1939-1953¹

Year and Province	Establishments	Capital Invested	Employees	Salaries and wages	Fuel and Electricity	Cost of Materials Used	Gross 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		926	1,534,522	242,057	6,048,985	12,230,841
1945	24		991	1,681,149	252,283	6,182,569	13,717,791
1946	23		1,156	2,062,310	233,533	7,535,527	14,955,222
1947	19	Not Collected	1,158	2,238,557	230,280	7,815,285	15,242,203
1948	20		1,140	2,370,653	229,684	8,146,467	15,278,827
1949	20		1,154	2,554,985	290,414	8,702,820	18,411,631
1950	20		1,148	2,712,299	327,619	8,836,478	19,095,086
1951	20		1,254	3,586,673	337,494	11,179,392	23,695,909
1952							
Canada	19		1,373	3,991,363	352,508	10,818,892	24,636,246 ²
Ontario	7	Not Collected	1,241	3,692,064	340,799	9,616,524	22,099,613 ²
Alberta	3		28	54,581	1,485	195,470	378,130 ²
British Columbia.....	3		13	21,710	1,538	60,929	110,509 ²
Other Provinces	6		91	223,008	8,686	945,969	2,047,994 ²
1953							
Canada	18		1,329	4,005,639	371,992	9,963,960	24,864,504 ²
Ontario	7	Not Collected	1,206	3,718,476	361,962	8,780,019	22,205,492 ²
British Columbia.....	3		15	22,857	986	65,651	99,521 ²
Other Provinces	8		108	264,306	9,044	1,118,290	2,559,491 ²

1. 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.

2. Beginning 1952, gross value of production is replaced by gross value of shipments f.o.b. plant. (See text above).

FOODS AND BEVERAGES

**TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, 1952 and 1953
by Size of Establishment Groups**

Establishments having a production of:	Establishments	Employees	Salaries and Wages	Cost of Materials Used	Value of Shipments
	No.	No.	\$	\$	\$
1952					
Under \$5,000.....	1	12	16,381	24,322	63,330
\$5,000 to \$24,999	4 }				
\$25,000 to \$49,999	3	12	22,952	64,221	106,540
\$50,000 to \$99,999	2				
\$100,000 to \$499,999	3 }	63	125,941	745,650	1,448,230
\$500,000 to \$999,999	1				
\$1,000,000 and over.....	5	1,286	3,826,089	9,984,699	23,018,146
Total	19	1,373	3,991,363	10,818,892	24,636,246
1953					
Under \$5,000.....	1	8	11,330	18,967	42,308
\$5,000 to \$24,999	3 }				
\$25,000 to \$49,999	3	13	23,692	62,877	100,998
\$50,000 to \$99,999	3	19	29,335	104,901	175,993
\$100,000 to \$499,999	2 }	36	92,094	562,582	1,172,374
\$500,000 to \$999,999	1				
\$1,000,000 and over.....	5	1,253	3,849,188	9,214,633	23,372,831
Total	18	1,329	4,005,639	9,963,960	24,864,504

TABLE 3. Shipments Classified under the Prepared Breakfast Foods Industry, 1952 and 1953

Products ¹	1952		1953	
	Quantity	Value of Shipments f.o.b. plant	Quantity	Value of Shipments f.o.b. plant
	pounds	\$	pounds	\$
Prepared Breakfast Foods, (ready for serving):				
Corn flakes	24,080,349	6,986,593	24,341,203	7,050,241
Wheat and bran flakes	8,884,376	2,334,313	9,338,007	2,444,975
Puffed grains	15,303,342	5,411,617	15,150,456	5,708,918
Other	23,956,868	5,089,555	23,653,801	5,276,507
Total	72,224,935	19,822,078	72,483,467	20,480,641
Unprepared breakfast cereals	8,982,539	1,094,300	8,550,485	1,080,547
Prepared flour, cake, and pastry mixtures, etc.....	15,457,949	2,552,178	12,160,219	2,192,199
Hominy feed and other stock feeds	(9,323 tons)	625,461	(11,616 tons)	689,326
Other products and by-products	—	542,229	—	421,791
Total	—	24,636,246	—	24,864,504

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 "General Review of the Manufacturing Industries of Canada".

TABLE 4. Materials Used by Quantity and Cost Value 1952 and 1953

Materials	1952		1953		
	Quantity	Cost Value at the Works	Quantity	Cost Value at the Works	
		\$		\$	
Wheat	bu.	707,017	1,572,084	693,990	1,458,626
Rye	"	7,571	15,787	6,184	10,916
Barley	"	68,615	123,484	43,118	78,494
Buckwheat	"	5,806	16,893	4,615	13,709
Oats	"	42,480	31,392	937	1,912
Corn	"	610,585	1,258,803	964,632	1,671,700
Corn grits	lb.	13,283,380	674,555	848,300	43,885
Rice and rice meal	"	7,325,524	802,716	8,744,888	1,061,956
Bran	"	8,233,889	294,393	6,801,843	207,820
Flour (wheat, etc.)	"	8,366,790	399,425	10,455,243	488,824
Flax	"	95,260	8,358	79,614	6,478
Wheat germ, wheatlets, etc.	"	5,764,857	286,913	5,721,133	280,150
Other grains, meals, etc.	"	—	188	—	204
Malt and malt flour	"	1,020,787	72,185	1,098,065	70,090
Malt extract and syrup	"	11,237	1,673	11,566	1,619
Sugar	"	7,732,119	721,003	7,082,542	584,283
Glucose and dextrose	"	60,483	5,805	21,919	1,761
Salt	"	1,721,492	19,051	1,730,351	18,735
Shortening (oils, etc.)	"	745,823	160,020	542,563	108,441
Containers and packaging material	—	—	3,595,639	—	3,392,356
All other materials	—	—	758,525	—	462,001
Total cost of materials	—	—	10,818,892	—	9,963,960

TABLE 5. Imports of Cereal Foods, 1952 and 1953

Product	1952		1953		
	Quantity	Value	Quantity	Value	
Oatmeal and rolled oats	lb.	34,825	3,340	425,175	40,266
Cereal foods, prepared, in packages	"	804,781	196,415	1,980,699	560,842
Cereal foods, prepared, n.o.p.	"	—	209,593	—	281,231
Total	"	—	409,348	—	882,339

TABLE 6. Exports of Cereal Foods, 1952 and 1953

Product	1952		1953		
	Quantity	Value	Quantity	Value	
Oatmeal and rolled oats	cwt.	115,263	917,368	84,965	638,933
Cereal foods, prepared	—	—	187,821	—	66,776
Total	—	—	1,105,189	—	705,709

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TABLE 7. Monthly Employment of Wage-earners, 1952 and 1953

	1952			1953		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	654	377	1,031	705	373	1,078
February	669	379	1,048	715	363	1,078
March	671	380	1,051	728	348	1,076
April	724	431	1,155	748	393	1,141
May	732	458	1,190	558	356	914
June	774	452	1,226	567	384	951
July	771	518	1,289	711	441	1,152
August	757	490	1,247	765	444	1,209
September	719	479	1,198	756	448	1,204
October	710	396	1,106	738	396	1,134
November	669	265	934	710	334	1,044
December	657	351	1,008	704	350	1,054
Monthly average	707	416	1,123	701	385	1,086

TABLE 8. Employment by Number, Sex and Remuneration, 1938-1953

	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	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	1,837,132	728	412	2,370,653
1949	120	89	573,742	604	341	1,981,243	724	430	2,554,985
1950	109	81	563,624	622	336	2,148,675	731	417	2,712,299
1951	124	90	717,756	651	389	2,868,917	775	479	3,586,673
1952									
Canada	154	96	884,271	707	416	3,107,092	861	512	3,991,363
Ontario	132	85	795,274	663	361	2,896,790	795	446	3,692,064
Alberta	5	2	18,221	8	13	36,360	13	15	54,581
British Columbia	4	1	8,800	4	4	12,910	8	5	21,710
Other Provinces	13	8	61,976	32	38	161,032	45	46	223,008
1953									
Canada	150	93	948,227	701	385	3,057,412	851	478	4,005,639
Ontario	133	82	857,842	656	335	2,860,634	789	417	3,718,476
British Columbia	5	1	9,520	3	6	13,337	8	7	22,857
Other Provinces	12	10	80,865	42	44	183,441	54	54	264,306

TABLE 9. Power Equipment, 1953

Description	Ordinarily in use		In reserve or idle		\$
	Number of units	Total h.p. (according to manufacturers' rating)	Number of units	Total h.p. (according to manufacturers' rating)	
Steam engines.....	1	10	1	10	
Steam turbines	—	—	—	—	
Diesel engines	—	—	1	1,600	
Gasoline, gas and oil engines, other than Diesel engines ...	—	—	—	—	
Hydraulic turbines or water wheels.....	—	—	—	—	
Electric motors:					
(a) Operated by purchased power (regenerated or not)	1,875	8,034	159	766	
Total	1,876	8,044	161	2,376	
(b) Operated by power generated by prime movers reported above (regenerated or not)	—	—	—	—	
Boilers for power purposes only	3	990	2	330	
Motor-generator sets	—	—	—	—	

TABLE 10. Fuel Consumption, 1953

Kind	Unit of measure	Quantity	Cost at plant	\$
Bituminous coal:				
(a) From Canadian mines.....	tons	102	1,564	
(b) Imported	"	11,475	117,291	
Sub-bituminous coal (from Alberta mines only)	"	—	—	
Anthracite coal	"	—	—	
Lignite coal	"	20	200	
Coke (for fuel only)	"	—	—	
Gasoline, (include gasoline used in cars and trucks)	imp. gal.	30,471	11,219	
Kerosene or coal oil.....	" "	13,193	1,226	
Fuel oil (do not include lubricating oil)	" "	1,134	229	
Wood (cords of 128 cubic feet of piled wood)	cords	—	—	
Gas:				
(a) Liquefied petroleum gases (propane, etc.)	imp. gal.	—	—	
(b) Other manufactured gas	1,000 cu. ft.	32,644	33,776	
(c) Natural gas	" " "	26,651	26,462	
Other fuel (state kind and quantity)	—	—	—	
Electricity purchased (include service charge in cost):				
(a) For lighting and motors	k.w.h.	16,058,573	143,387	
(b) For other purposes	k.w.h.	3,759,635	36,638	
Total		—	371,992	



FOODS AND BEVERAGES

List of Firms Reporting in the Prepared Breakfast Foods Industry in 1953

List of Firms	Location of Plant
Eastern Cereal Food Products Co. Ltd.	Richelieu, Que.
Dr. Jackson Foods Limited	Longueuil, 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.
Cream of Wheat (Canada) Ltd.	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.
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.	845 Beach Avenue, Vancouver, B.C.
Superior Health Food Company (1932) Ltd.	1040 Hamilton Street, Vancouver, B.C.