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Mr. Dick  
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CANADA



# THE PREPARED BREAKFAST FOODS INDUSTRY 1954



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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:)
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- VIII—Knitting Mills
- IX—Clothing
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- XI—Printing Trades
- XII—Iron and Steel Products
- XIII—Transportation Equipment
- XIV—Non-ferrous Metal Products
- XV—Electrical Apparatus and Supplies
- XVI—Non-metallic Mineral Products
- XVII—Products of Petroleum and Coal
- XVIII—Chemicals and Allied Products
- XIX—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 Industries, 25¢
- C—The Dairy Products Industry, 25¢
- D—The Fish Processing Industry, 25¢
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- P—The Sugar Refining Industry, 25¢
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- R—The Miscellaneous Food Preparations Industry, 25¢
- S—The Canned Foods Summary, 25¢

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(For Printer's Use Only)

1954

# THE PREPARED BREAKFAST FOODS INDUSTRY

1954

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 17 establishments reporting in the prepared breakfast foods industry in 1954, 7 were

located in Ontario, 3 in Quebec, 2 in Manitoba, 2 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,339 persons who were paid \$4,020,334 in salaries and wages and spent \$9,790,389 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 1954 totalled 72,268,631 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$20,705,501, unprepared breakfast foods 8,946,980 pounds, valued at \$1,131,252 and other products to the value of \$3,767,394. 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.

Beginning in 1955 statistics were collected on opening and closing inventory values at each plant. The results have been summarized and are shown in Table 3.

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

TABLE 1. Principal Statistics of the Prepared Breakfast Foods Industry, Significant Years, 1930-1954, and by Provinces, 1953 and 1954

Year and Province	Establishments	Employees	Earnings	Cost at Plant of Fuel and Electricity	Cost at Plant of Materials Used	Value Added by Manufacture	Selling Value of Factory Shipments <sup>2</sup>
	No.	No.	\$	\$	\$	\$	\$
1930.....	14	453	611,645	149,029	2,553,523	3,896,890	6,599,442
1933.....	14	538	622,725	156,082	2,258,321	4,867,783	7,282,186
1937.....	34	764	896,188	194,806	4,377,758	6,888,649	11,461,213
1939.....	36	794	923,837	182,287	2,910,687	6,116,604	9,209,578
1940.....	32	696	893,325	152,404	2,730,385	4,762,465	7,645,254
1943.....	34	1,018	1,585,441	264,334	6,350,264	7,457,569	14,072,167
1944.....	29	926	1,534,522	242,057	6,048,985	5,939,799	12,230,841
1948.....	20	1,140	2,370,653	229,684	8,146,467	6,902,676	15,278,827
1950.....	20	1,148	2,712,299	327,619	8,836,478	9,930,989	19,095,086
1951.....	20	1,254	3,586,673	337,494	11,179,392	12,179,023	23,695,909
1952.....	19	1,373	3,991,363	352,508	10,818,892	13,464,846	24,636,246
1953							
Canada .....	18	1,329	4,005,639	371,992	9,963,960	14,528,552	24,864,504
Ontario .....	7	1,206	3,718,476	361,962	8,780,019	13,063,511	22,205,492
British Columbia .....	3	15	22,857	986	65,651	32,884	99,521
Other Provinces.....	8	108	264,306	9,044	1,118,290	1,432,157	2,559,491
1954							
Canada .....	17	1,339	4,020,334	314,147	9,791,577	15,498,423	25,604,147
Ontario .....	7	1,214	3,743,172	305,233	8,488,523	13,945,773	22,739,529
British Columbia .....	3	15	25,621	2,183	61,675	40,529	104,387
Other Provinces.....	7	110	251,541	6,731	1,241,379	1,512,121	2,760,231

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. Prior to 1952, the basis of collection was "Gross value of products".

## ERRATA

The Prepared Breakfast Foods Industry, 1954

Table 1, Column "Value Added by Manufacture", year 1954, should read:

Canada .....	\$ 15,088,299
Ontario .....	\$ 13,529,011
British Columbia .....	\$ 40,529
Other Provinces .....	\$ 1,518,759

**TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, Grouped according to Size of Establishments, 1953 and 1954**

Establishments having a production of:	Establishments	Employees	Earnings	Cost at Plant of Materials Used	Selling Value of Factory Shipments
	No.	No.	\$	\$	\$
<b>1953</b>					
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	100,398
\$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
<b>Total .....</b>	<b>18</b>	<b>1,329</b>	<b>4,003,639</b>	<b>9,963,960</b>	<b>24,864,504</b>
<b>1954</b>					
Under \$5,000 .....	1	8	11,250	24,946	49,187
\$5,000 to \$24,999 .....	3				
\$25,000 to \$49,999 .....	3	13	27,053	53,275	100,439
\$50,000 to \$99,999 .....	2	50	120,215	737,253	1,408,555
\$100,000 to \$499,999 .....	2				
\$500,000 to \$999,999 .....	1	1,268	3,861,816	8,976,103	24,045,966
\$1,000,000 and over .....	5				
<b>Total .....</b>	<b>17</b>	<b>1,339</b>	<b>4,020,334</b>	<b>9,791,577</b>	<b>25,604,147</b>

**TABLE 3. Inventory Values**

	Raw Materials and Supplies	Goods in Process	Finished Goods of Own Manufacture	Total Inventory
	\$	\$	\$	\$
Opening .....	2,097,744	32,229	1,435,977	3,565,950
Closing .....	1,557,273	18,924	1,025,853	2,602,050

**TABLE 4. Capital, Repair and Maintenance Expenditures, 1948-1954**  
(Figures prepared in General Assignments Division)

	Capital Expenditures			Repair and Maintenance Expenditures			Capital, Repair and Maintenance Expenditures		
	Construction	Machinery and Equipment	Sub-total	Construction	Machinery and Equipment	Sub-total	Construction	Machinery and Equipment	Total
Thousands of dollars									
1948 .....			243			554	123	674	797
1949 .....			466			492	99	859	958
1950 .....			528			520	132	916	1,048
1951 .....	Breakdown not available		1,576	Breakdown not available		811	496	1,891	2,387
1952 .....			718			654	131	1,241	1,372
1953 .....			862			723	109	1,476	1,585
1954 .....			452			699	138	1,013	1,151

TABLE 5. Factory Shipments, 1953 and 1954

Products <sup>1</sup>	1953		1954	
	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.....	24,341,203	7,050,241	25,281,190	7,401,330
Wheat and bran flakes .....	9,338,007	2,444,975	9,265,182	2,462,880
Puffed grains.....	15,150,456	5,708,918	14,782,404	5,683,144
Other .....	23,653,801	5,276,507	22,939,855	5,158,147
<b>Total .....</b>	<b>72,483,467</b>	<b>20,480,641</b>	<b>72,268,631</b>	<b>20,705,501</b>
Unprepared breakfast cereals .....	8,550,485	1,080,547	8,945,980	1,131,252
Prepared flour, cake, and pastry mixtures, etc.....	12,160,219	2,192,199	14,560,876	2,154,309
Hominy feed and other stock feeds.....	(11,616 tons)	689,326	(11,473 tons)	678,973
Other products and by-products.....	—	421,791	—	932,200
Amount received in payment for work done on materials owned by others.....	—	not collected	—	1,912
<b>Total .....</b>	<b>—</b>	<b>24,864,504</b>	<b>—</b>	<b>25,604,147</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-rising 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 6. Materials Used in the Breakfast Foods Industry, 1953 and 1954

Materials	1953		1954	
	Quantity	Cost Value at the Plant	Quantity	Cost Value at the Plant
		\$		\$
Wheat .....	bu. 693,990	1,458,626	688,625	1,297,735
Rye .....	" 6,184	10,916	6,643	10,426
Barley .....	" 43,118	78,494	54,262	87,604
Buckwheat .....	" 4,615	13,709	4,550	12,285
Oats.....	" 937	1,912	—	—
Corn.....	" 964,632	1,671,700	947,036	1,602,298
Corn grits.....	lb. 848,300	43,885	1,237,600	56,663
Rice and rice meal .....	" 8,744,888	1,061,956	7,890,926	809,742
Bran.....	" 6,801,843	207,820	6,276,545	177,182
Flour (wheat, etc.) .....	" 10,455,243	488,824	12,084,034	543,004
Flax.....	" 79,614	6,478	85,475	6,891
Wheat germ, wheatlets, etc.....	" 5,721,133	280,150	5,801,659	279,261
Other grains, meals, etc.....	" —	204	—	184
Malt and malt flour .....	" 1,098,065	70,090	912,470	51,655
Malt extract and syrup .....	" 11,566	1,619	9,073	1,270
Sugar .....	" 7,082,542	584,283	6,774,995	526,517
Glucose and dextrose.....	" 21,919	1,761	18,373	1,357
Salt .....	" 1,730,351	18,735	1,741,963	20,521
Shortening (oils, etc.).....	" 542,563	108,441	593,451	125,430
Containers and packaging material.....	—	3,392,356	—	3,479,084
All other materials .....	—	462,001	—	701,280
Amount paid out to others for work done on materials owned by this plant .....	—	not collected	—	1,188
<b>Total cost of materials.....</b>	<b>—</b>	<b>9,963,960</b>	<b>—</b>	<b>9,791,577</b>

TABLE 7. Imports of Cereal Foods, 1953 and 1954

Product	1953		1954	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats ..... lb.	425,175	40,266	7,358	1,161
Cereal foods, prepared, in packages..... "	1,980,699	560,842	4,998,894	1,033,423
Cereal foods, prepared, n.o.p. .... "	—	281,231	—	476,219
<b>Total</b> .....	—	<b>882,339</b>	—	<b>1,510,803</b>

TABLE 8. Exports of Cereal Foods, 1953 and 1954

Product	1953		1954	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal ..... cwt. }	84,965	638,933	2,720	13,829
Rolled oats ..... "			118,897	875,601
Cereal foods, prepared ..... "	—	66,776	—	232,996
<b>Total</b> .....	—	<b>705,709</b>	—	<b>1,122,426</b>

TABLE 9. Production Workers, by Months, 1953 and 1954

	1953			1954		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	705	373	1,078	731	368	1,099
February .....	715	363	1,078	729	334	1,063
March .....	728	348	1,076	749	385	1,134
April.....	748	393	1,141	734	393	1,127
May.....	558	356	914	786	432	1,218
June .....	567	384	951	806	393	1,199
July .....	711	441	1,152	781	408	1,189
August.....	765	444	1,209	795	404	1,199
September .....	756	448	1,204	774	351	1,125
October .....	738	396	1,134	731	299	1,030
November.....	710	334	1,044	699	292	991
December.....	704	350	1,054	680	270	950
<b>Monthly average</b> .....	<b>701</b>	<b>385</b>	<b>1,086</b>	<b>750</b>	<b>360</b>	<b>1,110</b>

TABLE 10. Employees and their Earnings, by Provinces, 1953 and 1954

	Average number					Earnings		
	Supervisory and Office Employees		Production Workers		Total	Supervisory and Office Employees	Production Workers	Total
	Male	Female	Male	Female				
1953	No.	No.	No.	No.	No.	\$	\$	\$
Canada .....	150	93	701	385	1,329	948,227	3,057,412	4,005,639
Ontario .....	133	82	656	335	1,206	857,842	2,860,634	3,718,476
British Columbia.....	5	1	3	6	15	9,520	13,337	22,857
Other Provinces.....	12	10	42	44	108	80,865	183,441	264,306
1954	No.	No.	No.	No.	No.	\$	\$	\$
Canada .....	131	98	750	360	1,339	1,112,935	2,907,399	4,020,334
Ontario .....	115	87	705	307	1,214	1,022,384	2,720,788	3,743,172
British Columbia.....	5	1	3	6	15	12,922	12,699	25,621
Other Provinces.....	11	10	42	47	110	77,629	173,912	251,541

List of Firms in the Prepared Breakfast Foods Industry in 1954

List of Firms	Location of Plants
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.
Nabisco Foods Limited .....	Niagara Falls, Ont.
Durum Cereals, Limited.....	4 Shaftesbury Place, Toronto, Ont.
Kellogg Company of Canada, Limited .....	1097 Dundas St. E., London, Ont.
MacKay Cereals Ltd. ....	Gormley, Ont.
The Quaker Oats Co. of Canada, Ltd. (Cereal Division) .....	Peterborough, Ont.
Cream of Wheat (Canada) Ltd.....	312 Chambers Street, Winnipeg, Man.
Malden Cereal and Golden West Cereal Company.....	38½ Maple St., Winnipeg, Man.
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.

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