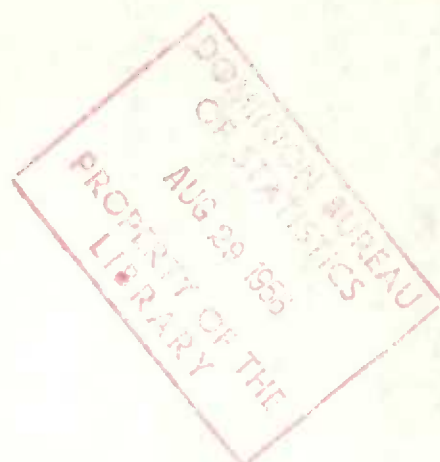


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THE PREPARED BREAKFAST FOODS INDUSTRY

1955

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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—Textile Mills
- VIII—Knitting Mills
- IX—Clothing
- X—Wood and Paper Products
- 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¢
- 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

1955

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, but which produced 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 1955, 6 were

located in Ontario, 3 in Quebec, 3 in Manitoba, 2 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,262 persons who were paid \$4,139,486 in salaries and wages and spent \$10,497,068 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 1955 totalled 78,192,057 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$23,662,949, unprepared breakfast foods 9,007,198 pounds, valued at \$1,145,591 and other products to the value of \$3,775,682. 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 1954 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, 1933-1955 by Provinces, 1954 and 1955

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 ²
	No.	No.	\$	\$	\$	\$	\$
1933	14	538	622,725	156,082	2,258,321	4,867,783	7,282,186
1937	34	764	996,188	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	18	1,329	4,005,639	371,992	9,963,960	14,528,552	24,864,504
1954							
Canada	17	1,339	4,020,334	314,147	9,791,577	15,088,299	25,604,147
Ontario	7	1,214	3,743,172	305,233	8,488,523	13,529,011	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	1,518,759	2,760,231
1955							
Canada	17	1,262	4,139,486	334,904	10,497,068	17,638,670	28,584,222
Ontario	6	1,150	3,860,559	318,624	9,230,984	15,978,345	25,656,638
British Columbia	3	16	24,808	1,777	80,937	48,582	132,144
Other Provinces	8	96	254,119	14,503	1,185,147	1,611,743	2,795,440

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". 1954 and 1955 shipments include value of work done for others, See Table 5.

TABLE 2. Principal Statistics of the Prepared Breakfast Foods Industry, Grouped according to Size of Establishments, 1954 and 1955

Establishments having shipments of:	Establishments	Employees	Earnings	Cost at Plant of Materials Used	Selling Value of Factory Shipments
	No.	No.	\$	\$	\$
1954					
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				
\$1,000,000 and over	5	1,268	3,861,816	8,976,103	24,045,966
Total	17	1,339	4,020,334	9,791,577	25,604,147
1955					
Under \$5,000	1	4	5,534	16,324	33,572
\$5,000 to \$24,999	2				
\$25,000 to \$49,999	4	19	32,471	76,869	141,786
\$50,000 to \$99,999	1	48	137,262	737,439	1,530,815
\$100,000 to \$499,999	3				
\$500,000 to \$999,999	1				
\$1,000,000 and over	5	1,191	3,964,219	9,666,436	26,878,049
Total	17	1,262	4,139,486	10,497,068	28,584,222

TABLE 3. Inventory Values, 1955

	Raw Materials and supplies	Goods in Process	Finished Goods of Own Manufacture	Total Inventory
	\$	\$	\$	\$
Opening	1,557,273	18,924	1,025,853	2,602,050
Closing	1,732,290	26,752	988,943	2,747,985

TABLE 4. Capital and Repair Expenditures, 1948-1955

(Figures prepared in General Assignments Division)

	Capital Expenditures			Repair Expenditures			Capital and Repair Expenditures		
	Construction	Machinery and Equipment	Sub-total	Construction	Machinery and Equipment	Sub-total	Construction	Machinery and Equipment	Total
Thousands of dollars									
1948	1	1	243	1	1	554	123	674	797
1949	1	1	466	1	1	492	99	859	958
1950	1	1	528	1	1	520	132	916	1,048
1951	1	1	1,576	1	1	811	496	1,891	2,387
1952	1	1	718	1	1	654	131	1,241	1,372
1953	1	1	862	1	1	723	109	1,476	1,585
1954	1	458	1	1	632	1	1	1,090	1,216
1955 ²	1	460	1	1	603	1	1	1,063	1,145

1. Not available.

2. Preliminary.

TABLE 5. Factory Shipments, 1954 and 1955

Products ¹	1954		1955	
	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	25,281,190	7,401,330	27,711,624	8,153,337
Wheat and bran flakes	9,265,182	2,462,880	10,177,055	2,698,142
Puffed grains	14,782,404	5,683,144	16,038,534	6,834,314
Other	22,939,855	5,158,147	24,264,844	5,977,156
Total	72,268,631	20,705,501	78,192,057	23,662,949
Unprepared breakfast cereals	8,946,980	1,131,252	9,007,198	1,145,591
Prepared flour, cake, and pastry mixtures, etc.	14,560,876	2,154,309	12,878,046	1,775,662
Hominy feed and other stock feeds	(11,473 tons)	678,973	(13,076 tons)	683,411
Other products and by-products	—	932,200	—	1,313,035
Amount received in payment for work done on materials owned by others	—	1,912	—	3,574
Total	—	25,604,147	—	28,584,222

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 Prepared Breakfast Foods Industry, 1954 and 1955

Materials	1954		1955	
	Quantity	Cost Value at the Plant	Quantity	Cost Value at the Plant
		\$		\$
Wheat	bu. 688,625	1,297,735	761,450	1,424,637
Rye	" 6,643	10,426	4,640	8,818
Barley	" 54,262	87,604	60,904	108,879
Buckwheat	" 4,550	12,285	5,800	15,605
Oats	" —	—	—	—
Corn	" 947,036	1,602,298	961,235	1,528,418
Corn grits	lb. 1,237,600	56,663	5,356,633	224,481
Rice and rice meal	" 7,890,926	809,742	8,481,084	860,912
Bran	" 6,276,545	177,182	6,536,253	177,035
Flour (wheat, etc.)	" 12,084,034	543,004	12,380,152	502,920
Flax	" 85,475	6,891	127,828	9,105
Wheat germ, wheatlets, etc.	" 5,801,659	279,261	5,494,265	250,399
Other grains, meals, etc.	" —	184	2,001,550	37,636
Malt and malt flour	" 912,470	51,655	951,678	58,379
Malt extract and syrup	" 9,073	1,270	30,968	4,336
Sugar	" 6,774,995	526,517	7,409,486	557,879
Glucose and dextrose	" 18,373	1,357	119,473	8,790
Salt	" 1,741,963	20,521	1,861,641	21,937
Shortening (oils, etc.)	" 593,451	125,430	559,113	106,851
Containers and packaging material	—	3,479,084	—	3,776,931
All other materials	—	701,280	—	813,120
Amount paid out to others for work done on materials owned by this plant	—	1,188	—	—
Total cost of materials	—	9,791,577	—	10,497,068

TABLE 7. Imports of Cereal Foods, 1954 and 1955

Product	1954		1955	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats..... lb.	7, 358	1, 161	7, 036	845
Cereal foods, prepared, in packages	4, 998, 894	1, 033, 423	1, 394, 937	310, 311
Cereal foods, prepared, n.o.p.	—	476, 219	—	1, 139, 449
Total	—	1, 510, 803	—	1, 450, 605

TABLE 8. Exports of Cereal Foods, 1954 and 1955

Product	1954		1955	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal cwt.	2, 720	13, 829	210	1, 044
Rolled oats	118, 897	875, 601	131, 990	995, 060
Cereal foods, prepared	—	232, 996	—	207, 619
Total	—	1, 122, 426	—	1, 203, 723

TABLE 9. Production Workers, by Months, 1954 and 1955

	1954			1955		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	731	368	1, 099	628	302	930
February	729	334	1, 063	633	304	937
March	749	385	1, 134	647	320	967
April	734	393	1, 127	673	353	1, 026
May	786	432	1, 218	694	386	1, 080
June	806	393	1, 199	715	381	1, 096
July	781	408	1, 189	740	419	1, 159
August	795	404	1, 199	708	383	1, 091
September	774	351	1, 125	695	372	1, 067
October	731	299	1, 030	691	353	1, 044
November	699	292	991	654	285	939
December	680	270	950	649	294	943
Monthly average	750	360	1, 110	675	346	1, 021

TABLE 10. Employees and their Earnings, by Provinces, 1954 and 1955

—	Average number					Earnings		
	Supervisory and Office Employees		Production Workers		Total	Supervisory and Office Employees	Production Workers	Total
	Male	Female	Male	Female				
	No.	No.	No.	No.	No.	\$	\$	\$
1954								
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
1955								
Canada	139	102	675	346	1,262	969,483	3,170,003	4,139,486
Ontario	121	95	637	297	1,150	868,403	2,992,156	3,860,559
British Columbia	4	2	4	6	16	11,550	13,258	24,808
Other Provinces	14	5	34	43	96	89,530	164,589	254,119

List of Firms in the Prepared Breakfast Foods Industry in 1955

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.
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.	Gornley, 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	875 Tache Ave., St. Boniface, 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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