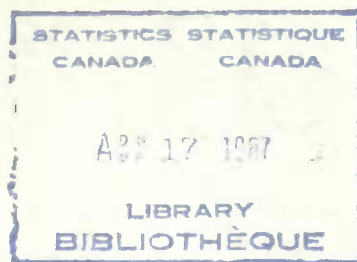


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CANADA



THE PREPARED BREAKFAST FOODS INDUSTRY 1956



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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, 50¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 40¢
 - 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

1956

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.

Figures for value added by manufacture, prior to 1952 were obtained by subtracting the cost of materials used, including fuel and electricity, from value of production. In 1952 the gross value of production was replaced by value of factory shipments, f.o.b. plant. As no information on inventory change is available for 1952 and 1953 value added figures for these years were obtained by subtracting from the value of shipments the cost of materials, fuel and electricity. Beginning in 1954 information on the value of year-end inventory holdings at plant and plant warehouses was collected as part of the annual Census of Industry and information thus made available was taken into account in calculating the value added figures.

There were 18 establishments reporting in the prepared breakfast foods industry in 1956, 7 were located in Ontario, 3 in Quebec, 3 in Manitoba, 2 in Alberta and 3 in British Columbia. These establishments furnished employment to 1,374 persons who were paid \$4,752,031 in salaries and wages and spent \$12,398,876 for materials. This industry is practically confined to the province of Ontario which is responsible for 90 per cent of the total value of production.

Shipments in 1956 totalled 85,731,540 pounds of prepared breakfast foods (corn flakes, bran flakes, wheat flakes, puffed grains, shredded wheat, muffets, force, etc.) valued at \$25,557,554, unprepared breakfast foods 9,174,483 pounds, valued at \$1,156,506 and other products to the value of \$4,253,820. 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, 1937-1955 by Provinces, 1955 and 1956

Year and Province	Establishments	Employees	Salaries and wages	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.	\$	\$	\$	\$	\$
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	18	1,329	4,005,639	371,992	9,963,960	14,528,552	24,864,504
1954	17	1,339	4,020,334	314,147	9,791,577	15,088,299	25,604,147
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
1956							
Canada	18	1,374	4,752,031	392,817	12,398,876	18,703,988	30,967,880
Ontario	7	1,256	4,472,352	377,515	11,003,077	17,197,188	28,025,110
British Columbia	3	16	26,802	2,316	100,380	53,016	155,170
Other Provinces	8	102	252,877	12,986	1,295,419	1,453,784	2,787,600

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". Beginning in 1954 shipments includes 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, 1955 and 1956

Establishments having shipments of:	Establishments	Employees	Salaries and Wages	Cost at Plant of Materials used	Selling Value of Factory Shipments
	No.	No.	\$	\$	\$
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				
\$100,000 to \$499,999	3	48	137,262	737,439	1,530,815
\$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
1956					
Under \$5,000	1	5	7,057	25,861	37,199
\$5,000 to \$24,999	2				
\$25,000 to \$49,999	3	25	44,906	160,192	240,544
\$50,000 to \$99,999	2				
\$100,000 to \$499,999	3	121	347,706	1,383,173	2,428,355
\$500,000 to \$999,999	2				
\$1,000,000 and over	5	1,223	4,352,362	10,829,650	28,261,782
Total	18	1,374	4,752,031	12,398,876	30,967,880

TABLE 3. Inventory Values, 1956

	Raw Materials and supplies	Goods in Process	Finished Goods Of Own Manufacture	Total Inventory
	\$	\$	\$	\$
Opening ¹	1,731,935	26,195	988,387	2,746,517
Closing	2,643,062	54,315	1,488,068	4,185,445

1. The opening inventory for the current year may not necessarily agree with the closing inventory published the previous year, because of changes in the composition of the industry, such as the addition of new establishments, the disappearance of old ones, or the transfer of establishments to other industries for statistical purposes. The figure for value added by manufacture for the previous year does not need to be altered because of such changes in the composition of the industry.

TABLE 4. Capital and Repair Expenditures, 1949-1956

(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									
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	1	436	1	1	657	1	133	1,093	1,226
1956 ²	1	773	1	1	778	1	107	1,551	1,658

1. Not available.

2. Preliminary.

TABLE 5. Factory Shipments, 1955 and 1956

Products ¹	1955		1956	
	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.....	27,711,624	8,153,337	28,922,723	8,477,191
Wheat and bran flakes.....	10,177,055	2,698,142	9,974,339	2,732,786
Puffed grains.....	16,038,534	6,834,314	20,899,944	8,126,585
Other	24,264,844	5,977,156	25,934,534	6,220,992
Total	78,192,057	23,662,949	85,731,540	25,557,554
Unprepared breakfast cereals	9,007,198	1,145,591	9,174,483	1,156,506
Prepared flour, cake, and pastry mixtures, etc.	12,878,046	1,775,662	14,230,111	1,956,610
Hominy feed and other stock feeds.....	(13,076 tons)	683,411	(13,804 tons)	773,039
Other products and by-products	—	1,313,035	—	1,519,697
Amount received in payment for work done on materials owned by others	—	3,574	—	4,474
Total	—	28,584,222	—	30,967,880

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, 1955 and 1956

Materials	1955		1956	
	Quantity	Cost Value at the Plant	Quantity	Cost Value at the Plant
		\$		\$
Wheat..... bu.	761,450	1,424,637	771,424	1,443,882
Rye	4,640	8,818	9,863	19,553
Barley	60,904	108,879	77,515	113,789
Buckwheat.....	5,800	15,605	4,696	12,898
Oats.....	—	—	—	—
Corn.....	961,235	1,528,418	1,103,639	1,663,389
Corn grits	5,356,633	224,481	1,663,400	66,436
Rice and rice meal.....	8,481,084	860,912	9,565,315	993,969
Bran	6,536,253	177,035	6,873,373	180,911
Flour (wheat, etc.).....	12,380,152	502,920	14,625,055	698,290
Flax	127,828	9,105	82,952	6,261
Wheat germ, wheatleets, etc.	5,494,265	250,399	5,720,081	262,747
Other grains, meals, etc.	2,001,550	37,636	1,600	208
Malt and malt flour.....	951,678	58,379	940,555	56,635
Malt extract and syrup.....	30,968	4,336	39,856	5,418
Sugar	7,409,486	557,879	8,574,000	657,630
Glucose and dextrose	119,473	8,790	673,743	51,352
Salt.....	1,861,641	21,937	1,958,338	24,094
Shortening (oils, etc.).....	559,113	106,851	472,356	96,099
Containers and packaging material	—	3,776,931	—	4,609,647
All other materials	—	813,120	—	941,717
Amount paid out to others for work done on materials owned by this plant.....	—	—	—	13,135
Operating, maintenance and repair supplies	—	Not collected	—	480,816
Total cost of materials	—	10,497,068	—	12,398,876¹

1. Does not include office supplies which amounted to \$67,446.

TABLE 7. Imports of Cereal Foods, 1955 and 1956

Product	1955		1956	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal and rolled oats lb.	7,036	845	11,140	1,439
Cereal foods, prepared, in packages "	1,394,937	310,311	1,784,344	394,098
Cereal foods, prepared, n.o.p. -	-	1,139,449	-	993,245
Total -	-	1,450,605	-	1,388,782

TABLE 8. Exports of Cereal Foods, 1955 and 1956

Product	1955		1956	
	Quantity	Value	Quantity	Value
		\$		\$
Oatmeal cwt.	210	1,044	150	563
Rollod oats "	131,990	995,060	64,362	572,503
Cereal foods, prepared -	-	207,619	-	339,543
Total -	-	1,203,723	-	912,609

TABLE 9. Production Workers, by Months, 1955 and 1956

	1955			1956		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	628	302	930	655	339	994
February	633	304	937	674	334	1,008
March	647	320	967	712	384	1,096
April	673	353	1,026	719	392	1,111
May	694	386	1,080	759	409	1,168
June	715	381	1,096	771	419	1,190
July	740	419	1,159	760	403	1,163
August	708	383	1,091	757	402	1,159
September	695	372	1,067	718	367	1,085
October	691	353	1,044	728	343	1,071
November	654	285	939	707	344	1,051
December	649	294	943	744	377	1,121
Monthly average	675	346	1,021	727	376	1,103

TABLE 10. Employees and their Earnings, by Provinces, 1955 and 1956

	Average number					Salaries and wages		
	Supervisory and Office Employees		Production Workers		Total	Supervisory and Office Employees	Production Workers	Total
	Male	Female	Male	Female				
	No.	No.	No.	No.	No.	\$	\$	\$
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
1956								
Canada	171	100	727	376	1,374	1,263,595	3,488,436	4,752,031
Ontario	152	93	683	328	1,256	1,164,083	3,308,269	4,472,352
British Columbia	3	1	4	8	16	10,400	16,402	26,802
Other Provinces	16	6	40	40	102	89,112	163,765	252,877

TABLE 11. Fuel Consumption, 1953 and 1956

Kind	Unit of measure	1953		1956	
		Quantity	Cost at plant	Quantity	Cost at plant
			\$		\$
Bituminous coal:					
(a) From Canadian mines	ton	102	1,564	6,425	63,000
(b) Imported	"	11,475	117,291	7,619	80,969
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	61,071	25,419
Kerosene or coal oil	" "	13,193	1,226	1,200	175
Fuel oil (do not include lubricating oil)	" "	1,134	229	66,162	7,510
Wood (cords of 128 cubic feet of piled wood)	cords	—	—	1	20
Gas:					
(a) Liquefied petroleum gases (propane, etc.)	imp. gal.	—	—	8,700	6,041
(b) Other manufactured gas	1,000 cu. ft.	32,644	33,776	26,365	22,919
(c) Natural gas	" " "	26,651	26,462	56,526	50,344
Other fuel (state kind and quantity)	—	—	—	—	—
Electricity purchased (include service charge in cost):					
(a) For lighting and motors	k.w.h.	16,058,578	143,387	12,294,905	111,544
(b) For other purposes	k.w.h.	3,759,685	36,638	2,520,200	24,876
Total		—	371,992	—	392,817



List of Firms in the Prepared Breakfast Foods Industry in 1956

List of Firms	Location of Plants
Eastern Cereal Food Products Co. Ltd.	Richelieu, Que.
Dr. Jackson Foods Limited	City of Jacques Cartier, 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.	1050 King St. W., Toronto, Ont.
The Quaker Oats Co. of Canada, Ltd. (Cereal Division)	Peterborough, Ont.
General Mills (Canada), Ltd.	1500 Martin Grove Road, Weston
Cream of Wheat (Canada) Ltd.	312 Chambers Street, Winnipeg, Man.
Prairie Maid Cereals, Ltd.	38½ Maple St., Winnipeg, Man.
Prairie Maid Cereals, Limited	875 Tache Ave., St. Boniface, Man.
Prairie Maid 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.