

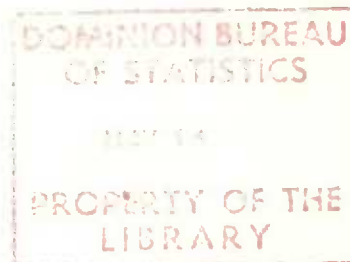


BREAKFAST CEREAL MANUFACTURERS

1961

The list of firms normally included in this report has been omitted from this issue, along with certain tables. See introductory text for details.

ANNUAL CENSUS OF MANUFACTURES



Published by Authority of
The Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- ... figures not appropriate or not applicable.
- nil or zero.

EXPLANATORY NOTES

This report is one in a series of about 140 publications which present the results of the 1961 Census of Manufactures. Most reports in this series refer to specific industries, but there are summary reports for Canada and the provinces and for major industry groups. Implementation of the new definition of the establishment in the 1961 Census has resulted in certain changes and necessitated some adjustments to the statistics for previous years in order to maintain comparability of the data. (See following note on "Establishment".)

Industry statistics given in these reports refer to number of establishments, employees, salaries and wages, cost of materials, supplies, fuel and electricity, gross value of shipments, inventories and value added by manufacturing. Details of materials used and products shipped are also given. Descriptions of the principal industry statistics, with special reference to 1961, are as follows:

Period Covered

Firms are asked to submit figures for the calendar year, if at all possible, and most reports are on this basis. Financial year reports for periods differing from the calendar year are accepted in instances where the firms find it impossible to supply calendar year data from accounting records. However the data on employees, salaries and wages are requested on a calendar year basis in all cases.

Establishment

The reporting unit in the Census of Manufactures is the **establishment**. Beginning with the 1961 Census, the establishment is defined as follows:

The smallest unit which is a separate operating entity capable of reporting all the following:

- Materials and supplies used,
- Goods purchased for resale as such,
- Fuel and power consumed,
- Number of employees and their pay,
- Inventories,
- Shipments or sales.

The establishment is to be distinguished from smaller subdivisions or departments which do not have records which permit them to report all items required of an establishment. Prior to 1961, some establishments were required to submit two or more separate reports when they were engaged in operations which were classifiable to different industries. Beginning with 1961, separate reports for such operations will be required only in cases where accounting records can provide all the elements of principal statistics enumerated above. Special reporting arrangements were made with respondents when the acceptance of combined reports would have seriously affected the statistics for particular industries or areas. Where continuity of industry statistics was affected by this change in reporting procedures, adjustments to the data were made back to 1957 in order to maintain comparability of the series for recent years.

A manufacturing establishment is typically a factory, mill or plant principally engaged in manufacturing operations. Prior to 1961, the Census of Manufactures attempted to cover the manufacturing activities of all establishments, whether or not they were principally engaged in manufacturing operations. Beginning with the 1961 Census, establishments (accounting entities) which are not primarily engaged in manufacturing are no longer included as manufacturing establishments in the basic industry statistics. Again adjustments to the industry statistics were made to reflect the removal of such reporting units for the period 1957-1960. These reporting units are now listed as establishments in other Bureau industry surveys, such as Wholesale Trade, Construction, etc. In order, however, to maintain complete coverage of certain commodity items produced mainly in manufacturing establishments, many non-manufacturing establishments are now surveyed for commodity shipments only and the latter are included in those tables of industry reports showing shipments of certain commodities "from all industries".

Many firms have more than one manufacturing establishment. Such firms are requested to submit a separate Census of Manufactures report for each manufacturing establishment which can meet the reporting requirements described earlier.

Prior to 1961, the main emphasis in the Census of Manufactures was on manufacturing activity whereas, beginning with 1961, each establishment reports on the total operations carried out within its accounting boundaries (except income from investments such as rent, interest and dividends). However, data on different activities (manufacturing, selling, construction by own labour force etc.) are requested separately. The 1961 statistics in this report are confined to manufacturing activity in order to maintain comparability with previous years. In the 1962 reports it is planned to show both 1961 and 1962 data on the "total activity" basis in addition to the data on manufacturing operations.

Employees

Administrative and office employees include all executives and supervisory officials such as presidents, vice-presidents, secretaries, treasurers, etc., together with managers, professional and technical employees, superintendents and factory supervisors above the working foremen level, and clerical employees. Working owners and partners are also included in this category but will be shown separately in subsequent years.

Production and related workers include all other factory workmen whether paid on a monthly, weekly, hourly or piece-work basis. Working foremen doing work similar to that of the employees they supervise are included, as are maintenance, handling, warehousing and delivery staff. Employees on new construction work, in retail or wholesale operations, on outside piece work, etc, are not included.

Production workers are reported by months, an average for the year being obtained by summing the monthly figures and dividing by twelve. This procedure is followed even though the plant did not operate in all months. Figures on employment refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Salaries and Wages

Salaries and wages refer to gross earnings of the employees described above, including salaries, wages, commissions, bonuses, the value of room and board where provided, deductions for income tax and social services such as sickness and unemployment insurance, pensions, etc., as well as any other allowances forming part of the employees' wages. Payments for overtime are included.

Salaries refer to amounts paid to administrative and office employees. Withdrawals by working owners or partners for normal living expenses for self and family are included with salaries, but will be shown separately in subsequent years. Wages refer to the amounts paid to production and related workers as defined above. Data on earnings refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Cost of Fuel and Electricity

Figures for fuel refer to amounts actually used (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the establishment including freight, duty, etc.

Materials and Supplies Used

Figures represent quantities and laid-down cost values, at the establishment, of materials, supplies and components actually used during the year whether purchased from others or received as transfers from other plants of the reporting company. Amounts paid to other manufacturers for work done on materials owned by the reporting company are included. Returnable containers or any other items charged to capital account are not included. Fuels are not included. Goods bought from others or received as transfers from other plants or reporting companies for resale without further processing are not included. Maintenance and repair supplies not chargeable to capital account are included.

Factory Shipments

Factory shipments generally refer to shipments of goods made from own materials either in the reporting establishments or by other manufacturers on the basis of a charge to the reporting establishment for work done. All products and by-products shipped from the establishment are included whether for domestic use, export, or for government departments. Transfer shipments to sales outlets, distributing warehouses or to other manufacturing units of the reporting firm which are treated as separate establishments are included. Goods bought or received as transfers and resold without further processing are not included. Values are requested

on f.o.b. establishment basis, and do not include sales tax or excise duties. Values of containers not returnable are included. Amounts received in payment for work done on materials owned by others are included.

In a few industries such as shipbuilding, aircraft, etc., where work on principal products extend over a relatively long period, the value of production is recorded rather than the value of shipments. For those industries production is computed from the value of deliveries of complete units during the year plus the value of work done during the year on unfinished units less the value of work done in previous years on finished units delivered in the year under review.

Inventories

Values represent the book value of manufacturing inventory. Figures consist of inventory at the plant and at warehouses or selling outlets which are treated as extensions of the plants for the purpose of reporting shipments.

Value added by Manufacturing

Value added is compiled by deducting the cost of materials, fuel and electricity consumed from the value of production (value of shipments adjusted for changes in the value of inventories of finished goods and goods in process). Value added is sometimes referred to as net production.¹

Standard Industrial Classification

The revised Standard Industrial Classification which was introduced with the 1960 Census of Manufactures provides for a breakdown of the universe into 140 industries arranged in 20 major groups compared with 135 industries in 17 major groups in the old classification which was used in the compilations for the years 1949 to 1959 inclusive. Full details are contained in the Standard Industrial Classification Manual, Catalogue No. 12-501, which is available from either the Queen's Printer or the Dominion Bureau of Statistics. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Establishments engaged solely in repair work are not included in manufacturing industries (except in the case of furniture, shipbuilding, boat building, aircraft and railroad rolling stock industries) but establishments principally engaged in assembling parts into complete units are included.

¹ To arrive at the National Accounts concept of "gross domestic product at factor cost", it would be necessary to subtract also the cost of advertising, insurance and other business costs which are not collected in the annual Census of Manufactures. Value added figures for the primary industries, manufacturing and construction are published in D.B.S. publication 61-202, Survey of Production.

Short Forms

Since 1949, in order to ease the reporting burden for smaller firms, a one-page short form has been used asking only for certain principal items of shipments. For purposes of publication, missing data were estimated on the basis of appropriate ratios. For the 1959 and 1960 censuses the general limit for short forms was raised from \$50,000 to \$100,000 value of shipments and a new intermediate form was used. This form is a shortened version of the long form in that some of the general questions were pared down and the detailed lists of materials and products were limited to the more important items. The general limits for firms in this category were set at between \$100,000-\$500,000 value of shipments, but in the case of both the short and inter-

mediate forms there are lower cut-offs for a number of industries in which the smaller firms account for a larger share of total shipments.

In the 1961 Census, in addition to the question on shipments of goods of own manufacture, questions on employment and payroll and on total revenue were added on all short forms. The other elements of principal statistics, viz. value of materials, fuel and electricity, and inventories, are generally estimated by using ratios based on the change in the value of shipments from year to year. This is to permit the complete compilation of basic industry statistics by industry and by geographic location. The proportion of the estimated data is generally less than 5 per cent of the total in each category of principal statistics.

BREAKFAST CEREAL MANUFACTURERS

1961

In the preceding pages of Explanatory Notes a concise outline has been presented on factors applicable to and comprised in the tabular matter compiled for this publication. The revised Standard Industrial Classification and the new concept of the **establishment** (reporting unit; see Explanatory Notes page 3) apply to 1961 and succeeding Annual Census of Manufactures reports. Implementation of both features has necessitated adjustments to the statistics. To maintain comparability of principal sta-

tistics for recent years a special insertion, with applied adjustments back to 1957, is shown in Table 1.

As a result of increased work loads and staff shortages it has been necessary to suspend publication of certain tables normally contained in this report. It is planned to resume publication of these tables in the 1962 reports. The tables affected are the following: List of firms—Imports—Exports—Capital and Repair Expenditures.

**TABLE 1. Principal Statistics of Breakfast Cereal Manufacturers, Significant Years, 1930 - 59
and by Provinces, 1957 - 61**

Year and province	Estab- lish- ments	Em- ployees	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 ¹
Basis: Standard Industrial Classification in use prior to 1960							
	number		dollars				
1922 to 1929 ²	—	—	—	—	—	—	—
1930	14	453	611,645	150,971	2,553,523	3,894,948	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
1944	29	926	1,534,522	242,057	6,048,985	5,939,799	12,230,841
1946	23	1,156	2,062,310	233,533	7,535,527	7,186,162	14,955,222
1949	20	1,154	2,554,985	290,414	8,702,820	9,418,397	18,411,631
1954	17	1,339	4,020,334	314,147	9,791,577	15,088,299	25,604,147
1955	17	1,262	4,139,486	334,904	10,497,068	17,638,670	28,584,222
1956	18	1,374	4,752,031	392,817	12,398,876	18,703,988	30,967,880
1957	17	1,402	4,984,569	449,772	13,352,637	18,622,667	32,527,185
1958	19	1,348	5,235,277	472,574	13,862,283	21,810,942	35,900,579
1959	18	1,417	5,819,997	461,435	14,570,986	22,015,296	37,136,442

See footnotes at end of table.

TABLE 1. Principal Statistics of Breakfast Cereal Manufacturers, Significant Years, 1930-59 and by Provinces, 1957-61 - Concluded

Year and province	Estab-lish-ments	Em-ployees	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 ¹
Basis: Revised Standard Industrial Classification and New Establishment Concept							
1957	number		dollars				
Canada	21	1,428	5,054,721	458,429	13,665,258	18,863,798	32,987,485
Ontario	9	1,303	4,728,425	440,416	12,233,337	17,173,837	29,847,590
Manitoba	4	21	64,606	5,855	469,411	538,615	1,013,881
Other provinces	8	104	261,690	12,158	962,510	1,151,346	2,126,014
1958	number		dollars				
Canada	20	1,364	5,279,895	476,985	13,868,922	21,984,089	36,082,424
Ontario	8	1,238	4,947,968	459,944	12,515,087	20,260,758	32,977,600
Manitoba	4	26	74,380	5,063	470,622	572,908	1,053,457
Other provinces	8	100	257,547	11,978	883,213	1,150,423	2,051,367
1959	number		dollars				
Canada	19	1,429	5,855,990	461,236	14,595,642	22,161,757	37,290,200
Ontario	8	1,299	5,486,545	443,812	13,169,207	20,306,076	34,025,383
Manitoba	4	29	85,456	5,697	585,773	667,958	1,245,232
Other provinces	7	101	283,989	11,727	840,662	1,187,723	2,019,585
1960	number		dollars				
Canada	20	1,452	6,292,916	512,360	15,547,786	24,727,149	40,377,941
Ontario	9	1,319	5,883,332	493,006	14,142,373	22,901,999	37,134,051
Manitoba	4	34	105,443	7,784	559,847	673,376	1,238,881
Other provinces	7	99	304,141	11,570	845,566	1,151,774	2,005,009
1961	number		dollars				
Canada	19	1,471	6,629,585	520,301	15,650,720	23,632,380	40,036,251
Ontario	8	1,334	6,205,588	502,306	13,995,622	21,675,891	36,362,972
Manitoba	4	29	97,914	7,339	588,880	714,288	1,305,669
Other provinces	7	108	326,083	10,656	1,066,218	1,242,201	2,367,610

¹ 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 6.

² Included with "Miscellaneous Foods".

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 2. Principal Statistics of Breakfast Cereal Manufacturers, grouped according to Size of Establishments, 1960 and 1961

Establishments having shipments of	Establish-ments	Employees	Salaries and wages	Cost at plant of materials used	Selling value of factory shipments
1960	number		dollars		
Under \$10,000	1	16	28,040	57,222	113,480
\$ 10,000 to \$ 24,999	3				
25,000 " 49,999	2				
50,000 " 99,999	6	124	436,174	1,760,768	2,924,255
100,000 " 499,999	2				
500,000 " 999,999	6				
1,000,000 and over	6	1,312	5,828,702	13,729,796	37,340,206
Totals	20	1,452	6,292,916	15,547,786	40,377,941
1961	number		dollars		
Under \$10,000	1	20	59,221	122,315	247,571
\$ 10,000 to \$ 24,999	3				
25,000 " 49,999	1				
50,000 " 99,999	2	87	275,557	1,348,624	2,567,091
100,000 " 499,999	4				
500,000 " 999,999	2				
1,000,000 and over	6	1,364	6,294,807	14,179,781	37,221,589
Totals	19	1,471	6,629,585	15,650,720	40,036,251

TABLE 3. Principal Statistics of Breakfast Cereal Manufacturers grouped according to the Number of Employees, 1960 and 1961

Number of employees	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
	number		dollars			
1960						
Under 5 employees	6	16	28,040	3,195	57,222	113,480
5 to 14 employees	4	38	133,067	6,899	637,713	1,418,556
15 " 49 "	5	187	689,955	62,586	2,208,870	4,250,245
50 " 99 "	1					
100 " 199 "	2	1,211	5,441,854	439,680	12,643,981	34,595,660
200 " 499 "	1					
500 " 999 "	1					
Totals	20	1,452	6,292,916	512,360	15,547,786	40,377,941
1961						
Under 5 employees	6	15	51,348	4,410	109,593	224,057
5 to 14 employees	5	48	144,413	9,161	728,768	1,578,678
15 " 49 "	3	146	533,390	54,649	1,875,611	3,604,559
50 " 99 "	1					
100 " 199 "	2	1,262	5,900,434	452,081	12,936,748	34,628,957
200 " 499 "	1					
500 " 999 "	1					
Totals	19	1,471	6,629,585	520,301	15,650,720	40,036,251

TABLE 4. Principal Statistics of Breakfast Cereal Manufacturers grouped according to Type of Ownership, 1960 and 1961

Type of ownership	Estab- lish- ments	Em- ployees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
	number		dollars			
1960						
Individual ownership	1	} 10	20,770	2,510	42,100	79,930
Partnerships	2					
Incorporated companies	17	1,442	6,272,146	509,850	15,505,686	40,298,011
Totals	20	1,452	6,292,916	512,360	15,547,786	40,377,941
1961						
Individual ownership	1	} 10	22,186	2,883	47,472	92,485
Partnerships	2					
Incorporated companies	16	1,461	6,607,399	517,418	15,603,248	39,943,766
Totals	19	1,471	6,629,585	520,301	15,650,720	40,036,251

TABLE 5. Inventory Values, 1961

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total inventory
	dollars			
Opening inventory ¹				
Canada	2,306,566	49,984	1,443,589	3,800,139
Ontario	2,077,190	49,374	1,279,648	3,406,212
Other provinces	229,376	610	163,941	393,927
Closing inventory				
Canada	2,606,466	58,304	1,202,419	3,867,189
Ontario	2,348,569	57,640	1,082,229	3,488,438
Other provinces	257,897	664	120,190	378,751

¹ The opening inventory for 1961 differs from the closing inventory for 1960 because of the receipt of revised data, the inclusion of new establishments, the removal of figures for establishments which did not operate during 1961, changes in classification, and the implementation of the New Establishment Concept.

TABLE 6. Factory Shipments, 1960 and 1961

Principal products	1960		1961	
	Quantity	Value of shipments f.o.b. plant	Quantity	Value of shipments f.o.b. plant
	lb.	\$	lb.	\$
Prepared breakfast cereals, (ready for serving)	100,221,468	32,713,972	100,196,869	31,893,339
Unprepared breakfast cereals	15,254,716	1,532,516	14,378,899	1,539,045
Prepared flour, cake, and pastry mixtures, etc.	14,430,981	2,320,261	¹	¹
Other products and by-products	3,810,723	...	6,603,329
Amount received in payment for work done on materials owned by others	469	...	538
Totals	40,377,941	...	40,036,251

¹ Confidential, included with "Other products and by-products".

TABLE 7. Total Shipments of Major Breakfast Cereal Products,
all Industries, 1959 and 1960¹

Principal products	1959		1960	
	Quantity	Value of shipments f.o.b. plant	Quantity	Value of shipments f.o.b. plant
	lb.	\$	lb.	\$
Breakfast foods, prepared	94,995,310	30,266,933	100,221,468	32,713,972
Breakfast foods, unprepared	14,725,471	1,673,712	20,688,716	1,966,613
Flour, self-raising	²	²	²	²
Mixes, prepared - Cake	38,584,461	9,003,077	40,039,860	8,807,933
Other	63,471,446	9,989,376	67,016,860	10,076,102

¹ 1961 data not available at time of printing.

² Confidential.

TABLE 8. Materials Used by Breakfast Cereal Manufacturers, 1960 and 1961

Materials	1960		1961 ¹	
	Quantity	Cost value at the plant	Quantity	Cost value at the plant
	tons	\$	tons	\$
Wheat	24,265	1,636,043	23,373	1,528,835
Rye	126	7,262	113	7,550
Barley	1,125	59,289	1,239	66,041
Buckwheat	—	—	—	—
Oats	5,229	254,118	5,422	258,104
Corn	29,167	1,478,793	32,176	1,631,598
Corn grits, cornmeal, corn germ, and cracked corn	1,710	187,159	1,614	150,860
Rice and rice meal	10,099	1,891,739	9,480	1,723,249
Bran	3,099	148,080	²	²
Flour (wheat, etc.)	7,901	792,959	6,340	591,640
Flax	14	1,585	25	2,910
Wheat germ, wheatlets, etc.	2,804	276,400	²	²
Other grains, meals, etc.	—	—	6,942	709,635
Malt and malt sprouts	421	45,396	419	44,828
Malt extract and syrup	93	21,814	381	58,280
Sugar	6,069	903,404	6,791	1,106,975
Glucose	414	64,730	418	65,114
Salt	1,064	28,184	1,145	29,375
Shortening (oils, etc.)	250	93,277	180	61,297
Containers and packaging material	5,814,579	...	5,630,102
All other materials	1,188,754	...	1,370,999
Amount paid out to others for work done on materials owned by this plant	10,800	...	—
Operating, maintenance and repair supplies	643,421	...	613,328
Total cost of materials	15,547,786	...	15,650,720

¹ No detailed information on materials used was collected from small establishments. The estimated value of materials used by these establishments was \$228,365 in 1961 and this amount is included in "All other materials".

² Confidential; included with "All other materials".

TABLE 9. Production Workers, by Months, 1961

	Male	Female	Total
January	716	295	1,011
February	714	336	1,050
March	717	333	1,050
April	710	337	1,047
May	772	388	1,160
June	797	435	1,232
July	802	436	1,238
August	820	443	1,263
September	841	448	1,289
October	817	429	1,246
November	760	343	1,103
December	818	375	1,193
Monthly average	775	383	1,158

Note: The monthly detail of production workers was not collected from small establishments. Annual averages reported by these establishments were included in each month's total.

TABLE 10. Employees and their Earnings, by Provinces, 1960 and 1961

	Employees					Earnings		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	number					dollars		
1960								
Canada	189	114	761	388	1,452	1,675,280	4,617,636	6,292,916
Ontario	164	103	714	338	1,319	1,520,417	4,362,915	5,883,332
Manitoba	8	—	13	13	34	37,005	68,438	105,443
Other provinces	17	11	34	37	99	117,858	186,283	304,141
1961								
Canada	190	123	775	383	1,471	1,715,169	4,914,416	6,629,585
Ontario	168	109	724	333	1,334	1,555,305	4,650,283	6,205,588
Other provinces	22	14	51	50	137	159,864	264,133	423,997

TABLE 11. Fuel Consumption, 1961

Kind	Quantity	Cost at works
		\$
1. Establishments reporting commodity detail:¹		
Bituminous coal:		
(a) From Canadian mines	ton	6,774
(b) Imported	"	5,131
Gasoline	Imp. gal.	57,092
Fuel oil including kerosene	"	4,527
Gas:		
(a) Liquefied petroleum gases (propane, etc.)	Imp. gal.	2,921
(b) Other manufactured gas		—
(c) Natural gas	M cu. ft.	204,051
Other fuel		—
Electricity purchased:		
(a) For lighting and motors	kwh.	17,570,198
(b) For other purposes	"	1,156,700
Total
2. Estimate for establishments for which no data were collected:²		
Cost of fuel and electricity
3. All Establishments:		
Total cost of fuel and electricity

¹ Large establishments.

² Small establishments.