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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY

REPORT
on the
WINE INDUSTRY
in
CANADA
1924

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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF INDUSTRY

OTTAWA, CANADA.

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THE WINE INDUSTRY IN CANADA, 1924

Ottawa, November 18th, 1924. A report on the Wine industry in Canada for the calendar year 1924 is presented herewith. Returns were received from 22 individual plants distributed by provinces as follows: Ontario 19, Quebec 1 and British Columbia 2. To prevent disclosure of information relating to individual establishments it has been found necessary to combine the statistics for Quebec and British Columbia and they are shown throughout this report under the heading of "Other provinces".

Principal Statistics Compared

A comparative summary of the principal statistics of the industry for the calendar years 1923-1924 is shown in Table 1. Notwithstanding the decrease in the value of products there was a very considerable increase in the quantity of wine manufactured amounting to 299,926 gallons.

Table 1. Principal Statistics Compared, 1923 and 1924.

Principal Statistics		1924	1923	% Increase - Decrease
Establishments reporting	No.	22	16	+ 6
Capital investment	\$	2,636,728	2,257,413	+ 379,315
Employees on salaries -				
Males	No.	44	46	- 2
Females	No.	12	13	- 1
Total salaries	\$	131,871	112,530	+ 19,341
Employees on wages -				
Males	No.	84	88	- 4
Females	No.	15	12	+ 3
Total wages	\$	100,004	84,858	+ 15,146
Cost of fuel	\$	9,678	9,673	+ 5
Cost of materials	\$	612,521	675,090	- 62,569
Gross value of products	\$	1,325,333	1,624,382	- 299,049
Net value of products	\$	712,312	949,292	- 236,480

THE WINE INDUSTRY IN CANADA, 1924

Production

The quantity and selling value of the principal products of the industry are given in Table 2, by provinces for the calendar year 1924. The total value of products decreased by \$299,049 when compared with the previous year although as previously stated the quantity of wines, fermented and unfermented, manufactured during the year was greater by 290,926 gallons. Grape juice also show decreased production amounting to 42,504 gallons and in value \$91,518. The average price of fermented wines which in 1923 worked out at \$1.65 per gallon fell to \$1.07 per gallon in 1924. Grape juice also shows a similar decrease in average price per gallon, from \$1.67 in 1923 to \$1.31 in 1924.

The province of Ontario produced 97.8 per cent of the total value and over 98 per cent of the total quantity during 1924. The particular section of Ontario engaged in the industry was that centred about the Niagara peninsula where on account of favorable climatic conditions the growing of grapes is a well established and successful industry.

Table 2. Wine Production, by Provinces, 1924.

Classes of Products	Canada		Ontario		Other Provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
Fermented wine	Gal. 1,144,559	\$ 1,218,959	1,128,559	\$ 1,195,459	16,000	\$ 23,500
Unfermented wine	" 7,568	13,375	6,668	11,575	900	1,800
Grape juice	" 55,068	72,059	55,068	72,059	-	-
Syrups and fruit juices	" 1,325	2,812	1,325	2,812	-	-
Medicated wine	-	15,000	-	15,000	-	-
All other products	-	3,128	-	-	-	3,128
Total value of products	-	1,325,333	-	1,296,905	-	28,428

Employment Statistics

The statistics relating to employment are presented in a series of tables as follows: Table 3 shows employment by classes, sex and remuneration, Table 4 shows the number of persons employed by months and by sex and Table 5, the operating time of plants and the hours of labour of employees. The number of persons employed on salaries and wages during 1924 is shown in Table 3 by sex, and remuneration for Canada and the provinces. More than 98 per cent of the employees and of the cost of salaries and wages are accounted for by the province of Ontario.

Table 3. Employees, Salaries and Wages, by Provinces, 1924.

Classes of employees		Canada	Ontario	Other provinces
Salaried employees -				
Male	No.	44	43	1
Female	No.	12	12	-
Total salaries	\$	131,871	130,134	1,737
Wage-earners -				
Male	No.	84	82	2
Female	No.	15	14	1
Total wages	\$	100,004	97,383	2,621
Total male employees	No.	128	125	3
Total female employees	No.	27	26	1
Total salaries and wages	\$	231,875	227,517	4,358

THE WINE INDUSTRY IN CANADA, 1924

Employment Statistics Cont.

Employment by months. The number of persons employed in the industry in each month of the year is shown by sex in Table 4. The months of highest employment were October to December, whilst those of lowest employment were January to June. The average number of males employed monthly was 84 and of females 15.

Table 4. Employment, by Months, 1924.

Months	Males No.	Females No.	Months	Males No.	Females No.
January	69	10	July	71	40
February	62	10	August	76	15
March	70	12	September	85	15
April	77	13	October	131	13
May	72	13	November	123	12
June	61	11	December	109	12
Total for year				1,006	176
Average monthly employment during the year				84	15

Working time.- The statistics of working time of plants and employees are presented in Table 5. The average time that plants operated whether on full or part time was 248.3 days and the average of time plants were idle 55.7 days. The average working time of employees was 8.8 hours per day or shift and 48.4 hours per week.

Table 5. Working time of Plants and Employees, 1924.

Establishments reporting	22	
	Total	Average
Days in operation on full time	5,124	232.9
Days in operation on part time	338	13.4
Days idle	1,226	55.7
Hours worked by employees per day or shift	1,670	8.8
Hours worked by employees per week	1,065	48.4

THE WINE INDUSTRY IN CANADA, 1924

Fuel Consumption

The quantity and value of the classes of fuel consumed including freight, duty, etc. is shown in Table 6 for the calendar year 1924. The total cost of the fuel consumed was \$9,678, an amount slightly in excess of the cost in 1923, which as stated in Table 1 was \$9,673. Coal was the principal fuel and represented 90 per cent of the total cost. Gasoline was next in order to the value of \$814, or 8.4 per cent.

Table 6. Fuel used by Kinds, 1924.

Kinds of fuel used		Quantity	Cost Value at Works \$
Bituminous coal	Ton	1,049	6,137
Anthracite coal	Ton	224	2,585
Gasoline	Gal.	3,112	814
Oil (fuel)	Gal.	350	87
Gas	M.c.ft.	49	55
Total cost of fuel		-	9,678

Power Installation

Power installed in the wineries of the Dominion is shown by classes in Table 7 according to (a) the number of units in each class and (b) the horsepower as rated by the manufacturer. The total power units installed was 50 and the capacity horse-power 249. Of this power electric motors contributed over 65 per cent, steam engines 25 per cent and internal combustion engines 10 per cent. The cost of electricity purchased during the year was \$3,656 being an average per rated horse-power of \$22.56. The number of boilers installed for any purpose was 6 with a total boiler horse-power of 135.

Table 7. Power Installed, 1924.

Classes of Power	No. of Units	Horse-power according to manufacturer's rating
Steam engines and turbines	2	60
Oil, gas and gasoline engines	3	25
Electric motors operated by purchased power	45	164
Total	50	249
Electric motors operated by power generated by the establishments not included above	1	5

Cost of Materials

The cost value of all materials used in the industry in 1924 amounted to \$612,521 as compared with \$675,090 in 1923. Quantities of the various materials used were not asked for on the 1924 schedule but it is intended to collect such information for the 1925 report.

Capital Invested

The amount of capital invested in the industry in 1924 amounted to \$2,636,728 being an increase of \$379,315 over 1923. Fixed capital comprising land, buildings, machinery and tools, totalled \$779,552, whilst working capital including materials and supplies on hand, stocks in process, finished products on hand and cash, trading and operating accounts etc., totalled \$1,857,176. The capital invested in Ontario was \$2,602,983 representing more than 98 per cent of the total investment in the industry.

THE WINE INDUSTRY IN CANADA, 1924.

Imports of Wines, 1924

Imports of wines for consumption in Canada are shown by two principal classes, sparkling and non-sparkling, in Table 8. The quantity and value of such imports are further shown in the table by countries for the calendar year 1924. The total quantity imported in 1924 was 659,364 gallons and the value given as \$1,237,357 of which 32,533 gallons valued at \$323,194 were entered as sparkling wines and 626,831 gallons worth \$914,163 as non-sparkling. In 1923 the quantity of sparkling wines imported was 17,879 gallons valued at \$225,674 and of non-sparkling wines 434,378 gallons valued at \$717,400 making a total for the year for all wines of 452,257 gallons worth \$943,074. Spain, France and Portugal in the order named were the leading countries from which non-sparkling wines were imported during 1924, whilst France alone was responsible for 95 per cent of the quantity of sparkling wines imported.

Table 8. Imports of Wines by Classes, Countries, Quantity and Value, 1924. (calendar year).

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines		Total Wines	
	Quantity Gal.	Value \$	Quantity Gal.	Value \$	Quantity Gal.	Value \$
United Kingdom	14,407	67,651	1,168	24,415	15,575	92,066
United States	653	1,336	671	7,356	1,324	8,692
France	161,777	235,449	30,466	290,127	192,243	525,576
Spain	271,059	286,451	-	-	271,059	286,451
Portugal	111,187	177,945	-	-	111,187	177,945
Italy	7,881	10,729	-	-	7,881	10,729
Japan	30,354	60,650	-	-	30,354	60,650
Hong Kong	16,874	42,800	-	-	16,874	42,800
Other Countries	12,639	31,152	228	1,296	12,867	32,448
Total	626,831	914,163	32,533	323,194	659,364	1,237,357

Exports of Wines, 1924

The quantity and value of wines, the produce of Canada exported to various countries during the calendar year 1924 is shown in Table 9. The quantity of fermented wines exported from the Dominion during 1924 was 4,485 gallons as compared with an export of 1,346 gallons in 1923, whilst their value increased from \$6,428 in 1923 to \$16,106 in 1924. The United States was Canada's best customer taking over 67 per cent of the total value of wines exported.

Table 9. Exports of Fermented Wines by Countries, Quantity and Value, 1924 (calendar year).

Countries to which exported	Quantity	Value
	Gal.	\$
United Kingdom	260	483
United States	2,681	10,838
Newfoundland	82	267
Other Countries	1,462	4,518
Total	4,485	16,106

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