CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF INDUSTRY

REPORT

on the

WINE INDUSTRY

in

CANADA

1929

Published by Authority of the Hon. H. H. Stevens,
Minister of Trade and Commerce

OTTAWA

1930

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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OTTAWA - CANADA

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THE WINE INDUSTRY IN CANADA, 1929.

Ottawa, August, 1930.- A report on the Wine Industry in Canada for the calendar year 1929 is presented herewith. Returns were received from 47 individual plants distributed by provinces as follows: Ontario 41, Manitoba 1, and British Columbia 5. To prevent disclosure of information relating to individual establishments, it has been found necessary to combine the statistics for Manitoba 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 1928-1929 is shown in Table 1. Compared with 1928 there was an increase in both quantity and value of wines and grape juice manufactured amounting to 1,849,875 gallons in quantity produced and $1,876,839 in the value of production.

Table 1. Principal Statistics compared, 1928 and 1929

Principal Statistics		1928	1929	+ Increase - Decrease Total	Per cent
Establishments reporting	No.	38	47	+ 9	23.69
Capital investment	$	5,705,568	7,915,368	+ 2,209,800	38.73
Employees on salaries -					
Males	No.	53	71	+ 18	33.96
Females	No.	11	11	-	-
Total salaries	$	143,681	175,068	+ 31,387	21.85
Employees on wages -					
Males	No.	204	284	+ 80	39.22
Females	No.	20	45	+ 25	125.00
Total Wages	$	213,622	320,086	+ 106,464	49.84
Cost of fuel	$	14,845	18,108	+ 3,263	21.98
Cost of electricity	$	6,368	8,454	+ 2,086	32.75
Power installed-					
Units	No.	152	186	+ 34	22.37
Capacity	H.P.	588	820	+ 232	39.45
Cost of materials	$	2,206,666	3,143,367	+ 936,701	42.45
Gross value of products	$	3,674,545	5,541,233	+ 1,866,688	50.80
Net value of products	$	1,467,879	2,397,866	+ 929,987	63.35

SIZE OF ESTABLISHMENTS

In view of the tendency towards concentration in industrial enterprise, a series of tables has been prepared presenting in a threefold way the size of establishments in the wine industry, measured by (a) capital investment, (b) gross value of production and (c) the number of persons employed, all within certain specified groups or limitations, for the calendar years 1928 and 1929. The tables further indicate the movement of capital, production and employment within the industry.

In 1928 the number of establishments reporting was 38 with a total capital investment of $5,705,568, a gross value of production of $3,674,545 and a total employment of 288. Six establishments had a capital investment of $3,670,934 or 64.3 per cent of the total capital investment and an average investment per establishment of $611,822. In gross value of production, six establishments had a total production of $2,482,631 or 67.5 per cent of the total value of production, and an average output per establishment of $413,772. In employment, three establishments had 87 persons on the pay-roll, or 30.2 per cent of the total employment with an average employment of 29 per establishment.

In 1929 the number of establishments reporting was 47 with a total capital investment of $7,915,368, a gross value of production of $5,541,233 and a total employment of 411. Nine establishments had a capital investment of $5,392,096, or 68.1 per cent of the total capital investment, and an average investment per establishment of $599,122.

Eight establishments had a gross value of production of $3,573,441, or 64.5 per cent of the total value of production, and an average output per establishment of $446,680. In employment 4 establishments had 161 persons on the pay-roll or 39.2 per cent of the total employment and an average of 40 per establishment.

	1928			1929		
Capital Investment	Establishments	Capital Invested	Average Capital Per Establishment	Establishments	Capital Invested	Average Capital Per Establishment
	No.	$	$	No.	$	$
Under $50,000	16	337,075	21,067	19	419,821	22,096
$50,000 to under $100,000	9	696,884	77,432	9	648,319	72,035
$100,000 " " $200,000	7	1,000,675	142,954	10	1,455,132	145,513
$200,000 " " $500,000	3	894,434	298,144	5	1,561,686	312,337
$500,000 and over	3	2,776,500	925,500	4	3,830,410	957,602
TOTAL	38	5,705,568	150,146	47	7,915,368	168,412
Value of Production	Establishments	Gross Value of Products	Average Production Per Establishment	Establishments	Gross Value of Products	Average Production Per Establishment
	No.	$	$	No.	$	$
Under $50,000	23	429,551	18,676	23	475,869	20,690
$50,000 to under $100,000	6	397,888	66,315	9	608,242	67,582
$100,000 " " $200,000	3	364,475	121,492	7	883,681	126,240
$200,000 " " $500,000	5	1,462,631	292,526	6	1,859,161	309,860
$500,000 and over	1	1,020,000	1,020,000	2	1,714,280	857,140
TOTAL	38	3,674,545	96,699	47	5,541,233	117,899
Employment	Establishments	Employees	Average Employees Per Establishment	Establishments	Employees	Average Employees Per Establishment
	No.	No.	No.	No.	No.	No.
Under 20 persons	35	201	6	43	250	6
20 but under 50 persons	3	87	29	3	101	34
50 " " 100 "	-	-	-	1	60	60
100 " " 200 "	-	-	-	-	-	-
200 " " 500 "	-	-	-	-	-	-
500 and over	-	-	-	-	-	-
TOTAL	38	288	8	47	411	9

THE WINE INDUSTRY IN CANADA, 1929

PRODUCTION

The quantity and selling value of the principal products of the industry are given in Table 2, by provinces for the calendar year 1929. The total value of products increased by $1,866,688 when compared with the previous year whilst the quantity of wines, fermented and unfermented, manufactured during the year was greater by 1,820,941 gallons. Grape juice shows increased production in quantity amounting to 28,934 gallons and an increase in value of $36,180. The average price of fermented wines which in 1927 was nearly 83 cents per gallon fell to a little over 81 cents per gallon in 1928, but rose again in 1929 to over 86 cents per gallon.

The province of Ontario produced 92.2 per cent of the total value and nearly 94.2 per cent of the total quantity of wine production during 1929. The particular section of Ontario engaged in the industry was that centered around the Niagara Peninsula where on account of favourable climatic conditions the growing of grapes is a well established and successful industry.

Table 2. Wine Production, by Provinces, 1929.

Classes of Products		Canada		Ontario		Other Provinces	
		Quantity	Value	Quantity	Value	Quantity	Value
			$		$		$
Fermented wine	Gal.	6,162,774	5,329,899	5,810,424	4,910,333	352,350	419,566
Other winds	"	10,940	43,200	10,520	42,675	420	525
Grape juice	"	99,081	161,445	99,081	161,445	-	-
Syrups and fruit juices	"	5,693	6,582	4,500	3,375	1,193	3,207
All other products	"	-	107	-	-	-	107
Total value of Products		-	5,541,233	-	5,117,828	-	423,405

CAPITAL INVESTMENT

The amount of capital invested in the industry in 1929 shows an advance of 38.73 per cent over the preceding year. Fixed capital which includes lands, buildings, fixtures, machinery and tools accounted for an investment of $2,763,289 or 34.91 per cent of the total. Working capital which includes materials and finished products on hand, stocks in process of manufacture, fuel and miscellaneous supplies, together with cash, trading and operating accounts, etc., totalled $5,152,079 or 65.09 per cent of the total investment. Allocated according to provinces, Ontario supplied $7,276,566 or 91.93 per cent of the total for the Dominion, Manitoba and British Columbia supplying the remaining 8.07 per cent. The statistics of capital investment by classes are shown by provinces in Table 3.

Table 3. Capital invested by Classes and Provinces, 1929

Provinces	Fixed Capital	Working Capital		Total Capital
	Land, Buildings, machinery and tools	Materials and finished products on hand, Stocks in process, etc.	Cash, trading and operating accounts, etc.	
	$	$	$	$
Canada	2,763,289	4,082,829	1,069,250	7,915,368
Ontario	2,558,552	3,671,281	1,046,733	7,276,566
Manitoba and British Columbia	204,737	411,548	22,517	638,802
Per cent of total capital	34.91	51.58	13.51	100.00

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EMPLOYMENT STATISTICS

The statistics relating to employment are presented in a series of tables as follows: Table 4 shows employment by classes, sex and remuneration. Table 5 shows the number of persons employed by months and by sex, and Table 6, the operating time of plants and the hours of labour of employees. The number of persons employed on salaries and wages during 1929 is shown in Table 4 by sex, and remuneration for Canada and the provinces. More than 95 per cent of the employees and 94.8 per cent of the cost of salaries and wages are accounted for by the province of Ontario.

Table 4. Employees, Salaries and Wages, by Provinces, 1 9 2 9.

Classes of employees		Canada	Ontario	Other Provinces
Salaried employees-				
Male	No.	71	65	6
Female	No.	11	10	1
Total salaries	$	175,068	163,522	11,546
Wage-earners -				
Male	No.	284	271	13
Female	No.	45	45	-
Total wages	$	320,086	306,007	14,079
Total male employees	No.	355	336	19
Total female employees	No.	56	55	1
Total salaries and wages	$	495,154	469,529	25,625

Employment by months: The number of wage-earners employed in the industry in each month of the year is shown by sex in Table 5. 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 284 and of females 45. The average number of wage-earners in any individual establishment is determined by dividing the sum of the number shown on the rolls for each month during the year by the number of months the plant was in operation, whilst the number of employees in any industry is determined as the sum of the averages computed as above.

Table 5. Employment, by Months, 1929

Month	Wage-earners		Month	Wage-earners	
	Males No.	Females No.		Males No.	Females No.
January	182	18	July	230	18
February	195	19	August	280	27
March	195	17	September	267	36
April	205	18	October	462	57
May	207	17	November	336	51
June	209	17	December	311	48
			Total for year	3,079	343
			Average monthly employment during year	284	45

Working Time: The statistics of working time of plants and employees are presented in Table 6. The average time that plants operated whether on full or part time was 275.34 days and the average of the time plants were idle, 28.66 days. The average working time of employees was 8.82 hours per day or shift and 51.70 hours per week.

Table 6. Working Time of Plants and Employees, 1929

Establishments reporting	47	
	Total	Average
Days in operation on full time	12,589	267.85
Days in operation on part time	352	7.49
Days idle	1,347	28.66
Hours worked by employees per day or shift	414.5	8.82
Hours worked by employees per week	2,429.5	51.70

OTHER EMPLOYMENT STATISTICS

The number and percentage of wage-earners in months of highest employment working specified hours per day is shown in Table 7 for Canada and the provinces. For the province of Ontario, the number of working specified hours was evenly distributed, the percentage working 9 hours being highest. In Manitoba 100 per cent of the employees worked 9 hours per day, whilst in British Columbia 100 per cent worked 8 hours per day. Only 5.83 per cent of the wage-earners in the Dominion worked over 10 hours per day.

Table 7. Hours worked by wage-earners in month of highest employment, 1929

Provinces	Wage-earners in month of highest employment working per day of				Percentage of wage-earners working per day of hours			
	8 hours or less	9 hours	10 hours	Over 10 hours	8 hours or less	9 hours	10 hours	Over 10 hours
	No.	No.	No.	No.	p.c.	p.c	p.c	p.c.
Canada	156	183	178	32	28.42	33.33	32.42	5.83
Ontario	132	182	178	32	25.19	34.73	33.97	6.11
Manitoba	-	1	-	-	-	100.00	-	-
British Columbia	24	-	-	-	100.00	-	-	-

The number of hours worked per day in the month of highest employment and the standard working hours per week are shown by provinces in Table 8. It should be noted that whilst the statistics relating to hours of labour in columns 1, 2 and 3 are based on figures compiled for the month of highest employment, those in columns 4 and 5 represent the total and average of standard weekly hours of labour for the number of establishments reporting to the Bureau. For this reason the relation between daily and weekly hours of labour is to some extent impaired. The average daily hours of labour on the above basis was for the Dominion 9.13, whilst the average standard weekly hours worked out at 51.70 per plant.

Table 8. Hours of Labour per day and per week, 1929

Provinces	Total daily hours and number of wage-earners in month of highest employment			Standard working hours per week	
	Total hours	Total wage-earners	Average hours per day per wage-earner	Total	Average
	No.	No.	No.	No.	No.
Canada	5,011	549	9.13	2,429.5	51.70
Ontario	4,810	524	9.18	2,138.5	52.16
Manitoba	9	1	9.00	54.0	54.00
British Columbia	192	24	8.00	237.0	47.40

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Fuel Consumption

The quantity and value of the classes of fuel consumed, including freight, duty, etc. is shown in Table 9 for the calendar year 1929. The total cost of the fuel consumed was $18,108, an amount in excess of the cost in 1928 of $3,263, which as stated in Table 1 was $14,845. Coal was the principal fuel and represented nearly 83.7 per cent of the total cost. Gasoline was next in order to the value of $1,548 or 8.55 per cent.

Table 9. Fuel used by Kinds, 1929

Kinds of fuel used		Quantity	Cost Value at Works $
Bituminous coal	Ton	2,151	12,819
Anthracite coal	Ton	173	2,291
Lignite coal	Ton	7	46
Coke	Ton	13	156
Gasoline	Gal.	4,910	1,548
Kerosene and fuel oils	Gal.	3,000	300
Gas, artificial and natural	M.c. ft.	932	832
Wood	Cord	11	116
Total cost of Fuel			18,108

Power Installation

Power installed in the wineries of the Dominion is shown by classes in Table 10 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 186 and the capacity horsepower 820. Of this power, electric motors contributed 90.73 per cent, steam engines 6.34 per cent and internal combustion engines 2.93 per cent. The cost of electricity purchased during the year was $8,454, being an average per rated horse-power of $11.36. The number of boilers installed for any purpose was 15 with a total boiler horse-power capacity of 911.

Table 10. Power Installed, 1929.

Classes of power	No. of Units	Horse-power according to manufacturers' rating
Steam engines and turbines	2	52
Oil, gas and gasoline engines	3	24
Electric motors operated by purchased power	181	744
Total power for manufacturing purposes	186	820
Boilers installed for any purpose	15	911

Cost of Materials

The cost value of all materials used in the industry in 1929 amounted to $3,143,367 as compared with $2,206,666 in 1928. The various materials used are shown by kinds, quantity and cost value delivered at the works in Table 11. An increase of $936,701 is shown in the total cost of materials used in 1929 when compared with 1928, or 42.45 per cent.

Table 11. Materials used by Kinds, Quantities and Values, 1929

Class es of Materials	Unit of Measure	Quantity	Cost value at Works $
Grapes, domestic	Lb.	25,469,851	1,118,079
Grapes, imported	Lb.	8,884,581	297,540
Grape juice	Gal.	529,878	252,324
Loganberries, etc.	Lb.	1,170,150	93,824
Raisins and currants	Lb.	57,462	7,440
Sugar	Lb.	16,450,104	658,841
Acids, salicylic, tartaric and citric	Lb.	2,550	1,406
Alcohol	Gal.	326	3,395
Extracts and essential oils	-	-	1,150
Colouring	-	-	497
Boxes, bottles and other containers (value only)	-	-	607,922
Labels, crowns and corks (value only)	-	-	83,952
All other materials	-	-	16,997
Total Cost of Materials	-	-	3,143,367

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IMPORTS OF WINES, 1929

Imports of wines for consumption in Canada are shown by two principal classes, sparkling and non-sparkling, in Table 12. The quantity and value of such imports are further shown in the table by countries for the calendar year 1929. The total value of all wines imported during 1929 was given as $3,364,231 of which 174,701 gallons valued at $1,232,333 were entered as sparkling wines and 1,146,402 gallons worth $2,131,898 as non-sparkling. France, Spain and Portugal in the order named were the leading countries from which non-sparkling wines were imported during 1929, whilst France alone was accountable for over 97 per cent of the quantity of sparkling wines imported.

Table 12. Imports of Wines by Classes, Countries, Quantity and Value, 1929. (Calendar Year)

Countries from which imported	Non-sparkling Wines		Sparkling Wines		Total Value of Wines
	Quantity	Value	Quantity	Value	
	Gal.	$	Gal.	$	$
United Kingdom	36,035	218,197	1,057	9,764	227,961
United States	38	266	-	-	266
France	436,747	785,166	169,999	1,206,970	1,992,136
Spain	351,226	479,052	-	-	479,052
Portugal	159,593	331,721	-	-	331,721
Italy	81,612	143,693	-	-	143,693
China	8,583	25,286	-	-	25,286
Germany	12,041	43,343	-	-	43,343
Other countries	60,527	105,174	3,645	15,599	120,773
TOTAL	1,146,402	2,131,898	174,701	1,232,333	3,364,231

EXPORTS OF WINE, 1929

The quantity and value of wines, the produce of Canada, exported to various countries during the calendar year 1929 is shown in Table 13. The quantity of fermented wines exported from the Dominion during 1928 was 32,086 gallons as compared with an export of 41,189 gallons in 1929, and the value increased from $106,336 in 1928 to $109,456 in 1929. The United States was Canada's best customer taking almost 98 per cent of the total value of wines exported.

Table 13. Exports of Fermented Wines by Countries, Quantity and Value, 1929. (Calendar Year)

Countries to which exported	Quantity	Value
	Gal.	$
United Kingdom	164	247
United States	40,116	107,714
Other Countries	909	1,495
TOTAL	41,189	109,456

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J. S. Hamilton & Co. Ltd.,	44 Dalhousie St., Brantford, Ont.
Twin City Wine Co.	Fort William, Ont.
Fort William Wine Co.,	Fort William, Ont.
Grimsby Grape & Wine Co. Ltd.,	Grimsby, Ont.
Hamilton Niagara Wines Ltd.,	29 Harriet St., Hamilton, Ont.
Nicholas Rizzo & Sons	164 York St., Hamilton, Ont.
Clark & O'Reilly	31 John St., S.,Hamilton, Ont.
Jordan Wine Co. Ltd.,	Jordan, Ont.
Bruno Huehnergard	Kitchener, R. R. #3. Ont.
London Winery, Ltd.,	London, Ont.
Samuel Badalato	London, R.R.9, Ont.
Royal Winery Co. (Pensa & Magliano)	197 Ann St., London, Ont.
H. Robinson Corporation, Ltd.,	174 Catharine St. N., Hamilton, Ont.
T. G. Bright & Co. Ltd.,	Niagara Falls, Ont.
Marsh Grape Juice Co.,	Niagara Falls, Ont.
Niagara Cataract Native Winery (Williams, Crane & Durham)	R.R.#1. Niagara Falls, Ont.
Stamford Park Wine Co. Ltd.,	R.R.#3, Niagara Falls, Ont.
Dominion Wine Growers Ltd.,	Oakville, Ont.
Robinet Freres	R.R.#1. Roseland (Old Castle) Ont.
A. R. De Conza	95 Geneva St., St. Catharines, Ont.
Lincoln Wines, Ltd.,	St. Catharines, Ont.
Jordan Wine Co. Ltd.,	St. Catharines, Ont.
Ontario Grape Growing & Wine Mfg. Co.	St. Catharines, Ont.
Welch Grape Juice Co.,	St. Catharines, Ont.
St. Catharines Wine Co. of Can. Ltd.,	St. Catharines, Ont.
Sunnieholme Wine Co.,	R.R.#4, St. Catharines, Ont.
Jules Robinet	Sandwich, Ont.
Thorold Winery Co. Ltd.,	Thorold, Ont.
F. W. Baylis Company,	427 Spadina Ave., Toronto, Ont.
Bordeaux Wine Co.	189 Parliament St., Toronto, Ont.
Canada Wine Products, Limited	83 King St., W., Toronto, Ont.
Canadian Wine Co. (G.W. Peavoy)	889 Queen St., W.,Toronto, Ont.
Concord Wine Co. Ltd.	183 Bathurst St., Toronto, Ont.
Danforth Wine Co.	355 Danforth Ave., Toronto, Ont.
Parkdale Wines Limited	1363 Queen St. W., Toronto, Ont.
Peerless Wine Manufacturers , Ltd.	448 Queen St. E., Toronto, Ont.
Toronto Wine Mfg. Co. Ltd.,	1682 Queen St. W., Toronto, Ont.
Turner Wine Co. (Helen Padden Robinson)	106 Front St. E., Toronto, Ont.
Windsor Co. Ltd.,	Walkerville, Ont.
Rossoni's Winery,	1218 Tecumseh Road, E.,Windsor, Ont.
Border Cities Wine Cellar Co. (Mariano Meconi)	Windsor, Ont. R.R.#1.
Richard & Beliveau Co. Ltd.,	288 Main St., Winnipeg,Man.
G. W. Rathbun,	Eburne, B. C.
Growers Wine Co. Ltd.,	1531-15th Ave. W.,Vancouver, B.C.
Victoria Wineries (B.C.) Ltd.,	Store & Johnston Sts., Victoria, B. C.
Growers Wine Co. Ltd., (Lake Hill)	625 Fort St., Victoria, B. C.
William S. Kershaw,	1711 Kings Road, Victoria, B. C.