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

REPORT
ON THE
WINE INDUSTRY
IN
CANADA
1931

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OTTAWA
1933

FAC-12

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
GENERAL MANUFACTURES DIVISION
OTTAWA - CANADA

600 Copies
January, 1933.

Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.
Acting Chief, General Manufactures Division: A. Cohen, B. Com.

THE WINE INDUSTRY IN CANADA, 1931.

The Wine Industry in Canada is confined to a few localities such as the Niagara Peninsula in Ontario and the Okanagan Valley in British Columbia where climatic conditions for the cultivation of grapes are favourable. In 1931 there were sixty-one establishments engaged in the production of wines, located by provinces as follows: - Ontario fifty-two, British Columbia seven, Quebec one and Manitoba one. These plants reported a capital investment of \$8,685,821, an average employment of 455 persons who received \$526,683 in salaries and wages and a net value of production amounting to \$3,276,847. Wines produced during the year and placed in storage for maturing totalled 3,205,334 gallons with an inventory value of \$1,381,372, while the fermented wines bottled or sold in bulk during the year totalled 3,499,881 gallons valued at \$3,457,625. Fruit juices, medicated wines and other products produced were valued at \$11,109. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1931 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1931. For detailed production statistics by provinces, see table 2.

The Wine Industry performs two distinct operations, viz., (1) production of wines which are placed in storage for maturing and which are therefore not sold during the current year and (2) bottling or shipping in bulk of matured wines which have been produced in previous years. Several changes have, therefore, been made in the schedule for 1931 in order to show each of these operations more clearly as well as to show the value of new products made by the industry each year. Due to these changes, it is impossible to compare the production statistics for 1931 with those of 1930. However, compared with the previous year, the industry reported an increase of seventeen establishments with an increase of \$127,855 in the capital invested as well as an increase of forty-two employees with a decrease of \$34,546 in the salaries and wages paid. It is interesting to note that the province of Ontario produced 91 per cent of the total value and 93 per cent of the total quantity of wine produced in 1931.

The output of wines in Canada is not sufficient to meet the domestic demand. Large quantities of wine are, therefore, imported annually into Canada. In 1931, the imports of sparkling and non-sparkling wines were valued at \$1,879,367 as compared with a net domestic production valued at \$3,276,847. Exports of wines are small, being valued at \$115,083 in 1930 and only \$966 in 1931.

Detailed statistics of production, employment, capital invested, imports and exports, etc., are given in the tables following.

THE WINE INDUSTRY IN CANADA, 1931.

Principal Statistics.

A comparative summary of the principal statistics of the industry for the years 1926 to 1931 is shown in table 1.

Table 1. - Principal Statistics by Provinces, 1926 to 1931.

	Estab- lish- ments	Capital	Total Em- ployees	Total Salaries and Wages	Cost of Materials	Value of Products
	No.	\$	No.	\$	\$	\$
<u>1926</u>						
CANADA	27	3,678,458	204	294,820	1,349,787	2,485,136
Ontario	22	3,367,203	178	269,235	1,209,720	2,206,221
Other Provinces	5	311,255	26	25,585	140,067	278,915
<u>1927</u>						
CANADA	30	4,405,027	246	323,121	1,526,018	2,531,227
Ontario	26	4,001,876	227	297,949	1,443,977	2,336,114
Other Provinces	4	403,151	19	25,172	82,041	195,113
<u>1928</u>						
CANADA	38	5,705,568	288	357,303	2,206,666	3,674,545
Ontario	33	5,228,367	271	335,731	2,100,050	3,335,623
Other Provinces	5	477,201	17	21,572	106,616	338,922
<u>1929</u>						
CANADA	47	7,915,368	411	495,154	3,143,367	5,541,233
Ontario	41	7,276,566	391	469,529	2,997,704	5,117,828
Other Provinces	6	638,802	20	25,625	145,663	423,405
<u>1930</u>						
CANADA	44	8,557,966	413	561,229	2,616,290	5,025,257
Ontario	39	7,768,859	391	530,389	2,455,310	4,524,181
Other Provinces	5	789,107	22	30,840	160,980	501,076
<u>1931</u>						
CANADA	61	8,685,821	455	526,683	1,591,154	3,276,847
Ontario	52	7,758,760	425	494,896	1,446,640	2,999,560
Other Provinces	9	927,061	30	31,787	144,514	277,287

THE WINE INDUSTRY IN CANADA, 1931.

Production.

Table 2. -- Wine Production, by Provinces, 1931.

Classes of Products	CANADA		Ontario		Other Provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing ...	3,205,334	1,381,372	2,864,043	1,211,005	341,291	170,367
(b) All other products, including fruit juices, unfermented and medicated wine	36,496	11,109	34,398	9,353	2,098	1,756
(c) Fermented wine, bottled or sold in bulk during the year	3,499,881	3,457,625	3,365,175	3,274,252	134,706	183,373
Total Value of Production	-	4,850,106	-	4,494,610	-	355,496
(d) Prime cost of wine (produced in previous years) reported above under Section (a)	-	1,573,259	-	1,495,050	-	78,209
Net Value of Production	-	3,276,847	-	2,999,560	-	277,287

Note: -- Section (a) refers to the bulk goods produced during the current year but which have been put in storage for maturing. The value given for this is the inventory value. Sections (b) and (c) refer to the products sold during the year and the selling value at the works is given. Section (d) shows the prime cost of the wine reported under Section (a).

THE WINE INDUSTRY IN CANADA, 1931.

Materials Used.

Table 3. - Materials Used, 1930 and 1931.

Classes of Materials	1931		1930	
	Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic Lb.	24,023,916	456,341	29,298,302	1,046,026
Grapes, imported "	-	-	416,028	23,593
Loganberries "	718,837	57,033	1,256,649	100,640
Blackberries "	96,530	5,815	102,793	7,812
Cherries "	69,168	3,222	80,138	4,422
Other fresh fruits "	-	2,027	-	(x)
Raisins and currants "	-	-	261,087	21,029
Sugar "	9,314,620	376,727	14,164,919	490,975
Honey "	69,813	4,864	958,549	67,099
Acids, tartaric, citric, etc. "	11,300	3,846	8,696	3,429
Alcohol and Grape spirits Gal.	7,217	18,787	-	11,460
Grape juice "	15,946	9,167	234,169	168,279
Finings (clarifying materials) -	-	20,239	-	(x)
Cooperage, used for maturing only -	-	3,001))
Cooperage, used as shipping containers .. -	-	11,088))
Bottles and jars -	-	438,732)	649,301
Cases, wooden -	-	6,075))
Cases, fibre -	-	77,970))
Other packaging material (labels, corks, cartons, etc.) -	-	88,403))
All other materials -	-	7,817	-	22,225
Total Cost of Materials -	-	1,591,154	-	2,616,290

(x) Included under "All other materials".

THE WINE INDUSTRY IN CANADA, 1931.

Capital Investment.

Table 4. -- Capital Invested, 1927-1931.

Year and Provinces	Fixed Capital	Working Capital			Total Capital
	Present Value of land, buildings, fixtures, machinery, tools, etc.	Inventory Value of stocks in process, materials, fuel and miscellaneous supplies, etc., on hand	Inventory Value of finished products on hand	Cash, bills and accounts receivable, prepaid expenses, etc.	
	\$	\$	\$	\$	\$
<u>1931</u>					
CANADA	3,246,272	1,560,517	2,842,691	1,036,341	8,685,821
Ontario	2,979,451	1,538,967	2,236,191	1,004,151	7,758,760
Other Provinces ...	266,821	21,550	606,500	32,190	927,061
1930	3,016,560	4,507,244		1,034,162	8,557,966
1929	2,763,289	4,082,829		1,069,250	7,915,368
1928	2,101,439	2,816,947		787,182	5,705,568
1927	1,506,220	2,184,601		714,206	4,405,027

Size of Establishments.

Table 5. -- Size of Establishments, 1930 and 1931.

Establishments having a Production of:	1931			1930		
	Estab-lish-ments Report-ing	Gross Value of Production	Average Production per Estab-lishment	Estab-lish-ments Report-ing	Gross Value of Production	Average Production per Estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000 ..	46	832,988	18,108	22	458,013	20,819
\$50,000 to under \$100,000	7	500,449	71,493	11	746,827	67,893
\$100,000 to under \$200,000	5	714,241	142,848	3	413,020	137,673
\$200,000 to under \$400,000	2)	1,229,169	409,723	5	1,375,828	275,166
\$400,000 and over	1)			3	2,031,569	677,190
Total	61	3,276,847	53,719	44	5,025,257	114,210

THE WINE INDUSTRY IN CANADA, 1931.

Size of Establishments -- Concl'd.

Table 5. - Size of Establishments, 1930 and 1931. - Concl'd.

Establishments having a Capital Investment of:	1931			1930		
	Estab-lish-ments Report-ing No.	Total Capital \$	Average Capital per Estab-lishment \$	Estab-lish-ments Report-ing No.	Total Capital \$	Average Capital per Estab-lishment \$
Under \$50,000	26	621,066	23,887	17	441,813	25,989
\$50,000 to under \$100,000	14	989,918	70,708	6	421,197	70,200
\$100,000 to under \$200,000	10	1,412,400	141,240	8	1,163,170	145,396
\$200,000 to under \$500,000	8	2,577,181	322,148	10	3,032,005	303,201
\$500,000 and over ..	3	3,085,256	1,028,419	3	3,499,781	1,166,594
Total	61	8,685,821	142,391	44	8,557,966	194,499

Establishments having an Average Employment of:	1931			1930		
	Estab-lish-ments Report-ing No.	Total Number of Employees No.	Average Number of Employees per Estab-lishment No.	Estab-lish-ments Report-ing No.	Total Number of Employees No.	Average Number of Employees per Estab-lishment No.
Less than 20 persons.	56	277	5	39	219	6
20 but under 50 persons	5	178	36	5	194	39
50 but under 100 persons	-	-	-	-	-	-
Total	61	455	7	44	413	9

Employment.

Table 6. - Employees, Salaries and Wages, 1930 and 1931.

Classes of Employees	1931	1930
Salaried Employees	Total No. 134	89
Male	No. 116	76
Female	No. 18	13
Total salaries	\$ 242,407	187,587
Wage-earners (Monthly Average)	Total No. 321	324
Male	No. 282	285
Female	No. 39	39
Total wages	\$ 284,276	373,642

THE WINE INDUSTRY IN CANADA, 1931.

Table 6. - Employees, Salaries and Wages, 1930 and 1931. - Concl'd.

Classes of Employees	1 9 3 1	1 9 3 0
All Employees	Total No. 455	413
Male	No. 398	361
Female	No. 57	52
Salaries and Wages	\$ 526,683	561,229

Table 7. - Monthly Employment of Wage-earners, 1930 and 1931.

Months	1 9 3 1			1 9 3 0		
	Male No.	Female No.	Total No.	Male No.	Female No.	Total No.
January	270	31	301	261	39	300
February	234	24	258	252	24	276
March	243	34	277	262	18	280
April	244	30	274	252	44	296
May	258	44	302	247	44	291
June	252	44	296	248	49	297
July	249	42	291	275	38	313
August	252	42	294	300	27	327
September	309	41	350	297	27	324
October	438	41	479	373	43	416
November	316	40	356	318	40	358
December	297	43	340	283	40	323
Monthly Average ..	282	39	321	285	39	324

Table 8. - Number of Wage-earners in Month of Highest Employment whose Regular Hours of Work in 1931 were: -

No. of Hours	Number of Employees	No. of Hours	Number of Employees
40 hours or less	26	51-53 hours	23
41-43 hours	1	54 hours	77
44 hours	99	55 hours	5
45-47 hours	70	56-59 hours	13
48 hours	84	60 hours	71
49-50 hours	27	Over 60 hours	7

The above table does not include overtime.

THE WINE INDUSTRY IN CANADA, 1931.

Power Equipment.

Table 9. - Power Equipment, 1930 and 1931.

Classes of Power	1 9 3 1		1 9 3 0	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and steam turbines	4	114	2	52
Gasoline, gas and oil engines	1	9	2	15
Electric motors operated by purchased power	260	795	215	727
Total Power Used in Manufacturing	265	918	219	794
Boiler installation	31	865	19	644

Fuel and Electricity.

Table 10. - Consumption of Fuel and Electricity, 1930 and 1931.

Kinds of Fuel	Unit of Measure	1 9 3 1		1 9 3 0	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal: -	Ton				
Bituminous	(2000 Lbs.)	3,133	18,357	2,638	15,750
Anthracite	"	294	2,866	193	2,676
Lignite	"	6	45	-	-
Coke (for fuel only)	"	79	751	20	220
Fuel or diesel oil	Gal. (Imp.)	37,500	3,408	22,531	2,783
Wood	Cord	127	404	15	129
Gas, manufactured	M cu. ft.	644	621	696	664
Gas, natural	M cu. ft.	364	238	354	263
Other fuel	-	-	-	-	-
Total Cost of Fuel ..	-	-	26,690	-	22,485
Electricity purchased for power (including service charges)	K.W.H.	612,099	14,540	-	9,573
Total Cost of Fuel and Electricity	-	-	41,230	-	32,058

THE WINE INDUSTRY IN CANADA, 1931.

Imports of Wines.

Imports of wines for consumption in Canada are shown by two principal classes, sparkling and non-sparkling, in tables 11 (a) and 11 (b) for 1930 and 1931.

Table 11 (a) Imports of Wines by Classes and Countries, for the
Calendar Year 1931.

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines		Total Value of Wines Imported
	Quantity	Value	Quantity	Value	
	Gallons	\$	Gallons	\$	\$
United Kingdom	47,637	235,760	-	222	235,982
Australia	25,997	57,894	-	2,435	60,329
France	295,842	560,817	-	327,523	888,340
Spain	248,223	278,218	-	-	278,218
Portugal	118,330	203,804	-	-	203,804
Italy	70,587	110,540	-	3,092	113,632
French Africa	32,171	38,128	-	22	38,150
Germany	9,904	26,451	-	2,471	28,922
Other Countries	21,114	30,710	-	1,280	31,990
Total	869,805	1,542,322	-	337,045	1,879,367

Table 11 (b). Imports of Wines by Classes and Countries, for the
Calendar Year 1930.

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines		Total Value of Wines Imported
	Quantity	Value	Quantity	Value	
	Gallons	\$	Gallons	\$	\$
United Kingdom	34,390	207,896	-	4,852	212,748
Australia	25,755	69,024	-	1,338	70,362
France	361,699	699,455	-	585,930	1,285,385
Spain	311,495	389,018	-	-	389,018
Portugal	140,410	283,673	-	-	283,673
Italy	87,964	146,140	-	5,345	151,485
French Africa	13,764	14,442	-	4	14,446
Germany	14,814	42,651	-	4,086	46,737
Other Countries	26,900	43,566	-	841	44,407
Total	1,017,191	1,895,865	-	602,396	2,498,261

THE WINE INDUSTRY IN CANADA, 1931.

Exports of Wine.

The quantity and value of wines, the produce of Canada, exported to various countries during the calendar years 1930 and 1931 is shown in table 12.

Table 12. - Exports of Fermented Wines for the Calendar Years 1930 and 1931.

Countries to which Exported	1 9 3 1		1 9 3 0	
	Quantity Gallons	Value \$	Quantity Gallons	Value \$
United Kingdom	138	215	132	198
United States	-	-	21,535	112,771
Other Countries	368	751	812	2,114
Total	506	966	22,479	115,083

The following is a list of wineries operating in Canada in 1931: -

QUEBEC

Vins Jacques-Cartier, Limitée

Three Rivers.

ONTARIO

Adelaide Winery, Limited,
 Ascot Wine Company, Limited,
 Badalato, Samuel
 Baylis, F. W. Company,
 Beaverdam Cataract Winery, Limited,
 Bright, T. G. & Company, Limited,
 Canada Wine Products, Limited,
 Canadian Wine Company,
 Castrucci, O. A.
 Concord Wine Company, Limited,
 Clark & O'Reilly
 Danforth Wine Company, Limited,
 Davie Bros. Sudbury Wine Company,
 De Conza, Antonio
 Dominion Wine Growers, Limited, (Canadian
 Wineries, Limited)
 Fort William Wine Company, Limited,
 Grantham Winery
 Grimsby Grape & Wine Company, Limited,
 Hamilton Niagara Wines, Limited,
 Hamilton, J. S. & Company, Limited,
 Huelmergard, Bruno
 Jordan Wine Company, Limited,
 Jordan Wine Company, Limited,

197 Ann Street, London.
 Riverside.
 R. R. #9, London.
 427 Spadina Avenue, Toronto.
 Niagara Falls South.
 Niagara Falls.
 83 King Street West, Toronto.
 889 Queen Street West, Toronto.
 189 Parliament Street, Toronto.
 183 Bathurst Street, Toronto.
 31 John Street South, Hamilton.
 355 Danforth Street, Toronto.
 Sudbury,
 95 Geneva Street, St. Catharines.
 Oakville.
 Fort William.
 St. Catharines.
 Grimsby.
 29 Harriet Street, Hamilton.
 44 Dalhousie Street, Brantford.
 R. R. #3, Kitchener.
 Jordan.
 St. Catharines.

THE WINE INDUSTRY IN CANADA, 1931.

ONTARIO - Concl'd.

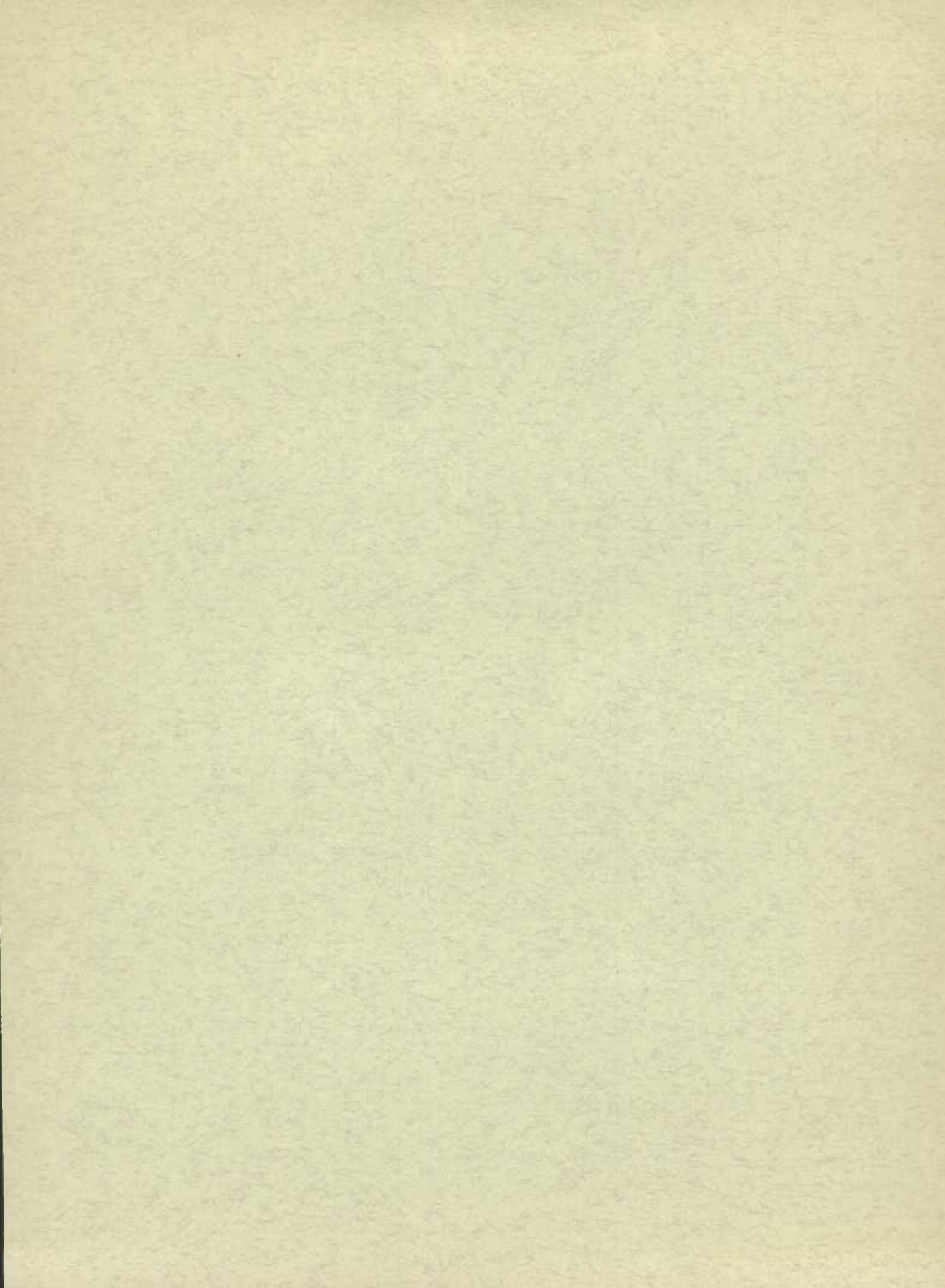
Lake Shore Wine Company, Limited,	1076 Lake Shore Road, New Toronto.
Lincoln Wines, Limited, (Canadian Wineries, Limited)	St. Catharines.
London Winery, Limited,	London.
Fred Marsh Winery, Limited,	749 Park Street, Niagara Falls.
Meconi Wine, Limited,	R. R. #1, Windsor.
National Wine Company, Limited, (Canadian Wineries, Limited)	27 Brock Street, Toronto.
Old Battlefield Wine Company, (A. Samborski)	Stoney Creek.
Old Fort Wine Company, Limited,	Fort Erie.
Ontario Grape Growing & Wine Manufacturing Company,	St. Catharines.
Parkdale Wines, Limited,	1363 Queen Street West, Toronto.
Peerless Wine Manufacturers, Limited, (Canadian Wineries, Limited)	448 Queen Street East, Toronto.
Rizzo, Nicholas	164 York Street, Hamilton.
Robinet, Jules	Sandwich.
Robinet, Freres	Oldcastle (P.O. Sandwich).
Robinet, Victor	Tecumseh.
Rossoni's Winery	1216 Tecumseh Road, Windsor.
Robinson, H. Corporation, Limited,	174 Catharines Street North, Hamilton.
Royal City Winery	32-34 Wilson Street, Guelph.
St. Catharines Wine Company of Canada, Limited,	St. Catharines.
Sunniesholme Wine Company,	St. Catharines, R. R. #4.
Sunnybank Winery, (F. L. Furminger)	R. R. #2, St. Catharines.
Stamford Park Wine Company, Limited, (Canadian Wineries, Limited)	Niagara Falls.
Thomas, Alex.	Cooksville.
Thorold Winery Company, Limited, (Canadian Wineries, Limited)	Thorold.
Toronto Wine Manufacturing Co., Ltd.,	1682 Queen Street West, Toronto.
Turner Wine Company,	106 Front Street East, Toronto.
Twin City Wine Company, (Pietro Belluz)	Fort William.
Welland Winery	268 Main Street South, Welland.
Windsor Company, Limited, The	Walkerville.

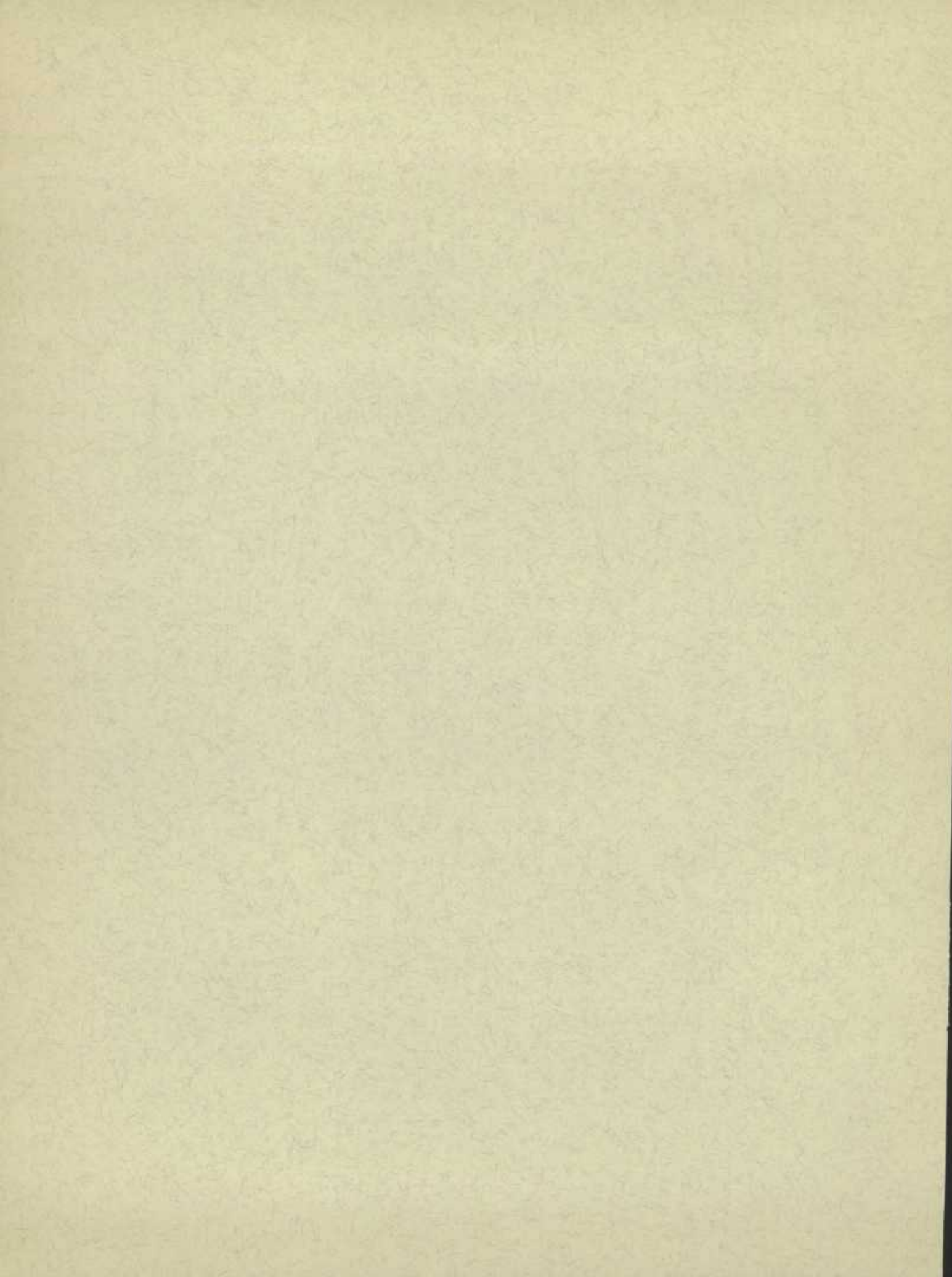
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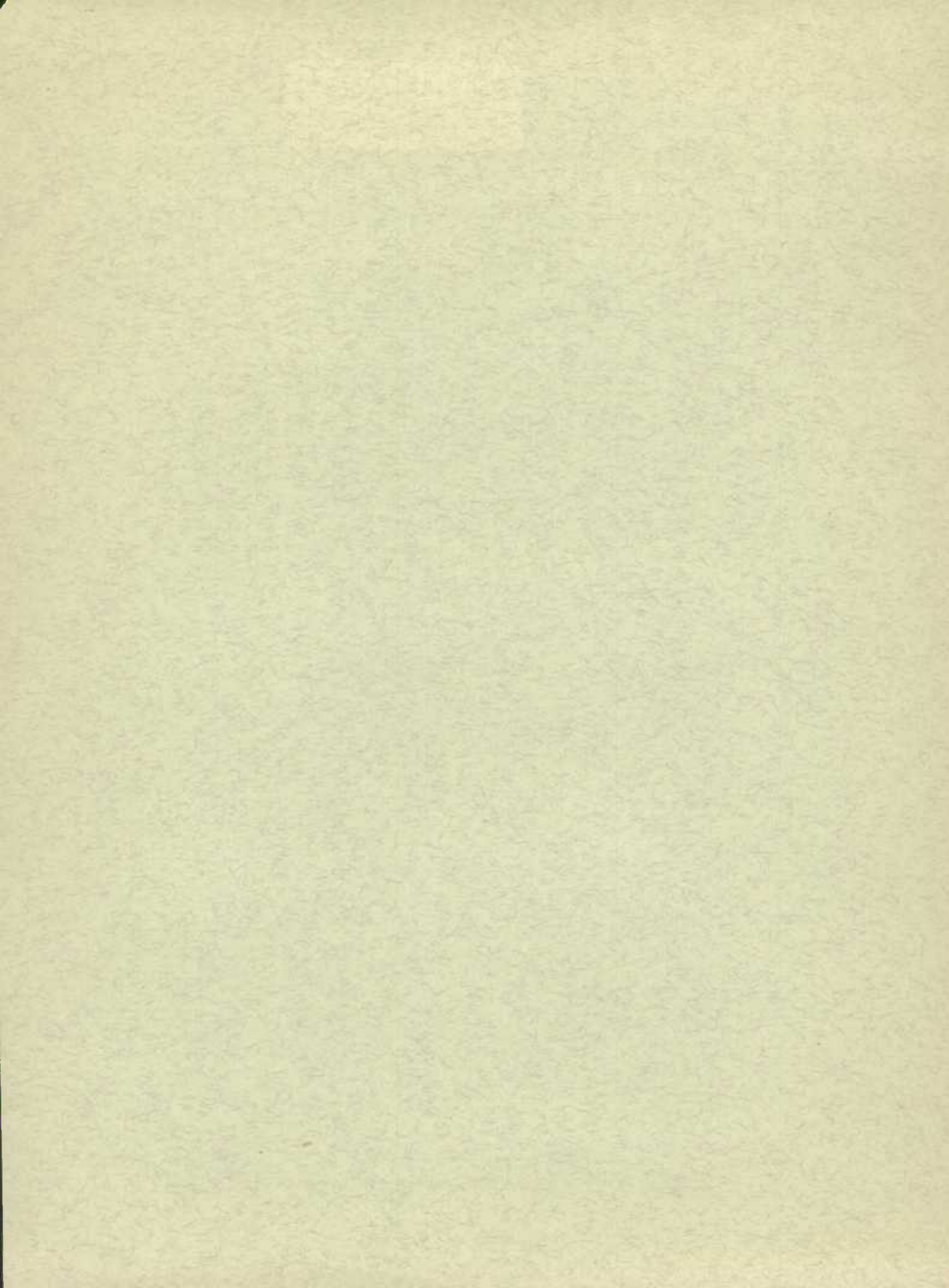
Richard & Beliveau Company, Limited, 288 Main Street, Winnipeg.

BRITISH COLUMBIA

Growers Wine Company, Limited,	1531 15th Avenue West, Vancouver.
Growers Wine Company, Limited,	Lake Hill (Office 625 Fort St., Victoria).
Kershaw, William S.	1711 Kings Road, Victoria.
Rathburr, George	Eburne.
Victoria Wineries (B.C.) Limited,	Store & Johnston Streets, Victoria.
Victoria Wineries (B.C.) Limited,	Chemainus.
Victoria Wineries (B.C.) Limited,	Lake Hill.







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