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

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**REPORT**

**ON THE**

**WINE INDUSTRY**

**IN**

**CANADA**

**1932**

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THE WINE INDUSTRY IN CANADA, 1932.

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 1932 there were fifty-five establishments engaged in the production of wines, located by provinces as follows: - Ontario forty-nine, British Columbia five and Manitoba one. These plants reported a capital investment of \$8,073,041, an average employment of 454 persons who received \$555,403 in salaries and wages and a net value of production amounting to \$2,959,066. Wines produced during the year and placed in storage for maturing totalled 2,912,985 gallons with an inventory value of \$1,124,678, while the fermented wines bottled or sold in bulk during the year totalled 2,707,960 gallons valued at \$3,021,575. Fruit juices, medicated wines and other products produced were valued at \$21,277. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1932 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1932. For detailed production statistics, 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. Compared with the previous year, the industry reported a decrease of six establishments, decreases of \$612,780 in the capital invested, \$14,270 in materials used and \$317,781 in the net value of production. There was also a decrease of one employee, but an increase of \$28,720 in the amount paid in salaries and wages. It is interesting to note that the province of Ontario produced almost ninety-six per cent of the total value and over ninety-six per cent of the total quantity of the wine produced in 1932.

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 1932, the imports of sparkling and non-sparkling wines were valued at \$1,244,957 as compared with a net domestic production valued at \$2,959,066. Exports of wines are small, being valued at \$966 in 1931 and \$2,525 in 1932.

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

THE WINE INDUSTRY IN CANADA, 1932.

Principal Statistics.

A comparative summary of the principal statistics of the industry for the years 1926 to 1932 is shown in table 1.

Table 1. - Principal Statistics by Provinces, 1926 to 1932.

	Estab- lish- ments	Capital Invested	Total Em- ployees	Total Salaries and Wages	Cost of Materials Used	Gross Value of Products
	No.	\$	No.	\$	\$	\$
<u>1 9 2 6</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>1 9 2 7</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>1 9 2 8</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>1 9 2 9</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>1 9 3 0</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>1 9 3 1</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
<u>1 9 3 2</u>						
CANADA .....	55	8,073,041	454	555,403	1,576,884	2,959,066
Ontario .....	49	7,284,862	428	522,564	1,493,639	2,732,392
Other Provinces ....	6	788,179	26	32,839	83,245	226,674

THE WINE INDUSTRY IN CANADA, 1932.

Production.

Table 2. - Production of Wine in Canada, 1931 and 1932, and by Provinces for 1932.

Classes of Products	1931		1932		1932		1932	
	CANADA		CANADA		Ontario		Other Provinces	
	Quantity	Value <sup>x</sup>	Quantity	Value <sup>x</sup>	Quantity	Value <sup>x</sup>	Quantity	Value <sup>x</sup>
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing .....	3,205,334	1,381,372	2,912,985	1,124,678	2,811,272	1,074,861	101,713	49,817
(b) All other products, including fruit juices, unfermented and medicated wines, etc. ....	36,496	11,109	16,306	21,277	14,687	18,039	1,619	3,238
(c) Fermented wine bottled or sold in bulk during the year .....	3,499,881	3,457,625	2,707,960	3,021,575	2,553,450	2,763,823	154,510	257,752
Total Value of Production .....	-	4,850,106	-	4,167,530	-	3,856,723	-	310,807
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .....	-	1,573,259	-	1,208,464	-	1,124,331	-	84,133
Net Value of Production .....	-	3,276,847	-	2,959,066	-	2,732,392	-	226,674

<sup>x</sup> 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 (c).

THE WINE INDUSTRY IN CANADA, 1932.

Materials Used.

Table 3. - Materials Used, 1931 and 1932.

Classes of Materials	Unit of Measure	1 9 3 1		1 9 3 2	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic .....	Lb.	24,023,916	456,341	21,280,763	441,586
Loganberries .....	"	718,837	57,033	192,252	12,390
Blackberries .....	"	96,530	5,815	87,407	3,928
Cherries .....	"	69,168	3,222	563,825	14,599
Other fresh fruits .....	"	-	2,027	-	-
Sugar .....	"	9,314,620	376,727	8,544,792	317,133
Honey .....	"	69,813	4,864	21,000	1,255
Acids (tartaric, citric, etc.) .....	"	11,300	3,846	6,678	2,147
Alcohol and grape spirits.	Gal.	7,217	18,787	102,790	214,304
Grape juice .....	"	15,946	9,167	49,625	11,399
Finings .....	-	-	20,239	-	12,550
Cooperage, used for maturing .....	-	-	3,001	-	10,995
Cooperage, used for shipping .....	-	-	11,088	-	9,636
Bottles and jars .....	-	-	438,732	-	356,520
Cases, wooden .....	-	-	6,075	-	5,603
Cases, fibre .....	-	-	77,970	-	46,831
Other packaging material .	-	-	88,403	-	111,057
All other materials .....	-	-	7,817	-	4,951
<b>Total Cost of Materials</b> ..	-	-	<b>1,591,154</b>	-	<b>1,576,884</b>

Capital Investment.

Table 4. - Capital Invested, by Provinces, 1932, and Comparative figures for Canada from 1928 to 1931.

	Fixed Capital		Working Capital		Total Capital
	Present Value of land, buildings, fixtures, machinery and tools	Inventory value of materials, stocks, fuel, etc., on hand	Inventory value of finished products on hand	Cash, bills and accounts receivable, etc.	
	\$	\$	\$	\$	\$
<u>1 9 3 2</u>					
CANADA .....	3,244,580	1,551,779	2,468,506	808,176	8,073,041
Ontario .....	2,998,223	1,450,332	2,045,117	791,190	7,284,862
Other Provinces .	246,357	101,447	423,389	16,986	788,179

## THE WINE INDUSTRY IN CANADA, 1932.

Table 4. Capital Invested, by Provinces, 1932, and Comparative Figures for Canada from 1928 to 1931. (Concl'd.)

	Fixed Capital		Working Capital		Total Capital
	Present value		Inventory value	Inventory	
	of land, buildings, fixtures, machinery and tools	of materials, stocks, fuel, etc., on hand	value of finished products on hand	and accounts receivable, etc.	
	\$	\$	\$	\$	\$
1932 .....	3,244,580	1,551,779	2,468,506	808,176	8,073,041
1931 .....	3,246,272	1,560,517	2,842,691	1,036,341	8,685,821
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

Table 5. - Size of Establishments Measured by (a) Production, (b) Capital and (c) Employment, 1931 and 1932.

Establishments Having a Production of:	1931			1932		
	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	41	694,293	16,934
\$50,000 to under \$100,000 .....	7	500,449	71,493	6	374,480	62,413
\$100,000 to under \$200,000 .....	5	714,241	142,848	5	706,895	141,379
\$200,000 and over .....	3	1,229,169	409,723	3	1,183,398	394,466
Total .....	61	3,276,847	53,719	55	2,959,066	53,801
Establishments having a Capital Investment of:	1931			1932		
	Estab- lish- ments Report- ing	Total Capital	Average Capital per Estab- lishment	Estab- lish- ments Report- ing	Total Capital	Average Capital per Estab- lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000 .....	26	621,066	23,887	21	618,151	29,436
\$50,000 to under \$100,000 .....	14	989,918	70,708	18	1,311,287	72,849
\$100,000 to under \$200,000 .....	10	1,412,400	141,240	6	849,018	141,503
\$200,000 to under \$500,000 .....	8	2,577,181	322,148	7	2,268,945	324,136
\$500,000 and over .....	3	3,085,256	1,028,419	3	3,025,640	1,008,547
Total .....	61	8,685,821	142,391	55	8,073,041	146,783

THE WINE INDUSTRY IN CANADA, 1932.

Table 5. - Size of Establishments Measured by (a) Production, (b) Capital and (c) Employment, 1931 and 1932. - (Concl'd.)

Establishments having an Average Employment of: --	1 9 3 1			1 9 3 2		
	Estab-lish-ments Report-ing No.	Total Employees No.	Average Employees per Estab-lishment No.	Estab-lish-ments Report-ing No.	Total Employees No.	Average Employees per Estab-lishment No.
Less than 20 persons .....	56	277	5	51	288	6
20 persons and over .....	5	178	36	4	166	41
Total .....	61	455	7	55	454	8

Employment.

Table 6. - Employees, Salaries and Wages, 1931 and 1932.

Classes of Employees	1 9 3 1	1 9 3 2
Salaried Employees .....	Total No. 134	138
Male .....	No. 116	113
Female .....	No. 18	25
Total salaries .....	\$ 242,407	293,302
Wage-earners (Monthly Average) .....	Total No. 321	316
Male .....	No. 282	280
Female .....	No. 39	36
Total wages .....	\$ 284,276	262,101
Total Employees .....	No. 455	454
Total salaries and wages .....	\$ 526,683	555,403



THE WINE INDUSTRY IN CANADA, 1932.

Table 7. - Monthly Employment of Wage-earners, 1931 and 1932.

Months	1 9 3 1			1 9 3 2		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	270	31	301	264	30	294
February .....	234	24	258	241	36	277
March .....	243	34	277	249	27	276
April .....	244	30	274	244	32	276
May .....	258	44	302	260	31	291
June .....	252	44	296	249	33	282
July .....	249	42	291	250	35	285
August .....	252	42	294	257	32	289
September .....	309	41	350	301	37	338
October .....	438	41	479	426	35	461
November .....	316	40	356	319	37	356
December .....	297	43	340	294	48	342
Monthly Average ....	282	39	321	280	36	316

Table 8. - Number of Wage-earners in Months of Highest Employment Whose Regular Hours of Work were: -

Number of Hours Worked per Week	Number of Employees		Number of Hours Worked per Week	Number of Employees	
	1931	1932		1931	1932
40 hours or less ...	26	35	51 - 53 hours .....	23	4
41 - 43 hours .....	1	-	54 hours .....	77	50
44 hours .....	99	218	55 hours .....	5	5
45 - 47 hours .....	70	47	56 - 59 hours .....	13	5
48 hours .....	84	79	60 hours .....	71	10
49 - 50 hours .....	27	23	Over 60 hours .....	7	27

The above table does not include overtime.

THE WINE INDUSTRY IN CANADA, 1932.

Power Equipment.

Table 9. - Power Equipment, 1931 and 1932.

Classes of Power	1 9 3 1		1 9 3 2	
	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	14
Gasoline, gas and oil engines .....	1	9	2	18
Electric motors operated by purchased power .....	260	795	280	791
Total Power Used in Manufacturing .....	265	918	284	823
Boiler installation .....	31	865	31	950

Fuel and Electricity.

Table 10. - Consumption of Fuel and Electricity, 1931 and 1932.

Kinds of Fuel	Unit of Measure	1 9 3 1		1 9 3 2	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal: -	Ton				
Bituminous .....	(2000 Lbs.)	3,133	18,357	3,459	20,535
Anthracite .....	"	294	2,866	274	2,594
Lignite .....	"	6	45	-	-
Coke (for fuel only) .....	"	79	751	55	477
Fuel or diesel oil .....	Gal. (Imp.)	37,500	3,408	7,000	625
Gasoline .....	" "	-	-	803	265
Wood .....	Cord	127	404	25	139
Gas, manufactured .....	M cu. ft.	644	621	594	485
Gas, natural .....	M cu. ft.	364	238	363	297
Total Cost of Fuel ..	-	-	26,690	-	25,417
Electricity purchased for power (including service charges) .....	K.W.H.	612,099	14,540	676,517	13,384
Total Cost of Fuel and Electricity .....	-	-	41,230	-	38,801

THE WINE INDUSTRY IN CANADA, 1932.

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 1931 and 1932.

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	Value only	
	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
<b>Total .....</b>	<b>869,805</b>	<b>1,542,322</b>	<b>337,045</b>	<b>1,879,367</b>

Table 11(b). - Imports of Wines by Classes and Countries, for the Calendar Year 1932.

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines	Total Value of Wines Imported
	Quantity	Value	Value only	
	Gallons	\$	\$	
United Kingdom .....	25,743	138,217	270	138,487
Australia .....	53,504	89,195	506	89,701
British South Africa .....	18,778	13,842	13	13,855
France .....	205,136	393,587	185,556	579,143
Hong Kong .....	6,437	8,422	-	8,422
Spain .....	185,531	168,680	-	168,680
Portugal .....	81,675	102,185	-	102,185
Italy .....	50,306	80,296	2,322	82,618
French Africa .....	30,803	39,236	7	39,243
Germany .....	3,574	12,713	208	12,921
China .....	2,453	3,061	-	3,061
Other Countries .....	1,789	6,518	123	6,641
<b>Total .....</b>	<b>665,729</b>	<b>1,055,952</b>	<b>189,005</b>	<b>1,244,957</b>

THE WINE INDUSTRY IN CANADA, 1932.

Exports of Wine.

The quantity and value of wines, the produce of Canada, exported to various countries during the calendar years 1931 and 1932 is shown in table 12.

Table 12. - Exports of Fermented Wines for the Calendar Years 1931 and 1932.

Countries to which Exported	1 9 3 1		1 9 3 2	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
United Kingdom .....	138	215	208	273
British West Indies .....	280	485	875	917
British Honduras .....			555	585
Other Countries .....	88	266	532	750
<b>Total .....</b>	<b>506</b>	<b>966</b>	<b>2,170</b>	<b>2,525</b>

The following is a list of wineries operating in Canada in 1932: -

ONTARIO

Acme Wine Company Limited,	889 Queen Street West, Toronto.
Adelaide Winery Limited,	197 Ann Street, London.
Ascot Wine Company Limited,	Riverside.
Badalato, Samuel	R. R. No. 9, London.
Beaverdam Cataract Winery Limited,	R. R. No. 1, Niagara Falls.
Bordeaux Wines Limited,	187 Parliament Street, Toronto.
Bright, T. G. & Company Limited,	Niagara Falls.
Canada Wine Products Limited,	1328 Bloor Street West, Toronto.
Concord Wine Company Limited,	183 Bathurst Street, Toronto.
Danforth Wine Company Limited,	355 Danforth Avenue, Toronto.
Dominion Wine Growers Limited (Canadian Wineries Limited),	Oakville.
Fort William Wine Company Limited,	Fort William.
Grantham Winery (Joseph Porpiglia)	R. R. No. 2, St. Catharines.
Grimsby Wines Limited,	Grimsby.
Hamilton Niagara Wines Limited,	29 Harriet Street, Hamilton.
Hamilton, J. S. & Company Limited,	44 Dalhousie Street, Brantford.
Huehnergard, Bruno (The Kitchener Winery),	R. R. No. 3, Kitchener.
Jordan Wine Company Limited,	Jordan.
Jordan Wine Company Limited,	St. Catharines.
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. No. 1, Windsor.

THE WINE INDUSTRY IN CANADA, 1932.

ONTARIO. - (Concl'd.)

National Wine Company Limited, (Canadian Wineries Limited),	27 Brock Avenue, Toronto.
Old Battlefield Wine Company, (A. Samborski),	Stoney Creek.
Old Fort Wine Company Limited,	Fort Erie.
Ontario Grape Growing & Wine Manufacturing Company Limited,	St. Catharines.
Parkdale Wines Limited,	1363 Queen Street West, Toronto.
Peerless Wine Manufacturers Limited (Canadian Wineries Limited),	448 Queen Street East, Toronto.
Regal Wine Company Limited, The	95 Geneva Street, St. Catharines.
Rizzo, Nicholas (Hamilton Winery),	164 York Street, Hamilton.
Robinet, Jules, & Sons,	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,	Woodburn Avenue, St. Catharines.
Sunnisholme Wine Company,	R. R. No. 4, St. Catharines.
Sunnybank Winery (F. L. Furminger),	R. R. No. 2, St. Catharines.
Stamford Park Wine Company Limited, (Canadian Wineries Limited),	Niagara Falls.
Thomas, Alex. (Cooksville Wine Vaults),	Cooksville.
Thorold Winery Company Limited, (Canadian Wineries Limited),	Thorold.
Toronto Wineries Limited,	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.

MANITOBA

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

Growers Wine Company Limited,	1531 15th Avenue West, Vancouver.
Growers Wine Company Limited,	Lake Hill (Office 625 Fort Street, Victoria)
Richmond Wineries,	Steveston.
Victoria Wineries (B.C.) Limited,	1404 Store Street, Victoria.
Victoria Wineries (B.C.) Limited,	Lake Hill.





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