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

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THE WINE INDUSTRY IN CANADA, 1933.

The wine industry in Canada is confined to a few localities such as the Niagar Peninsula in Ontario and the Okanagan Valley in British Columbia where climatic conditions for the cultivation of grapes are favourable. In 1933 there were fifty-six establishments engaged in the production of wines, located by provinces as follows: - Ontario fifty, British Columbia five and Manitoba one. These plants reported a capital investment of \$7,750,832, an average employment of 451 persons who received \$552,427 in salaries and wages and a net value of production amounting to \$2,646,216. Wines produced during the year and placed in storage for maturing totalled 1,920,587 gallons with an inventory value of \$651,120, while the fermented wines bottled or sold in bulk during the year totalled 2,718,530 gallons valued at \$3,172,586. Other products produced were valued at \$23,967. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1933 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1933. 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 decreases of \$322,209 in the capital invested, \$248,345 in materials used and \$312,850 in the net value of production. There was also a decrease of three employees and a decrease of \$2,976 in the amount paid in salaries and wages. It is interesting to note that the province of Ontario produces about 90 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1933 the imports of sparkling and non-sparkling wines were valued at \$993,698 as compared with a net domestic production valued at \$2,646,216. Exports of wines are small, being valued at \$2,306 in 1933.

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

THE WINE INDUSTRY IN CANADA, 1933.

Principal Statistics

Table 1. - Summary of Principal Statistics by Provinces, 1926 to 1933.

	Estab- lish- ments	Capital Invested	Em- ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Products
	No.	\$	No.	\$	\$	\$
<u>1933</u>						
CANADA .....	56	7,750,832	451	552,427	1,328,539	2,646,216
Ontario .....	50	7,035,080	425	521,124	1,245,368	2,374,023
Other Provinces .....	6	715,752	26	31,303	83,171	272,193
<u>1932</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
<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
<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>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>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>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>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

THE WINE INDUSTRY IN CANADA, 1933.

Production

Table 2. - Production of Wine in Canada, 1932 and 1933, and by Provinces for 1933.

Classes of Products	1 9 3 2		1 9 3 3		1 9 3 3			
	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 .....	2,912,985	1,124,678	1,920,587	651,120	1,817,999	602,505	102,588	48,615
(b) All other products, including fruit juices, etc.	16,306	21,277	15,457	23,967	15,457	23,967	-	-
(c) Fermented wine, sold, bottled or in bulk, during the year.	2,707,960	3,021,575	2,718,530	3,172,586	2,550,913	2,880,509	167,617	292,077 <sup>ca</sup>
TOTAL VALUE OF PRODUCTION .....	-	4,167,530	-	3,847,673	-	3,506,981	-	340,692
(d) Prime cost of wine (produced in previous years) reported above under Section (c) ....	-	1,208,464	-	1,201,457	-	1,132,958	-	68,499
NET VALUE OF PRODUCTION .....	-	2,959,066	-	2,646,216	-	2,374,023	-	272,193

<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, 1933.

Materials Used

Table 3. - Materials Used, 1932 and 1933.

Classes of Materials	Unit of Measure	1 9 3 3		1 9 3 2	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic .....	Lb.	14,459,294	301,415	21,280,763	441,586
Loganberries .....	"	205,222	10,928	192,252	12,390
Blackberries .....	"	22,367	1,112	87,407	3,928
Cherries .....	"	97,789	2,133	563,825	14,599
Other fresh fruits .....	"	(x)	-	-	-
Sugar .....	"	6,387,105	297,275	8,544,792	317,133
Honey .....	"	13,043	1,018	21,000	1,255
Acids (tartaric, citric, etc.) .....	"	2,831	754	6,678	2,147
Grape spirits .....	Gal.	46,939	104,253	102,790	214,304
Grape and loganberry juice .....	"	39,097	10,327	49,625	11,399
Finings .....	-	-	12,526	-	12,550
Cooperage for maturing .....	-	-	7,490	-	10,995
Cooperage for shipping .....	-	-	6,239	-	9,636
Bottles and jars .....	-	-	380,327	-	356,520
Cases, wooden .....	-	-	2,229	-	5,603
Cases, fibre .....	-	-	49,943	-	46,831
Other packaging material .....	-	-	138,035	-	111,057
All other materials ...	-	-	2,535	-	4,951
<b>TOTAL COST OF MATERIALS .....</b>	<b>-</b>	<b>-</b>	<b>1,328,539</b>	<b>-</b>	<b>1,576,884</b>

(x) Included under "all other materials".

THE WINE INDUSTRY IN CANADA, 1933.

Capital Investment

Table 4. - Capital Invested, by Provinces 1933, and for Canada 1928-1932.

	<u>Fixed Capital</u>	<u>Working Capital</u>			<u>Total Capital</u>
	Present value of land, buildings, fixtures, machinery, etc.	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 3</u>					
CANADA .....	3,088,256	1,340,605	2,429,272	892,699	7,750,832
Ontario .....	2,872,383	1,279,825	2,012,456	870,416	7,035,080
Other Provinces .....	215,873	60,780	416,816	22,283	715,752
CANADA, 1932 .....	3,244,580	1,551,779	2,468,506	808,176	8,073,041
CANADA, 1931 .....	3,246,272	1,560,517	2,842,691	1,036,341	8,685,821
CANADA, 1930 .....	3,016,560	4,507,244		1,034,162	8,557,966
CANADA, 1929 .....	2,763,289	4,082,829		1,069,250	7,915,368
CANADA, 1928 .....	2,101,439	2,816,947		787,182	5,705,568

THE WINE INDUSTRY IN CANADA, 1933.

Size of Establishments

The following series of tables show the size of establishments measured by (a) production, (b) capital and (c) employment for the years 1932 and 1933.

Table 5(a). - Production.

Establishments having a Production of: -	1 9 3 3			1 9 3 2		
	Estab-lish-ments	Gross Value of Production	Average Production per Estab-lishment	Estab-lish-ments	Gross Value of Production	Average Production per Estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000 .....	44	669,879	15,224	41	694,293	16,934
\$50,000 to \$100,000 .	9	776,787	86,310	6	374,480	62,413
\$100,000 to \$200,000.	-	-	-	5	706,895	141,379
\$200,000 and over ...	3	1,199,550	399,850	3	1,183,398	394,466
TOTAL AND AVERAGE.	56	2,646,216	47,254	55	2,959,066	53,801

Table 5(b). - Capital.

Establishments having a Capital Investment of: -	1 9 3 3			1 9 3 2		
	Estab-lish-ments	Total Capital	Average Capital per Estab-lishment	Estab-lish-ments	Total Capital	Average Capital per Estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000 .....	20	581,196	29,060	21	618,151	29,436
\$50,000 to \$100,000 .	20	1,423,240	71,162	18	1,311,287	72,849
\$100,000 to \$200,000.	6	838,304	139,717	6	849,018	141,503
\$200,000 to \$500,000.	7	2,333,866	333,409	7	2,268,945	324,135
\$500,000 and over ...	3	2,574,226	858,075	3	3,025,640	1,008,547
TOTAL AND AVERAGE.	56	7,750,832	138,408	55	8,073,041	146,783

Table 5(c). - Employment.

Establishments having an Average Employment of: -	1 9 3 3			1 9 3 2		
	Estab-lish-ments	Total Employees	Average Employees per Estab-lishment	Estab-lish-ments	Total Employees	Average Employees per Estab-lishment
	No.	No.	No.	No.	No.	No.
Less than 20 persons	52	266	5	51	288	6
20 persons and over.	4	185	46	4	166	41
TOTAL AND AVERAGE	56	451	8	55	454	8

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Employment

Table 6. - Employees, Salaries and Wages, 1932 and 1933.

Classes of Employees		1 9 3 3	1 9 3 2
Salaried Employees .....	Total No.	132	138
Male .....	No.	105	113
Female .....	No.	27	25
Total salaries .....	\$	269,513	293,302
Wage-earners .....	Monthly Average No.	319	316
Male .....	No.	288	280
Female .....	No.	31	36
Total Wages .....	\$	282,914	262,101
Total Employees .....	No.	451	454
Total salaries and wages .....	\$	552,427	555,403

Table 7. - Monthly Employment of Wage-earners, 1932 and 1933.

Months	1 9 3 3			1 9 3 2		
	Male No.	Female No.	Total No.	Male No.	Female No.	Total No.
January .....	228	17	245	264	30	294
February .....	232	19	251	241	36	277
March .....	242	25	267	249	27	276
April .....	245	36	281	244	32	276
May .....	249	29	278	260	31	291
June .....	258	37	295	249	33	282
July .....	250	38	288	250	35	285
August .....	252	25	277	257	32	289
September .....	382	37	419	301	37	338
October .....	473	30	503	426	35	461
November .....	298	32	330	319	37	356
December .....	303	31	334	294	48	342
MONTHLY AVERAGE .....	288	31	319	280	36	316

Table 8. - Number of Wage-earners In Month 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	
	1933	1932		1933	1932
40 hours or less .....	29	35	51-53 hours .....	-	4
41-43 hours .....	3	-	54 hours .....	22	50
44 hours .....	180	218	55 hours .....	5	5
45-47 hours .....	107	47	56-59 hours .....	8	5
48 hours .....	83	79	60 hours .....	14	10
49-50 hours .....	83	23	Over 60 hours .....	7	27

The above table does not include overtime.

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Power Equipment

Table 9. - Power Equipment.

Classes of Power	1 9 3 3		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 .....	2	14	2	14
Gasoline, gas and oil engines .....	2	18	2	18
Electric motors operated by purchased power .....	350	1,074	280	791
TOTAL POWER USED IN MANUFACTURING .....	354	1,106	284	823
Boiler installation .....	28	978	31	950

Fuel and Electricity

Table 10. - Consumption of Fuel and Electricity, 1932 and 1933.

Kinds of Fuel	Unit of Measure	1 9 3 3		1 9 3 2	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous .....	(2000 Lbs.)	3,718	22,376	3,459	20,535
Anthracite .....	"	186	1,964	274	2,594
Lignite .....	"	143	861	-	-
Coke (for fuel only) .....	"	27	292	55	477
Fuel or diesel oil .....	Gal. (Imp.)	8,740	845	7,000	625
Gasoline and kerosene ....	" "	922	320	803	265
Wood .....	Cord	70	387	25	139
Gas, manufactured .....	M cu. ft.	448	377	594	485
Gas, natural .....	M cu. ft.	355	306	363	297
TOTAL COST OF FUEL ..	-	-	27,728	-	25,417
Electricity purchased for power (including service charges) .....	K.W.H.	704,957	14,516	676,517	13,384
TOTAL COST OF FUEL AND ELECTRICITY .....	-	-	42,244	-	38,801



THE WINE INDUSTRY IN CANADA, 1933.

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 1932 and 1933.

Table 11(a). - Imports of Wines by Classes and Countries, Calendar Year 1933.

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines	Total Value of Wines Imported
	Quantity	Value	Value Only	
	Gallons	\$	\$	\$
United Kingdom .....	30,725	146,719	44	146,763
Australia .....	61,038	102,211	651	102,862
France .....	137,233	269,786	120,206	389,992
Spain .....	152,729	138,635	-	138,635
Portugal .....	58,698	68,163	-	68,163
Italy .....	38,491	67,765	1,582	69,347
French Africa .....	22,483	34,819	-	34,819
Germany .....	3,166	10,472	811	11,283
Other Countries .....	29,812	31,690	144	31,834
TOTAL .....	534,375	870,260	123,438	993,698

Table 11(b). - Imports of Wines by Classes and Countries, 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
TOTAL .....	665,729	1,055,952	189,005	1,244,957

THE WINE INDUSTRY IN CANADA, 1933.

Exports of Wine

The quantity and value of wines, the produce of Canada, exported to various countries during the calendar years 1932 and 1933 is shown in table 12.

Table 12. - Exports of Fermented Wines.

Countries to which Exported	1 9 3 3		1 9 3 2	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
United Kingdom .....	148	226	208	273
United States .....	110	641	-	-
British West Indies .....	318	447	875	917
British Honduras .....	-	-	555	585
Other Countries .....	490	992	532	750
<b>TOTAL .....</b>	<b>1,066</b>	<b>2,306</b>	<b>2,170</b>	<b>2,525</b>

The following is a list of wineries operating in Canada in 1933. -

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.
Beavercreek 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.
Canadian Sparkling Products Limited, (Canadian Wineries Limited),	R. R. No. 3, Niagara Falls.
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,	Burlington.
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.

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ONTARIO - (Concl'd.)

National Wine Company Limited, (Canadian Wineries Limited), Old Battlefield Wine Company, (A. Samborski), Old Fort Wine Company Limited, Ontario Grape Growing & Wine Manufacturing Company Limited, Parkdale Wine Manufacturing Limited, Peerless Wine Manufacturers Limited, (Canadian Wineries Limited), Regal Wine Company Limited, The Rizzo, Nicholas, (Hamilton Winery), Robinet, Jules, & Sons, Robinet Freres, Robinet, Victor, Rossoni's Winery, Robinson, H., Corporation Limited, Royal City Winery, St. Catharines Wine Company of Canada Ltd., Sunniesholme Wine Company, Sunnybank Winery, (F. L. Furfinger), Stamford Park Wine Company Limited, (Canadian Wineries Limited), Thomas, Alex., (Cooksville Wine Vaults), Thorold Winery Company Limited, (Canadian Wineries Limited), Toronto Wineries Limited, Turner Wine Company, Twin City Wine Company, (Pietro Belluz), Welland Winery, Windsor Company Limited, The,	27 Brock Avenue, Toronto.  Stoney Creek. Fort Erie.  St. Catharines. 1363 Queen Street West, Toronto.  448 Queen Street East, Toronto. 95 Geneva Street, St. Catharines. 164 York Street, Hamilton. Sandwich. Oldcastle. Tecumseh. 1216 Tecumseh Road, Windsor. 174 Catharine Street North, Hamilton. 32-34 Wilson Street, Guelph. Woodburn Avenue, St. Catharines. R. R. No. 4, St. Catharines. R. R. No. 2, St. Catharines.  R. R. No. 3, Niagara Falls. Cooksville.  Thorold. 1682 Queen Street West, Toronto. 106 Front Street East, Toronto. Fort William. 268 Main Street South, Welland. Walkerville.
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MANITOBA

Canadian Honey Wines Limited,	740 Logan Avenue, Winnipeg.
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BRITISH COLUMBIA

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





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