

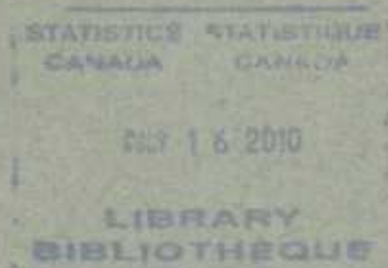
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**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**  
**CENSUS OF INDUSTRY**  
**GENERAL MANUFACTURES BRANCH**

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**REPORT**  
**ON THE**  
**WINE INDUSTRY**  
**IN**  
**CANADA**  
**1934**

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

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THE WINE INDUSTRY IN CANADA, 1934.

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 1934 there were fifty-five establishments engaged in the production of wines, located by provinces as follows: - Ontario forty-eight, British Columbia six and Manitoba one. These plants reported a capital investment of \$8,109,344, an average employment of 557 persons who received \$613,670 in salaries and wages, and a net value of production amounting to \$3,566,159. Wines produced during the year and placed in storage for maturing totalled 3,690,994 gallons with an inventory value of \$1,177,866, while the fermented wines bottled or sold in bulk during the year totalled 3,292,643 gallons valued at \$3,947,263. Other products produced were valued at \$81,645. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1934 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1934. 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 increases of \$358,512 in the capital invested, \$482,879 in materials used and \$919,943 in the net value of production. There was also an increase of 106 employees and an increase of \$61,243 in the amount paid in salaries and wages. It is interesting to note that the province of Ontario produces over 90 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1934 the imports of sparkling and non-sparkling wines were valued at \$1,073,007 as compared with a net domestic production valued at \$3,566,159. Exports of wines were valued at \$134,895 in 1934.

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

THE WINE INDUSTRY IN CANADA, 1934.

Table 1. - Summary of Principal Statistics by Provinces, 1927 to 1934.

Year and Provinces	Estab-lish-ments	Capital Invested	Em- ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Products
	No.	\$	No.	\$	\$	\$
<u>1 9 3 4</u>						
CANADA .....	55	8,109,344	557	613,670	1,811,418	3,566,159
Ontario .....	48	7,355,083	517	569,406	1,661,087	3,238,879
Other Provinces .....	7	754,261	40	44,264	150,331	327,280
<u>1 9 3 3</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>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
<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 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 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 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 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

THE WINE INDUSTRY IN CANADA, 1934.

Table 2. - Production of Wine in Canada, 1933 and 1934, and by Provinces for 1934.

Classes of Products	CANADA, 1933		CANADA, 1934		1934			
	Quantity	Value <sup>x</sup>	Quantity	Value <sup>x</sup>	Ontario		Other Provinces	
	Gallons	\$	Gallons	\$	Quantity	Value <sup>x</sup>	Quantity	Value <sup>x</sup>
(a) Wine produced during the year, but placed in storage for maturing .....	1,920,587	651,120	3,690,994	1,177,866	3,462,194	1,057,861	228,800	120,005
(b) All other products, including fruit juices, etc. ....	15,457	23,967	-	81,645	-	81,645	-	-
(c) Fermented wine sold, bottled or in bulk, during the year .....	2,718,530	3,172,586	3,292,643	3,947,263	3,111,848	3,612,747	180,795	334,516
TOTAL VALUE OF PRODUCTION .....	-	3,847,673	-	5,206,774	-	4,752,253	-	454,521
(d) Prime cost of wine (produced in previous years) reported above under Section (c) ...	-	1,201,457	-	1,640,615	-	1,513,374	-	127,241
NET VALUE OF PRODUCTION .....	-	2,646,216	-	3,566,159	-	3,238,879	-	327,280

<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, 1934.

Table 3. - Materials Used, 1933 and 1934.

Classes of Materials	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic .....	Lb.	14,459,294	301,415	30,238,084	668,808
Loganberries .....	"	205,222	10,928	586,876	33,388
Blackberries .....	"	(x)		(x)	
Cherries .....	"	(x)		(x)	
Other fresh fruits ....	"	617,496	5,071	435,584	6,898
Sugar .....	"	6,387,105	297,275	9,655,190	400,395
Honey .....	"	13,043	1,018	1,421	121
Acids (tartaric, citric and salicylic)	"	2,831	754	7,935	2,475
Grape spirits .....	Gal.	46,939	104,253	18,380	35,011
Grape and loganberry juice .....	"	39,097	10,327	29,671	9,143
Clarifying materials ..	-	-	12,526	-	10,448
Bottles and jars .....	-	-	380,327	-	418,215
Cases, wooden .....	-	-	2,229	-	2,392
Cases, fibre .....	-	-	49,943	-	55,676
Cooperage .....	-	-	13,729	-	1,847
Other packaging material	-	-	138,035	-	153,306
All other materials ...	-	-	709	-	13,295
<b>TOTAL COST OF MATERIALS .....</b>	-	-	<b>1,328,539</b>	-	<b>1,811,418</b>

(x) Included under "other fresh fruits".

THE WINE INDUSTRY IN CANADA, 1934.

Table 4. - Capital Invested, by Provinces, 1934, and for Canada 1928-1933.

	Fixed Capital	Working Capital			Total Capital
	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 4</u>					
CANADA .....	3,132,511	1,808,881	1,965,930	1,202,022	8,109,344
Ontario .....	2,931,332	1,775,253	1,493,308	1,155,190	7,355,083
Other Provinces .....	201,179	33,628	472,622	46,832	754,261
CANADA, 1933 .....	3,088,256	1,340,605	2,429,272	892,699	7,750,832
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, 1934.

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 1933 and 1934.

Table 5(a). - Production.

Establishments having a Production of: -	1933			1934		
	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	44	818,586	18,604
\$50,000 to \$100,000 .	9	776,787	86,310	3	264,675	88,225
\$100,000 to \$200,000.	-	-	-	5	620,488	124,098
\$200,000 and over ...	3	1,199,550	399,850	3	1,862,410	620,803
TOTAL AND AVERAGE.	56	2,646,216	47,254	55	3,566,159	64,839

Table 5(b). - Capital

Establishments having a Capital Investment of: -	1933			1934		
	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	20	548,633	27,431
\$50,000 to \$100,000.	20	1,423,240	71,162	20	1,454,346	72,717
\$100,000 to \$200,000	6	838,304	139,717	8	1,209,647	151,206
\$200,000 to \$500,000	7	2,333,866	333,409	5)	4,896,718	699,531
\$500,000 and over ..	3	2,574,226	858,075	2)		
TOTAL AND AVERAGE	56	7,750,832	138,408	55	8,109,644	147,443

Table 5(c). - Employment.

Establishments having an Average Employment of: -	1933			1934		
	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	300	6
20 persons and over.	4	185	46	4	257	64
TOTAL AND AVERAGE	56	451	8	55	557	10



THE WINE INDUSTRY IN CANADA, 1934.

Table 6. - Employees, Salaries and Wages.

Classes of Employees	1 9 3 3	1 9 3 4
Salaried Employees ..... Total No.	132	159
Male ..... No.	105	128
Female ..... No.	27	31
Total salaries ..... \$	269,513	290,978
Wage-earners ..... Monthly Average No.	319	398
Male ..... No.	288	377
Female ..... No.	31	21
Total wages ..... \$	282,914	322,692
Total Employees ..... No.	451	557
Total salaries and wages ..... \$	552,427	613,670

Table 7. - Monthly Employment of Wage-earners.

Months	1 9 3 3			1 9 3 4		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	228	17	245	299	29	328
February .....	232	19	251	287	20	307
March .....	242	25	267	277	22	299
April .....	245	36	281	273	25	298
May .....	249	29	278	284	14	298
June .....	258	37	295	302	16	318
July .....	250	38	288	338	25	363
August .....	252	25	277	314	13	327
September .....	382	37	419	488	28	516
October .....	473	30	503	724	13	737
November .....	298	32	330	493	22	515
December .....	303	31	334	389	14	403
MONTHLY AVERAGE ..	288	31	319	377	21	398

THE WINE INDUSTRY IN CANADA, 1934.

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	1934		1933	1934
40 hours or less .....	29	74	51-53 hours .....	-	1
41-43 hours .....	3	3	54 hours .....	22	26
44 hours .....	180	561	55 hours .....	5	1
45-47 hours .....	107	38	56-59 hours .....	8	13
48 hours .....	83	15	60 hours .....	14	12
49-50 hours .....	83	40	Over 60 hours .....	7	14

The above table does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 3		1 9 3 4	
	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	1	12
Gasoline, gas and oil engines .....	2	18	2	18
Electric motors operated by purchased power .....	350	1,074	369	1,117
<b>TOTAL POWER USED IN MANUFACTURING .....</b>	<b>354</b>	<b>1,106</b>	<b>372</b>	<b>1,147</b>
Boiler installation .....	28	978	27	871

THE WINE INDUSTRY IN CANADA, 1934.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1 9 3 3		1 9 3 4	
		Quantity	Cost Value at Factory \$	Quantity	Cost Value at Factory \$
Coal -	Ton				
Bituminous .....	(2000 Lbs.)	3,718	22,376	4,096	26,139
Anthracite .....	"	186	1,964	241	2,240
Lignite .....	"	143	861	-	-
Coke (for fuel only).	"	27	292	33	378
Fuel or diesel oil ..	Gal. (Imp.)	8,740	845	18,300	1,697
Gasoline and kerosene	" "	922	320	2,210	618
Wood .....	Cord	70	387	297	953
Gas, manufactured ...	M cu. ft.	448	377	400	331
Gas, natural .....	" " "	355	306	300	257
<b>TOTAL COST OF FUEL .....</b>					
			27,728		32,613
<b>Electricity purchased (including service charges) .....</b>					
	Kw. H.	704,957	14,516	773,562	16,686
<b>TOTAL COST OF FUEL AND ELECTRICITY. ....</b>					
			42,244		49,299

Table 11. - Imports of Wines by Classes and Countries, Calendar Years 1933 and 1934.

Countries from which Imported	Non-Sparkling Wines		Sparkling Wines		Total Value of Wines Imported	
	1933 \$	1934 \$	1933 \$	1934 \$	1933 \$	1934 \$
United Kingdom .....	146,719	164,336	44	404	146,763	164,740
United States .....	-	1,367	-	21	-	1,388
Australia .....	102,211	139,429	651	921	102,862	140,350
British South Africa .....	16,223	31,302	-	13	16,223	31,315
France .....	269,786	272,427	120,206	111,159	389,992	383,586
Hong Kong .....	11,823	9,305	-	-	11,823	9,305
Spain .....	138,635	167,143	-	-	138,635	167,143
Portugal .....	68,163	65,732	-	-	68,163	65,732
Italy .....	67,765	67,878	1,582	1,791	69,347	69,669
French Africa .....	34,819	23,043	-	-	34,819	23,043
Germany .....	10,472	10,896	811	979	11,283	11,875
China .....	386	843	-	-	386	843
Other Countries .....	3,258	3,992	144	26	3,402	4,018
<b>TOTAL .....</b>	<b>870,260</b>	<b>957,693</b>	<b>123,438</b>	<b>115,314</b>	<b>993,698</b>	<b>1,073,007</b>

THE WINE INDUSTRY IN CANADA, 1934.

Table 12. - Exports of Fermented Wines.

Countries to which Exported	1 9 3 3		1 9 3 4	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
United Kingdom .....	148	226	130	193
United States .....	110	641	53,419	133,363
British West Indies .....	318	447	249	387
Other Countries .....	490	992	485	952
<b>TOTAL .....</b>	<b>1,066</b>	<b>2,306</b>	<b>54,283</b>	<b>134,895</b>

The following is a list of wineries operating in Canada in 1934 -

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. 2, London.
Barnes Wines, Limited,	St. Catharines.
/ 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,	1076 Lake Shore Road, New 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.
National Wine Company Limited,	
(Canadian Wineries Limited),	27 Brock Avenue, Toronto.
Old Battlefield Wine Company,	
(A. Samborski),	Stoney Creek.

THE WINE INDUSTRY IN CANADA, 1934.

ONTARIO - (Concl'd.)

✓ Old Fort Wine Company Limited,	Fort Erie.
Parkdale Wines Limited,	1363 Queen Street West, Toronto.
Peerless Wine Manufacturers Limited, (Canadian Wineries Limited),	448 Queen Street East, Toronto.
✓ Rizzo, Nicholas, (Hamilton Winery),	164 York Street, Hamilton.
✓ Robinet, Jules, & Sons,	Sandwich.
Robinet Freres,	Oldcastle.
✓ Robinet, Victor, Winery,	Tecumseh.
Rossoni's Winery,	1218 Tecumseh Road, Windsor.
Robinson, H., Corporation Limited,	174 Catherine Street North, Hamilton.
Royal City Winery,	32-34 Wilson Street, Guelph.
✓ St. Catharines Wine Company of Canada Ltd.,	Woodburn Avenue, St. Catharines.
Sunnierholme Wine Company,	R. R. No. 4, St. Catharines.
Sunnybank Winery, (F. L. Furminger),	R. R. No. 2, St. Catharines.
Stamford Park Wine Company Limited, and Canadian Sparkling Products Limited, (Canadian Wineries Limited),	R. R. No. 3, 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,	198 Queen Street West, Toronto.
Twin City Wine Company, (Pietro Belluz),	Fort William.
Welland Winery,	268 Main Street South, Welland.
Windsor Company Limited, The,	Walkerville.

MANITOBA

✓ Canadian Honey Wines Limited,	395 Main Street, Winnipeg.
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BRITISH COLUMBIA

Calona Wines Limited,	Kelowna.
Growers Wine Company Limited,	1531 15th Avenue West, Vancouver.
Growers Wine Company Limited,	Lake Hill.
Richmond Wineries, (McKinney & Simpson),	Steveston.
✓ Victoria Wineries (B.C.) Limited,	1404 Store Street, Victoria.
Victoria Wineries (B.C.) Limited,	Lake Hill.

✓ These wineries made no new wine in 1934, but bottled or sold in bulk wine produced in previous years.

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