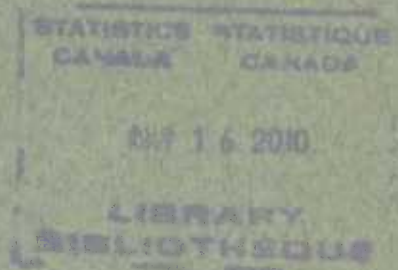


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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
GENERAL MANUFACTURES BRANCH

REPORT
ON THE
WINE INDUSTRY
IN
CANADA
1935



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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, 1935.

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 this industry in 1935 there were fifty establishments, located by provinces as follows: Quebec one, Ontario forty-two, Saskatchewan one and British Columbia six. These plants reported a capital investment of \$7,556,583, an average employment of 621 persons who received \$646,677 in salaries and wages, and a net value of production amounting to \$3,152,238. Wines produced during the year and placed in storage for maturing totalled 2,559,505 gallons with an inventory value of \$890,583, while the fermented wines bottled or sold in bulk during the year totalled 2,666,524 gallons valued at \$3,489,320. Other products produced were valued at \$169,909. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1935 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1935. 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 \$772,761 in the capital invested, \$314,450 in materials used and \$413,921 in the net value of production. There was an increase of sixty-four employees and \$35,007 in the amount paid in salaries and wages. It is interesting to note that the Province of Ontario produces nearly 90 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1935 the imports of sparkling and non-sparkling wines were valued at \$1,029,794 as compared with a net domestic production valued at \$3,152,238. Exports of wines were valued at \$14,491 in 1935.

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

THE WINE INDUSTRY IN CANADA, 1935.

Table 1. - Summary of Principal Statistics by Provinces, 1929 to 1935.

Year and Provinces	Estab-lish-ments	Capital Invested	Em-ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
<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
<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>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>1934</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>1935</u>						
CANADA	50	7,336,583	621	646,677	1,496,968	3,152,238
Ontario	42	6,345,822	567	581,618	1,335,356	2,804,813
Other Provinces .	8	990,761	54	65,059	161,612	347,425

THE WINE INDUSTRY IN CANADA, 1935.

Table 2. - Production of Wine in Canada, 1934 and 1935, and by Provinces for 1935.

Classes of Products	CANADA, 1934		CANADA, 1935		1935			
	Quantity	Value ^x	Quantity	Value ^x	Ontario		Other Provinces	
	Gallons	\$	Gallons	\$	Quantity	Value ^x	Quantity	Value ^x
					Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	3,690,994	1,177,866	2,559,505	890,583	2,236,119	739,171	323,386	151,412
(b) All other products, including fruit juices, etc.	-	81,645	-	169,909	-	169,909	-	-
(c) Fermented wine sold, bottled or in bulk, during the year ...	3,292,643	3,947,263	2,666,524	3,489,320	2,471,660	3,144,148	194,864	345,172
TOTAL VALUE OF PRODUCTION	-	5,206,774	-	4,549,812	-	4,053,228	-	496,584
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .	-	1,640,615	-	1,397,574	-	1,248,415	-	149,159
NET VALUE OF PRODUCTION	-	3,566,159	-	3,152,238	-	2,804,813	-	347,425

^xSection (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, 1955.

Table 3. - Materials Used, 1934 and 1955.

Classes of Materials	Unit of Measure	1 9 3 4		1 9 5 5	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic	Pound	30,238,084	668,808	15,947,996	366,131
Loganberries	"	586,876	33,388	715,558	40,814
Blackberries	"	(x)		(x)	
Cherries	"		(x)	68,750	4,202
Other fresh fruits	"	435,584	6,898	167,179	6,117
Sugar	"	9,855,190	400,395	8,587,007	328,545
Honey	"	1,421	121	-	-
Acids (tartaric, citric and salicylic)	"	7,935	2,475	4,780	1,290
Grape spirits	Gallon	18,380	35,011	14,287	24,311
Grape and other fruit juices	"	29,671	9,143	18,916	14,776
Clarifying materials	-	-	10,448	-	10,677
Bottles and jars	-	-	418,215	-	465,882
Cases, wooden	-	-	2,392	-	3,341
Cases, fibre	-	-	55,676	-	69,400
Cooperage	-	-	1,847	-	4,610
Other packaging material .	-	-	153,306	-	127,857
All other materials	-	-	13,295	-	29,015
TOTAL COST OF MATERIALS USED	-	-	1,811,418	-	1,496,968

(x) Included under "other fresh fruits".

THE WINE INDUSTRY IN CANADA, 1955.

Table 4. - Capital Invested, by Provinces, 1955, and for Canada, 1928-1954.

	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>1955</u>					
CANADA	3,047,586	3,481,064		807,933	7,336,583
Ontario	2,782,322	2,905,481		658,019	6,345,822
Other Provinces ...	265,264	575,583		149,914	990,761
CANADA, 1934	3,132,511	1,808,881	1,965,950	1,202,022	8,109,344
CANADA, 1933	3,088,256	1,340,605	2,429,272	892,699	7,750,832
CANADA, 1932	3,244,580	1,551,779	2,468,508	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

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THE WINE INDUSTRY IN CANADA, 1935.

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 1934 and 1935.

Table 5(a). - Production.

Establishments having a Production of: -	1934			1935		
	Estab-lish-ments	Total Production	Average Production per estab-lishment	Estab-lish-ments	Total Production	Average Production per estab-lishment
	No.	\$	\$	No.	\$	\$
Under \$50,000	44	818,586	18,604	34	728,936	21,439
\$50,000 to \$100,000 .	3	284,675	88,225	5	390,320	78,064
\$100,000 to \$200,000.	5	620,488	124,098	5	630,057	126,011
\$200,000 and over ...	3	1,862,410	620,803	3	1,402,925	467,642
TOTAL AND AVERAGE.	55	3,566,159	64,839	^x47	3,152,238	67,069

^xThree establishments operated bottling plants only.

Table 5(b). - Capital.

Establishments having a Capital Investment of: -	1934			1935		
	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	548,633	27,431	19	634,008	33,369
\$50,000 to \$100,000 .	20	1,454,346	72,717	15	1,060,122	70,675
\$100,000 to \$200,000.	8	1,209,647	151,206	8	1,232,261	154,033
\$200,000 to \$500,000.	5)	4,896,718	699,531	6)	4,410,192	551,274
\$500,000 and over ...	2)			2)		
TOTAL AND AVERAGE.	55	8,109,344	147,443	50	7,336,583	146,732

Table 5(c). - Employment.

Establishments having an Average Employment of: -	1934			1935		
	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	51	300	6	45	305	7
20 persons and over.	4	257	64	5	316	63
TOTAL AND AVERAGE	55	557	10	50	621	12

THE WINE INDUSTRY IN CANADA, 1935.

Table 6. - Employees, Salaries and Wages.

Classes of Employees		1934	1935
Salaried Employees -			
Total	No.	159	186
Male	No.	128	158
Female	No.	31	28
Total salaries	\$	290,978	313,662
Wage-earners -			
Monthly average	No.	398	435
Male	No.	377	410
Female	No.	21	25
Total wages	\$	322,692	333,015
Total Employees	No.	557	621
Total salaries and wages	\$	615,670	646,677

Table 7. - Monthly Employment of Wage-earners.

Months	1934			1935		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	299	29	328	307	11	318
February	287	20	307	278	13	291
March	277	22	299	292	8	300
April	273	25	298	387	15	402
May	284	14	298	395	16	411
June	302	16	318	402	13	415
July	338	25	363	449	27	476
August	314	13	327	430	31	461
September	488	28	516	505	38	543
October	724	13	737	694	38	732
November	493	22	515	386	33	419
December	389	14	403	362	32	394
MONTHLY AVERAGE .	377	21	398	410	25	435

THE WINE INDUSTRY IN CANADA, 1935.

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	
	1934	1935		1934	1935
40 hours or less	74	177	51-53 hours	1	20
41-43 hours	3	..	54 hours	26	30
44 hours	561	388	55 hours	1	6
45-47 hours	38	71	56-59 hours	13	9
48 hours	15	25	60 hours and over ...	26	28
49-50 hours	40	30			

The above table does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 4		1 9 3 5	
	Number of Units	Manufacturers' Rating of Horse-power Capacity	Number of Units	Manufacturers' Rating of Horse-power Capacity
Steam engines and steam turbines	1	12	1	12
Gasoline, gas and oil engines	2	18	2	18
Electric motors operated by purchased power				
(in use) 569	1,117	377	1,147
(idle			19	59
TOTAL POWER USED IN MANUFACTURING	372	1,147	399	1,236
Boiler installation	27	871	27	935

THE WINE INDUSTRY IN CANADA, 1935.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1934		1935	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal ..	Ton				
Bituminous	(2000 Lbs.)	4,096	26,139	3,670	23,352
Anthracite	"	241	2,240	170	1,509
Coke (for fuel only)	"	53	378	40	314
Fuel or diesel oil	Imp. Gal.	18,500	1,697	18,910	1,762
Gasoline and kerosene	" "	2,210	618	7,507	1,674
Wood	Cord	297	953	174	690
Gas, manufactured	M cu. ft.	400	331	809	773
Gas, natural	M cu. ft.	300	257	530	429
TOTAL COST OF FUEL ..	-	-	32,613	-	30,503
Electricity purchased (including service charges)	Kw. H.	773,562	16,686	992,582	17,586
TOTAL COST OF FUEL AND ELECTRICITY	-	-	49,299	-	48,089

Table 11. - Imports of Wines by Classes, Calendar Years 1934 and 1935.

	1934	1935
	\$	\$
Non-sparkling wines	957,693	916,311
Sparkling wines	115,314	113,483
TOTAL VALUE OF WINES IMPORTED	1,073,007	1,029,794

Table 12. - Exports of Fermented Wines.

	1934		1935	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
TOTAL EXPORTS OF FERMENTED WINES	54,285	134,895	5,687	14,491

THE WINE INDUSTRY IN CANADA, 1935.

A P P E N D I X

The following is a list of wineries operating in Canada in 1935. -

QUEBEC

7 Bright, T. G. (Quebec) Limited, 28th Avenue, Lachine.

ONTARIO

Asme 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.
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.
Fort William Wine Company Limited, Fort William.
Grimsby Wines Limited, Grimsby.
Hamilton Niagara Wines Limited, Burlington.
Hamilton, J. S., & Company Limited, 44 Dalhousie Street, Brantford.
Hillrust Wine Company Limited, R. R. No. 4, St. Catharines.
Huehnergard, Bruno,
(The Kitchener Winery), R. R. No. 3, Kitchener.
/ Jordan Wine Company Limited, Jordan.
Jordan Wine Company Limited, St. Catharines.
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.
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.
Rossoni's Winery, 1218 Tecumseh Road, Windsor.
Robinson Wine Corporation Limited, The, 174 Catherine Street North, Hamilton.
Royal City Winery, 32-34 Wilson Street, Guelph.
St. Catharines Wine Company of Canada Ltd., Woodburn Avenue, 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.
Toronto Wineries Limited, 1682 Queen Street West, Toronto.

THE WINE INDUSTRY IN CANADA, 1935.

ONTARIO - (Concl'd.)

Turner Wine Company,	198 Queen Street West, Toronto.
Twin City Wine Company, (Pietro Belluz),	Fort William.
Welch Grape Juice Company, The,	St. Catharines.
Welland Winery,	268 King Street, Welland.
Windsor Company Limited, The,	Walkerville.

SASKATCHEWAN

✓ Bright, T. G., (Western) Limited, 1360 Toronto Street, Regina.

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.

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✓ These wineries made no new wine in 1935, but bottled or sold in bulk wine produced in previous years.

✓ These plants bottle wine produced at other points.

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