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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
1936



OTTAWA
1938

Price 25 cents

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

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

THE WINE INDUSTRY IN CANADA, 1936.

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 and berries suitable for wine are favourable. In this industry in 1936 there were 48 establishments, located by provinces as follows: Quebec one, Ontario forty, Saskatchewan one and British Columbia six. These plants reported a capital investment of \$6,947,278, an average employment of 562 persons who received \$694,183 in salaries and wages, and a net value of production amounting to \$2,761,900. Wines produced during the year and placed in storage for maturing totalled 1,630,393 gallons with an inventory value of \$596,483 while the fermented wines bottled or sold in bulk during the year totalled 2,750,293 gallons valued at \$3,561,639. Other products were valued at \$158,792. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1936 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1936. For detailed production statistics see table 2.

The wine industry consists of 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 \$389,305 in the capital invested, \$196,032 in materials used, \$390,338 in the net value of production and 59 in the number of employees. Salary and wage payments were, however, \$47,506 higher. Production of wine in 1936 amounting to 1,630,393 gallons represents a decrease of 929,112 gallons, while the sales amounting to 2,750,293 gallons represent an increase of 83,769 gallons. It is interesting to note that the Province of Ontario produced over 90 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1936 the imports of sparkling and non-sparkling wines were valued at \$981,470 as compared with a net domestic production valued at \$2,761,900. Exports of wines were valued at \$16,144 in 1936.

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

THE WINE INDUSTRY IN CANADA, 1936.

Table 1. - Summary of Principal Statistics by Provinces, 1930 to 1936.

Year and Provinces	Estab-lish-ments	Capital Invested	Em-ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
<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
<u>1936</u>						
CANADA	48	6,947,278	562	694,183	1,300,936	2,761,900
Ontario	40	5,985,034	506	628,453	1,154,133	2,493,358
Other Provinces ...	8	962,244	56	65,730	146,803	268,542

THE WINE INDUSTRY IN CANADA, 1936.

Table 2. - Production of Wine in Canada, 1935 and 1936, and by Provinces for 1936.

Classes of Products	CANADA, 1935		CANADA, 1936		1936			
					Ontario		Other Provinces	
	Quantity	Value ^x	Quantity	Value ^x	Quantity	Value ^x	Quantity	Value ^x
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	2,559,505	890,583	1,630,393	596,483	1,448,178	504,067	182,215	92,416
(b) All other products, including fruit juices, etc.	-	169,909	-	158,792	-	158,792	-	-
(c) Fermented wine sold, bottled or in bulk, during the year ...	2,666,524	3,489,320	2,750,293	3,561,639	2,545,024	3,211,473	205,269	350,166
TOTAL VALUE OF PRODUCTION	-	4,549,812	-	4,316,914	-	3,874,332	-	442,582
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	-	1,397,574	-	1,555,014	-	1,380,974	-	174,040
NET VALUE OF PRODUCTION	-	3,152,238	-	2,761,900	-	2,493,358	-	268,542

^x 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, 1936.

Table 3. - Materials Used, 1935 and 1936.

Classes of Materials	Unit of Measure	1 9 3 5		1 9 3 6	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic	Pound	15,947,996	366,131	9,893,041	239,410
Loganberries	"	715,558	40,814	196,597	10,301
Blackberries	"	(x)	(x)	42,714	2,226
Cherries	"	68,750	4,202	617,603	27,368
Other fresh fruits	"	167,179	6,117	-	-
Sugar	"	8,587,007	328,545	5,388,967	221,753
Acids (tartaric, citric and salicylic)	"	4,780	1,290	6,506	1,738
Grape spirits	Gallon	14,287	24,311	35,017	58,449
Grape and other fruit juices	"	18,916	14,776	13,714	3,977
Clarifying materials	-	-	10,677	-	11,406
Bottles and jars	-	-	465,882	-	443,445
Cases, wooden	-	-	3,341	-	5,206
Cases, fibre	-	-	69,400	-	101,771
Cooperage	-	-	4,610	-	4,052
Other packaging material ..	-	-	127,857	-	91,323
All other materials	-	-	29,015	-	78,511
TOTAL COST OF MATERIALS USED	-	-	1,496,968	-	1,300,936

(x) Included under "other fresh fruits".

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Table 4. - Capital Invested, by Provinces, 1936 and for Canada, 1929 - 1936.

	Fixed Capital	Working Capital		Total Capital
	Present Value of land, buildings, fixtures, machinery, etc.	Inventory Value of materials, stocks, fuel, finished products, etc. on hand	Cash, trading, bills and operating accounts, etc.	
	\$	\$	\$	\$
CANADA, 1929	2,753,289	4,082,829	1,069,250	7,915,368
CANADA, 1930	3,016,560	4,507,244	1,034,162	8,557,966
CANADA, 1931	3,246,272	4,403,208	1,036,341	8,685,821
CANADA, 1932	3,244,580	4,020,285	808,176	8,073,041
CANADA, 1933	3,038,256	3,769,877	892,699	7,750,832
CANADA, 1934	3,132,511	3,774,811	1,202,022	8,109,344
CANADA, 1935	3,047,586	3,481,064	807,933	7,336,583
<u>1 9 3 6</u>				
CANADA	2,831,143	3,207,300	908,835	6,947,278
Ontario	2,587,609	2,658,142	739,283	5,985,034
Other Provinces ...	243,534	549,158	169,552	962,244

THE WINE INDUSTRY IN CANADA, 1936.

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 1935 and 1936.

Table 5(a). - Production.

Establishments having a Production of:	1935			1936		
	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	34	728,936	21,439	33	733,991	22,242
\$50,000 to \$100,000.	5	390,320	78,064	3	210,810	70,270
\$100,000 to \$200,000	5	630,057	126,011	6	721,002	120,167
\$200,000 and over ..	3	1,402,925	467,642	3	1,096,097	365,366
TOTAL AND AVERAGE .	^x 47	3,152,238	67,069	^x 45	2,761,900	61,376

^x Three establishments operated bottling plants only.

Table 5(b). - Capital

Establishments having a Capital Investment of:	1935			1936		
	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	19	634,008	33,369	16	560,977	35,061
\$50,000 to \$100,000.	15	1,060,122	70,675	15	1,047,665	69,844
\$100,000 to \$200,000	8	1,232,261	154,033	10	1,423,231	142,323
\$200,000 to \$500,000	6)	4,410,192	551,274	4	1,203,231	300,808
\$500,000 and over	2)			3	2,712,174	904,058
TOTAL AND AVERAGE .	50	7,336,583	146,732	48	6,947,278	144,735

Table 5(c). - Employment

Establishments having an Average Employment of:	1935			1936		
	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	45	305	7	44	321	7
20 persons and over	5	316	63	4	241	60
TOTAL AND AVERAGE .	50	621	12	48	562	12

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Table 6. - Employees, Salaries and Wages.

Classes of Employees		1 9 3 5	1 9 3 6
Salaried Employees -			
Total	No.	186	177
Male	No.	158	146
Female	No.	28	31
Total salaries	\$	313,662	377,622
Wage-earners -			
Monthly average	No.	435	385
Male	No.	410	355
Female	No.	25	30
Total wages	\$	333,015	316,561
Total Employees	No.	621	562
Total salaries and wages	\$	646,677	694,183

Table 7. - Monthly Employment of Wage-earners.

Months	1 9 3 5			1 9 3 6		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	307	11	318	272	29	301
February	278	13	291	276	20	296
March	292	8	300	283	27	310
April	387	15	402	310	34	344
May	395	16	411	327	34	361
June	402	13	415	322	33	355
July	449	27	476	331	20	351
August	430	31	461	340	20	360
September	505	38	543	486	33	519
October	694	38	732	558	29	587
November	386	33	419	357	28	385
December	362	32	394	360	33	393
MONTHLY AVERAGE	410	25	435	355	30	385

THE WINE INDUSTRY IN CANADA, 1936

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	
	1935	1936		1935	1936
40 hours or less	177	115	51 - 53 hours	20	-
41 - 43 hours	-	-	54 hours	30	27
44 hours	388	331	55 hours	6	1
45 - 47 hours	71	38	56 - 59 hours	9	1
48 hours	25	77	60 hours and over	28	17
49 - 50 hours	30	21			

The above tables does not include overtime.

Table 9. - Power Equipment.

Classes of Power	1 9 3 5		1 9 3 6	
	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				
(in use ...)	1	9	1	9
(idle	1	9	1	9
Electric motors operated by				
purchased power (in use ...)	377	1,147	385	1,196
(idle	19	59	17	56
TOTAL POWER USED IN MANUFACTURING	399	1,236	405	1,282
Boiler installation	27	935	25	862

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Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	Unit of Measure	1935		1936	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous	(2000 lbs.)	3,870	23,352	3,771	23,401
Anthracite	"	170	1,509	142	1,424
Coke (for fuel only)	"	40	314	142	1,230
Fuel or diesel oil	Imp. Gal.	18,910	1,762	20,007	1,823
Gasoline and kerosene ...	" "	7,507	1,674	9,768	1,665
Wood	Cord	174	690	162	630
Gas, manufactured	M cu. ft.	809	773	469	400
Gas, natural	M cu. ft.	530	429	3,463	1,702
Other fuel	-	-	-	-	1,222
TOTAL COST OF FUEL ...	-	-	30,503	-	33,497
Electricity purchased (including service charges)	Kw. H.	992,582	17,586	951,374	19,405
TOTAL COST OF FUEL AND ELECTRICITY	-	-	48,089	-	52,902

Table 11. - Imports of Wines by Classes, Calendar Years 1935 and 1936.

	1935	1936
	\$	\$
Non-sparkling wines	916,311	848,542
Sparkling wines	113,483	132,928
TOTAL VALUE OF WINES IMPORTED	1,029,794	981,470

Table 12. - Exports of Fermented Wines

	1935		1936	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
TOTAL EXPORTS OF FERMENTED WINES	5,687	14,491	4,899	16,144

THE WINE INDUSTRY IN CANADA, 1936.

A P P E N D I X

The following is a list of wineries operating in Canada in 1936.

QUEBEC

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

ONTARIO

Acme Wine Company Limited	889 Queen Street West, Toronto
✓ Adelaide Winery Limited	197 Ann Street, London
✓ 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
Canadian Wineries Limited	Stamford Township
Danforth Wine Company Limited	1076 Lake Shore Road, New Toronto
✓ Fort William Wine Company Limited	Fort William
Grape Growers Wines Limited	Stoney Creek
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. 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	183 Bathurst Street, Toronto
Peerless Wine Manufacturers Limited, (Canadian Wineries Limited)	448 Queen Street East, Toronto
✓ Rizzo, Nicholas, (Hamilton Winery)	164 York Street, Hamilton
Rossoni's Winery	942 Tecumseh Road, Windsor
✓ Robinson Wine Corporation Limited, The	174 Catherine Street North, Hamilton
Royal City Winery	32-34 Wilson Street, Guelph
St. Catharines Wine Co. of Canada Ltd.	Woodburn Avenue, St. Catharines
Sunnybank Winery (F. L. Furminger)	R. R. No. 2, St. Catharines
Thomas, Alex., (Cooksville Wine Vaults)	Cooksville

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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
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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 1936, but bottled or sold in bulk wine produced in previous years.

✕ These plants bottle wine produced at other points.

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