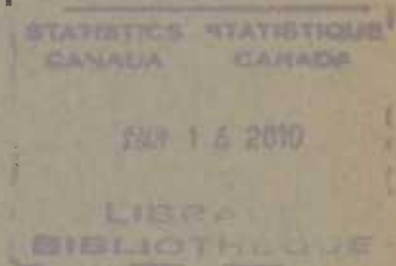




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CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
CENSUS OF INDUSTRY
GENERAL MANUFACTURES BRANCH



REPORT
ON THE
WINE INDUSTRY
IN
CANADA
1938



OTTAWA
1939

Price 25 cents

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

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THE WINE INDUSTRY IN CANADA, 1938

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 1938 there were 42 establishments, located by provinces as follows: Quebec, 1, Ontario 33, Manitoba 1, Saskatchewan 1, and British Columbia 6. These plants reported a capital investment of \$7,305,361, an average employment of 643 persons who received \$840,190 in salaries and wages, and a net value of production amounting to \$3,930,105. Wines produced during the year and placed in storage for maturing totalled 3,975,617 gallons with an inventory value of \$1,251,869 while the fermented wines bottled or sold in bulk during the year totalled 3,045,554 gallons valued at \$4,483,931. Other products were valued at \$291,362. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1938 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1938. 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 increases of \$101,455 in the capital invested, \$147,029 in the net value of production and \$62,659 in salary and wage payments. Production of wine in 1938 amounting to 3,975,617 gallons represents an increase of 493,733 gallons, while the sales amounting to 3,045,554 gallons represent a decrease of 238,435 gallons. It is interesting to note that the Province of Ontario produced over 87 per cent of the total output of the industry.

Large quantities of wine are also imported annually into Canada. In 1938 the imports of sparkling and non-sparkling wines were valued at \$904,884 as compared with a net domestic production valued at \$3,930,105. Exports of wines were valued at \$4,834 in 1938.

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

THE WINE INDUSTRY IN CANADA, 1938

Table 1. - Summary of Principal Statistics by Provinces, 1932 to 1938

Year and Provinces	Estab-lish-ments No.	Capital Invested \$	Em- ployees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Production \$
<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
<u>1937</u>						
CANADA	41	7,203,906	646	777,531	2,053,327	3,783,076
Ontario	33	6,080,528	584	706,173	1,883,284	3,499,390
Other Provinces ..	8	1,123,378	62	71,358	170,043	283,686
<u>1938</u>						
CANADA	42	7,305,361	643	840,190	2,030,527	3,930,105
Ontario	33	6,248,180	585	768,579	1,710,325	3,431,489
Other Provinces ..	9	1,057,181	58	71,611	320,202	498,616

Note: Profits or losses cannot be estimated from Census figures as no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, advertising, etc.

THE WINE INDUSTRY IN CANADA, 1938

Table 2. - Production of Wine in Canada, 1937 and 1938, and by Provinces for 1938

Classes of Products ^x	CANADA, 1937		CANADA, 1938		1938			
					Ontario		Other Provinces	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	-\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	3,481,884	1,185,905	3,975,617	1,251,869	3,587,093	1,075,786	388,524	176,083
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.	-	223,119	-	291,362	-	291,362	-	-
(c) Fermented wine sold during the year, bottled or in bulk	3,283,989	4,553,369	3,045,554	4,483,931	2,636,956	3,893,125	408,598	590,806
TOTAL VALUE OF PRODUCTION ...	-	5,962,393	-	6,027,162	-	5,260,273	-	766,889
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	-	1,540,689	-	1,458,390	-	1,257,908	-	200,482
Sales tax and other duties paid on products reported above	-	638,628	-	638,667	-	570,876	-	67,791
NET VALUE OF PRODUCTION	-	3,783,076	-	3,930,105	-	3,431,489	-	498,616

* 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, 1938

Table 3. - Materials Used in the Wine Industry

Classes of Materials	Unit of Measure	1 9 3 8		1 9 3 7	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
			\$		\$
Grapes	Pound	27,891,105	625,590	29,114,657	640,655
Cherries	"	291,016	14,556	439,627	22,245
Other fresh fruits	"	638,953	33,524	289,636	11,157
Sugar	"	11,175,348	465,600	10,026,310	440,919
Acids (tartaric, citric, etc.)	"	7,695	2,047	6,942	1,892
Grape spirits	Gallon	42,889	70,822	35,497	64,650
Grape juice and grape concentrate	"	63,337	65,294	50,214	45,595
Other fruit juices, extracts, etc.	-	-	1,094	-	379
Caramel and other colouring	Gallon	680	1,185	395	584
Yeast	-	-	897	-	666
Clarifying and filtering materials	-	-	10,721	-	13,760
Bottles and jars	-	-	458,783	-	458,681
Cases, wooden	-	-	577	-	1,076
Cases and cartons, other than wooden	-	-	129,866	-	141,251
Cooperage	-	-	2,091	-	2,362
Other packaging material..	-	-	98,018	-	94,306
Wines and liquors, purchased for blending, etc.	Gallon	76,874	42,359	129,757	103,746
All other materials	-	-	11,503	-	9,403
TOTAL COST OF MATERIALS USED	-	-	2,030,527	-	2,053,327

THE WINE INDUSTRY IN CANADA, 1938

Table 4. - Capital Invested, by Provinces, 1937 and 1938, 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	2,763,289	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	3,088,256	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
CANADA, 1936	2,831,143	3,207,300	908,835	6,947,278
<u>1 9 3 7</u>				
CANADA	2,755,176	3,121,647	1,327,083	7,203,906
Ontario	2,520,214	2,531,086	1,029,228	6,080,528
Other Provinces ...	234,962	590,561	297,855	1,123,378
<u>1 9 3 8</u>				
CANADA	2,778,453	3,234,664	1,292,244	7,305,361
Ontario	2,541,342	2,645,569	1,061,269	6,248,180
Other Provinces ...	237,111	589,095	230,975	1,057,181

THE WINE INDUSTRY IN CANADA, 1938

Table 5. - Principal Statistics of the Wine Industry,
Grouped According to the Size of Establishments

Establishments having a production of:	Number of Establish- ments	Capital Invested \$	Total Number of Employees	Salaries and Wages \$	Cost of Materials Used \$	Net Value of Production \$
<u>1938</u>						
Under \$5,000	3	125,864	5	2,936	3,982	9,942
\$5,000 to \$25,000	14	676,558	66	64,883	95,592	219,008
\$25,000 to \$50,000 ...	9	551,348	85	84,090	158,707	285,480
\$50,000 to \$100,000 ..	5	705,432	58	72,844	139,726	351,377
\$100,000 to \$500,000 .	10	(5,246,159	429	615,437	1,632,520	3,064,298
\$500,000 to \$1,000,000	1					
\$1,000,000 and over ..	-	-	-	-	-	-
TOTAL	42	7,305,361	643	840,190	2,030,527	3,930,105
<u>1937</u>						
Under \$5,000	2	(669,215	64	68,273	83,165	200,752
\$5,000 to \$25,000	12					
\$25,000 to \$50,000 ...	11	809,596	96	97,155	185,046	373,131
\$50,000 to \$100,000 ..	4	296,892	25	28,420	115,250	281,702
\$100,000 to \$500,000 .	11	(5,428,203	461	583,683	1,669,866	2,927,491
\$500,000 to \$1,000,000	1					
\$1,000,000 and over ..	-	-	-	-	-	-
TOTAL	41	7,203,906	646	777,531	2,053,327	3,783,076

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THE WINE INDUSTRY IN CANADA, 1938

Table 6. - Employees, Salaries and Wages

Classes of Employees	1 9 3 8	1 9 3 7
Salaried Employees -		
Total No.	239	212
Male No.	212	183
Female No.	27	29
Total salaries \$	469,735	414,554
Wage-earners -		
Monthly average (total) No.	404	434
Male No.	371	407
Female No.	33	27
Total wages \$	370,455	362,977
Total Employees No.	645	646
Total salaries and wages \$	840,190	777,531

Table 7. - Monthly Employment of Wage-earners

Months	1 9 3 8			1 9 3 7		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	314	28	342	294	17	311
February	313	32	345	285	17	302
March	333	34	367	289	18	307
April	381	62	443	321	29	350
May	354	29	383	351	28	379
June	367	33	400	450	30	480
July	338	32	370	369	34	403
August	343	35	378	365	23	388
September	409	35	444	456	33	489
October	588	49	637	778	43	821
November	360	17	377	520	18	538
December	345	17	362	398	18	416
MONTHLY AVERAGE ...	371	33	404	407	27	434

THE WINE INDUSTRY IN CANADA, 1938

Table 8. - Number of Wage-earners in Month of Normal Employment with their Regular Hours of Work per Week and Average Weekly Earnings, 1938

Number of Hours Worked per Week	Number of Employees		Number of Hours Worked per Week	Number of Employees	
	Male	Female		Male	Female
30 hours or less ...	11	5	51 - 54 hours	18	-
31 - 43 hours	85	26	55 hours	15	-
44 hours	113	2	56 - 64 hours	18	-
45 - 47 hours	9	-	65 hours and over	1	-
48 hours	220	33	Average hours per week.	46	42
49 - 50 hours	49	-	Average weekly earnings	\$17.44	\$ 7.80

The above table does not include overtime.

Table 9. - Power Equipment

Classes of Power	1 9 3 8		1 9 3 7	
	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	-	-	-	-
Electric motors operated by purchased power (in use	398	1,135	386	1,170
(idle	14	31	14	38
TOTAL POWER AVAILABLE FOR MANUFACTURING	414	1,187	402	1,229
Boilers	21	925	21	761
(in use ..	1	15	-	-
(idle				

THE WINE INDUSTRY IN CANADA, 1938

Table 10. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1 9 3 8		1 9 3 7	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal --	Ton				
Bituminous	(2000 lbs.)	3,119	19,283	3,670	22,156
Anthracite	"	109	1,118	93	916
Coke	"	65	536	108	908
Fuel or diesel oil	Imp. Gal.	37,367	2,160	30,263	1,974
Gasoline and kerosene	" "	9,479	1,444	6,766	1,070
Wood	Cord	162	585	158	598
Gas, manufactured	M cu.ft.	357	289	605	548
Gas, natural	M cu.ft.	5,130	1,997	2,766	1,303
Other fuel	-	-	954	-	934
TOTAL COST OF FUEL	-	-	28,346	-	30,407
Electricity purchased (including service charges)	Kw. H.	1,241,691	21,628	1,187,565	20,179
TOTAL COST OF FUEL AND ELECTRICITY	-	-	49,974	-	50,586

Table 11. - Imports of Wines by Classes (Calendar Years)

	1 9 3 8	1 9 3 7
	\$	\$
Non-sparkling wines	781,752	901,472
Sparkling wines	123,132	141,826
TOTAL VALUE OF WINES IMPORTED	904,884	1,043,298

Table 12. - Exports of Fermented Wines (Calendar Years)

	1 9 3 8		1 9 3 7	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
TOTAL EXPORTS OF FERMENTED WINES	2,125	4,834	4,415	9,082

THE WINE INDUSTRY IN CANADA, 1938

A P P E N D I X

The following is a list of wineries operating in Canada in 1938.

QUEBEC

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

ONTARIO

Acme Wine Company Limited	889 Queen Street West, Toronto
Badalato, Samuel	R. R. No. 9, London
Barnes Wines, Limited	St. Catharines
Bordeaux Wines Limited	Niagara-on-the-Lake
Bright, T. G., & Company Limited	Niagara Falls
Canada Wine Products Limited	1314 Bloor Street West, Toronto
Canadian Wineries Limited	R. R. No. 3, Niagara Falls
Canadian Wineries Limited (Lincoln Division)	St. Catharines
Danforth Wines Limited	1076 Lake Shore Road, New Toronto
Grimsby Wines Limited	Grimsby
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
London Winery Limited	London
Fred Marsh Winery Limited	749 Park Street, Niagara Falls
National Wine Company Limited, (Canadian Wineries Limited)	27 Brock Avenue, Toronto
Old Battlefield Wine Company	R. R. No. 5, Hamilton
Old Fort Wine Company Limited	Fort Erie
Parkdale Wines Limited, The	183 Bathurst Street, Toronto
Peerless Wine Manufacturers Limited (Canadian Wineries Limited)	448 Queen Street East, Toronto
Peninsular Growers and Wines Limited	Stoney Creek
Rizzo, Nicholas (Hamilton Winery)	164 York Street, Hamilton
Rossoni's Winery	972 Tecumseh Road East, Windsor
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
Turner Wine Company	106 Front Street East, Toronto
Twin City Wine Company (Pietro Belluz)	Fort William
Welch Grape Juice Company, The	St. Catharines
Welland Winery	268 King Street, Welland

MANITOBA

Trossi, G. 485 St. Jean Baptiste St., St. Boniface

SASKATCHEWAN

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

THE WINE INDUSTRY IN CANADA, 1938

BRITISH COLUMBIA

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

∕ These wineries made no new wine in 1938, but bottled or sold in bulk wine produced in previous years.

∕ This plant bottles wine produced at other points.

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