

32-207 CY



Published by Authority of the Hon. James A. MacKINNON, M.P.,
Minister of Trade and Commerce.

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

REPORT

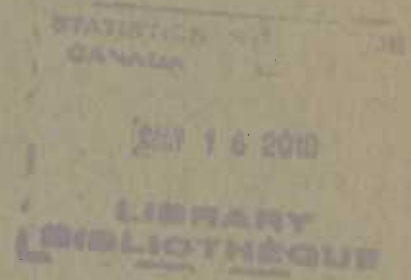
ON THE

WINE INDUSTRY

IN

CANADA

1939



OTTAWA
1941

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, 1939.

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 1939 there were 36 establishments, located by provinces as follows: Quebec, 1, Ontario 27, Manitoba 1, Saskatchewan 1, and British Columbia 6. These plants reported a capital investment of \$7,169,685, an average employment of 634 persons who received \$906,340 in salaries and wages, and a net value of production amounting to \$4,040,897. Wines produced during the year and placed in storage for maturing totalled 3,998,232 gallons with an inventory value of \$1,185,216, while the fermented wines bottled or sold in bulk during the year totalled 3,424,668 gallons valued at \$5,058,130. Other products were valued at \$195,943. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1939 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1939. 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. Production of wine in 1939 amounting to 3,998,232 gallons represents an increase of 22,615 gallons, while the sales amounting to 3,424,668 gallons represent an increase of 379,114 gallons. It is interesting to note that the province of Ontario accounted for over 87 per cent of the total net value of production.

Large quantities of wine are also imported annually into Canada. In 1939 the imports of sparkling and non-sparkling wines were valued at \$813,399 as compared with a net domestic production valued at \$4,040,897. Exports of wines were valued at \$5,810 in 1939.

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

THE WINE INDUSTRY IN CANADA, 1939.

Table 1. - Summary of Principal Statistics by Provinces, 1932 to 1939.

Year and Provinces	Estab-lish-ments	Capital Invested	Em-ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
<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	1,493,339	2,732,392
Other Provinces	6	788,179	26	32,839	83,245	226,674
<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 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	3,238,872
Other Provinces	7	754,261	40	44,264	150,331	327,280
<u>1 9 3 5</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>1 9 3 6</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>1 9 3 7</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>1 9 3 8</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
<u>1 9 3 9</u>						
CANADA.....	36	7,169,685	634	906,340	2,032,848	4,040,897
Ontario.....	27	6,055,067	576	828,771	1,721,062	3,524,150
Other Provinces	9	1,114,618	58	77,569	311,786	506,747

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, 1939.

Table 2. - Production of Wine in Canada, 1938 and 1939, and by Provinces for 1939.

Classes of Products *	CANADA, 1938		CANADA, 1939		Ontario, 1939		Other Provinces, 1939	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing.....	3,975,617	1,251,869	3,998,232	1,185,216	3,781,332	1,075,784	216,900	109,452
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.	-	291,362	-	195,943	-	195,943	-	-
(c) Fermented wine sold during the year, bottled or in bulk.....	3,045,554	4,483,931	3,424,668	5,058,130	3,008,857	4,344,295	415,811	713,835
TOTAL VALUE OF PRODUCTION....	-	6,027,162	-	6,439,289	-	5,616,022	-	823,267
(d) Prime cost of wine (produced in previous years) reported above under Section (c).....	-	1,458,390	-	1,555,074	-	1,333,668	-	221,406
Sales tax and other duties paid on products reported above.....	-	638,667	-	843,318	-	748,204	-	95,114
NET VALUE OF PRODUCTION.....	-	3,930,105	-	4,040,897	-	3,534,150	-	506,747

* 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, 1939.

Table 3. - Materials Used in the Wine Industry.

Classes of Materials	Unit of Measure	1 9 3 8		1 9 3 9	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
Grapes.....	Pound	27,891,105	\$ 625,590	32,401,262	\$ 639,395
Cherries.....	"	291,016	14,556	231,965	9,424
Other fresh fruits.....	"	638,953	33,524	205,309	8,636
Sugar.....	"	11,175,348	463,600	11,256,384	448,139
Acids (tartaric, citric, etc.)	"	7,695	2,047	6,478	2,837
Grape spirits.....	Gallon	42,889	70,822	36,933	58,914
Grape juice and grape concentrate.....	"	63,337	65,294	70,524	72,886
Other fruit juices, extracts, etc.....	-	-	1,094	-	1,440
Caramel and other colouring..	Gallon	680	1,185	501	825
Yeast.....	-	-	897	-	204
Clarifying and filtering materials.....	-	-	10,721	-	11,158
Bottles and jars.....	-	-	456,783	-	483,057
Cases, wooden.....	-	-	577	-	1,607
Cases and cartons, other than wooden.....	-	-	129,866	-	108,315
Cooperage.....	-	-	2,091	-	1,880
Other packaging material.....	-	-	98,018	-	94,766
Wines and liquors, purchased for blending, etc..	Gallon	76,874	42,359	92,460	76,725
All other materials.....	-	-	11,503	-	12,640
TOTAL COST OF MATERIALS USED.....	-	-	2,030,527	-	2,032,848

THE WINE INDUSTRY IN CANADA, 1939.

Table 4. - Capital Invested, by Provinces, 1937, 1938 and 1939, 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 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>1937</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>1938</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
<u>1939</u>				
CANADA.....	2,563,908	3,132,638	1,473,139	7,169,685
Ontario.....	2,323,727	2,595,781	1,135,559	6,055,067
Other Provinces.....	240,181	536,857	337,580	1,114,618

THE WINE INDUSTRY IN CANADA, 1939.

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

Establishments having a production of:	Number of Establishments	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)					
\$500,000 to \$1,000,000...	1)	5,246,159	429	615,437	1,632,520	3,064,298
\$1,000,000 and over.....	-	-	-	-	-	-
TOTAL.....	42	7,305,361	643	840,190	2,030,527	3,930,105
<u>1939</u>						
Under \$5,000.....	2)					
\$5,000 to \$25,000.....	8)	370,002	41	35,123	57,581	140,211
\$25,000 to \$50,000.....	9	728,916	75	82,085	177,044	295,279
\$50,000 to \$100,000.....	6	789,642	80	107,180	145,374	409,336
\$100,000 to \$500,000.....	9)					
\$500,000 to \$1,000,000...	2)	5,281,125	438	681,952	1,652,849	3,196,021
\$1,000,000 and over.....	-	-	-	-	-	-
TOTAL.....	36	7,169,685	634	906,340	2,032,848	4,040,897

THE WINE INDUSTRY IN CANADA, 1939.

Table 6. - Employees, Salaries and Wages

Classes of Employees	1 9 3 8	1 9 3 9
Salaried Employees - Total	No. 239	218
Male.....	No. 212	190
Female.....	No. 27	28
Total salaries.....\$	469,735	488,647
Wage-earners - (Monthly average) - Total.....	No. 404	416
Male.....	No. 371	385
Female.....	No. 33	31
Total wages.....\$	370,455	417,693
Total Employees.....	No. 643	634
Total salaries and wages.....\$	840,190	906,340

Table 7. - Monthly Employment of Wage-earners

Months	1 9 3 8			1 9 3 9		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	314	28	342	306	16	322
February.....	313	32	345	304	34	338
March.....	333	34	367	317	26	343
April.....	381	62	443	414	30	444
May.....	354	29	383	343	50	393
June.....	367	33	400	330	26	356
July.....	338	32	370	329	26	355
August.....	343	35	378	356	28	384
September.....	409	35	444	575	30	605
October.....	588	49	637	621	66	687
November.....	360	17	377	365	21	386
December.....	345	17	362	344	21	365
MONTHLY AVERAGE.....	371	33	404	385	31	416

THE WINE INDUSTRY IN CANADA, 1939.

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

Number of Hours Worked per Week	Number of Employees			
	Male		Female	
	1938	1939	1938	1939
30 hours or less	11	4	5	11
31 - 43 hours.....	85	41	26	19
44 hours.....	113	89	2	1
45 - 47 hours.....	9	18	-	6
48 hours.....	220	199	33	-
49 - 50 hours.....	49	44	-	-
51 - 54 hours.....	18	25	-	-
55 hours.....	15	12	-	-
56 - 64 hours.....	18	17	-	-
65 hours and over.....	1	2	-	-
AVERAGE HOURS PER WEEK.....	45.8	47.0	41.8	35.1
AVERAGE WEEKLY EARNINGS.....	\$17.44	\$16.29	\$7.80	\$10.24

Note: The above table does not include overtime.

Table 9. - Power Equipment

Classes of Power	1938		1939	
	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	4
Electric motors operated by purchased power (in use.....)	398	1,135	371	1,121
(idle.....)	14	31	12	37
TOTAL POWER AVAILABLE FOR MANUFACTURING.....	414	1,187	386	1,183
Boilers				
(in use.....)	21	925	22	891
(idle.....)	1	15	-	-

THE WINE INDUSTRY IN CANADA, 1939.

Table 10. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1 9 3 8		1 9 3 9	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
Coal -	Ton		\$		\$
Bituminous	(2000 lbs.)	3,119	19,263	3,567	22,143
Anthracite.....	"	109	1,118	25	262
Lignite.....	"	-	-	18	234
Coke.....	"	65	536	9	118
Fuel or diesel oil.....	Imp. Gal.	37,367	2,160	42,976	2,256
Gasoline and kerosene.....	" "	9,479	1,444	9,691	1,653
Wood.....	Cord	162	585	170	558
Gas, manufactured.....	M cu.ft.	357	289	135	182
Gas, natural.....	M cu.ft.	3,130	1,997	3,248	2,108
Other fuel.....	-	-	954	-	1,247
TOTAL COST OF FUEL.....	-	-	28,346	-	30,761
Electricity purchased (including service charges).	Kw.H.	1,241,691	21,628	1,352,299	21,513
TOTAL COST OF FUEL AND ELECTRICITY.....	-	-	49,974	-	52,274

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

	1 9 3 8	1 9 3 9
Non-sparkling wines.....	\$ 781,752	\$ 694,425
Sparkling wines.....	123,132	118,974
TOTAL VALUE OF WINES IMPORTED.....	904,884	813,399

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

	1 9 3 8		1 9 3 9	
	Quantity	Value	Quantity	Value
TOTAL EXPORTS OF FERMENTED WINES.....	Gallons 2,125	\$ 4,834	Gallons 2,836	\$ 5,810

THE WINE INDUSTRY IN CANADA, 1939.

A P P E N D I X

The following is a list of wineries reporting in 1939:

QUEBEC

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

ONTARIO

Acme Wine Company Limited	389 Queen Street West, Toronto
Barnes Wines, Limited	St. Catharines
Bordeaux Wines Limited	Niagara-on-the-Lake
Bright, T. G., & Company Limited	Niagara Falls
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
Parkdale Wines Limited, The	183 Bathurst Street, Toronto
Peerless Wine Manufacturers Limited (Canadian Wineries Limited)	448 Queen Street East, Toronto
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, 1939.

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 1939, but bottled or sold in bulk wine produced in previous years.

✧ This plant bottles wine produced at other points.

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010712851