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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**

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**REPORT**  
**ON THE**  
**WINE INDUSTRY**  
**IN**  
**CANADA**  
**1940**



OTTAWA  
1942

Price 25 cents

THE UNIVERSITY OF CHICAGO  
DIVISION OF THE PHYSICAL SCIENCES  
DEPARTMENT OF CHEMISTRY  
5800 S. UNIVERSITY AVENUE  
CHICAGO, ILLINOIS 60637

1964

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

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THE WINE INDUSTRY IN CANADA, 1940.

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 1940 there were 34 establishments, located by provinces as follows: Quebec 1, Ontario 25, Manitoba 1, Saskatchewan 1 and British Columbia 6. These plants reported a capital investment of \$8,129,321, an average employment of 689 persons who received \$956,012 in salaries and wages, and a net value of production amounting to \$5,158,927. Wines produced during the year and placed in storage for maturing totalled 5,153,380 gallons with an inventory value of \$1,536,923, while the fermented wines bottled or sold in bulk during the year totalled 4,348,193 gallons valued at \$6,479,371. Other products were valued at \$306,691. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1940 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1940. 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 1940 amounting to 5,153,380 gallons represents an increase of 1,155,148 gallons, while the sales amounting to \$4,348,193 gallons represent an increase of 923,525 gallons. It is interesting to note that the province of Ontario accounted for over 85 per cent of the total net value of production.

Large quantities of wine are also imported annually into Canada. In 1940 the imports of sparkling and non-sparkling wines were valued at \$888,408 as compared with a net domestic production valued at \$5,158,927. Exports of wines were valued at \$8,651 in 1940.

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

THE WINE INDUSTRY IN CANADA, 1940

Table 1. - Summary of Principal Statistics by Provinces, 1933 to 1940.

Year and Provinces	Estab-lish-ments	Capital Invested	Em-ployees	Salaries and Wages	Cost of Materials Used	Gross Value of Production
	No.	\$	No.	\$	\$	\$
<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	3,568,159
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	3,930,108
Ontario .....	33	6,248,180	585	768,579	1,710,325	3,421,489
Other Provinces ..	9	1,057,181	58	71,611	320,202	498,616
<u>1939</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	3,534,150
Other Provinces ..	9	1,114,618	58	77,569	311,786	506,747
<u>1940</u>						
CANADA .....	34	8,129,321	689	956,012	2,746,342	5,158,927
Ontario .....	25	6,948,429	627	872,558	2,309,371	4,400,196
British Columbia ..	6	775,704	36	52,217	253,278	436,240
Other Provinces ...	3	405,188	26	31,237	183,693	322,491

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, 1940

Table 2. - Production of Wine in Canada, 1939 and 1940, and by Provinces for 1940.

Classes of Products <sup>x</sup>	CANADA, 1939		CANADA, 1940		Ontario, 1940		Other Provinces, 1940	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	3,998,232	1,185,216	5,153,380	1,536,923	4,588,181	1,298,053	535,199	238,870
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year .....	-	135,943	-	306,691	-	306,691	-	-
(c) Fermented wine sold during the year, bottled or in bulk .....	3,424,668	5,058,130	4,348,193	6,479,371	3,480,273	5,188,783	867,920	1,290,588
TOTAL VALUE OF PRODUCTION ..	-	6,439,289	-	8,322,985	-	6,793,527	-	1,529,458
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .....	-	1,555,074	-	1,863,925	-	1,300,340	-	563,585
Sales tax and other duties paid on products reported above .....	-	843,318	-	1,300,133	-	1,092,991	-	207,142
NET VALUE OF PRODUCTION ...	-	4,040,897	-	5,158,927	-	4,400,196	-	758,731

<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, 1940

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 0		1 9 3 9	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
			\$		\$
Grapes (all of domestic origin) .....	Pound	40,283,546	804,777	32,401,262	639,395
Cherries .....	"	195,223	10,142	231,965	9,424
Loganberries .....	"	846,752	50,530	144,069	8,440
Other fruits (fresh and dried) .....	"	176,510	5,305	85,490	3,036
Sugar .....	"	14,454,316	672,480	11,256,384	448,139
Acids (tartaric, citric, etc.)	"	10,065	5,193	6,478	2,837
Grape spirits .....	Gallon	53,857	75,761	36,933	58,914
Grape juice and grape concentrate .....	"	96,931	115,229	70,524	72,886
Other fruit juices, extracts, etc. ....	-	-	1,757	-	1,440
Caramel and other colouring.	Gallon	600	1,223	501	825
Clarifying and filtering materials .....	-	-	17,028	-	11,158
Bottles and jars .....	-	-	570,177	-	483,057
Cases, wooden .....	-	-	10,399	-	1,607
Cases and cartons, other than wooden .....	-	-	135,781	-	108,315
Cooperage .....	-	-	10,380	-	1,880
Other packaging material ..	-	-	112,866	-	94,766
Wines and liquors, purchased for blending, etc. ....	Gallon	163,331	134,986	92,460	76,725
All other materials .....	-	-	12,328	-	10,004
TOTAL COST OF MATERIALS USED .....	-	-	2,746,342	-	2,032,848

THE WINE INDUSTRY IN CANADA, 1940

Table 4. - Capital Invested, 1929 to 1940, and by Provinces, 1939 and 1940.

Year and Provinces	Fixed Capital	Working Capital		Total Capital
	Present value of land, buildings, fixtures, machinery, tools, etc.	Inventory value of materials, stocks, finished products, fuel, etc. on hand	Cash, trading and operating accounts, etc.	
	\$	\$	\$	\$
1929 .....	2,763,289	4,082,829	1,069,250	7,915,368
1930 .....	3,016,560	4,507,244	1,034,162	8,557,966
1931 .....	3,246,272	4,403,208	1,036,341	8,685,821
1932 .....	3,244,580	4,020,285	808,176	8,073,041
1933 .....	3,088,256	3,769,877	892,699	7,750,832
1934 .....	3,132,511	3,774,811	1,202,022	8,109,344
1935 .....	3,047,586	3,481,064	807,933	7,336,583
1936 .....	2,831,143	3,207,300	908,835	6,947,278
1937 .....	2,755,176	3,121,647	1,327,083	7,203,906
1938 .....	2,778,453	3,234,664	1,292,244	7,305,361
<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
<u>1940</u>				
CANADA .....	2,879,909	3,615,258	1,634,154	8,129,321
Ontario .....	2,660,882	3,056,710	1,230,837	6,948,429
Other Provinces	219,027	558,548	403,317	1,180,892

THE WINE INDUSTRY IN CANADA, 1940

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>1 9 4 0</u>						
Under \$5,000 .....	2 )					
\$5,000 to \$25,000 .....	7 )	358,328	35	36,932	48,811	117,770
\$25,000 to \$50,000 .....	6	412,992	48	61,934	105,997	217,432
\$50,000 to \$100,000 .....	6	550,296	62	81,551	159,745	419,615
\$100,000 to \$500,000 .....	10	2,970,195	235	388,097	939,503	1,858,671
\$500,000 to \$1,000,000 .....	2 )					
\$1,000,000 and over .....	1 )	3,837,510	309	387,498	1,492,288	2,545,439
<b>TOTAL</b> .....	<b>34</b>	<b>8,129,321</b>	<b>689</b>	<b>956,012</b>	<b>2,746,342</b>	<b>5,158,927</b>
<u>1 9 3 9</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	409,386
\$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 .....	-	-	-	-	-	-
<b>TOTAL</b> .....	<b>36</b>	<b>7,169,685</b>	<b>634</b>	<b>906,340</b>	<b>2,032,848</b>	<b>4,040,897</b>



THE WINE INDUSTRY IN CANADA, 1940

Table 6. - Employees, Salaries and Wages

Classes of Employees		1 9 4 0	1 9 3 9
Salaried Employees - Total .....	No.	241	218
Male .....	No.	208	190
Female .....	No.	33	28
Total salaries .....	\$	508,718	488,647
Wage-earners - (Monthly average) - Total .....	No.	448	416
Male .....	No.	409	385
Female .....	No.	39	31
Total wages .....	\$	447,294	417,693
Total Employees .....	No.	689	634
Total salaries and wages .....	\$	956,012	906,340

Table 7. - Monthly Employment of Wage-earners

Months	1 9 4 0			1 9 3 9		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	320	26	346	306	16	322
February .....	314	27	341	304	34	338
March .....	308	28	336	317	26	343
April .....	430	63	493	414	30	444
May .....	345	22	367	343	50	393
June .....	372	28	400	330	26	356
July .....	346	40	386	329	26	355
August .....	340	27	367	356	28	384
September .....	460	75	535	575	30	605
October .....	808	59	867	621	66	687
November .....	430	38	468	365	21	386
December .....	427	30	457	344	21	365
MONTHLY AVERAGE .....	409	39	448	385	31	416

THE WINE INDUSTRY IN CANADA, 1940

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	1940		1939	
	Number of Employees		Number of Employees	
	Male	Female	Male	Female
30 hours or less .....	44	49	4	11
31 - 43 hours .....	35	6	41	19
44 hours .....	107	-	89	1
45 - 47 hours .....	45	-	18	6
48 hours .....	113	14	199	-
49 - 50 hours .....	8	3	44	-
51 - 54 hours .....	32	1	25	-
55 hours .....	11	7	12	-
56 - 64 hours .....	96	-	17	-
65 hours and over .....	153	-	2	-
AVERAGE HOURS PER WEEK .....	52.4	33.8	47.0	35.1
AVERAGE WEEKLY EARNINGS .....	\$22.70	\$6.49	\$16.29	\$10.24

Table 9. - Power Equipment

Classes of Power	1940		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
(Idie .....	1	4	1	4
Electric motors operated by purchased power -				
(In use .....	406	1,245	371	1,121
(Idie .....	18	42	12	37
TOTAL POWER AVAILABLE FOR MANUFACTURING .....	427	1,312	386	1,183
Boilers (In use .....	25	1,031	22	891
(Idie .....	-	-	-	-

THE WINE INDUSTRY IN CANADA, 1940

Table 10. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1 9 4 0		1 9 3 9	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous .....	(2000 lbs.)	4,254	27,643	3,567	22,143
Anthracite .....	"	91	857	25	262
Lignite .....	"	-	-	18	234
Coke .....	"	13	179	9	118
Fuel or diesel oil .....	Imp. Gal.	42,115	2,428	42,976	2,256
Gasoline (x) .....	" "	57,338	12,102	9,691	1,635
Wood .....	Cord	178	603	170	558
Gas, manufactured .....	M cu.ft.	725	499	135	182
Gas, natural .....	M cu.ft.	3,136	2,182	3,248	2,108
Other fuel .....	-	-	1,209	-	1,247
TOTAL COST OF FUEL ...	-	-	47,702	-	30,761
Electricity purchased (including service charges)	Kw.H.	1,666,748	23,922	1,352,299	21,513
TOTAL COST OF FUEL AND ELECTRICITY .....	-	-	71,624	-	52,274

(x) Includes gasoline used in cars and trucks in 1940.

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

	1 9 4 0	1 9 3 9
	\$	\$
Non-sparkling wines .....	776,696	694,425
Sparkling wines .....	111,712	118,974
TOTAL VALUE OF WINES IMPORTED .....	888,408	813,399

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

	1 9 4 0		1 9 3 9	
	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$
TOTAL EXPORTS OF FERMENTED WINES .....	4,199	8,651	2,836	5,810

THE WINE INDUSTRY IN CANADA, 1940

A P P E N D I X

The following is a list of wineries reporting in 1940:

QUEBEC

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

ONTARIO

Acme Wine Company, Limited	689 Queen Street West, Toronto
Barnes Wines, Limited	St. Catharines
Bordeaux Wines, Limited, The	Niagara-on-the-Lake
Bright, T. G., & Company, Limited	Niagara Falls
Chateau-Gai Wines, Limited	R. R. No. 3, Niagara Falls
Cooksville Wine Vaults (Alex Thomas)	Cooksville
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 (f)	R. R. No. 4, St. Catharines
Jordan Wine Company, Limited	Jordan
Jordan Wine Company, Limited	St. Catharines
Kitchener Winery	R. R. No. 3, Kitchener
London Winery, Limited	London
Fred Marsh Winery, Limited	749 Park Street, Niagara Falls
National Wine Company, Limited	27 Brock Avenue, Toronto
(Chateau-Gai Wines, Limited)	
Old Battlefield Wine Company	R. R. No. 5, Hamilton
Parkdale Wines, Limited, The	183 Bathurst Street, Toronto
Peerless Wine Manufacturing Co., Ltd.	448 Queen Street East, Toronto
(Chateau-Gai Wines, Limited)	
Royal City Winery	32-34 Wilson Street, Guelph
St. Catharines Wine Co. of Canada, Ltd.	Woodburn Avenue, St. Catharines
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 Street,  
St. Boniface

THE WINE INDUSTRY IN CANADA, 1940

A P P E N D I X

((Concluded))

SASKATCHEWAN

Bright, T. G. (Western) Limited (f) 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, (Growers Wine Co., Ltd.) (f)	Steveston
Victoria Wineries (B. C.) Limited (f)	1404 Store Street, Victoria
Victoria Wineries (B. C.) Limited	Lake Hill

(f) These wineries made no new wine in 1940, but bottled or sold in bulk wine produced in previous years.

(f) This plant bottles wine produced at other points.





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