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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
1941

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THE WINE INDUSTRY IN CANADA, 1941.

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 1941 there were 33 establishments, located by provinces as follows: Quebec 1, Ontario 24, Manitoba 1, Saskatchewan 1 and British Columbia 3. These plants reported a capital investment of \$9,343,500, and average employment of 733 persons who received \$1,103,000 in salaries and wages, and a net value of production amounting to \$5,542,755. Wines produced during the year and placed in storage for maturing totalled 4,340,977 gallons with an inventory value of \$1,733,576, while the fermented wines bottled or sold in bulk during the year totalled 4,133,797 gallons valued at \$5,402,615. Other products were valued at \$355,293. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during 1941 must be deducted from the gross value of production in order to arrive at the value of new products made by the industry in 1941. 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 1941 amounting to 4,340,977 gallons shows a decrease of 313,403 gallons and the sales amounting to 4,133,797 gallons also decreased by 159,596 gallons. It is interesting to note that the province of Ontario accounted for almost 33 per cent of the total net value of production.

Detailed statistics of production, materials used, employment, capital invested, etc., are given in the tables following.

THE WINE INDUSTRY IN CANADA, 1941

Table 1. - Summary of Principal Statistics by Provinces.

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 5</u>						
CANADA	50	7,336,583	621	646,677	1,406,963	3,192,233
Ontario	42	6,345,322	567	531,613	1,335,356	2,804,313
Other Provinces ..	8	990,761	54	65,059	161,612	347,425
<u>1 9 3 6</u>						
CANADA	43	6,947,273	562	694,163	1,300,939	2,761,900
Ontario	40	5,935,034	506	623,453	1,154,133	2,493,353
Other Provinces ..	3	962,244	56	65,730	146,803	268,542
<u>1 9 3 7</u>						
CANADA	41	7,203,906	646	777,531	2,053,227	3,782,076
Ontario	33	6,080,528	534	706,173	1,833,234	3,499,390
Other Provinces ..	8	1,123,373	62	71,358	170,043	282,686
<u>1 9 3 8</u>						
CANADA	42	7,305,331	643	840,190	2,030,527	3,930,105
Ontario	33	6,243,130	535	763,579	1,710,325	3,431,469
Other Provinces ..	9	1,057,131	58	71,611	320,202	498,613
<u>1 9 3 9</u>						
CANADA	36	7,169,635	634	906,340	2,032,843	4,040,397
Ontario	27	6,055,067	576	323,771	1,721,062	3,524,150
Other Provinces ..	9	1,114,313	58	77,569	311,780	506,747
<u>1 9 4 0</u>						
CANADA	34	8,123,321	639	956,012	2,743,342	5,156,927
Ontario	25	6,943,429	627	372,553	2,309,371	4,400,196
British Columbia .	6	775,704	36	32,217	233,273	436,240
Other Provinces ..	3	405,133	23	31,237	163,693	322,491
<u>1 9 4 1</u>						
CANADA	33	9,343,506	793	1,133,009	2,841,626	5,542,755
Ontario	24	3,150,773	729	1,010,945	2,466,766	4,873,803
British Columbia .	6	304,523	37	53,313	237,924	504,936
Other Provinces ..	3	388,207	27	33,336	37,136	163,966

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, 1941

Table 2. - Production of Wine, 1940 and 1941.

Classes of Products *	CANADA 1940		CANADA 1941		ONTARIO 1941		Other Provinces 1941	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	5,153,330	1,536,923	4,840,977	1,768,576	4,357,734	1,540,635	483,243	227,941
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year	-	306,691	-	355,293	-	355,293	-	-
(c) Fermented wine sold during the year, bottled or in bulk	4,348,193	6,478,371	4,183,797	5,402,615	3,676,793	4,762,155	512,904	730,460
TOTAL VALUE OF PRODUCTION ..	-	8,322,935	-	7,316,484	-	6,658,083	-	953,401
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	-	1,363,925	-	2,073,729	-	1,784,230	-	239,449
Sales tax and other duties paid on products reported above	-	1,300,133	-	/	-	/	-	/
NET VALUE OF PRODUCTION	-	5,153,927	-	5,542,755	-	4,373,303	-	688,952

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.

/ The values given for 1941 do not include sales tax and other duties which were included in values for 1940.

THE WINE INDUSTRY IN CANADA, 1941

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 0		1 9 4 1	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
Grapes	Pound	40,838,848	304,777	35,419,358	330,333
Cherries	"	195,223	10,142	620,749	39,090
Loganberries	"	648,732	50,530	338,358	39,933
Other fruits (fresh and dried)	"	178,150	5,308	390,823	10,447
Sugar	"	14,454,318	672,480	13,212,793	740,493
Acids (tartaric, citric, etc.)	"	10,005	5,193	5,502	4,927
Grape spirits	Gallon	53,857	75,761	63,052	31,070
Grape juice and grape concentrate	"	96,931	115,223	88,035	144,347
Other fruit juices, extracts, etc.	-	-	1,757	-	1,306
Caramel and other colouring	Gallon	600	1,223	603	1,046
Clarifying and filtering materials	-	-	17,023	-	17,537
Bottles and jars	-	-	570,177	-	433,970
Cases, wooden	-	-	10,300	-	132
Cases and cartons, other than wooden	-	-	125,731	-	100,524
Cooperage	-	-	10,330	-	10,205
Other packaging material	-	-	112,666	-	113,100
Wines and liquors, purchased for blending, etc.	Gallon	163,381	154,988	140,835	110,491
All other materials	-	-	12,323	-	16,373
TOTAL COST OF MATERIALS USED	-	-	2,746,342	-	2,341,323

THE WINE INDUSTRY IN CANADA, 1941.

Table 4. - Capital Invested.

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 ^x , fuel, etc. on hand	Cash, trading and operating accounts, etc.	
1929	2,705,230	4,082,329	1,023,250	7,810,809
1933	3,038,253	3,733,877	322,659	7,094,789
1934	3,132,511	3,774,311	1,232,323	8,139,145
1935	3,047,586	3,481,034	397,323	6,925,943
1936	3,331,143	3,397,300	908,333	7,636,776
1937	2,758,176	3,121,347	1,327,023	7,206,546
1938	2,773,453	3,234,634	1,202,244	7,210,331
1939	2,563,908	3,132,633	1,473,133	7,170,674
1940	2,373,300	3,615,253	1,634,154	7,622,707
<u>1941</u>				
CANADA	3,033,353	4,537,314 ^x	1,775,534	9,346,199
Ontario	2,351,775	3,359,352	1,359,649	7,070,776
British Columbia	123,039	523,333	147,400	803,802
Other Provinces	55,039	49,834	268,413	373,307

^x Inventory value of "finished products on hand" amounting to \$1,811,634 included in these figures.

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>1940</u>						
Under \$5,000	2)	333,323	35	36,932	42,311	117,770
\$5,000 to \$25,000	7)					
\$25,000 to \$50,000	6	412,992	48	61,334	105,937	317,432
\$50,000 to \$100,000	3	553,293	62	81,551	159,743	419,315
\$100,000 to \$500,000	10	2,973,195	235	336,097	332,503	1,353,671
\$500,000 to \$1,000,000	2)					
\$1,000,000 and over	1)	3,337,510	309	337,433	1,432,223	2,545,439
TOTAL	34	8,123,321	639	953,612	2,746,342	5,153,927
<u>1941</u>						
Under \$5,000	2)					
\$5,000 to \$25,000	3)	157,393	12	12,394	31,947	51,330
\$25,000 to \$50,000	9	573,399	37	33,433	151,195	322,433
\$50,000 to \$100,000	6	631,327	37	71,221	159,371	427,330
\$100,000 to \$500,000	11)					
\$500,000 to \$1,000,000	1)	7,033,317	337	930,551	2,403,013	4,720,562
\$1,000,000 and over	1)					
TOTAL	33	9,343,506	733	1,103,093	2,841,826	5,542,755

THE WINE INDUSTRY IN CANADA, 1941

Table 6. - Employees, Salaries and Wages

Classes of Employees		1 9 4 0	1 9 4 1
Salaried Employees - Total	No.	241	308
Male	No.	208	271
Female	No.	33	37
Total salaries	\$.	508,718	594,142
Wage-earners - (Monthly average) - Total	No.	448	485
Male	No.	409	424
Female	No.	39	61
Total wages	\$	447,294	508,957
Total Employees	No.	689	793
Total salaries and wages	\$	956,012	1,103,099

Table 7. - Monthly Employment of Wage-earners

Months	1 9 4 0			1 9 4 1		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	520	28	548	377	30	407
February	314	27	341	356	40	396
March	308	23	336	348	37	385
April	430	63	493	440	66	506
May	345	22	367	376	32	408
June	372	28	400	338	71	429
July	348	40	386	347	27	374
August	340	27	367	336	40	434
September	460	75	535	732	185	917
October	308	59	367	523	112	635
November	430	38	468	367	52	410
December	427	30	457	475	40	524
MONTHLY AVERAGE	409	39	448	424	61	485

THE WINE INDUSTRY IN CANADA, 1941

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

Number of Hours Worked per Week	1940		1941	
	Number of Employees		Number of Employees	
	Male	Female	Male	Female
30 hours or less	44	49	124	144
31 - 43 hours	35	6	80	9
44 hours	107	-	69	2
45 - 47 hours	45	-	38	3
48 hours	113	14	152	17
49 - 50 hours	8	3	7	-
51 - 54 hours	32	1	23	3
55 hours	11	7	16	-
56 - 64 hours	96	-	80	1
65 hours and over	153	-	200	-
AVERAGE HOURS PER WEEK	52.4	33.8	50.0	29.5
AVERAGE WEEKLY EARNINGS	\$22.70	\$8.49	\$24.87	\$6.48

Table 9. - Power Equipment

Classes of Power	1940		1941	
	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	2
Gasoline, gas and oil engines -				
(In use	1	9	1	9
(Idle	1	4	1	4
Electric motors operated by purchased power -				
(In use	406	1,245	399	1,273
(Idle	18	42	17	40
TOTAL POWER AVAILABLE FOR MANUFACTURING	427	1,312	420	1,370
Boilers (In use	25	1,031	20	923
(Idle	-	-	-	-

THE WINE INDUSTRY IN CANADA, 1941

ONTARIO - Con.

National Wine Company, Limited (Chateau-Gai Wines, Limited)	27 Brock Avenue, Toronto
Old Battlefield Wine Company	R. R. No. 5, Hamilton
Parkdale Wines, Limited, The	183 Bathurst Street, Toronto
Peerless Wine Manufacturing Co., Ltd. (Chateau-Gai Wines, 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
Turner Wine Company	106 Front Street East, Toronto
Twin City Wine Company (Pietro Pallus)	Fort William
Walch Grape Juice Company, The	St. Catharines
Welland Winery	200 King Street, Welland

MANITOBA

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

Bright, T. C. (Western) Limited (✓)	1200 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, (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 1941, but bottled or sold in bulk wine produced in previous years.

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

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