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**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**

**1942**



**OTTAWA**  
**1944**

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DEPARTMENT OF COMMERCE  
BUREAU OF STATISTICS  
GENERAL MANUFACTURING BRANCH

REPORT  
ON THE  
WINE IN USE  
IN  
CANADA  
1923



STATISTICAL ASSISTANT  
CANADA  
1923

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

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Dominion Statistician: S. A. Cudmore, M.A. (Oxon.), F.S.S., F.R.S.C.  
Chief, General Manufactures Branch: A. Cohen, B. Com.

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THE WINE INDUSTRY IN CANADA, 1942.

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 1942 there were 31 establishments, located by provinces as follows: Quebec 1, Ontario 23, Manitoba 1, Saskatchewan 1 and British Columbia 5. These plants reported a capital investment of \$9,397,555, and average employment of 749 persons who received \$1,080,634 in salaries and wages, and a net value of production amounting to \$6,038,093. Wines produced during the year and placed in storage for maturing totalled 4,352,403 gallons with an inventory value of \$1,684,884, while the fermented wines bottled or sold in bulk during the year totalled 4,612,892 gallons valued at \$6,165,334. Other products were valued at \$563,617. In order to avoid duplication, however, the prime cost of wines produced in previous years and which were bottled or shipped in bulk during the current year must be deducted from the gross value of production in order to arrive at the value of new products made. 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 1942 amounting to 4,352,403 gallons shows a decrease of 488,574 gallons but the sales amounting to 4,612,892 gallons increased by 424,095 gallons. It is interesting to note that the province of Ontario accounted for over 88 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, 1942.

Table 1. - Summary of Principal Statistics by Provinces.

Year and Provinces	:Estab- :lish- :ments	:Capital :Invested	:Employ- :ees	:Salaries :and Wages	:Cost of :Materials :Used	:Gross :Value of :Production
	No.	\$	No.	\$	\$	\$
<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	2,493,558
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
<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
<u>1941</u>						
CANADA .....	33	9,343,506	793	1,103,099	2,841,826	5,542,755
Ontario .....	24	8,150,776	729	1,010,945	2,466,766	4,873,803
British Columbia ..	6	804,523	37	53,818	287,924	504,986
Other Provinces ...	3	388,207	27	38,336	87,136	163,966
<u>1942</u>						
CANADA .....	31	9,397,555	749	1,080,634	3,111,986	6,088,093
Ontario .....	23	8,017,232	676	972,883	2,702,138	5,373,466
Other Provinces ...	8	1,380,323	73	107,751	409,848	714,627

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, 1942.

Table 2. - Production of Wine, 1941 and 1942.

Classes of Products <sup>x</sup>	CANADA		CANADA		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	4,840,977	1,768,576	4,352,403	1,684,884	3,919,179	1,457,720	433,224	227,164
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year .....	-	355,293	-	563,617	-	563,617	-	-
(c) Fermented wine sold during the year, bottled or in bulk .....	4,188,797	5,492,615	4,612,892	6,165,334	4,073,095	5,392,972	539,797	772,362
<b>TOTAL VALUE OF PRODUCTION</b>	-	7,616,484	-	8,413,835	-	7,414,309	-	999,526
(d) Prime cost of wine (produced in previous years) reported above under Section (c) ..	-	2,073,729	-	2,325,742	-	2,040,843	-	284,899
<b>NET VALUE OF PRODUCTION</b>	-	5,542,755	-	6,088,093	-	5,373,466	-	714,627

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 do not include sales tax and other duties.

THE WINE INDUSTRY IN CANADA, 1942.

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 2		1 9 4 1	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes .....	Pound	46,570,488	1,031,791	35,419,955	890,398
Cherries .....	"	27,754	1,596	620,749	39,096
Loganberries .....	"	114,685	7,785	668,855	39,933
Other fresh fruits .....	"	149,181	6,102	325,484	3,319
Raisins and Currants ...	"	194,736	23,164	65,339	7,128
Sugar .....	"	12,260,847	742,586	13,216,798	749,498
Acids (tartaric, citric, etc.)"		2,080	1,520	5,502	4,927
Alcohol .....	Pf. Gal.	13,131	18,629	-	-
Grape spirits .....	"	63,429	130,300	63,052	91,976
Grape juice and grape concentrate .....	Gallon	105,261	167,575	88,055	144,247
Extracts, etc. ....	"	94	1,594	109	1,305
Caramel and other colouring	Gallon	883	810	603	1,046
Clarifying and filtering materials .....	-	-	18,760	-	17,537
Bottles and jars .....	-	-	562,005	-	488,970
Cases, wooden .....	-	-	190	-	182
Cases and cartons, other than wooden .....	-	-	108,700	-	106,524
Cooperage .....	-	-	11,660	-	10,205
Other packaging material	-	-	127,586	-	118,166
Wines and liquors, purchased for blending, etc. ....	Gallon	132,028	134,134	140,885	110,491
All other materials ....	-	-	15,499	-	16,878
<b>TOTAL COST OF MATERIALS USED .....</b>	-	-	<b>3,111,986</b>	-	<b>2,841,826</b>

THE WINE INDUSTRY IN CANADA, 1942.

Table 4. - Capital Invested.

Year and Provinces	Fixed Capital	Working Capital		Cash trading and operating accounts, etc.	Total Capital
	Present value of land, buildings, fixtures, machinery, tools, etc.	Inventory value of materials, stocks in process, fuel, etc. on hand	Inventory value of finished products on hand		
	\$	\$	\$	\$	\$
1933 .....	3,088,256	3,769,877		892,699	7,750,832
1934 .....	3,132,511	3,774,811		1,202,022	8,100,344
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		1,262,244	7,305,361
1939 .....	2,563,908	3,132,638		1,473,139	7,169,685
1940 .....	2,879,909	3,615,258		1,634,154	8,129,321
1941 .....	3,030,358	2,725,980	1,811,634	1,775,534	9,343,506
<u>1942</u>					
CANADA .....	2,651,913	2,802,822	1,610,828	2,331,992	9,397,555
Ontario .....	2,415,748	2,362,281	1,425,206	1,813,997	8,017,232
British Columbia	170,037	373,002	180,622	117,234	840,895
Other Provinces .	66,128	67,539	5,000	400,761	539,428

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

Establishments having a production of	:Number of : :Establish- :ments	:Total :Capital :Invested	:Number of : :Employees	:Salaries :and :Wages	:Cost of :Materials :Used	: Net : Value of : Production
		\$		\$	\$	\$
<u>1942</u>						
Under \$5,000 .....	- )					
\$5,000 to \$25,000 .	2 )	713,519	75	106,723	151,984	361,373
\$25,000 to \$50,000	9 )					
\$50,000 to \$100,000	7 )	701,339	85	105,914	198,080	495,661
\$100,000 to \$500,000	11 )					
\$500,000 to \$1,000,000	1 )	7,932,697	589	867,997	2,761,922	5,230,559
\$1,000,000 and over	1 )					
TOTAL .....	31	9,397,555	749	1,080,634	3,111,936	6,088,093
<u>1941</u>						
Under \$5,000 .....	2 )					
\$5,000 to \$25,000 ....	3 )	157,393	12	12,894	31,947	51,380
\$25,000 to \$50,000 ...	9 )	570,399	67	88,433	151,195	332,433
\$50,000 to \$100,000 ..	6 )	631,397	57	71,221	159,671	437,330
\$100,000 to \$500,000..	11 )					
\$500,000 to \$1,000,000	1 )	7,935,317	657	930,551	2,499,013	4,720,562
\$1,000,000 and over	1 )					
TOTAL .....	33	9,343,506	793	1,103,099	2,841,326	5,542,755

THE WINE INDUSTRY IN CANADA, 1942.

Table 6. - Employees, Salaries and Wages.

Classes of Employees		1 9 4 2	1 9 4 1
Salaried Employees - Total .....	No.	256	308
Male .....	No.	198	271
Female .....	No.	58	37
Total salaries .....	\$	540,171	594,142
Wage - earners - (Monthly average) - Total .....	No.	493	485
Male .....	No.	404	424
Female .....	No.	89	61
Total wages .....	\$	540,463	508,957
Total Employees .....	No.	749	793
Total salaries and wages .....	\$	1,080,634	1,103,099

Table 7. - Monthly Employment of Wage-earners.

Months	1 9 4 2			:	1 9 4 1		
	Male	Female	Total	:	Male	Female	Total
	No.	No.	No.	:	No.	No.	No.
January .....	340	45	385	:	377	30	407
February .....	324	46	370	:	356	40	396
March .....	309	45	354	:	348	37	385
April .....	456	97	553	:	440	66	506
May .....	296	59	355	:	376	32	408
June .....	297	75	372	:	358	71	429
July .....	308	83	391	:	347	27	374
August .....	337	80	417	:	386	48	434
September .....	718	147	865	:	732	185	917
October .....	770	195	965	:	523	112	635
November .....	348	91	439	:	367	52	419
December .....	337	81	418	:	475	49	524
MONTHLY AVERAGE .....	404	89	493	:	424	61	485



THE WINE INDUSTRY IN CANADA, 1942.

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	1 9 4 2		1 9 4 1	
	Number of Employees		Number of Employees	
	Male	Female	Male	Female
30 hours or less .....	203	138	124	144
31 - 43 hours .....	48	9	80	9
44 hours .....	43	8	69	2
45 - 47 hours .....	28	7	38	8
48 hours .....	116	20	152	17
49 - 50 hours .....	53	2	7	-
51 - 54 hours .....	50	5	28	3
55 hours .....	31	-	16	-
56 - 64 hours .....	38	11	80	1
65 hours and over .....	142	3	200	-
AVERAGE HOURS PER WEEK .....	47.1	32.7	50.0	29.5
AVERAGE WEEKLY EARNINGS .....	\$31.24	\$7.35	\$24.87	\$6.48

Table 9. - Power Equipment

Classes of Power	1 9 4 2		1 9 4 1	
	:Number :Manufacturers <sup>o</sup>	:Number :Manufacturers <sup>o</sup>	:Number :Manufacturers <sup>o</sup>	:Number :Manufacturers <sup>o</sup>
	: of : Rating of	: of : Rating of	: of : Rating of	: of : Rating of
	: Units : Horse-Power	: Units : Horse-Power	: Units : Horse-Power	: Units : Horse-Power
	: : Capacity	: : Capacity	: : Capacity	: : Capacity
Steam engines and steam turbines..	1	12	2	39
Gasoline, gas and oil engines -				
(In use .....	1	9	1	9
(Idle .....	1	4	1	4
Electric motors operated by purchased power -				
(In use .....	402	1,289	399	1,278
(Idle .....	11	27	17	40
TOTAL POWER AVAILABLE FOR MANUFACTURING .....	416	1,341	420	1,370
Boilers (In use .....	20	981	20	923
(Idle .....	1	150	-	-

THE WINE INDUSTRY IN CANADA, 1942.

Table 10. - Consumption of Fuel and Electricity.

Kinds of Fuel	1 9 4 2		1 9 4 1	
	:Unit of: :Measure:	:Quantity :at Factory :	:Quantity :at Factory :	:Cost Value :at Factory :
		\$		\$
Coal -	Ton			
Bituminous .....	(2000 lbs.)	4,492	35,717	3,786 28,147
Anthracite .....	"	108	1,362	77 887
Coke .....	"	5	75	4 60
Fuel or diesel oil .....	Imp. Gal.	23,912	1,680	34,336 2,348
Gasoline (x) .....	" "	58,878	18,509	61,800 19,850
Wood .....	Cord	150	634	137 544
Gas, manufactures .....	M cu. ft.	75	98	75 103
Gas, natural .....	M cu. ft.	2,487	1,579	4,924 2,401
Other fuel .....	-	-	852	- 1,196
TOTAL COST OF FUEL ...		-	60,506	- 55,536
Electricity purchased (including service charges)	Kw.H.	1,348,519	20,811	1,730,795 23,312
TOTAL COST OF FUEL AND ELECTRICITY .....		-	81,317	- 78,848

(x) Includes gasoline used in cars and trucks.

The following is a list of wineries reporting in 1942:

QUEBEC

T. G. Bright (Quebec) Limited

28th Avenue, Lachine.

ONTARIO

Acme Wine Company, Limited

889 Queen Street West, Toronto

Barnes Wines, Limited

St. Catharines

The Bordeaux Wines, Limited

Niagara-on-the-Lake

T. G. Bright & Company, Limited

Niagara Falls

Chateau-Gai Wines, Limited

R. R. No. 3, Niagara Falls

Cooksville Wine Vaults (Alex Thomas)

Cooksville

Danforth Wines, Limited

1076 Lakeshore Road, New Toronto

Grimsby Wines, Limited

Grimsby

J. S. Hamilton & Company, Limited

44 Dalhousie Street, Brantford

Jordan Wine Company, Limited

Jordan

Jordan Wine Company, Limited

St. Catharines

Kitchener Winery

R. R. No. 3, Kitchener.

London Winery, Limited

R. R. No. 1, London

Fred Marsh Winery, Limited

R. R. No. 3, Portage Road,  
Niagara Falls.

THE WINE INDUSTRY IN CANADA, 1942.

ONTARIO - Con.

National Wine Company, Limited (Chateau-Gai Wines, Limited)	27 Brock Avenue, Toronto
Old Battlefield Wine Company	R. R. No. 5, Hamilton
The Parkdale Wines, Limited	183 Bathurst Street, Toronto
Peerless Wine Manufacturing Ltd. (Chateau-Gai Wines, Limited)	448 Queen Street East, Toronto
St. Catharines Wine Co. of Canada, Ltd.	Woodburn Avenue, St. Catharines
Turner Wine Company	106 Front Street East, Toronto
Twin City Wine Company	Fort William
The Welch Grape Juice Company	St. Catharines
Welland Winery	268 King Street, Welland

MANITOBA

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

T. G. Bright (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
Victoria Wineries (B.C.) Limited (x)	1404 Store Street, Victoria
Victoria Wineries (B. C.) Limited	Lake Hill

(x) This plant made no new wine in 1942, but bottled or sold in bulk wine produced in previous years.

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



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