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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
1944

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GENERAL MANUFACTURES BRANCH
OTTAWA - CANADA

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THE WINE INDUSTRY IN CANADA, 1944

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 1944 there were 30 establishments, located by provinces as follows: Quebec 1, Ontario 22, Manitoba 1, Saskatchewan 1 and British Columbia 5. These plants reported an average employment of 682 persons who received \$1,057,700 in salaries and wages, and a net value of production amounting to \$6,354,079. Wines produced during the year and placed in storage for maturing totalled 4,213,550 gallons with an inventory value of \$1,805,763 while the fermented wines bottled or sold in bulk during the year totalled 3,735,095 gallons valued at \$6,138,229. Other products were valued at \$518,298. 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 1944 amounting to 4,213,550 gallons shows an increase of 763,824 gallons and the sales amounting to 3,735,095 gallons also increased by 234,570 gallons. It is interesting to note that the province of Ontario accounted for over 90 percent 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, 1944

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 :Products
	No.	\$	No.	\$	\$	\$
<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
British Columbia ...	5	840,895	45	63,582	319,199	536,239
Other Provinces	3	539,428	28	44,169	90,649	178,388
<u>1943</u>						
CANADA	30	8,997,862	630	1,009,140	2,403,109	5,269,145
Ontario	22	7,780,553	564	911,613	2,103,694	4,711,165
British Columbia ...	5	817,460	40	59,016	230,169	412,691
Other Provinces	3	399,849	26	38,511	69,246	145,289
<u>1944</u>						
CANADA	30	NOT	682	1,057,700	3,074,617	6,354,079
Ontario	22	COLLECTED	618	958,253	2,756,307	5,745,524
British Columbia ...	5	THIS	35	56,997	246,588	453,796
Other Provinces	3	YEAR	29	42,450	71,722	154,759

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, 1944

Table 2. - Production of Wine, 1943 and 1944.

Classes of Products x	CANADA 1943		CANADA 1944		ONTARIO 1944		OTHER PROVINCES 1944	
	Quantity Gallons	Value \$	Quantity Gallons	Value \$	Quantity Gallons	Value \$	Quantity Gallons	Value \$
(a) Wine produced during the year, but placed in storage for maturing	3,449,726	1,331,957	4,218,560	1,805,763	3,863,592	1,600,855	349,958	204,928
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year	-	362,947	-	518,298	-	518,298	-	-
(c) Fermented wine sold during the year, bottled or in bulk	3,500,525	5,548,820	3,735,095	6,138,229	3,254,521	5,443,527	480,574	694,702
TOTAL VALUE OF PRODUCTION	-	7,243,524	-	8,462,290	-	7,562,660	-	899,630
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	-	1,974,379	-	2,108,211	-	1,817,136	-	291,075
NET VALUE OF PRODUCTION	-	5,269,145	-	6,354,079	-	5,745,524	-	608,555

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, 1944

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 4		1 9 4 5	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
Grapes	Pound	33,945,982	\$ 1,108,274	26,613,076	\$ 700,383
Cherries	"	2,100	252	16,438	1,806
Loganberries	"	426,444	48,866	234,490	23,974
Other fresh fruits (apples, etc.)	"	4,975,541	43,974	51,203	477
Raisins and Currants	"	309,700	41,376	311,524	36,914
Sugar	"	10,808,262	663,871	10,388,734	617,670
Acids (tartaric and citric)	"	971	778	921	782
Alcohol	Pf. Gal.	550	688	1,434	1,793
Grape Spirits	"	26,770	87,364	14,497	30,183
Grape Juice	Gallon	3,024	980	-	-
Grape concentrate ...	"	76,297	169,823	50,418	101,239
Extracts, etc.....	"	42	950	48	1,373
Caramel and other colouring	"	388	758	310	870
Clarifying and filtering materials	-	-	19,606	-	19,398
Bottles and jars	-	-	587,957	-	523,454
Cases, wooden	-	-	2,909	-	77
Cases and cartons, other than wooden	-	-	96,225	-	95,066
Cooperage	-	-	9,400	-	15,577
Other packaging material	-	-	121,668	-	112,754
Wines and liquors, purchased for blending, etc..	Gallon	49,686	42,124	106,596	94,103
All other materials .	-	-	26,274	-	25,216
TOTAL COST OF MATERIALS USED	-	-	3,074,617	-	2,403,109

THE WINE INDUSTRY IN CANADA, 1944

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, stock in process, fuel, etc. on hand	Inventory value of finished products on hand	Cash, trading and operating accounts, etc.	
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		1,292,244	7,305,361
1939	2,563,908	3,132,658		1,473,139	7,169,685
1940	2,879,909	3,615,258		1,654,154	8,129,321
1941	3,030,358	2,725,980	1,811,634	1,775,534	9,343,506
1942	2,651,913	2,802,822	1,610,828	2,331,392	9,397,555
<u>1945</u>					
CANADA	2,461,781	2,807,776	1,750,095	1,998,210	8,997,862
Ontario	2,241,644	2,374,334	1,551,329	1,633,246	7,780,553
British Columbia.	157,606	339,151	195,513	75,190	817,460
Other Provinces..	62,531	44,291	3,253	289,774	399,849

1944 Figures not collected for this year.

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

Establishments having a production of	:Number of Establishments	:Total Capital Invested	:Total Number of Employees	:Salaries and Wages	:Cost of Materials Used	:Net Value of Production
		\$		\$	\$	\$
<u>1944</u>						
Under \$5,000	-	-	-	-	-	-
\$5,000 to \$25,000.	3	NOT COLLECTED FOR THIS YEAR	12	12,688	15,277	41,469
\$25,000 to \$50,000	6		68	80,841	87,757	219,614
\$50,000 to \$100,000	9		81	129,266	245,487	561,589
\$100,000 to \$500,000	9		204	385,919	985,989	2,137,337
\$500,000 to \$1,000,000	2)		317	448,986	1,740,107	3,394,070
\$1,000,000 and over	1)					
TOTAL	30		682	1,057,700	3,074,617	6,354,079
<u>1943</u>						
Under \$5,000	-	-	-	-	-	-
\$5,000 to \$25,000 .	3	126,023	10	9,731	9,475	33,180
\$25,000 to \$50,000.	11	785,323	82	118,956	160,624	447,092
\$50,000 to \$100,000	4	595,425	46	62,251	109,365	262,484
\$100,000 to \$500,000	10)					
\$500,000 to \$1,000,000	1)	7,491,086	492	818,202	2,123,645	4,521,339
\$1,000,000 and over	1)					
TOTAL	30	8,997,862	630	1,009,140	2,403,109	5,269,145

THE WINE INDUSTRY IN CANADA, 1944

Table 6. - Employees, Salaries and Wages

Classes of Employees		1 9 4 4	1 9 4 3
Salaried Employees - Total	No.	155	169
Male	No.	104	116
Female	No.	51	52
Total Salaries	\$	408,465	450,310
Wage-earners - (Monthly average) - Total	No.	527	462
Male	No.	377	347
Female	No.	150	115
Total wages	\$	649,235	558,830
Total Employees	No.	682	630
Total salaries and wages	\$	1,057,700	1,009,140

Table 7. - Monthly Employment of Wage-earners

Months	1 9 4 4			:	1 9 4 3		
	Male No.	Female No.	Total No.		Male No.	Female No.	Total No.
January	330	101	431	316	56	372	
February	315	94	409	299	57	356	
March	298	98	396	274	67	341	
April	348	180	528	341	134	475	
May	307	124	431	291	79	370	
June	325	129	454	318	99	417	
July	327	126	453	315	114	429	
August	325	106	431	307	83	390	
September	643	305	948	614	273	887	
October	610	226	836	433	192	625	
November	351	166	517	312	106	418	
December	340	118	458	316	105	421	
MONTHLY AVERAGE	377	150	527	347	115	462	

THE WINE INDUSTRY IN CANADA, 1944

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 4		1 9 4 3	
	Number of Employees		Number of Employees	
	Male	Female	Male	Female
30 hours or less	233	179	127	151
31 - 43 hours	60	73	71	70
44 hours	21	15	23	2
45 - 47 hours	20	11	29	12
48 hours	40	7	46	10
49 - 50 hours	18	3	33	14
51 - 54 hours	23	9	35	3
55 hours	15	2	4	2
56 - 64 hours	87	17	117	15
65 hours and over	216	13	194	1
AVERAGE HOURS PER WEEK	47.8	34.5	51.0	33.6
AVERAGE WEEKLY EARNINGS	\$28.21	\$13.38	\$30.66	\$9.93

Table 9. - Power Equipment

Classes of Power	1 9 4 4		1 9 4 3	
	: Number of Units	: Manufacturers' Rating of Horse-Power Capacity	: Number of Units	: Manufacturers' Rating of Horse-Power Capacity
Steam engines and steam turbines				
In use	1	12	1	12
Gasoline, gas and oil engines -				
In Use	1	9	1	9
Idle	1	4	1	4
Electric motors operated by purchased power -				
In Use	449	1,344	415	1,311
Idle	8	27	10	28
TOTAL POWER AVAILABLE FOR MANUFACTURING	460	1,396	428	1,364
Boilers (In Use	20	988	21	1,022
(Idle	1	150	1	150

THE WINE INDUSTRY IN CANADA, 1944

Table 10.-Consumption of Fuel and Electricity.

Kinds of Fuel	: Unit of : Measure	1 9 4 4		1 9 4 5	
		: Quantity	: Cost Value	: Quantity	: Cost Value
		: at Factory :		: at Factory :	
		:		:	
		\$		\$	
Coal -	Ton				
Bituminous	(2000 lbs)	5,172	45,862	5,374	42,339
Anthracite	"	56	837	38	525
Lignite	"	10	140	-	-
Coke	"	4	55	3	45
Fuel or diesel oil	Imp. Gal.	9,523	690	1,713	190
Gasoline (x)	" "	29,807	8,986	26,620	8,156
Wood	Cord	108	593	135	754
Gas, manufactured	M cu. ft.	143	132	45	62
Gas, natural	M cu. ft.	78	60	119	97
Other fuel	-	-	14	-	15
TOTAL COST OF FUEL ...		-	57,369	-	52,233
Electricity purchased					
(including service charges) Kw.H.		1,489,449	21,357	1,494,067	19,768
TOTAL COST OF FUEL AND ELECTRICITY		-	78,726	-	72,001

(x) Includes gasoline used in cars and trucks.

Table 11. - Exports and Imports of Wines.

	1944		1943	
	Quantity gallon	Value \$	Quantity gallon	Value \$
<u>EXPORTS</u>				
Wines	58,894	112,344	17,264	35,551
<u>IMPORTS</u>				
Wines, non-sparkling	297,347	586,788	291,603	515,571
Wines, sparkling	1,475	14,570	1,488	8,625

THE WINE INDUSTRY IN CANADA, 1944.
LIST OF WINERIES REPORTING IN 1944

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	R. R. 2, Niagara-on-the Lake.
T. G. Bright & Company Limited	Niagara Falls.
Chateau-Gai Wines, Limited	R. R. 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. 3, Kitchener.
London Winery Limited	R. R. 1, London.
Fred Marsh Winery, Limited	R.R. 3, Niagara Falls.
National Wine Company, Limited	27 Brock Avenue, Toronto.
(Chateau-Gai Wines, Limited)	
Old Battlefield Wine Company	R. R. 5, Hamilton
The Parkdale Wines, Limited	183 Bathurst Street, Toronto.
Peerless Wine Manufacturing Ltd.	448 Queen Street East, Toronto.
(Chateau-Gai Wines, Limited)	
St. Catharines Wine Co. of Canada, Ltd.	Woodburn Avenue, St. Catharines.
Turner Wine Company	104 Front Street East, Toronto.
Twin City Wine Company	Fort William.
Welland Winery	272 King Street, Welland.

MANITOBA

St. Boniface Winery Limited 485 St. Jean Baptiste Street,
St. Boniface.

SASKATCHEWAN

T. G. Bright (Western) Limited (+) 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.
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 1944 but bottled wine produced in previous years.

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



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