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**CANADA**  
**DEPARTMENT OF TRADE AND COMMERCE**  
**DOMINION BUREAU OF STATISTICS**  
**GENERAL MANUFACTURING STATISTICS**

**REPORT**

**ON THE**

**WINE INDUSTRY**

**IN**

**CANADA**

**1945**

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GENERAL MANUFACTURING STATISTICS  
OTTAWA - CANADA

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THE WINE INDUSTRY IN CANADA, 1945

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 1945 there were 31 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 22, Manitoba 1, Saskatchewan 1 and British Columbia 5. These plants reported an average employment of 693 persons, who received \$1,117,325 in salaries and wages, and a net value of production amounting to \$7,351,014. Wines produced during the year and placed in storage for maturing totalled 4,133,735 gallons with an inventory value of \$2,194,838, while the fermented wines bottled or sold in bulk during the year totalled 3,862,963 gallons valued at \$6,851,915. Other products were valued at \$562,101. 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 1945 amounting to 4,133,735 gallons shows a decrease of 79,815 gallons but the sales amounting to 3,862,963 gallons increased by 127,868 gallons. It is interesting to note that the province of Ontario accounted for over 91 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, 1945

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>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	3,534,150
Other Provinces ...	9	1,114,618	58	77,569	311,786	506,747
<u>1 9 4 0</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>1 9 4 1</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>1 9 4 2</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>1 9 4 3</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>1 9 4 4</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
<u>1 9 4 5</u>						
CANADA .....	31	Not	693	1,117,325	3,474,943	7,351,014
Ontario .....	22	collected	625	1,011,999	3,163,120	6,741,063
British Columbia ..	5	this	37	60,020	260,518	462,090
Other Provinces ...	4	year	31	45,306	51,305	147,861

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, 1945

Table 2. - Production of Wine, 1944 and 1945

Classes of Products <sup>x</sup>	Canada 1944		Canada 1945		Ontario 1945		Other Provinces 1945	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Gallons	\$	Gallons	\$	Gallons	\$	Gallons	\$
(a) Wine produced during the year, but placed in storage for maturing	4,213,550	1,805,763	4,133,735	2,194,838	3,761,863	1,951,517	371,872	243,321
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.	-	518,298	-	562,101	-	562,101	-	-
(c) Fermented wine sold during the year, bottled or in bulk.	3,735,095	6,138,229	3,862,963	6,851,915	3,469,327	6,256,684	393,636	595,231
Total Value of Production	-	8,462,290	-	9,608,854	-	8,770,302	-	838,552
(d) Prime cost of wine (produced in previous years) reported above under Section (c).	-	2,108,211	-	2,257,840	-	2,029,239	-	228,601
Net Value of Production	-	6,354,079	-	7,351,014	-	6,741,063	-	609,951

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, 1945

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	32,896,469	1,157,198
Cherries .....	"	2,100	252	13,205	1,419
Loganberries .....	"	426,444	48,866	273,059	32,554
Other fresh fruits (apples, etc.) .....	"	4,975,541	43,974	-	-
Raisins and Currants .....	"	309,700	41,876	236,800	43,211
Sugar .....	"	10,808,262	663,871	9,423,650	575,993
Acids (tartaric and citric)	"	971	778	3,213	2,802
Alcohol .....	Pf. gal.	550	688	131,520	277,638
Grape Spirits .....	"	26,770	87,364	58,879	180,076
Grape Juice .....	Gallon	3,024	980	12,455	4,634
Grape Concentrate .....	"	76,297	169,823	82,480	131,905
Extracts, etc. ....	"	42	950	254	4,196
Carmel and other colouring	"	388	758	251	458
Clarifying and filtering materials .....	-	-	19,606	-	22,297
Bottles and jars .....	-	-	587,957	-	674,771
Cases, wooden .....	-	-	2,909	-	3,040
Cases and cartons, other than wooden .....	-	-	96,225	-	126,129
Cooperage .....	-	-	9,400	-	6,802
Other packaging material .	-	-	121,668	-	135,827
Wines and liquors, pur- chased for blending, etc.	Gallon	49,686	42,124	51,638	68,993
All other materials .....	-	-	26,274	-	25,000
<b>TOTAL COST OF MATERIALS USED .....</b>			<b>3,074,617</b>		<b>3,474,943</b>

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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, 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	1,634,154	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	2,331,992	9,397,555
<u>1943</u>					
CANADA .....	2,461,781	2,807,776	1,730,095	1,998,210	8,997,862
Ontario .....	2,241,644	2,374,334	1,531,329	1,633,246	7,780,553
British Columbia .....	157,606	389,151	195,513	75,190	817,460
Other Provinces .....	62,531	44,291	3,253	289,774	399,849

These figures not collected for 1944 or 1945.

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>1944</u>						
Under \$5,000 .....	-	-	-	-	-	-
\$5,000 to \$25,000 ....	3	Not	12	12,688	15,277	41,469
\$25,000 to \$50,000 ...	6	Collected	68	80,841	87,757	219,614
\$50,000 to \$100,000 ..	9	For	81	129,266	245,487	561,589
\$100,000 to \$500,000 .	9	This	204	385,919	985,989	2,137,337
\$500,000 to \$1,000,000	2)	Year	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>1945</u>						
Under \$5,000 .....	-	-	-	-	-	-
\$5,000 to \$25,000 ....	3	Not	13	10,403	18,301	38,412
\$25,000 to \$50,000 ...	8	Collected	55	72,157	100,506	296,624
\$50,000 to \$100,000 ..	8	For	77	125,253	193,407	506,404
\$100,000 to \$500,000 .	10)	This				
\$500,000 to \$1,000,000	-)	Year	548	909,512	3,162,729	6,509,574
\$1,000,000 and over	2)					
Total .....	31		693	1,117,325	3,474,943	7,351,014



THE WINE INDUSTRY IN CANADA, 1945

Table 6. - Employees, Salaries and Wages

Classes of Employees		1944	1945
Salaried Employees - Total .....	No.	155	156
Male .....	No.	104	103
Female .....	No.	51	53
Total Salaries .....	\$	408,485	412,756
Wage-earners - (Monthly average) - Total ....	No.	527	537
Male .....	No.	377	395
Female .....	No.	150	142
Total wages .....	\$	649,235	704,569
Total Employees .....	No.	682	693
Total Salaries and Wages .....	\$	1,057,700	1,117,325

Table 7. - Monthly Employment of Wage-earners

Months	1 9 4 4			1 9 4 5		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	350	101	431	363	117	480
February .....	315	94	409	332	112	444
March .....	298	98	396	332	150	482
April .....	348	180	528	316	164	480
May .....	307	124	431	323	139	462
June .....	325	129	454	314	117	431
July .....	327	126	453	328	99	427
August .....	325	106	431	327	105	432
September .....	643	305	948	548	147	695
October .....	610	226	836	681	303	984
November .....	351	166	517	448	123	571
December .....	340	118	458	412	118	530
Monthly Average .....	377	150	527	395	142	537



THE WINE INDUSTRY IN CANADA, 1945

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 5	
	Number of Employees		Number of Employees	
	Male	Female	Male	Female
30 hours or less .....	233	179	189	191
30 - 43 hours .....	60	73	73	19
44 hours .....	21	15	40	12
45 - 47 hours .....	20	11	37	15
48 hours .....	40	7	35	14
49 - 50 hours .....	18	3	19	6
51 - 54 hours .....	23	9	53	14
55 hours .....	15	2	1	-
56 - 64 .....	87	17	92	2
65 hours and over .....	216	13	262	5
Average Hours Per Week .....	47.8	34.5	50.2	31.9
Average Weekly Earnings .....	\$28.21	\$13.38	\$35.26	\$18.51

Table 9. - Power Equipment

Classes of Power	1 9 4 4		1 9 4 5	
	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	2	22
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	454	1,388
Idle .....	8	27	8	25
Total Power Available for Manufacturing .....	460	1,396	466	1,448
Boilers (In use .....	20	938	17	803
(Idle .....	1	150	1	150

THE WINE INDUSTRY IN CANADA, 1945

Table 10. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1944		1945	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous .....	(2,000 lb.)	5,172	45,862	5,033	43,442
Anthracite .....	"	56	837	82	944
Lignite .....	"	10	140	12	170
Coke .....	"	4	55	1	15
Fuel or diesel oil ..	Imp. Gal.	9,523	690	15,044	1,043
Gasoline (x) .....	" "	29,807	8,986	45,399	13,338
Wood .....	Cord	108	593	123	1,013
Gas, manufactured ...	M cu. ft.	143	132	145	124
Gas, natural .....	" " "	78	60	127	104
Other fuel .....	-	-	14	-	25
Total Cost of Fuel.	-	-	57,369	-	60,218
Electricity purchased (including service charges) .....	Kw. H.	1,489,449	21,357	1,845,425	25,877
Total Cost of Fuel and Electricity .	-	-	78,726	-	86,095

(x) Includes gasoline used in cars and trucks.

Table 11. - Exports and Imports of Wines

	1944		1945	
	Quantity	Value	Quantity	Value
	gal.	\$	gal.	\$
<u>Exports</u>				
Wines .....	58,894	112,344	65,944	118,077
<u>Imports</u>				
Wines, non-sparkling .....	297,347	586,788	302,671	1,259,940
Wines, sparkling .....	1,475	14,570	8,163	97,054

THE WINE INDUSTRY IN CANADA, 1945  
LIST OF WINERIES REPORTING IN 1945

NEW BRUNSWICK

Monastere Notre Dame de l'Assomption                      Rogersville.

QUEBEC

T. G. Bright (Quebec) Limited                      120-28th Ave., Lachine.

ONTARIO

Acme Wine Company, Ltd.                      889 Queen St. W., Toronto.  
Barnes Wines, Ltd.                      St. Catharines.  
The Bordeaux Wines, Ltd.                      R.R. 2, Niagara-on-the-Lake.  
T. G. Bright & Co. Ltd.                      Niagara Falls.  
Chateau-Gai Wines, Ltd.                      R.R. 3, Niagara Falls.  
Cooksville Wine Vaults (Alex Thomas)                      Cooksville.  
Dunforth Wines Limited                      1076 Lakeshore Road, New Toronto.  
Grinsby Wines, Limited                      Grinsby.  
J. S. Hamilton & Co., Ltd.                      44 Dalhousie St., Brantford.  
Jordan Wine Co., Ltd.                      Jordan.  
Jordan Wine Co., Ltd.                      St. Catharines.  
Kitchener Winery                      R.R. 3, Kitchener.  
London Winery Ltd.                      R.R. 1, London.  
Fred Marsh Winery, Ltd.                      R.R. 3, Niagara Falls.  
National Wine Co., Ltd.                      27 Brock Ave., Toronto.  
    (Chateau-Gai Wines, Ltd.)  
Old Battlefield Wine Co.                      R.R. 5, Hamilton.  
The Parkdale Wines, Ltd.                      183 Bathurst St., Toronto.  
Peerless Wine Manufacturing Ltd.                      448 Queen St. E., Toronto.  
    (Chateau-Gai Wines, Ltd.)  
St. Catharines Wine Co. of Canada, Ltd.                      Woodburn Ave., St. Catharines.  
Turner Wine Co.                      104 Front St. E., Toronto.  
Twin City Wine Co.                      Fort William.  
Welland Winery                      272 King St. Welland.

MANITOBA

St. Boniface Winery Ltd.                      485 St. Jean Baptiste St., St. Boniface.

SASKATCHEWAN

T. G. Bright (Western) Ltd. (+)                      1260 Toronto St., Regina.

BRITISH COLUMBIA

Calona Wines, Ltd.                      Kelowna.  
Growers Wine Co., Ltd.                      1531-15th Ave. W., Vancouver.  
Growers Wine Co., Ltd.                      Lake Hill.  
Victoria Wineries (B.C.) Ltd. (x)                      1404 Store St., Victoria.  
Victoria Wineries (B.C.) Ltd.                      Lake Hill.

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

(x) This plant made no new wine in 1945 but bottled wine produced in previous years.

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