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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

+++ Industry and Merchandising Division +++

GENERAL MANUFACTURES SECTION

REPORT

ON THE

WINE INDUSTRY

IN

CANADA

1947

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THE WINE INDUSTRY IN CANADA, 1947

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 1947 there were 29 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 22 and British Columbia 5. These plants reported an average employment of 722 persons, who received \$1,497,009 in salaries wages, and a net value of production amounting to \$12,222,669. Wines produced during the year and placed in storage for maturing totalled 6,088,004 gallons with an inventory value of \$4,296,189, while the fermented wines bottled or sold in bulk during the year totalled 4,976,060 gallons valued at \$10,712,855. Other products were valued at \$1,171,057. 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 1947 amounting to 6,088,004 gallons shows an increase of 554,523 gallons and the sales amounting to 4,976,060 gallons also increased by 100,962 gallons. It is interesting to note that the province of Ontario accounted for almost 93 per cent of the total net value of production.

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

THE WINE INDUSTRY IN CANADA, 1947

Table 1. - Summary of Principal Statistics by Provinces.

	Estab- lish- ments No.	Capital Invested \$	Em- ploy- ees No.	Salaries and Wages \$	Cost of Materials Used \$	Gross Value of Products \$
<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
<u>1945</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
<u>1946</u>						
CANADA	29	Not	827	1,424,623	5,215,338	10,812,390
Ontario	22	collected	770	1,330,174	4,763,584	10,132,809
British Columbia	5)	this	57	94,449	451,754	679,581
Other Provinces	2)	year				
<u>1947</u>						
CANADA	29	Not	722	1,497,009	5,659,928	12,222,669
Ontario	22	collected	668	1,402,369	5,137,208	11,344,885
British Columbia	5)	this	54	94,640	522,720	877,784
Other Provinces	2)	year				

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, 1947

Table 2. - Production of Wine, 1946 and 1947.

Classes of Products *	Canada 1946		Canada 1947		Ontario 1947		Other Provinces 1947	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
(a) Wine produced during the year, but placed in storage for maturing	5,533,481	3,549,963	6,088,004	4,296,189	5,517,482	3,871,622	570,522	424,567
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.	-	1,169,804	-	1,171,057	-	1,171,057	-	-
(c) Fermented wine sold during the year, bottled or in bulk.	4,875,098	9,621,528	4,976,060	10,712,855	4,570,402	9,955,400	405,658	757,455
Total Value of Production	-	14,341,295	-	16,180,101	-	14,998,079	-	1,182,022
(d) Prime cost of wine (produced in previous years) reported above under Section (c).	-	3,528,905	-	3,957,432	-	3,653,194	-	304,238
Net Value of Production	-	10,812,390	-	12,222,669	-	11,344,885	-	877,784

* 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, 1947

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 6		1 9 4 7	
		Quantity	Cost Value at Works	Quantity	Cost Value at Works
Grapes, domestic	"	46,773,228	2,008,471	48,327,320	2,157,471
Grapes, imported	"	306,939	32,413	679,979	46,569
Cherries	"	32,041	2,975	-	-
Loganberries	"	245,155	29,406	568,249	85,583
Blackberries	"	65,950	6,670	44,803	5,015
Raisins and Currants	"	74,250	13,827	100,320	16,810
Sugar	"	11,131,180	666,558	14,900,880	1,106,718
Acids (tartaric and citric).	"	1,441	768	3,591	2,124
Alcohol	Pf. gal.	264,882	618,614	87,926	168,688
Grape Spirits	"	54,894	157,885	70,809	209,033
Grape Juice	Gallon	7,926	2,845	5,446	2,656
Grape Concentrate	"	125,293	213,652	129,453	332,950
Extracts and fruit juices ..	"	586	4,272	151	4,389
Caramel and other colouring .	"	651	944	595	1,123
Dextrose (from wheat)	Pound	-	-	531,120	71,463
Clarifying and filtering materials	-	-	29,236	-	23,655
Bottles and jars	-	-	917,908	-	894,862
Cases, wooden	-	-	1,944	-	5,421
Cases and cartons, other than wooden	-	-	158,090	-	181,118
Cooperage	-	-	20,560	-	13,524
Other packaging material ...	-	-	169,209	-	174,713
Wines and liquors, purchased for blending, etc.	Gallon	26,937	88,346	23,662	71,149
All other materials	-	-	70,745	-	84,894
TOTAL COST OF MATERIALS USED			5,215,338		5,659,928

THE WINE INDUSTRY IN CANADA, 1947

Table 4. - Capital Invested

Year and Province	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		1,634,154	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 since 1943.

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

Establishments having a production of	Number of Establishments	Total Number of Employees	Salaries and Wages	Cost of Materials Used	Net Value of Production
			\$	\$	\$
<u>1946</u>					
Under \$5,000	-	-	-	-	-
\$5,000 to \$25,000	1)	48	60,369	77,947	227,993
\$25,000 to \$50,000	5)				
\$50,000 to \$100,000 ...	7	48	74,304	271,546	497,770
\$100,000 to \$500,000 ..	12	220	455,563	1,578,657	3,267,862
\$500,000 to \$1,000,000	2)	511	834,387	3,287,188	6,818,765
\$1,000,000 and over ...	2)				
Total	29	827	1,424,623	5,215,338	10,812,390
<u>1947</u>					
Under \$5,000	-	-	-	-	-
\$5,000 to \$25,000	1)	31	30,450	51,950	127,633
\$25,000 to \$50,000	3)				
\$50,000 to \$100,000 ...	9	66	129,930	312,259	623,265
\$100,000 to \$500,000 ..	9	137	333,478	1,071,977	2,129,074
\$500,000 to \$1,000,000.	4	138	295,687	949,675	2,417,710
\$1,000,000 and over ...	3	350	707,464	3,274,067	6,924,987
Total	29	722	1,497,009	5,659,928	12,222,669

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Table 6. - Employees, Salaries and Wages

Classes of Employees		1946	1947
Salaried Employees - Total	No.	179	173
Male	No.	123	122
Female	No.	56	51
Total Salaries	\$	533,823	598,823
Wage-earners - (Monthly average) - Total	No.	648	549
Male	No.	515	443
Female	No.	133	106
Total wages	\$	890,800	898,186
Total Employees	No.	827	722
Total Salaries and Wages	\$	1,424,623	1,497,009

Table 7. - Monthly Employment of Wage-earners

Months	1946			1947		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	404	94	498	413	83	496
February	420	93	513	394	75	469
March	469	201	670	378	87	465
April	480	193	673	380	119	499
May	418	105	523	396	142	538
June	464	87	551	464	89	553
July	431	100	531	388	99	487
August	496	89	585	408	81	489
September	819	215	1,034	692	165	857
October	773	220	993	587	172	759
November	555	99	654	428	80	508
December	476	90	566	374	82	456
Monthly Average	515	133	648	443	106	549

THE WINE INDUSTRY IN CANADA, 1947

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	1944		1945	
	Number of Employees Male	Female	Number of Employees 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 hours	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

x This information not collected for 1946 or 1947.

Table 9. - Power Equipment

Classes of Power	1946		1947	
	Number of Manufacturers' Units	Rating of Horse-Power Capacity	Number of Manufacturers' Units	Rating of Horse-Power Capacity
Steam engines and steam turbines				
In use	2	17	2	17
Gasoline, gas and oil engines				
In use	1	9	3	11
Idle	1	4	1	4
Electric motors operated by purchased power				
In use	550	1,546	641	1,702
Idle	21	79	36	85
Total Power Available for Manufacturing	575	1,655	683	1,819
Boilers (In use	17	1,198	13	1,061
(Idle	1	180	1	180

THE WINE INDUSTRY IN CANADA, 1947

Table 10. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1946		1947	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous	(2,000 lb.)	5,213	45,161	5,071	48,197
Anthracite	"	70	937	26	359
Lignite	"	18	300	27	505
Coke	"	1	15	1	15
Fuel or diesel oil .	Imp. Gal.	20,373	1,709	34,778	3,680
Gasoline (x)	" "	73,864	21,175	72,378	22,339
Wood	Cord	147	1,421	92	885
Gas, manufactured ..	M cu. ft.	164	135	94	144
Gas, natural	" " "	195	144	222	143
Other fuel	-	-	19	-	21
Total Cost of Fuel	-	-	71,016	-	76,288
Electricity purchased (including service charges)	Kw. H.	2,405,953	28,059	2,479,273	29,476
Total Cost of Fuel and Electricity.	-	-	99,075	-	105,764

(x) Includes gasoline used in cars and trucks.

Table 11. - Exports and Imports of Wines

	1946		1947	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
<u>Exports</u>				
Wines	25,064	49,016	32,956	60,907
<u>Imports</u>				
Wines, non-sparkling	917,333	2,447,829	641,332	1,671,207
Wines, sparkling ...	19,677	250,592	13,007	183,611

THE WINE INDUSTRY IN CANADA, 1947

LIST OF WINERIES REPORTING IN 1947

NEW BRUNSWICK

Monastère Notre Dame de l'Assomption Rogersville.

QUEBEC

T.G. Bright (Quebec) Limited 150-28th Ave., Lachine.

ONTARIO

Acme Wines, Ltd.	708 Danforth Ave., Toronto.
Barnes Wines, Ltd.	St. Catharines.
The Bordeaux Wines, Ltd.	R.R. 2, Niagara-on-the-Lake.
T.G. Bright & Co. Ltd.	Niagara Falls.
Château-Gai Wines, Ltd.	R.R. 3, Niagara Falls.
Danforth Wines Limited	1076 Lakeshore Road, New Toronto.
Dundurn Wines	297 Ottawa St. N., Hamilton.
Grimsby Wines, Limited	Grimsby.
J.S. Hamilton & Co. Ltd.	44 Dalhousie St., Brantford
Jordan Wine Co. Ltd.	Jordan.
Jordan Wine Co. Ltd. (x)	St. Catharines.
Kitchener Winery	R.R. 3, Kitchener.
London Winery Ltd.	R.R. 1, London.
Fred Marsh Winery, Ltd.	580 Portage Road, Niagara Falls.
National Wine Co. Ltd.	27 Brock Ave., Toronto.
(Château-Gai Wines, Ltd.)	
The Parkdale Wines, Ltd.	183 Bathurst St., Toronto.
Peerless Wine Manufacturing Ltd.	448 Queen St. E., Toronto.
(Château-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.
The Welch Grape Juice Company (x)	St. Catharines.

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. (+)	1404 Store St., Victoria.
Victoria Wineries (B.C.) Ltd.	Lake Hill.

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

(x) These plants produce only grape juice and concentrate.

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