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Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce.

14-1460

MAY 8 1950



Price: 25 cents.

THE WINE INDUSTRY IN CANADA, 1948

The wine industry in Canada is confined to a few localities such as the Niagara Peninsula in Ontario and the Okanagan Valley and other fruit growing districts in British Columbia where climatic conditions for the cultivation of grapes and berries suitable for wine are favourable. In this industry in 1948 there were 28 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 21 and British Columbia 5. These plants reported an average employment of 664 persons, who received \$1,521,468 in salaries and wages, and had a net value of production amounting to \$10,230,216. Wines produced during the year and placed in storage for maturing totalled 5,038,621 gallons with an inventory value of \$3,299,825. while the fermented wines bottled or sold in bulk during the year totalled 4,244,794 gallons valued at \$9,576,459. Other products were valued at \$856,380. 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 1948 amounting to 5,038,621 gallons shows a decrease of 1,049,383 gallons and the sales amounting to 4,244,794 gallons also decreased by 731,266 gallons. It is interesting to note that the province of Ontario accounted for almost 91 per cent of the total net value of production.

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

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Table 1. - Summary of Principal Statistics by Provinces.

	Estab-lish-ments	Capital Invested	Em-ploy-ees	Salaries and Wages	Cost of Materials Used	Gross Value of Products
	No.	\$	No.	\$	\$	\$
<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 collected	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 year	35	56,997	246,588	453,796
Other Provinces	3	year	29	42,450	71,722	154,759
<u>1945</u>						
CANADA	31	Not collected	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 year	37	60,020	260,518	462,090
Other Provinces	4	year	31	45,306	51,305	147,861
<u>1946</u>						
CANADA	29	Not collected	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 year	57	94,449	451,754	679,581
Other Provinces	2)	year				
<u>1947</u>						
CANADA	29	Not collected	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 year	54	94,640	522,720	877,784
Other Provinces	2)	year				
<u>1948</u>						
CANADA	28	Not collected	664	1,521,468	4,833,917	10,230,216
Ontario	21	collected	609	1,415,959	4,193,985	9,270,623
British Columbia	5)	this year	55	105,509	639,932	959,593
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, 1948

Table 2. - Production of Wine, 1947 and 1948.

Classes of Products ^x	Canada 1947		Canada 1948		Ontario 1948		Other Provinces 1948	
	Quantity Imp. gals.	Value \$	Quantity Imp. gals.	Value \$	Quantity Imp. gals.	Value \$	Quantity Imp. gals.	Value \$
(a) Wine produced during the year, but placed in storage for maturing	6,088,004	4,296,189	5,038,621	3,299,825	4,377,487	2,786,186	661,134	513,639
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.	-	1,171,057	-	856,380	-	856,380	-	-
(c) Fermented wine sold during the year, bottled or in bulk.	4,976,060	10,712,855	4,244,794	9,576,459	3,877,254	8,819,009	367,540	757,450
Total Value of Production	-	16,180,101	-	13,732,664	-	12,461,575	-	1,271,089
(d) Prime cost of wine (produced in previous years) reported above under Section (c).	-	3,957,432	-	3,502,448	-	3,190,952	-	311,496
Net Value of Production	-	12,222,669	-	10,230,216	-	9,270,623	-	959,593

^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, 1948

Table 3. - Materials Used in the Wine Industry

Class of Materials	Unit of Measure	1 9 4 8		1 9 4 7	
		Quantity	Cost Value at Works \$	Quantity	Cost Value at Works \$
Grapes, domestic	Pound	39,214,589	1,567,487	48,327,320	2,157,471
Grapes, imported	"	199,829	12,162	679,979	46,569
Loganberries	"	888,889	147,433	568,249	85,583
Other fresh fruits	"	155,110	22,760	44,803	5,015
Raisins and Currants	"	110,400	14,443	100,320	16,810
Sugar	"	13,522,527	949,001	14,900,880	1,106,718
Other sweetening agents (dextrose, etc.)	"	719,345	104,100	531,120	71,463
Acids (tartaric and citric).	"	1,236	714	3,591	2,124
Alcohol	Pf. gal.	13,225	37,939	87,926	168,688
Grape Spirits	"	70,356	182,840	70,809	209,033
Grape Juice	Gallon	27,274	18,262	5,446	2,656
Grape Concentrate	"	93,949	330,588	129,453	332,950
Extracts and essential oils.	"	156	3,564	151	4,389
Caramel and other colouring.	"	431	708	595	1,123
Clarifying and filtering materials	-	-	20,853	-	23,655
Bottles and jars	-	-	873,373	-	894,862
Cases, wooden	-	-	6,534	-	5,421
Cases and cartons, other than wooden	-	-	176,829	-	181,118
Cooperage	-	-	33,476	-	13,524
Other packaging material ...	-	-	150,373	-	174,713
Wines and liquors, pur- chased for blending, etc. .	Gallon	96,911	133,657	23,662	71,149
All other materials	-	-	46,821	-	84,894
TOTAL COST OF MATERIALS USED			4,833,917		5,659,928

THE WINE INDUSTRY IN CANADA, 1948

Table 4. - Exports and Imports of Wines

	1948		1947	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
<u>Exports</u>				
Wines	23,975	50,979	32,956	60,907
<u>Imports</u>				
Wines, non-sparkling ..	654,044	1,792,726	641,332	1,671,207
Wines, sparkling	16,521	207,074	13,007	183,611

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>1948</u>					
Under \$5,000	-	-	-	-	-
\$5,000 to \$25,000	1)				
\$25,000 to \$50,000	2)	21	27,173	27,317	83,029
\$50,000 to \$100,000	7	60	126,630	270,202	523,233
\$100,000 to \$500,000 ..	11	144	374,931	1,138,950	2,380,396
\$500,000 to \$1,000,000	5)				
\$1,000,000 and over ...	2)	439	992,734	3,397,448	7,243,558
Total	28	664	1,521,468	4,833,917	10,230,216
<u>1947</u>					
Under \$5,000	-	-	-	-	-
\$5,000 to \$25,000	1)				
\$25,000 to \$50,000	3)	31	30,450	51,950	127,633
\$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

THE WINE INDUSTRY IN CANADA, 1948

Table 6. - Employees, Salaries and Wages

Classes of Employees	1948	1947
Salaried Employees - Total	No. 172	173
Male	No. 119	122
Female	No. 53	51
Total Salaries	\$ 632,959	598,823
Wage-earners - (Monthly average) - Total	No. 492	549
Male	No. 401	443
Female	No. 91	106
Total wages	\$ 888,509	898,186
Total Employees	No. 664	722
Total Salaries and Wages	\$ 1,521,468	1,497,009

Table 7. - Monthly Employment of Wage-earners

Months	1948			1947		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January	380	63	443	413	83	496
February	378	68	446	394	75	469
March	368	69	437	378	87	465
April	370	121	491	380	119	499
May	368	74	442	396	142	538
June	367	80	447	464	89	553
July	363	80	443	388	99	487
August	366	66	432	408	81	489
September	566	149	715	692	165	857
October	498	164	662	587	172	759
November	426	90	516	428	80	508
December	388	73	461	374	82	456
Monthly Average	401	91	492	443	106	549

THE WINE INDUSTRY IN CANADA, 1948

Table 8. - Power Equipment

Classes of Power	1948		1947	
	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	3	57	2	17
Gasoline, gas and oil engines				
In use	3	11	3	11
Idle	-	-	1	4
Electric motors operated by purchased power				
In use	686	1,755	641	1,702
Idle	35	91	36	85
Total Power Available for Manufacturing	727	1,914	683	1,819
Boilers (In use	11	785	13	1,061
(Idie	1	180	1	180

Table 9. - Consumption of Fuel and Electricity

Kinds of Fuel	Unit of Measure	1948		1947	
		Quantity	Cost Value at Factory	Quantity	Cost Value at Factory
			\$		\$
Coal -	Ton				
Bituminous	(2,000 lb.)	4,685	52,363	5,071	48,197
Anthracite	"	15	309	26	359
Sub-bituminous	"	23	404	27	506
Coke	"	2	47	1	15
Fuel or diesel oil	Imp. Gal.	44,906	6,779	34,778	3,680
Gasoline (x)	" "	80,274	26,289	72,378	22,339
Wood	Cord	129	915	92	885
Gas, manufactured	M cu. ft.	105	150	94	144
Gas, natural	" " "	115	113	222	143
Other fuel	-	-	34	-	21
Total Cost of Fuel ...		-	87,403	-	76,288
Electricity purchased (including service charges)	Kw. H.	2,154,692	28,944	2,479,273	29,476
Total Cost of Fuel and Electricity		-	116,347	-	105,764

(x) Includes gasoline used in cars and trucks.



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THE WINE INDUSTRY IN CANADA, 1948

LIST OF WINERIES REPORTING IN 1948

NEW BRUNSWICK

Monastere 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.	St. Catharines.
Kitchener Winery	R.R. 3, Kitchener.
London Winery Ltd.	R.R. 1, London.
Fred Marsh Winery Ltd.	414 Portage Road, Niagara Falls.
The Parkdale Wines, Ltd.	183 Bathurst St., Toronto.
Peerless Wine Manufacturers Ltd.	448 Queen St. W., 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) This plant produces only grape juice.