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CANADA

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# THE WINE INDUSTRY, 1949



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

Prepared in the General Manufactures Section  
Industry and Merchandising Division  
Dominion Bureau of Statistics, Ottawa

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**NOTICE**

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada—mining, forestry and fishing; (b) manufacturing; (c) construction, and (d) merchandising and services.

For the purpose of annual compilation and publication, the manufacturing industries have been classified into major groups, prefaced by two reports of a general nature, as follows:

- I Summary Report on Manufacturing Industries
- II Manufacturing Industries by Geographical Distribution
- III Foods and Beverages
- IV Tobacco and Tobacco Products
- V Rubber Products
- VI Leather Products
- VII Miscellaneous Manufactures
- VIII Textiles
- IX Wood and Paper Products
- X Printing Trades
- XI Operations in the Woods
- XII Iron and Steel Manufactures
- XIII Transportation Equipment
- XIV Non-ferrous Metals Manufactures
- XV Electrical Apparatus
- XVI Non-metallic Mineral Products
- XVII Coke and Gas—Petroleum Refining
- XVIII Chemicals and Allied Products

The present report belongs in Group III. It is punched to permit of filing in a ring binder along with others of the group. The reports in this group are:

- A General Review
- B The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries
- C The Dairy Factory Industry
- D The Fish Processing Industry
- E The Fruit and Vegetable Preparations Industry
- F The Flour and Feed Milling Industry
- G The Breakfast Foods Industry
- H The Prepared Stock and Poultry Feeds Industry
- I The Biscuit Industry
- J The Bread and Other Bakery Products Industry
- K The Aerated Waters Industry
- L The Distilled Liquor Industry
- M The Brewing Industry
- N The Wine Industry
- O The Confectionery, Cocoa, Chocolate and Chewing Gum Industries
- P The Sugar Refining Industry
- Q The Malt and Malt Products Industry
- R The Macaroni and Kindred Products Industry
- S The Miscellaneous Foods Industry
- T The Canned Foods Summary

## THE WINE INDUSTRY, 1949

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 1949 there were 27 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 20 and British Columbia 5. These plants reported an average employment of 572 persons, who received \$1,417,858 in salaries and wages, and had a net value of production amounting to \$8,601,873. Wines produced during the year and placed in storage for maturing totalled 3,999,452 gallons with an inventory value of \$2,733,159, while the fermented wines bottled or sold in bulk during the year totalled 4,287,181 gallons valued at \$9,267,210. Other products were valued at \$106,919. 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 1949 amounting to 3,999,452 gallons shows a decrease of 1,039,169 gallons but the sales amounting to 4,287,181 gallons increased by 42,387 gallons. It may be noted that the province of Ontario accounted for 87.7 per cent of the total net value of production.

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

TABLE 1. Summary of Principal Statistics by Provinces

	Establishments	Capital invested <sup>1</sup>	Em- ployees	Salaries and wages	Cost of materials used	Gross value of products
	No.	\$	No.	\$	\$	\$
1942 Canada .....	31	9,397,555	749	1,080,634	3,111,986	6,088,093
1943 Canada .....	30	8,997,862	630	1,009,140	2,403,109	5,269,145
1944 Canada .....	30	—	682	1,057,700	3,074,617	6,354,079
1945 Canada .....	31	—	693	1,117,325	3,474,943	7,351,014
1946 Canada .....	29	—	827	1,424,623	5,215,338	10,812,390
<b>1947</b>						
Canada.....	29		722	1,497,009	5,659,928	12,222,669
Ontario.....	22		668	1,402,369	5,137,208	11,344,885
British Columbia .....	5		54	94,640	522,720	877,764
Other provinces .....	2					
<b>1948</b>						
Canada.....	28		664	1,521,468	4,833,917	10,230,216
Ontario.....	21		609	1,415,959	4,193,985	9,270,623
British Columbia .....	5		55	105,509	639,932	959,593
Other provinces .....	2					
<b>1949</b>						
Canada.....	27		572	1,417,858	3,894,965	8,601,873
Ontario.....	20		515	1,296,094	3,228,790	7,543,369
British Columbia .....	5		57	121,764	666,175	1,058,504
Other provinces .....	2					

1. This information not collected since 1943.

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.



TABLE 1(a). Principal Statistics Grouped According to the Size of Establishments, 1949

Establishments having a production of	Number of establishments	Total number of employees	Salaries and wages	Cost of materials used	Net value of production
			\$	\$	\$
Under \$5,000 .....	—	—	—	—	—
\$5,000 to \$25,000 .....	1	24	35,319	40,815	111,170
\$25,000 to \$50,000 .....	3				
\$50,000 to \$100,000 .....	7				
\$100,000 to \$500,000 .....	12	200	539,294	1,502,647	3,155,305
\$500,000 to \$1,000,000 .....	3	287	702,247	2,145,488	4,816,323
\$1,000,000 and over .....	1				
<b>Total .....</b>	<b>27</b>	<b>572</b>	<b>1,417,858</b>	<b>3,894,965</b>	<b>8,601,873</b>

TABLE 2. Production of Wine, 1948 and 1949

Classes of products <sup>1</sup>	Canada		Ontario		Other provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Imp. gals.	\$	Imp. gals.	\$	Imp. gals.	\$
<b>1948</b>						
(a) Wine produced during the year, but placed in storage for maturing.....	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.....	—	856,380	—	856,380	—	—
(c) Fermented wine sold during the year, bottled or in bulk.....	4,244,794	9,576,459	3,877,254	8,819,009	367,540	757,450
Total Value of Production.....	—	13,732,664	—	12,461,575	—	1,271,089
(d) Prime cost of wine (produced in previous years) reported above under Section (c).....	—	3,502,448	—	3,190,952	—	311,496
Net Value of Production.....	—	10,230,216	—	9,270,623	—	959,593
<b>1949</b>						
(a) Wine produced during the year, but placed in storage for maturing.....	3,999,452	2,733,159	3,390,787	2,240,481	608,665	492,678
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year.....	—	106,919	—	106,919	—	—
(c) Fermented wine sold during the year, bottled or in bulk.....	4,287,181	9,267,210	3,833,171	8,289,512	454,010	977,698
Total Value of Production.....	—	12,107,288	—	10,636,912	—	1,470,376
(d) Prime cost of wine (produced in previous years) reported above under Section (c).....	—	3,505,415	—	3,093,543	—	411,872
Net Value of Production.....	—	8,601,873	—	7,543,369	—	1,058,504

1. 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.

TABLE 3. Materials Used in the Wine Industry

Class of Materials	Unit of measure	1948		1949	
		Quantity	Cost value at works	Quantity	Cost value at works
			\$		\$
Grapes, domestic.....	Pound	39,214,589	1,567,487	24,341,358	1,004,129
Grapes, imported.....	"	199,829	12,162	926,980	53,496
Loganberries.....	"	888,889	147,433	839,823	123,231
Other fresh fruits.....	"	155,110	22,760	118,871	10,067
Raisins and currants.....	"	110,400	14,443	175,710	24,165
Sugar.....	"	13,522,527	949,001	12,828,308	914,068
Other sweetening agents (dextrose, etc.).....	"	719,345	104,100	—	—
Acids (tartaric and citric).....	"	1,236	714	1,009	416
Alcohol.....	Pf. gal.	13,225	37,939	—	—
Grape spirits.....	"	70,356	182,840	20,229	60,548
Grape juice.....	Gallon	27,274	18,262	155,153	91,777
Grape concentrate.....	"	93,949	330,588	63,818	209,670
Extracts and essential oils.....	"	156	3,564	267	6,659
Caramel and other colouring.....	"	431	708	438	669
Clarifying and filtering materials.....	—	—	20,853	—	29,875
Bottles and jars.....	—	—	873,373	—	866,934
Cases, wooden.....	—	—	6,534	—	981
Cases and cartons, other than wooden.....	—	—	176,829	—	204,040
Cooperage.....	—	—	33,476	—	1,480
Other packaging material.....	—	—	150,373	—	171,959
Wines and liquors, purchased for blending, etc.....	Gallon	96,911	133,657	10,127	94,477
All other materials.....	—	—	46,821	—	26,324
<b>Total Cost of Materials used.....</b>		<b>—</b>	<b>4,833,917</b>	<b>—</b>	<b>3,894,965</b>

TABLE 4. Exports and Imports of Wines

	1948		1949	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
<b>Exports:</b>				
Wines.....	23,975	50,979	11,158	21,944
<b>Imports:</b>				
Wines, non-sparkling.....	654,044	1,792,726	694,149	1,982,805
Wines, sparkling.....	16,521	207,074	22,674	253,515

TABLE 5. Employees, Salaries and Wages

Classes of Employees	1948	1949
Salaried employees:		
Total..... No.	172	206
Male..... No.	119	147
Female..... No.	53	59
Total salaries..... \$	632,959	694,933
Wage-earners (Monthly average):		
Total..... No.	492	366
Male..... No.	401	308
Female..... No.	91	58
Total wages..... \$	888,509	722,925
<b>Total employees..... No.</b>	<b>664</b>	<b>572</b>
<b>Total salaries and wages..... \$</b>	<b>1,521,468</b>	<b>1,417,858</b>

TABLE 6. Monthly Employment of Wage-earners

Months	1948			1949		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January.....	380	63	443	289	66	355
February.....	378	68	446	289	64	353
March.....	368	69	437	278	60	338
April.....	370	121	491	276	60	336
May.....	368	74	442	282	59	341
June.....	367	80	447	289	56	345
July.....	363	80	443	295	57	352
August.....	366	66	432	318	59	377
September.....	566	149	715	472	54	526
October.....	498	164	662	316	59	375
November.....	426	90	516	307	55	362
December.....	388	73	461	294	55	349
<b>Monthly average.....</b>	<b>401</b>	<b>91</b>	<b>492</b>	<b>308</b>	<b>58</b>	<b>366</b>

TABLE 7. Consumption of Fuel and Electricity

Kinds of Fuel	Unit of measure	1948		1949	
		Quantity	Cost value at factory	Quantity	Cost value at factory
All Fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.)	—	—	\$ 87,403	—	\$ 79,159
Electricity purchased (including service charges).....	k.w.h.	2,154,692	28,944	1,799,143	24,631
<b>Total cost of fuel and electricity.....</b>	—	—	<b>116,347</b>	—	<b>103,790</b>



## List of Wineries Reporting in 1949

Name of Firm	Address
<b>New Brunswick:</b>	
Monastere Notre Dame de l'Assomption.....	Rogersville
<b>Quebec:</b>	
T. G. Bright (Quebec) Limited .....	150-28th Ave., Lachine
<b>Ontario:</b>	
Acme Wines Ltd.....	371 Yonge St., 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
Danforth Wines Limited .....	St. Catharines
Kitchener Wines Limited.....	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. (Château-Gai Wines Ltd.).....	448 Queen St. W., Toronto
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
<b>British Columbia:</b>	
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

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