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# THE WINE INDUSTRY

1950

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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 Products
- XIII Transportation Equipment
- XIV Non-ferrous Metal Products
- 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, Foods and Beverages. 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, 50¢.
- B The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries, 25¢.
- C The Dairy Factory Industry, 50¢.
- D The Fish Curing and Packing Industry, 25¢.
- E The Fruit and Vegetable Preparations Industry, 35¢.
- F The Flour and Feed Milling Industry, 35¢.
- G The Breakfast Foods Industry, 25¢.
- H The Prepared Stock and Poultry Feeds Industry, 25¢.
- I The Biscuit Industry, 25¢.
- J The Bread and Other Bakery Products Industry, 25¢.
- K The Aerated Waters Industry, 25¢.
- L The Distilled Liquor Industry, 25¢.
- M The Brewing Industry, 25¢.
- N The Wine Industry, 25¢.
- O The Confectionery, Cocoa, Chocolate and Chewing Gum Industries, 25¢.
- P The Sugar Refining Industry, 25¢.
- Q The Macaroni and Kindred Products Industry, 25¢.
- R The Miscellaneous Foods Industry, 25¢.
- S The Canned Foods Summary, 25¢.

# THE WINE INDUSTRY

## 1950

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 1950 there were 27 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 20 and British Columbia 5. These plants had an employment of 527 persons, who received \$1,498,119 in salaries and wages, and had a net value of production amounting to \$9,957,928. Wines produced during the year and placed in storage for maturing totalled 5,884,844 gallons with an inventory value of \$3,603,036, while the fermented wines bottled or sold in bulk during the year totalled 4,458,837 gallons valued at \$9,870,234. Other products were valued at \$460,819. 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 1950 amounting to 5,884,844 gallons shows an increase of 1,885,392 gallons and the sales amounting to 4,458,837 gallons increased by 171,656 gallons. It may be noted that the province of Ontario accounted for 89.1 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>	Employees	Salaries and wages	Cost of materials used	Gross value of products
	No.	\$	No.	\$	\$	\$
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
1947 Canada.....	29	—	722	1,497,009	5,659,928	12,222,669
<b>1948</b>						
<b>Canada</b> .....	<b>28</b>	<b>—</b>	<b>664</b>	<b>1,521,468</b>	<b>4,833,917</b>	<b>10,230,216</b>
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>						
<b>Canada</b> .....	<b>27</b>	<b>—</b>	<b>572</b>	<b>1,417,858</b>	<b>3,894,965</b>	<b>8,601,873</b>
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	—				
<b>1950</b>						
<b>Canada</b> .....	<b>27</b>	<b>—</b>	<b>527</b>	<b>1,498,119</b>	<b>4,648,035</b>	<b>9,957,928</b>
Ontario .....	20	—	469	1,369,156	4,037,600	8,867,838
British Columbia .....	5	—	58	128,963	610,435	1,090,090
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, 1950

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 .....	3	12	15,031	13,590	43,198
\$25,000 to \$50,000 .....	—	—	—	—	—
\$50,000 to \$100,000 .....	9	75	185,010	317,915	690,426
\$100,000 to \$500,000 .....	9	132	353,932	1,247,801	2,441,688
\$500,000 to \$1,000,000 .....	4	—	—	—	—
\$1,000,000 and over .....	2	308	944,146	3,068,729	6,782,616
<b>Total</b> .....	<b>27</b>	<b>527</b>	<b>1,498,119</b>	<b>4,648,035</b>	<b>9,957,928</b>

TABLE 2. Production of Wine, 1949 and 1950

Classes of products <sup>1</sup>	Canada		Ontario		Other provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Imp. gals.	\$	Imp. gals.	\$	Imp. gals.	\$
1949						
(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
1950						
(a) Wine produced during the year, but placed in storage for maturing .....	5,884,844	3,603,036	5,383,514	3,198,462	501,330	404,574
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year .....	—	460,819	—	460,819	—	—
(c) Fermented wine sold during the year, bottled or in bulk .....	4,458,837	9,870,234	3,963,364	8,737,479	495,473	1,132,755
Total Value of Production .....	—	13,934,089	—	12,396,760	—	1,537,329
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .....	—	3,976,161	—	3,528,922	—	447,239
Net Value of Production .....	—	9,957,928	—	8,867,838	—	1,090,090

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	1950		1949	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic .....	Pound 48,933,389	1,634,034	24,341,358	1,004,129
Grapes, imported .....	" 888,311	71,935	928,980	53,496
Loganberries .....	" 821,208	124,344	839,823	123,231
Other fruits (including raisins and currants) .....	" 261,391	36,139	294,581	34,232
Sugar .....	" 14,126,062	1,034,199	12,828,308	914,068
Other sweetening agents (dextrose, etc.) .....	" -	-	-	-
Acids (tartaric and citric) .....	" 1,478	662	1,009	416
Alcohol .....	Pf. gal. -	-	-	-
Grape spirits .....	" 33,011	81,138	20,229	60,548
Grape concentrate (including grape juice) .....	Gallon 58,464	160,916	218,971	301,447
Extracts and essential oils .....	" 405	5,416	267	6,659
Caramel and other colouring .....	" 298	722	438	669
Clarifying and filtering materials .....	-	20,100	-	29,875
Bottles and jars .....	-	915,453	-	866,934
Cases, wooden .....	-	1,158	-	981
Cases and cartons, other than wooden .....	-	236,338	-	204,040
Cooperage .....	-	7,955	-	1,480
Other packaging material .....	-	184,736	-	171,959
Wines and liquors, purchased for blending, etc. ....	Gallon 34,588	101,291	10,127	94,477
All other materials .....	-	31,499	-	26,324
<b>Total Cost of Materials Used .....</b>	<b>-</b>	<b>4,645,035</b>	<b>-</b>	<b>3,894,965</b>

TABLE 4. Exports and Imports of Wines

	1950		1949	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
<b>Exports:</b>				
Wines .....	6,320	8,479	11,158	21,944
<b>Imports:</b>				
Wines, non-sparkling .....	775,359	1,935,349	694,149	1,982,805
Wines, sparkling .....	22,200	235,814	22,674	253,515

TABLE 5. Employees, Salaries and Wages

Classes of employees		1950	1949
<b>Salaried employees:</b>			
Total .....	No.	168	206
Male .....	No.	122	147
Female .....	No.	46	59
Total Salaries .....	\$	698, 697	694, 933
<b>Wage-earners (Monthly average):</b>			
Total .....	No.	359	366
Male .....	No.	321	308
Female .....	No.	38	58
Total wages .....	\$	799, 422	722, 925
<b>Total employees</b> .....	<b>No.</b>	<b>527</b>	<b>572</b>
<b>Total salaries and wages</b> .....	<b>\$</b>	<b>1, 498, 119</b>	<b>1, 417, 858</b>

TABLE 6. Monthly Employment of Wage-earners

Months	1950			1949		
	Male	Female	Total	Male	Female	Total
	No.	No.	No.	No.	No.	No.
January .....	280	38	318	289	66	355
February .....	277	38	315	289	64	353
March .....	279	35	314	278	60	338
April .....	274	34	308	276	60	336
May .....	277	32	309	282	59	341
June .....	277	32	309	289	56	345
July .....	277	36	313	295	57	352
August .....	297	41	338	318	59	377
September .....	391	41	332	472	54	526
October .....	558	42	400	316	59	375
November .....	345	44	389	307	55	362
December .....	318	47	365	294	55	349
<b>Monthly average</b> .....	<b>321</b>	<b>38</b>	<b>359</b>	<b>308</b>	<b>58</b>	<b>366</b>

TABLE 7. Consumption of Fuel and Electricity

Kinds of Fuel	1950		1949	
	Quantity	Cost value at factory	Quantity	Cost value at factory
		\$		\$
All Fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.) .....	—	88, 589	—	79, 159
Electricity purchased (including service charges) .....	k.w.h. 2, 041, 420	27, 137	1, 799, 143	24, 631
<b>Total cost of fuel and electricity</b> .....	—	<b>115, 726</b>	—	<b>103, 790</b>



## List of Wineries Reporting in 1950

Name of Firm	Address
<b>New Brunswick:</b>	
Monastère Notre Dame de l'Assomption .....	Rogersville
<b>Quebec:</b>	
T. G. Bright (Quebec) Limited .....	150-28th Ave., Lachine
<b>Ontario:</b>	
Acme Wines Ltd. ....	234 Birmingham St., New 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
Danforth Wines Limited .....	1076 Lakeshore Road, New Toronto
Danforth Wines Limited .....	Ridley Road, St. Catharines
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
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. (Chateau-Gai Wines Ltd.) .....	448 Queen St. E., 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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