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THE WINE INDUSTRY  
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## NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries, **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services. The volumes are made up of parts, and the parts in turn are subdivided according to the industries which they comprise.

Volume II consists of the following parts, the first two of which deal with manufacturing as a whole and the balance with the major manufacturing groups.

- I—General Review of the Manufacturing Industries, \$1.50.
- II—The Manufacturing Industries, by Provinces
  - Section 1. Principal Statistics of Major Industrial Groups and Leading Industries, 50¢.
  - Section 2. Principal Statistics of Individual Industries, 75¢.
  - Section 3. Principal Statistics by Regional Distribution, 75¢.
- III—Foods and Beverages
- IV—Tobacco and Tobacco Products
- V—Rubber Products
- VI—Leather Products
- VII—Textiles
- VIII—Wood and Paper Products
- IX—Printing Trades
- X—Iron and Steel Products
- XI—Transportation Equipment
- XII—Non-ferrous Metal Products
- XIII—Electrical Apparatus and Supplies
- XIV—Non-metallic Mineral Products
- XV—Products of Petroleum and Coal
- XVI—Chemicals and Allied Products
- XVII—Miscellaneous Manufactures

The present report belongs in Part 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, 25¢
- B—The Slaughtering and Meat Packing, and Sausage and Sausage Casings Industries, 25¢.
- C—The Dairy Products Industry, 25¢.
- D—The Fish Processing Industry, 25¢.
- E—The Fruit and Vegetable Preparations Industry, 25¢.
- F—The Flour and Feed Milling Industries, 25¢.
- G—The Prepared 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 Carbonated Beverages Industry, 25¢.
- L—The Distilling Industry, 25¢.
- M—The Brewing Industry, 25¢.
- N—The Wine Industry, 25¢.
- O—The Confectionery Industry, 25¢.
- P—The Sugar Refining Industry, 25¢.
- Q—The Macaroni and Kindred Products Industry, 25¢.
- R—The Miscellaneous Food Preparations Industry, 25¢.
- S—The Canned Foods Summary, 25¢.

# THE WINE INDUSTRY

## 1951

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 1951 there were 26 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 19 and British Columbia 5. These plants had an employment of 556 persons, who received \$1,677,916 in salaries and wages, and had a net value of production amounting to \$10,098,170. Wines produced during the year and placed in storage for maturing totalled 4,677,055 gallons with an inventory value of \$3,136,996, while the fermented wines bottled or sold in bulk during the year totalled 4,386,918 gallons valued at \$11,147,846. Other products were valued at \$328,268. 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 1951 amounting to 4,677,055 gallons shows a decrease of 1,207,789 gallons and the sales amounting to 4,386,918 gallons decreased by 71,919 gallons. It may be noted that the province of Ontario accounted for 88.1 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.	\$	\$	\$
Canada, 1943 .....	30	8,997,862	630	1,009,140	2,403,109	5,269,145
1944 .....	30	—	682	1,057,700	3,074,617	6,354,079
1945 .....	31	—	693	1,117,325	3,474,943	7,351,014
1946 .....	29	—	827	1,424,623	5,215,338	10,812,390
1947 .....	29	—	722	1,497,009	5,659,928	12,222,669
1948 .....	28	—	664	1,521,468	4,833,917	10,230,216
1949 .....	27	—	572	1,417,858	3,894,965	8,601,873
1950						
Canada .....	27	—	527	1,498,119	4,648,035	9,957,928
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	—				
1951						
Canada .....	26	—	556	1,677,916	4,356,877	10,098,170
Ontario .....	19	—	492	1,530,104	3,786,881	8,899,603
British Columbia .....	5	—	64	147,812	569,996	1,198,567
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, 1951

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	82	179,605	335,317	697,443
\$25,000 to \$50,000 .....	1				
\$50,000 to \$100,000 .....	9	122	384,421	801,312	1,950,702
\$100,000 to \$500,000 .....	8				
\$500,000 to \$1,000,000 .....	5				
\$1,000,000 and over .....	2	352	1,113,890	3,220,248	7,450,025
<b>Total</b> .....	<b>26</b>	<b>556</b>	<b>1,677,916</b>	<b>4,356,877</b>	<b>10,098,170</b>

TABLE 2. Production of Wine, 1950 and 1951

Classes of products <sup>1</sup>	Canada		Ontario		Other provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Imp. gals.	\$	Imp. gals.	\$	Imp. gals.	\$
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
1951						
(a) Wine produced during the year, but placed in storage for maturing .....	4,677,055	3,136,996	4,182,767	2,729,147	494,288	407,849
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year .....	—	328,268	—	315,927	—	12,341
(c) Fermented wine sold during the year, bottled or in bulk .....	4,386,918	11,147,846	3,848,755	9,844,829	538,163	1,303,017
Total Value of Production .....	—	14,613,110	—	12,889,903	—	1,723,207
(d) Prime cost of wine (produced in previous years) reported above under Section (c) .....	—	4,514,940	—	3,990,300	—	524,640
Net Value of Production .....	—	10,098,170	—	8,899,603	—	1,198,567

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		1951	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic..... Pound	48,933,389	1,634,034	34,058,550	1,306,329
Grapes, imported..... "	888,311	71,935	679,906	29,390
Loganberries..... "	821,208	124,344	437,121	69,808
Other fruits (including raisins and currants)..... "	261,391	36,139	389,421	59,371
Sugar..... "	14,126,062	1,034,199	13,003,692	1,046,571
Other sweetening agents (dextrose, etc.)..... "	-	-	-	-
Acids (tartaric and citric)..... "	1,478	662	1,129	435
Alcohol..... Pf. gal.	-	-	-	-
Grape spirits..... "	33,011	81,138	48,544	165,641
Grape concentrate (including grape juice)..... Gallon	58,464	160,916	85,081	174,770
Extracts and essential oils..... "	405	5,416	366	4,425
Caramel and other colouring..... "	298	722	419	1,107
Clarifying and filtering materials..... -	-	20,100	-	22,642
Bottles and jars..... -	-	915,453	-	949,006
Cases, wooden..... -	-	1,158	-	40
Cases and cartons, other than wooden..... -	-	236,338	-	242,232
Cooperage..... -	-	7,955	-	14,226
Other packaging material..... -	-	184,736	-	180,115
Wines and liquors, purchased for blending, etc..... Gallon	34,588	101,291	15,161	64,963
All other materials..... -	-	31,499	-	25,806
<b>Total Cost of Materials Used.....</b>	<b>-</b>	<b>4,648,035</b>	<b>-</b>	<b>4,356,877</b>

TABLE 4. Exports and Imports of Wines

	1950		1951	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
Exports:				
Wines.....	6,320	8,479	2,154	3,681
Imports:				
Wines, non-sparkling.....	775,359	1,935,349	924,206	2,237,566
Wines, sparkling.....	22,200	235,814	28,942	307,701

TABLE 5. Employees, Salaries and Wages

Classes of employees		1950	1951
<b>Salaried employees:</b>			
Total .....	No.	168	167
Male .....	No.	122	119
Female .....	No.	46	48
Total Salaries .....	\$	698,697	746,157
<b>Wage-earners (Monthly average):</b>			
Total .....	No.	359	389
Male .....	No.	321	329
Female .....	No.	38	60
Total wages .....	\$	799,422	931,759
<b>Total employees</b> .....	<b>No.</b>	<b>527</b>	<b>556</b>
<b>Total salaries and wages</b> .....	<b>\$</b>	<b>1,498,119</b>	<b>1,677,916</b>

TABLE 6. Monthly Employment of Wage-earners

Months	1950			1951		
	Male	Female	Total	Male	Female	Total
	Number					
January .....	280	38	318	298	44	342
February .....	277	38	315	296	45	341
March .....	279	35	314	300	42	342
April .....	274	34	308	303	68	371
May .....	277	32	309	303	67	370
June .....	277	32	309	302	48	350
July .....	277	36	313	291	56	347
August .....	297	41	338	298	46	344
September .....	391	41	332	434	51	485
October .....	558	42	400	482	148	630
November .....	345	44	389	324	49	373
December .....	318	47	365	317	48	365
<b>Monthly average</b> .....	<b>321</b>	<b>38</b>	<b>359</b>	<b>329</b>	<b>60</b>	<b>389</b>

TABLE 7. Consumption of Fuel and Electricity

Kinds of Fuel	1950		1951	
	Quantity	Cost value at factory	Quantity	Cost value at factory
		\$		\$
All Fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.) ..	—	88,589	—	96,421
Electricity purchased (including service charges) .....	2,041,420	27,137	2,281,055	30,318
<b>Total cost of fuel and electricity</b> .....	—	<b>115,726</b>	—	<b>126,739</b>

## List of Wineries Reporting in 1951

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
Bordeaux Wines Co. Limited .....	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
Jordan Wine Co. Ltd. ....	Jordan
Kitchener Wines Limited .....	1780 King St. E., Kitchener
London Winery Ltd.....	R.R. 1, London
Fred Marsh Winery Ltd. ....	414 Portage Road, Niagara Falls
The Parkdale Wines Ltd.....	112 Evans Ave., Toronto 14
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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