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THE WINE INDUSTRY 1952



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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries, **Volume II**—Manufacturing; **Volume III**—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

1952

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 1952 there were 25 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 18 and British Columbia 5. These plants had an employment of 556 persons, who received \$1,820,480 in salaries and wages, and had a net value of production amounting to \$10,332,557. Wines produced during the year and placed in storage for maturing totalled 4,936,052 gallons with an inventory value of \$3,205,614, while the fermented wines bottled or sold in bulk during the year totalled 4,502,282 gallons valued at \$11,258,650. Other products were valued at \$295,179. 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 1952 amounting to 4,936,052 gallons shows an increase of 258,997 gallons and the sales amounting to 4,502,282 gallons increased by 115,364 gallons. It may be noted that the province of Ontario accounted for 88 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 ¹	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	27	—	527	1,498,119	4,648,035	9,957,928
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	—				
1952						
Canada	25	—	556	1,820,480	4,026,160	10,332,557
Ontario	18	—	490	1,657,067	3,388,013	9,102,234
British Columbia	5	—	66	163,413	638,147	1,230,323
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, 1952

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	22	40,281	44,444	87,470
\$25,000 to \$50,000	2				
\$50,000 to \$100,000	6	43	121,518	224,727	464,275
\$100,000 to \$500,000	9	135	440,399	822,888	2,089,574
\$500,000 to \$1,000,000	4	92	303,777	922,515	2,702,416
\$1,000,000 and over	3	264	914,505	2,011,586	4,988,822
Total	25	556	1,820,480	4,026,160	10,332,557

TABLE 2. Production of Wine, 1951 and 1952

Classes of products ¹	Canada		Ontario		Other provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Imp. gals.	\$	Imp. gals.	\$	Imp. gals.	\$
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
1952						
(a) Wine produced during the year, but placed in storage for maturing	4,936,052	3,205,614	4,383,358	2,764,750	552,694	440,864
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year	—	295,179	—	289,009	—	6,170
(c) Fermented wine sold during the year, bottled or in bulk	4,502,282	11,258,650	3,919,749	9,889,811	582,533	1,368,839
Total value of production	—	14,759,443	—	12,943,570	—	1,815,873
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	—	4,426,886	—	3,841,336	—	585,550
Net value of production	—	10,332,557	—	9,102,234	—	1,230,323

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	1951		1952	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic Pound	34,058,550	1,306,329	30,796,843	1,078,887
Grapes, imported "	679,906	29,390	548,884	29,124
Loganberries "	437,121	69,808	539,096	78,696
Other fruits (including raisins and currants) "	389,421	59,371	129,053	23,081
Sugar "	13,003,692	1,046,571	11,449,835	894,125
Acids (tartaric and citric)..... "	1,129	435	2,114	852
Grape spirits Pf. gal.	48,544	165,641	72,687	170,930
Grape concentrate (including grape juice)..... Gallon	85,081	174,770	114,536	202,736
Extracts and essential oils "	366	4,425	277	1,028
Caramel and other colouring. "	419	1,107	657	1,922
Clarifying and filtering materials -	-	22,642	-	19,298
Bottles and jars -	-	949,006	-	961,896
Cases, wooden -	-	40	-	674
Cases and cartons, other than wooden -	-	242,232	-	237,767
Cooperage -	-	14,226	-	18,574
Other packaging material -	-	180,115	-	181,274
Wines and liquors, purchased for blending, etc. Gallon	15,161	64,963	31,767	98,610
All other materials -	-	25,806	-	26,686
Total Cost of Materials Used.....	-	4,356,877	-	4,026,160

TABLE 4. Exports and Imports of Wines

	1951		1952	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
Exports:				
Wines	2,154	3,681	3,051	5,258
Imports:				
Wines, non-sparkling.....	924,206	2,237,566	1,056,310	2,634,143
Wines, sparkling.....	28,942	307,701	31,283	364,602

TABLE 5. Employees, Salaries and Wages

Classes of employees	1951	1952
Salaried employees:		
Total	No. 167	197
Male	No. 119	142
Female	No. 48	55
Total Salaries	\$ 746,157	847,046
Wage-earners (Monthly average):		
Total	No. 389	359
Male	No. 329	304
Female	No. 60	55
Total wages	\$ 931,759	973,434
Total employees	No. 556	556
Total salaries and wages	\$ 1,677,916	1,820,480

TABLE 6. Monthly Employment of Wage-earners

Months	1951			1952		
	Male	Female	Total	Male	Female	Total
	Number					
January	298	44	342	284	52	336
February	296	45	341	277	47	324
March	300	42	342	268	45	313
April	303	68	371	269	107	376
May	303	67	370	276	42	318
June	302	48	350	274	45	319
July	291	56	347	277	52	329
August	298	46	344	291	49	340
September	434	51	485	461	76	537
October	482	148	630	395	51	446
November	324	49	373	297	60	357
December	317	48	365	283	46	329
Monthly average	329	60	389	304	55	359

TABLE 7. Consumption of Fuel and Electricity

Kinds of Fuel	1951		1952	
	Quantity	Cost value at factory	Quantity	Cost value at factory
		\$		\$
All fuel (coal, coke, gasoline, fuel oil, gas, wood, etc.)..	—	96,421	—	95,842
Electricity purchased (including service charges)..... k.w.h.	2,281,055	30,318	2,361,166	30,697
Total cost of fuel and electricity	—	126,739	—	126,539

List of Wineries Reporting in 1952

Name of Firm	Address
New Brunswick:	
Abbaye des Moniales Cistériennes..... (Société Industrielle de Rogersville)	Rogersville
Quebec:	
T. G. Bright (Quebec) Limited	150-28th Ave., Lachine
Ontario:	
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
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
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

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