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CANADA

THE WINE INDUSTRY 1953



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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 or provinces 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 of Canada, (7 sections, as follows:)
 - Section A. Summary for Canada, 25¢
 - Section B. Atlantic Provinces, 25¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 25¢
 - Section F. British Columbia, 25¢
 - Section G. The Manufacturing Industries of Canada, 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 Milling Industry, 25¢
- G—The Prepared Breakfast Foods Industry, 25¢
- H—The Feeds Industry, 25¢
- I—The Biscuit Industry, 25¢
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- 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

1953

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 1953 there were 24 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 17 and British Columbia 5. These plants had an employment of 524 persons, who received \$1,808,840 in salaries and wages, and had a net value of production amounting to \$9,656,670. Wines produced during the year and placed in storage for maturing totalled 4,135,190 gallons with an inventory value of \$2,667,890, while the fermented wines bottled or sold in bulk during the year totalled 4,355,934 gallons valued at \$10,952,615. Other products were valued at \$467,572. 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 1953 amounting to 4,135,190 gallons shows a decrease of 800,862 gallons and the sales amounting to 4,355,934 gallons decreased by 146,348 gallons. It may be noted that the province of Ontario accounted for almost 87 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, 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	26	—	556	1,677,916	4,356,877	10,098,170
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					
1953						
Canada	24	—	524	1,808,840	4,481,979	9,656,670
Ontario	17	—	455	1,621,131	3,848,615	8,361,215
British Columbia	5	}	69	187,709	633,364	1,295,455
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, 1953

Establishments having a production of	Number of establishments	Total number of employees	Salaries and wages	Cost of materials used ^d	Net value of production
			\$	\$	\$
Under \$5,000	—	—	—	—	—
\$5,000 to \$25,000	2	16	27,801	21,524	56,962
\$25,000 to \$50,000	1				
\$50,000 to \$100,000	5	38	115,738	127,372	382,588
\$100,000 to \$500,000	9	114	390,140	885,998	1,705,094
\$500,000 to \$1,000,000	4	142	475,617	1,270,688	2,647,152
\$1,000,000 and over	3	214	799,544	2,176,397	4,864,874
Total	24	524	1,808,840	4,481,979	9,656,670

TABLE 2. Production of Wine, 1952 and 1953

Classes of products ¹	Canada		Ontario		Other provinces	
	Quantity	Value	Quantity	Value	Quantity	Value
	Imp. gals.	\$	Imp. gals.	\$	Imp. gals.	\$
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
1953						
(a) Wine produced during the year, but placed in storage for maturing	4,135,190	2,667,890	3,562,498	2,237,316	572,692	420,574
(b) All other products (grape concentrate, grape juice, wine spirits, etc.) made and sold during the year	—	467,572	—	407,634	—	59,938
(c) Fermented wine sold during the year, bottled or in bulk	4,355,934	10,952,615	3,730,873	9,552,405	625,061	1,400,210
Total value of production	—	14,088,077	—	12,197,355	—	1,880,722
(d) Prime cost of wine (produced in previous years) reported above under Section (c)	—	4,431,407	—	3,836,140	—	595,267
Net value of production	—	9,656,670	—	8,361,215	—	1,285,455

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	1952		1953	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic pound	30,796,843	1,078,887	32,947,753	1,330,854
Grapes, imported..... "	548,884	29,124	602,771	36,428
Loganberries..... "	539,096	78,696	298,125	36,700
Other fruits (including raisins and currants)..... "	129,053	23,081	245,615	35,270
Sugar..... "	11,449,835	894,125	12,191,669	797,973
Acids (tartaric and citric)..... "	2,114	852	2,247	1,031
Grape spirits..... pf. gal.	72,687	170,930	87,290	196,395
Grape concentrate..... gallon	107,390	199,054	189,745	301,695
Extracts and essential oils..... "	277	1,028	371	5,283
Caramel and other colouring..... "	657	1,922	672	2,024
Clarifying and filtering materials..... -	-	19,298	-	19,659
Bottles and jars..... -	-	961,896	-	968,087
Cases, wooden..... -	-	674	-	464
Cases and cartons, other than wooden..... -	-	237,767	-	247,287
Cooperage..... -	-	18,574	-	26,800
Other packaging material..... -	-	181,274	-	242,697
Wines and liquors, purchased for blending, etc. gallon	31,767	98,610	146,795	199,407
All other materials..... -	-	30,368	-	33,925
Total Cost of Materials Used.....	-	4,026,160	-	4,481,979

TABLE 4. Exports and Imports of Wines

	1952		1953	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
Exports:				
Wines.....	3,051	5,258	2,770	4,810
Imports:				
Wines, non-sparkling.....	1,056,310	2,634,143	1,192,181	2,998,299
Wines, sparkling.....	31,283	364,602	30,370	353,317

TABLE 5. Employees, Salaries and Wages

Classes of employees		1952	1953
Salaried employees:			
Total	No.	197	170
Male	"	142	120
Female	"	55	50
Total Salaries	\$	847,046	830,552
Wage-earners (Monthly average):			
Total	No.	359	354
Male	"	304	302
Female	"	55	52
Total wages	\$	973,434	978,288
Total employees	No.	556	524
Total salaries and wages	\$	1,820,480	1,808,840

TABLE 6. Monthly Employment of Wage-earners

Months	1952			1953		
	Male	Female	Total	Male	Female	Total
	Number					
January	284	52	336	274	45	319
February	277	47	324	270	46	316
March	268	45	313	270	49	319
April	269	107	376	269	43	312
May	276	42	318	254	45	299
June	274	45	319	260	52	312
July	277	52	329	258	50	308
August	291	49	340	283	47	330
September	461	76	537	480	60	540
October	395	51	446	413	54	467
November	297	60	357	309	59	368
December	283	46	329	285	58	343
Monthly average	304	55	359	302	52	354

TABLE 7. Power Equipment, 1948 and 1953

Classes of power	1948		1953	
	Number of units	Horse-power capacity	Number of units	Horse-power capacity
Steam engines, in use	3	57	—	—
Gasoline, gas and oil engines, in use	3	11	—	—
Electric motors operated by purchased power:				
In use	686	1,755	820	2,019
Idle	35	91	95	172
Total Power available for Manufacturing	727	1,914	915	2,191

TABLE 8. Consumption of Fuel and Electricity 1948 and 1953

Kind	1948		1953	
	Quantity	Cost at plant	Quantity	Cost at plant
		\$		\$
Bituminous coal:				
(a) From Canadian mines	tons 497	6,902	98	1,884
(b) Imported	" 4,188	45,461	4,022	46,452
Sub-bituminous coal (from Alberta mines only)	" —	—	42	534
Anthracite coal	" 23	404	154	2,140
Lignite coal	" 15	309	—	—
Coke (for fuel only)	" 2	47	8	120
Gasoline (includes gasoline used in cars and trucks) Imp. gal	80,274	26,289	113,928	42,054
Kerosene or coal oil	" " 148	34	—	—
Fuel oil	" " 44,906	6,779	42,605	6,448
Wood	cords 129	915	6	40
Gas:				
(a) Liquefied petroleum gases (propane, etc.)	Imp. gal. —	—	—	—
(b) Other manufactured gas	1,000 cu. ft. 105	150	111	154
(c) Natural gas	" " " 115	113	66	64
Electricity purchased (including service charges).....	K.Wh. 2,154,692	28,944	2,433,029	32,136
Total		116,347		132,026

Note: Detailed information on Power Equipment and Fuel Used is collected only every fifth year.

List of Wineries Reporting in 1953

Name of Firm	Address
New Brunswick:	
Abbaye des Moniales Cistériennes	Rogersville
(Société Industrielle de Rogersville)	
Quebec:	
T. G. Bright (Quebec) Limited	150-28th Ave., Lachine
Ontario:	
Acme Wines Limited	234 Birmingham St., New Toronto
Barnes Wines Limited	St. Catharines
Bordeaux Wines Co. Ltd.	R.R. 2, Niagara-on-the-Lake
T. J. Bright & Co. Ltd.	Niagara Falls
Canadian Grape Products Limited	1076 Lakeshore Road, New Toronto
Chateau-Gai Wines, Ltd.	R.R. 3, Niagara Falls
Danforth Wines Limited	Ridley Road, St. Catharines
Dundurn Wines	297 Ottawa St. N., Hamilton
Grimsby Wines Limited	Grimsby
Jordan Wines Limited	Jordan
London Winery Limited	R.R. 1, London
The Parkdale Wines Limited	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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