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# THE WINE INDUSTRY

## 1954

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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—Textile Mills
- VIII—Knitting Mills
- IX—Clothing
- X—Wood and Paper Products
- XI—Printing Trades
- XII—Iron and Steel Products
- XIII—Transportation Equipment
- XIV—Non-ferrous Metal Products
- XV—Electrical Apparatus and Supplies
- XVI—Non-metallic Mineral Products
- XVII—Products of Petroleum and Coal
- XVIII—Chemicals and Allied Products
- XIX—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 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¢
- 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

## 1954

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 1954 there were 20 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 13 and British Columbia 5. These plants had an employment of 484 persons, who received \$1,780,629 in salaries and wages. The selling value of factory shipments amounted to \$12,045,447 in 1954. This included 4,546,411 imperial gallons of matured wine having a selling value of \$11,635,797 and other products, consisting of grape juice, cocktails, grape concentrate and wine spirits having a selling value of \$409,650.

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 new wine in 1954 amounting to 5,055,164 gallons shows an increase of 919,974 gallons and the sales amounting to 4,546,411 gallons increased by 190,477 gallons. It may be noted that the province of Ontario accounted for over 87 per cent of the total value of factory shipments.

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

**TABLE 1. Principal Statistics of the Wine Industry, Significant Years 1926-1952, and by Provinces 1953 and 1954**

Year and Province	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Gross selling value of products <sup>1</sup>
	No.	No.	\$	\$	\$	\$
1926.....	27	204	294,820	19,048	1,349,787	2,485,136
1929.....	47	411	495,154	26,562	3,143,367	5,541,233
1933.....	56	451	552,427	42,244	1,328,539	2,646,216
1939.....	36	634	906,340	52,274	2,032,848	4,040,897
1942.....	31	749	1,080,634	81,317	3,111,986	6,088,093
1943.....	30	630	1,009,140	72,001	2,403,109	5,269,145
1944.....	30	682	1,057,700	78,726	3,074,617	6,354,079
1945.....	31	693	1,117,325	86,095	3,474,943	7,351,014
1946.....	29	827	1,424,623	99,075	5,215,338	10,812,390
1947.....	29	722	1,497,009	105,764	5,659,928	12,222,669
1948.....	28	664	1,521,468	116,347	4,833,917	10,230,216
1949.....	27	572	1,417,858	103,790	3,894,965	8,601,873
1950.....	27	527	1,498,119	115,726	4,648,035	9,957,928
1951.....	26	556	1,677,916	126,739	4,356,877	10,098,170
1952.....	25	556	1,820,480	126,539	4,026,160	10,332,557
1953						
Canada.....	24	524	1,808,840	132,026	4,481,979	9,656,670
Ontario.....	17	455	1,621,131	122,691	3,848,615	8,361,215
British Columbia.....	5	69	187,709	9,335	633,364	1,295,455
Other provinces.....	2					
1954						
Canada.....	20	484	1,780,629	129,689	4,680,175	12,045,447 <sup>1</sup>
Ontario.....	13	413	1,583,951	116,506	4,005,069	10,495,454
British Columbia.....	5	71	196,678	13,183	675,106	1,549,993
Other provinces.....	2					

1. "Value of factory shipments" in 1954.

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 and 1954

Establishments having a production of	Number of establishments	Total number of employees	Salaries and wages	Cost at plant of materials used	Net value of production
			\$	\$	\$
1953					
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
<b>Total .....</b>	<b>24</b>	<b>524</b>	<b>1,808,840</b>	<b>4,481,979</b>	<b>9,656,670</b>
1954					
Under \$5,000 .....	—	—	—	—	—
\$5,000 to \$25,000 .....	1	32	65,465	103,665	280,898
\$25,000 to \$50,000 .....	1				
\$50,000 to \$100,000 .....	3	106	387,488	924,858	1,703,071
\$100,000 to \$500,000 .....	8				
\$500,000 to \$1,000,000 .....	4	114	368,020	1,191,931	2,597,221
\$1,000,000 and over .....	3	232	959,656	2,459,721	7,464,257
<b>Total .....</b>	<b>20</b>	<b>484</b>	<b>1,780,629</b>	<b>4,680,175</b>	<b>12,045,447</b>

Note. In 1954 the "selling value of factory shipments" was collected instead of the "net value of production".

TABLE 2. Production and Factory Shipments, 1953 and 1954

	Production of New Wine <sup>1</sup>		Shipments <sup>2</sup> of Matured Wine		Shipments <sup>2</sup> of Other Products <sup>3</sup>	Total of Factory Shipments <sup>2</sup>
	Quantity	Inventory Value	Quantity	Selling Value	Selling Value	Selling Value
	imp. gals.	\$	imp. gals.	\$	\$	\$
1953						
Canada .....	4,135,190	2,667,890	4,355,934	10,952,615	467,572	11,420,187
Ontario .....	3,562,498	2,237,316	3,730,873	9,552,405	407,634	9,960,039
Other Provinces .....	572,692	430,574	625,061	1,400,210	59,938	1,460,148
1954						
Canada .....	5,055,164	3,198,524	4,546,411	11,635,797	409,650	12,045,447
Ontario .....	4,414,981	2,688,060	3,935,329	10,179,102	316,352	10,495,454
Other Provinces .....	640,183	510,464	611,082	1,456,695	93,298	1,549,993

1. This refers to the wine produced during the current year but which has been put in storage for maturing. The value given for this is the **inventory value**.

2. These refer to the products sold during the year. The values given do not include sales tax and other duties.

3. "Other products" consist of grape juice, cocktails, grape concentrate and wine spirits.

TABLE 3. Materials Used in the Wine Industry, 1953 and 1954

Class of materials	1953		1954	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic ..... pound	32,947,753	1,330,854	39,010,852	1,617,533
Grapes, imported ..... "	602,771	36,428	1,115,386	68,382
Loganberries ..... "	298,125	36,700	421,227	62,061
Other fruits (including raisins and currants) ..... "	245,615	35,270	446,306	58,713
Sugar, raw and refined ..... "	12,191,669	797,973	9,791,273	582,620
Acids (tartaric and citric) ..... "	2,247	1,031	2,357	793
Grape spirits ..... pf. gal.	87,290	196,395	73,023	161,013
Grape concentrate ..... gallon	189,745	301,695	175,814	347,826
Extracts and essential oils ..... "	371	5,283	166	2,097
Caramel and other colouring ..... -	-	2,024	-	2,553
Clarifying and filtering materials ..... -	-	19,659	-	23,909
Bottles and jars ..... -	-	968,087	-	1,068,410
Cases, wooden ..... -	-	464	-	845
Cases and cartons, other than wooden ..... -	-	247,287	-	270,076
Cooperage ..... -	-	26,800	-	7,163
Other packaging material ..... -	-	242,697	-	249,932
Wines and liquors, purchased for blending, etc. .... gallon	146,795	199,407	41,069	98,201
All other materials ..... -	-	33,925	-	58,048
<b>Total Cost of Materials Used.....</b>	<b>-</b>	<b>4,481,979</b>	<b>-</b>	<b>4,680,175</b>

TABLE 4. Exports and Imports of Wines, 1953 and 1954

	1953		1954	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
<b>Exports:</b>				
Wines .....	2,770	4,810	3,918	9,779
<b>Imports:</b>				
Wines, non-sparkling .....	1,192,181	2,998,299	1,304,418	3,471,744
Wines, sparkling.....	30,370	353,317	37,074	423,419

TABLE 5. Employees and their Earnings, by provinces, 1953 and 1954

	Average Number					Earnings		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	No.	No.	No.	No.	No.	\$	\$	\$
1953								
Ontario .....	105	50	261	39	455	767,387	853,744	1,621,131
Other Provinces.....	15	—	41	13	69	63,165	124,544	187,709
Canada .....	120	50	302	52	524	830,552	978,288	1,808,840
1954								
Ontario .....	94	49	228	42	413	719,713	864,238	1,583,951
Other Provinces.....	16	—	42	13	71	72,154	124,524	196,678
Canada .....	110	49	270	55	484	791,867	988,762	1,780,629

TABLE 6. Production workers, by months, 1953 and 1954

Months	1953			1954		
	Male	Female	Total	Male	Female	Total
	Number					
January .....	274	45	319	236	53	289
February .....	270	46	316	233	54	287
March.....	270	49	319	235	52	287
April .....	269	43	312	229	58	287
May .....	254	45	299	275	54	329
June .....	260	52	312	229	60	289
July .....	258	50	308	233	52	285
August.....	283	47	330	254	51	305
September .....	480	60	540	407	56	463
October .....	413	54	467	384	58	442
November .....	309	59	368	265	61	326
December .....	285	58	343	252	56	308
Monthly average.....	302	52	354	270	55	325

TABLE 7. Estimated Capital and Repair Expenditures in the Wine Industry, 1948-1954

(Thousands of dollars)

(Figures Prepared in the General Assignments Division)

	Capital Expenditures			Repair and Maintenance Expenditures			Capital, Repair and Maintenance Expenditures		
	Construc- tion	Machinery and Equipment	Sub- total	Construc- tion	Machinery and Equipment	Sub- total	Construc- tion	Machinery and Equipment	Total
1948 .....			568			227	229	566	795
1949 .....	Breakdown		296	Breakdown		198	126	368	494
1950 .....			254			183	106	331	437
1951 .....	not		320	not		209	174	355	529
1952 .....			243			149	128	264	392
1953 .....	Available		285	Available		177	103	359	462
1954 <sup>1</sup> .....			1,383			150	1,143	390	1,533

1. Preliminary.



## List of Wineries Reporting in 1954

Name of Firm	Address
<b>New Brunswick:</b>	
Abbaye des Moniales Cistériennes ..... (Société Industrielle de Rogersville)	Rogersville
<b>Quebec:</b>	
T. G. Bright (Quebec) Limited .....	150-28th Ave., Lachine
<b>Ontario:</b>	
Barnes Wines Limited .....	St. Catharines
T.G. Bright & Co. Ltd. ....	Niagara Falls
Jordan-Danforth Wines Limited .....	1076 Lakeshore Road, New Toronto
Chateau-Gai Wines, Ltd. ....	R.R. 3, Niagara Falls
Danforth Wines Limited .....	Ridley Road, St. Catharines
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
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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