

32-207

McDich

JUL 3 1956



CANADA

STATISTICS STATISTIQUE  
CANADA CANADA  
AUG 16 2010  
LIBRARY  
BIBLIOTHEQUE

# THE WINE INDUSTRY 1955



*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
Industry and Merchandising Division  
Foods and Beverages Section

6513-559-125

Price 25 cents

Vol. 2—Part III—N-1

**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¢

**"F"**  
**(For Printer's Use Only)**

# THE WINE INDUSTRY

## 1955

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 1955 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 538 persons, who received \$1,906,992 in salaries and wages. The selling value of factory shipments amounted to \$12,396,135 in 1955. This included 4,687,848 imperial gallons of matured wine having a selling value of \$12,012,356 and other products, consisting of grape juice, cocktails, grape concentrate and wine spirits having a selling value of \$383,779.

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 1955 amounting to 5,684,088 gallons shows an increase of 628,924 gallons and the sales amounting to 4,687,848 gallons increased by 141,437 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 1926-1953 and by Provinces 1954 and 1955**

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 .....	24	524	1,808,840	132,026	4,481,979	9,656,670
1954						
<b>Canada</b> .....	<b>20</b>	<b>484</b>	<b>1,780,629</b>	<b>129,689</b>	<b>4,680,175</b>	<b>12,045,447<sup>1</sup></b>
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					
1955						
<b>Canada</b> .....	<b>20</b>	<b>538</b>	<b>1,906,992</b>	<b>154,026</b>	<b>5,442,759</b>	<b>12,396,135<sup>1</sup></b>
Ontario .....	13	468	1,699,418	138,838	4,788,813	10,826,006
British Columbia .....	5	70	207,574	15,188	653,946	1,570,129
Other provinces .....	2					

1. "Value of factory shipments" in 1954 and 1955.

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, 1954 and 1955

Establishments having a production of	Number of establishments	Total number of employees	Salaries and wages	Cost at plant of materials used	Selling value of factory shipments
			\$	\$	\$
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				
\$100,000 to \$500,000 .....	8	106	387,488	924,858	1,703,071
\$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>
1955					
Under \$5,000 .....	—	—	—	—	—
\$5,000 to \$25,000 .....	1	31	66,881	114,144	280,884
\$25,000 to \$50,000 .....	1				
\$50,000 to \$100,000 .....	3				
\$100,000 to \$500,000 .....	8	117	405,171	936,599	1,982,089
\$500,000 to \$1,000,000 .....	3	76	252,694	812,952	2,089,710
\$1,000,000 and over .....	4	314	1,182,246	3,579,064	8,043,452
<b>Total .....</b>	<b>20</b>	<b>538</b>	<b>1,906,992</b>	<b>5,442,759</b>	<b>12,396,135</b>

TABLE 2. Production and Factory Shipments, 1954 and 1955

	Production <sup>1</sup> 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.	\$	\$	\$
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
1955						
Canada .....	5,684,088	3,540,359	4,687,848	12,012,356	383,779	12,396,135
Ontario .....	5,059,418	3,059,868	4,081,283	10,550,678	275,328	10,826,006
Other Provinces .....	624,670	480,491	606,565	1,461,678	108,451	1,570,129

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. Inventories 1955

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value <sup>1</sup>
	\$	\$	\$	\$
Opening:				
Ontario .....	687,783	4,946,333	474,026	6,108,142
Other Provinces .....	59,398	1,394,237	120,406	1,574,041
<b>Canada .....</b>	<b>747,181</b>	<b>6,340,570</b>	<b>594,432</b>	<b>7,682,183</b>
Closing:				
Ontario .....	659,109	5,602,721	365,356	6,627,186
Other Provinces .....	72,184	1,330,509	214,813	1,617,506
<b>Canada .....</b>	<b>731,293</b>	<b>6,933,230</b>	<b>580,169</b>	<b>8,244,692</b>

1. Book value of all manufacturing inventories held at plant and plant warehouses.

TABLE 4. Materials Used in the Wine Industry, 1954 and 1955

Class of materials	1954		1955	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic ..... pound	39,010,852	1,617,533	45,340,780	1,814,452
Grapes, imported ..... "	1,115,386	68,382	1,528,541	95,799
Loganberries ..... "	421,227	62,061	282,302	38,973
Other fruits (including raisins and currants) .....	446,306	58,713	470,820	53,370
Sugar - raw .....	8,625,859	493,318	12,653,740	682,913
refined .....	1,165,414	89,302	1,786,537	132,749
Acids (tartaric and citric) .....	2,357	793	1,397	442
Grape spirits ..... pf.gal.	73,023	161,013	72,406	215,513
Grape concentrate ..... gallon	175,814	347,826	215,308	475,851
Extracts and essential oils .....	166	2,097	415	2,567
Caramel and other colouring .....	-	2,553	-	1,983
Clarifying and filtering materials .....	-	23,909	-	27,680
Bottles and jars .....	-	1,068,410	-	1,246,401
Cases, wooden .....	-	845	-	283
Cases and cartons, other than wooden .....	-	270,076	-	231,674
Cooperage .....	-	7,163	-	5,996
Other packaging material .....	-	249,932	-	235,301
Wines and liquors, purchased for blending, etc. ... gallon	41,069	98,201	61,154	105,478
All other materials .....	-	58,048	-	75,334
<b>Total Cost of Materials Used .....</b>	<b>-</b>	<b>4,680,175</b>	<b>-</b>	<b>5,442,759</b>

TABLE 5. Exports and Imports of Wines, 1954 and 1955

	1954		1955	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
Exports:				
Wines .....	3,918	9,779	3,444	5,906
Imports:				
Wines, non-sparkling .....	1,304,418	3,471,744	1,329,709	3,606,616
Wines, sparkling .....	37,074	423,419	35,546	412,046

TABLE 6. Employees and their Earnings, by provinces, 1954 and 1955

	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.	\$	\$	\$
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
1955								
Ontario .....	95	50	281	42	468	776,793	922,625	1,699,418
Other Provinces .....	18	—	40	12	70	81,411	126,163	207,574
Canada .....	113	50	321	54	538	858,204	1,048,788	1,906,992

TABLE 7. Production workers, by months, 1954 and 1955

Months	1954			1955		
	Male	Female	Total	Male	Female	Total
	Number					
January .....	236	53	289	267	49	316
February .....	233	54	287	261	47	308
March .....	235	52	287	262	48	310
April .....	229	58	287	440	60	500
May .....	275	54	329	247	55	302
June .....	229	60	289	245	54	299
July .....	233	52	285	260	47	307
August .....	254	51	305	284	52	336
September .....	407	56	463	595	57	652
October .....	384	58	442	417	59	476
November .....	265	61	326	294	63	357
December .....	252	56	308	275	55	330
Monthly average .....	270	55	325	321	54	375

**TABLE 8. Estimated Capital and Repair Expenditures in the Wine Industry, 1948-1955**

(Thousands of dollars)

(Figures Prepared in the General Assignments Division)

	Capital Expenditures			Repair and Maintenance Expenditures			Capital, Repair and Maintenance Expenditures		
	Construction	Machinery and Equipment	Sub-total	Construction	Machinery and Equipment	Sub-total	Construction	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.....			1,010			157	734	433	1,167
1955 <sup>1</sup> .....			1,482			199	1,118	563	1,681

1. Preliminary.

**List of Wineries Reporting in 1955**

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 Limited.....	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 Company.....	102 Front St. E., Toronto
Twin City Wine Co. ....	514 McTavish St., Fort William
Welland Winery.....	272 King St., Welland
<b>British Columbia:</b>	
Calona Wines, Ltd. ....	1125 Richter St., Kelowna
Growers' Wine Co. Ltd. ....	1531-15th Ave. W., Vancouver
Growers' Wine Co. Ltd. ....	3948 Quadra St., Lake Hill
Victoria Wineries (B.C.) Ltd. ....	1404 Store St., Victoria
Victoria Wineries (B.C.) Ltd. ....	4062 Borden Ave., Lake Hill

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010712814