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THE WINE INDUSTRY 1956



Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

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

6513-559-126

Price 25 cents

Vol. 2—Part III—N-1

906-08

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, 50¢
 - Section C. Quebec, 25¢
 - Section D. Ontario, 25¢
 - Section E. Prairie Provinces, 40¢
 - 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

1956

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 1956 there were 19 establishments, located by provinces as follows: New Brunswick 1, Quebec 1, Ontario 12 and British Columbia 5. These plants had an employment of 526 persons, who received \$1,991,823 in salaries and wages. The selling value of factory shipments amounted to \$13,315,534 in 1956. This included 5,036,719 imperial gallons of matured wine having a selling value of \$12,986,111 and other products, consisting of grape juice, cocktails, grape concentrate and wine spirits having a selling value of \$329,423.

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 1956 amounting to 5,473,876 gallons

shows a decrease of 210,212 gallons and the sales amounting to 5,036,719 gallons increased by 348,871 gallons. It may be noted that the province of Ontario accounted for over 88 per cent of the total value of factory shipments.

Starting in 1954 statistics were collected on opening and closing inventories of "raw materials and supplies", "goods in process" and "finished goods of own manufacture". A compilation showing these figures will be found in Table 3.

In Table 1, showing principal statistics of the industry, a column has been added headed "value added by manufacture". These figures are obtained by subtracting the cost of materials used, including fuel and electricity, from the value of production. Since 1954, the value of production was obtained by adding the difference between closing and opening inventory values of "finished goods" and "goods in process" to the sales value. Previous to 1954 inventory values were not available.

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

TABLE 1. Principal Statistics of the Wine Industry, Significant Years 1926-1954 and by Provinces 1955 and 1956

Year and Province	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Value added by manufacture	Gross selling value of products ¹
	No.		\$	\$	\$	\$	\$
1926.....	27	204	294,820	19,048	1,349,787	1,116,301	2,485,136
1929.....	47	411	495,154	26,562	3,143,367	2,371,304	5,541,233
1933.....	56	451	552,427	42,244	1,328,539	1,275,433	2,646,216
1939.....	36	634	906,340	52,274	2,032,848	1,955,775	4,040,897
1942.....	31	749	1,080,634	81,317	3,111,986	2,894,790	6,088,093
1943.....	30	630	1,009,140	72,001	2,403,109	2,794,035	5,269,145
1944.....	30	682	1,057,700	78,726	3,074,617	3,200,736	6,354,079
1945.....	31	693	1,117,325	86,095	3,474,943	3,789,976	7,351,014
1946.....	29	827	1,424,623	99,075	5,215,338	5,497,977	10,812,390
1947.....	29	722	1,497,009	105,764	5,659,928	6,456,977	12,222,669
1948.....	28	664	1,521,468	116,347	4,833,917	5,279,952	10,230,216
1949.....	27	572	1,417,858	103,790	3,894,965	4,603,118	8,601,873
1950.....	27	527	1,498,119	115,726	4,648,035	5,194,167	9,957,928
1951.....	26	556	1,677,916	126,739	4,356,877	5,614,554	10,098,170
1952.....	25	556	1,820,480	126,539	4,026,160	6,179,858	10,332,557
1953.....	24	524	1,808,840	132,026	4,481,979	5,042,665	9,656,670
1954.....	20	484	1,780,629	129,689	4,680,175	7,250,707	12,045,447 ¹
1955							
Canada.....	20	538	1,906,992	154,026	5,442,759	7,377,747	12,396,135
Ontario.....	13	468	1,699,418	138,838	4,788,813	6,446,073	10,826,006
British Columbia.....	5	70	207,574	15,188	653,946	931,674	1,570,129
Other provinces.....	2						
1956							
Canada.....	19	526	1,991,823	142,841	5,262,701	7,446,994	13,315,534
Ontario.....	12	455	1,758,457	126,798	4,664,611	6,624,129	11,736,379
British Columbia.....	5	71	233,366	16,043	598,090	822,865	1,579,155
Other provinces.....	2						

1. "Value of factory shipments" since 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, 1955 and 1956

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
			\$	\$	\$
1955					
Under \$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
Total	20	538	1,906,992	5,442,759	12,396,135
1956					
Under \$25,000	1	24	56,010	103,477	209,266
\$25,000 to \$50,000	—				
\$50,000 to \$100,000	3				
\$100,000 to \$500,000	7	85	306,899	759,202	1,584,649
\$500,000 to \$1,000,000	4	112	415,802	1,005,836	2,669,369
\$1,000,000 and over	4	305	1,213,112	3,394,186	8,852,250
Total	19	526	1,991,823	5,262,701	13,315,534

TABLE 2. Production and Factory Shipments, 1955 and 1956

	Production of new wine ¹		Shipments ² of matured wine		Shipments ² of other products ³	Total of factory shipments ²
	Quantity	Inventory value	Quantity	Selling value	Selling value	Selling value
	imp. gals.	\$	imp. gals.	\$	\$	\$
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
1956						
Canada	5,473,876	3,285,939	5,036,719	12,986,111	329,423	13,315,534
Ontario.....	4,945,429	2,880,176	4,385,662	11,475,078	261,301	11,736,379
Other Provinces	528,447	415,763	651,057	1,511,033	68,122	1,579,155

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 1956

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value ¹
	\$	\$	\$	\$
Opening: ²				
Ontario	657,876	5,589,300	348,772	6,595,948
Other Provinces	72,184	1,330,509	214,813	1,617,506
Canada	730,060	6,919,809	563,585	8,213,454
Closing:				
Ontario	857,869	5,247,890	369,341	6,475,100
Other Provinces	90,910	1,214,197	188,968	1,494,075
Canada	948,779	6,462,087	558,309	7,969,175

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

2. Where the opening inventory for 1956 differs from the closing inventory published for 1955 it is because of corrections, and the removal of figures for firms which did not operate during 1956.

TABLE 4. Materials Used in the Wine Industry, 1955 and 1956

	1955		1956	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic pound	45,340,780	1,814,452	34,358,589	1,457,629
Grapes, imported "	1,528,541	95,799	2,292,665	145,016
Loganberries "	282,302	38,973	62,721	11,290
Other fruits (including raisins and currants)	470,820	53,370	72,200	10,690
Sugar—raw	12,653,740	682,913	12,701,424	687,021
refined	1,786,537	132,749	1,247,276	95,790
Acids (tartaric and citric)	1,397	442	3,437	1,257
Grape spirits pf. gal.	72,406	215,513	82,854	168,804
Grape concentrate gallon	215,308	475,851	264,600	544,178
Extracts and essential oils	415	2,567	491	2,917
Caramel	679	1,983	534	1,421
Clarifying and filtering materials	—	27,680	—	26,568
Bottles and jars	—	1,246,401	—	1,234,139
Cases and cartons	—	231,957	—	330,061
Cooperage	—	5,996	—	22,031
Other packaging material	—	235,301	—	279,388
Wines and liquors, purchased for blending, etc. .. gallon	61,154	105,478	79,530	67,117
All other materials and supplies ¹	—	75,334	—	177,384
Total Cost of Materials Used	—	5,442,759	—	5,262,701

1. Including operating, maintenance and repair supplies in 1956.

TABLE 5. Exports and Imports of Wines, 1955 and 1956

	1955		1956	
	Quantity	Value	Quantity	Value
	Gal.	\$	Gal.	\$
Exports:				
Wines	3,444	5,906	1,750	3,279
Imports:				
Wines, non-sparkling	1,329,709	3,606,616	1,512,325	4,174,768
Wines, sparkling	35,546	412,046	46,116	499,683

TABLE 6. Employees and their Earnings, by provinces, 1955 and 1956

	Average number					Salaries and wages		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	No.	No.	No.	No.	No.	\$	\$	\$
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
1956								
Ontario	101	52	265	37	455	838,928	919,529	1,758,457
Other Provinces	20	—	41	10	71	92,905	140,461	233,366
Canada	121	52	306	47	526	931,833	1,059,990	1,991,823

TABLE 7. Production workers, by months, 1955 and 1956

Months	1955			1956		
	Male	Female	Total	Male	Female	Total
	Number					
January	267	49	316	257	46	303
February	261	47	308	263	48	311
March	262	48	310	254	46	300
April	440	60	500	261	45	306
May	247	55	302	300	45	345
June	245	54	299	275	42	317
July	260	47	307	259	45	304
August	284	52	336	273	47	320
September	595	57	652	436	47	483
October	417	59	476	513	51	564
November	294	63	357	290	49	339
December	275	55	330	265	48	313
Monthly average	321	54	375	306	47	353

TABLE 8. Consumption of Fuel and Electricity 1953 and 1956

Kind	1956		1953	
	Quantity	Cost at plant	Quantity	Cost at plant
		\$		\$
Bituminous coal:				
(a) From Canadian Mines	tons 228	2,963	98	1,884
(b) Imported	" 4,055	44,525	4,022	46,452
Sub-bituminous coal (from Alberta mines only)	" 80	1,041	42	534
Anthracite coal	" 584	7,029	154	2,140
Coke (for fuel only)	" -	-	8	120
Gasoline (includes gasoline used in cars and trucks)....	Imp. gal. 114,454	40,671	113,928	42,054
Fuel oil	" " 47,109	6,664	42,605	6,448
Wood	cords 4	32	6	40
Gas:				
(a) Liquefied petroleum gases (propane, etc.).....	Imp. gal. 212	58	-	-
(b) Other manufactured gas	1,000 cu. ft. 42	60	111	154
(c) Natural gas	" " " 71	78	66	64
Electricity purchased (including service charges)	K.Wh. 2,756,536	39,720	2,433,029	32,136
Total		142,841		132,026

Note: Detailed information on fuel used was not collected in 1954 or 1955.

TABLE 9. Estimated Capital and Repair Expenditures in the Wine Industry, 1948-1956

(Thousands of dollars)

(Figures Prepared in the General Assignments Division)

	Capital expenditures			Repair expenditures			Capital and repair 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			320			209	174	355	529
1952		not	243		not	149	128	264	392
1953			285			177	103	359	462
1954		Available	1,010		Available	157	734	433	1,167
1955			1,447			188	1,044	591	1,635
1956 ¹			762			189	524	427	951

1. Preliminary.



List of Wineries Reporting in 1956

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:	
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	1375 Stanley St. N., 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
Peerless Wine Manufacturers Ltd. (Chateau-Gai Wines Ltd.)	448 Queen St. E., Toronto
Turner Wine Company	102 Front St. E., Toronto
Welland Winery	272 King St., Welland
British Columbia:	
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