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# THE WINE INDUSTRY 1957

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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, 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

## 1957

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 1957, 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 518 persons, who received \$2,161,199 in salaries and wages. The selling value of factory shipments amounted to \$15,190,809 in 1957. This included 5,625,244 imperial gallons of matured wine having a selling value of \$14,963,603 and other products, consisting of cocktails, grape concentrate and wine spirits having a selling value of \$227,206.

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 1957 amounting to 5,403,508 gallons

shows a decrease of 70,368 gallons from 1956 and the sales amounting to 5,625,244 gallons increased by 588,525 gallons. It may be noted that the province of Ontario accounted for almost 87 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 1926-1955 and by Provinces 1956 and 1957**

Year and province	Estab- lishments	Em- ployees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Value added by manufacture	Gross selling value of products <sup>1</sup>
	No.	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	5,541,133
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
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 <sup>1</sup>
1955 .....	20	538	1,906,992	154,026	5,442,759	7,377,747	12,396,135
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						
1957							
Canada .....	19	518	2,161,199	177,050	5,881,238	9,603,191	15,190,809
Ontario .....	12	446	1,907,221	161,886	5,113,066	8,356,785	13,206,942
British Columbia .....	5	72	253,978	15,164	768,172	1,246,406	1,983,867
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, 1956 and 1957

Establishments having a production of	Number of establishments	Total number of employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
			\$	\$	\$	\$
1956						
Under \$25,000 .....	1	24	56,010	8,029	103,477	209,266
\$25,000 to \$50,000 .....	—					
\$50,000 to \$100,000 .....	3					
\$100,000 to \$500,000 .....	7	85	306,899	24,344	759,202	1,584,649
\$500,000 to \$1,000,000 .....	4	112	415,802	31,319	1,005,836	2,669,369
\$1,000,000 and over .....	4	305	1,213,112	79,149	3,394,186	8,852,250
<b>Total .....</b>	<b>19</b>	<b>526</b>	<b>1,991,823</b>	<b>142,841</b>	<b>5,262,701</b>	<b>13,315,534</b>
1957						
Under \$25,000.....	2	17	41,446	4,368	64,055	182,299
\$25,000 to \$50,000 .....	—					
\$50,000 to \$100,000 .....	2					
\$100,000 to \$500,000 .....	7	84	317,546	26,451	875,799	2,050,643
\$500,000 to \$1,000,000 .....	4	121	486,447	34,226	1,132,607	2,908,733
\$1,000,000 and over .....	4	296	1,315,760	112,005	3,808,777	10,049,134
<b>Total .....</b>	<b>19</b>	<b>518</b>	<b>2,161,199</b>	<b>177,050</b>	<b>5,881,238</b>	<b>15,190,809</b>

TABLE 2. Production and Factory Shipments, 1956 and 1957

	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.	\$	\$	\$
1956						
<b>Canada .....</b>	<b>5,473,876</b>	<b>3,295,939</b>	<b>5,036,719</b>	<b>12,986,111</b>	<b>329,423</b>	<b>13,315,534</b>
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
1957						
<b>Canada .....</b>	<b>5,403,508</b>	<b>3,589,108</b>	<b>5,625,244</b>	<b>14,963,603</b>	<b>227,206</b>	<b>15,190,809</b>
Ontario .....	4,746,998	3,151,865	4,710,416	13,052,913	154,029	13,206,942
Other provinces .....	656,510	437,243	914,828	1,910,690	73,177	1,983,867

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 cocktails, grape concentrate and wine spirits.

TABLE 3. Inventories 1957

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value <sup>1</sup>
	\$	\$	\$	\$
Opening: <sup>2</sup>				
Ontario.....	857,869	5,247,890	369,341	6,475,100
Other provinces .....	82,560	1,214,797	189,498	1,486,855
<b>Canada .....</b>	<b>940,429</b>	<b>6,462,687</b>	<b>558,839</b>	<b>7,961,955</b>
Closing:				
Ontario.....	916,280	5,577,565	464,461	6,958,306
Other provinces .....	97,440	1,146,310	303,860	1,547,610
<b>Canada .....</b>	<b>1,013,720</b>	<b>6,723,875</b>	<b>768,321</b>	<b>8,505,916</b>

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

2. Where the opening inventory for 1957 differs from the closing inventory published for 1956 it is because of a change in firms reporting.

TABLE 4. Materials Used in the Wine Industry, 1956 and 1957

	1956		1957	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic ..... pound	34,358,589	1,457,629	36,077,809	1,597,020
Grapes, imported..... "	2,292,665	145,016	871,292	56,246
Loganberries and blackberries .....	62,721	11,290	622,243	86,413
Other fruits (including raisins and currants) .....	72,200	10,690	188,245	25,052
Sugar—raw..... "	12,701,424	687,021	12,639,681	810,437
refined..... "	1,247,276	95,790	1,892,047	176,071
Acids (tartaric and citric)..... "	3,437	1,257	3,065	1,229
Grape spirits ..... pf. gal.	82,854	168,804	102,478	240,893
Grape concentrate..... gallon	264,600	544,178	194,106	444,576
Extracts and essential oils..... "	491	2,917	530	3,115
Caramel .....	534	1,421	347	749
Clarifying and filtering materials.....	—	26,568	—	29,690
Bottles and jars .....	—	1,234,139	—	1,383,873
Cases and cartons .....	—	330,061	—	372,459
Cooperage .....	—	22,031	—	19,759
Other packaging material.....	—	279,388	—	308,037
Wines and liquors, purchased for blending, etc. .... gallon	79,530	67,117	93,959	135,431
Other materials, etc. ....	—	56,342	—	45,737
Operating, maintenance and repair supplies.....	—	121,042	—	144,451
<b>Total cost of materials used .....</b>	<b>—</b>	<b>5,262,701</b>	<b>—</b>	<b>5,881,238</b>

TABLE 5. Exports and Imports of Wines, 1956 and 1957

	1956		1957	
	Quantity	Value	Quantity	Value
	gals.	\$	gals.	\$
Exports:				
Wines .....	1,750	3,279	2,036	3,849
Imports:				
Wines, non-sparkling .....	1,512,325	4,174,768	1,686,414	4,790,956
Wines, sparkling .....	46,116	499,683	49,956	521,965

TABLE 6. Employees and their Earnings, by provinces, 1956 and 1957

	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.	\$	\$	\$
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
<b>Canada</b> .....	<b>121</b>	<b>52</b>	<b>306</b>	<b>47</b>	<b>526</b>	<b>931,833</b>	<b>1,059,990</b>	<b>1,991,823</b>
1957								
Ontario .....	106	46	258	36	446	913,755	993,466	1,907,221
Other provinces .....	20	—	44	8	72	92,559	161,419	253,978
<b>Canada</b> .....	<b>126</b>	<b>46</b>	<b>302</b>	<b>44</b>	<b>518</b>	<b>1,006,314</b>	<b>1,154,885</b>	<b>2,161,199</b>

TABLE 7. Production workers, by months, 1956 and 1957

Months	1956			1957		
	Male	Female	Total	Male	Female	Total
	number					
January .....	257	46	303	249	46	295
February .....	263	48	311	252	45	297
March .....	254	46	300	245	42	287
April .....	261	45	306	254	44	298
May .....	300	45	345	291	42	333
June .....	275	42	317	255	42	297
July .....	259	45	304	247	42	289
August .....	273	47	320	269	46	315
September .....	436	47	483	560	47	607
October .....	513	51	564	479	51	530
November .....	290	49	339	266	45	311
December .....	265	48	313	260	43	303
<b>Monthly average</b> .....	<b>306</b>	<b>47</b>	<b>353</b>	<b>302</b>	<b>44</b>	<b>346</b>

TABLE 8. Consumption of Fuel and Electricity 1956 and 1957

Kind	1956		1957	
	Quantity	Cost at plant	Quantity	Cost at plant
		\$		\$
Bituminous coal:				
(a) From Canadian Mines .....	ton 228	2,963	248	2,382
(b) Imported .....	" 4,055	44,525	3,113	37,355
Sub-bituminous coal (from Alberta mines only) .....	" 80	1,041	35	550
Anthracite coal .....	" 584	7,029	574	7,436
Gasoline (includes gasoline used in cars and trucks) Imp. gal.	114,454	40,671	127,958	48,235
Fuel oil .....	" " 47,109	6,664	231,221	39,308
Wood .....	cord 4	32	1	10
Gas:				
(a) Liquefied petroleum gases (Propane, etc.) .....	Imp. gal. 212	58	100	27
(b) Other manufactured gas .....	1,000 cu. ft. 42	60	243	283
(c) Natural gas .....	" " " 71	78	708	673
Electricity purchased (including service charges) ....	kwh. 2,756,536	39,720	3,261,938	40,791
<b>Total</b> .....	-	<b>142,841</b>	-	<b>177,050</b>

TABLE 9. Estimated Capital and Repair Expenditures in the Wine Industry, 1948-1957

(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 .....			296			198	126	368	494
1950 .....	Breakdown		254	Breakdown		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 .....			1,010			157	734	433	1,167
1955 .....	available		1,447	available		188	1,044	591	1,635
1956 .....			506			216	144	578	722
1957 <sup>1</sup> .....			402			203	137	468	605

1. Preliminary.



List of Wineries Reporting in 1957

Name of firm	Address
<b>New Brunswick:</b>	
Abbaye des Moniales Cistériennes ..... (Société Industrielle de Rogersville)	Rogerville
<b>Quebec:</b>	
T. G. Bright (Quebec) Limited .....	150-28th., 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 .....	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
<b>British Columbia:</b>	
B. C. Sparkling Wines Ltd. ....	22164 Labonte Crescent, Langley
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. ....	4062 Borden Ave., Lake Hill