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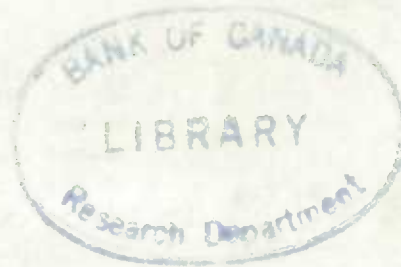
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THE WINE INDUSTRY

1958



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

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

January, 1960
6522-514

Price 25 cents

PUBLICATIONS

The results of the annual Census of Industry are published by the Dominion Bureau of Statistics in a series of industry reports which are released each year as the compilations are completed. Reports for industries in the **Foods, Beverages and Tobacco Major Group** are listed below, along with current and annual publications of related interest. Similar reports are issued for other industries. A complete catalogue of publications of the Bureau is available on request from the Information Services Division, Dominion Bureau of Statistics, Ottawa, or from the Queen's Printer, Ottawa.

Catalogue number		Per copy	Per year	Catalogue number		Per copy	Per year
General				Dairy Products			
32-201	Foods and Beverages — General Review	\$.50		23-201	Dairy Statistics	\$.50	
31-001	Inventories, Shipments and Orders in Manufacturing Industries		\$4.00	32-002	Dairy Factory Production (Monthly)10	\$1.00
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32-218	Fruit and Vegetables Préparations Industry50		32-225	Tobacco and Tobacco Products Industries50	

Note: In addition, several special statements are available. These include Monthly Meat Products, Monthly Stocks of Canned Foods, Monthly Production of Alfalfa Meal, Quarterly Bread and Bakery Products, 20 Seasonal Commodity Reports of Canned Fruits and Vegetables including Irish Potatoes.

Remittances should be in the form of cheque or money order, made payable to the Receiver General of Canada and forwarded to the Information Services Division, Dominion Bureau of Statistics, or to the Queen's Printer, Ottawa, Canada.

EXPLANATORY NOTES

This report is one in a series of about 130 publications which present the results of the 1958 Census of Manufactures. Most reports in this series refer to specific industries, but there are summary reports for Canada and the provinces and for major industry groups. An annual Census of Manufactures has been carried out by the Dominion Bureau of Statistics since 1916.

Industry statistics given in these reports refer to number of establishments, employees, salaries and wages, cost of materials, supplies, fuel and electricity, gross value of shipments, inventories and value added by manufacturing. Details of materials used and products shipped are also given. Descriptions of the principal industry statistics, with special reference to 1958, are as follows:

Period Covered

Firms are asked to submit figures for the calendar year, if at all possible, and most reports are on this basis. Financial year reports for periods differing from the calendar year are accepted in instances where the firms find it impossible to supply calendar year data from accounting records. However the data on employees, salaries and wages are requested on a calendar year basis in all cases.

Establishment

Data for the annual census is collected on an establishment basis. A firm with more than one plant is required to file a report for each plant. In most cases an establishment is a complete factory. Sometimes, however, a plant is divided into two or more establishments when it carries out operations classifiable to different industries and when separate accounting records are available. Usually the statistics for an establishment relate only to the manufacturing activities. Other activities such as construction at the plant by its own employees, wholesale or retail activities carried on at the plant location, etc., are not included. Plants engaged solely in repair work (except in the case of furniture, shipbuilding, boat building, aircraft and railway rolling stock industries) are not included but plants occupied in assembling parts into complete units are included.

Employees

Administrative and office employees include all executives and supervisory officials such as presidents, vice-presidents, secretaries, treasurers, etc., together with managers, professional and technical employees, superintendents and factory supervisors above the working foremen level and clerical employees. Working owners and partners are also included in this category.

Production and related workers include all other factory workmen whether paid on a monthly, weekly, hourly or piece-work basis. Working foremen doing work similar to that of the employees they supervise are included, as are maintenance, warehousing and delivery staffs. Employees on new construction work, in retail or wholesale operations, on outside piece work etc., are not included.

Production workers are reported by months, an average for the year being obtained by summing the monthly figures and dividing by twelve. This procedure is followed even though the plant did not operate in all months. Figures on employment refer to calendar years whether or not some establishments reported other data on a financial year basis.

Salaries and Wages

Salaries and wages refer to gross earnings of the employees described above, including salaries, wages, commissions, bonuses, the value of room and board where provided, deductions for income tax and social services such as sickness and unemployment insurance, pensions, etc., as well as any other allowances forming part of the employees' wages. Payments for overtime are included.

Salaries refer to amounts paid to administrative and office employees. Withdrawals by working owners or partners for normal living expenses for self and family are included but not their withdrawals for income tax. Wages refer to the amounts paid to production and related workers as defined above. Data on earnings refer to the calendar year whether or not some establishments reported other data on a financial year basis.

Cost of Fuel and Electricity

Figures for fuel refer to amounts actually used, (including fuel used in cars and trucks), not to purchases unless the quantities are the same. Values refer to the laid-down cost at the works, including freight, duty, etc.

Materials and Supplies Used

Figures represent quantities and laid-down cost values, at the works, of materials and supplies actually used during the year whether purchased from others or received as transfers from other plants of the reporting company. Amounts paid to other manufacturers for work done on materials owned by the reporting company are included. Returnable containers or any other items charged to capital account are not included. Fuels are not included. Goods bought from others or received as transfers from other plants of reporting companies

for resale without further processing are not included. Maintenance and repair supplies not chargeable to capital account are included.

Factory Shipments

Factory shipments refer to shipments of goods made from own materials either in the reporting plant or by other manufacturers on the basis of a charge to the reporting plant for work done. All products and by-products shipped from the establishment are included whether for domestic use, export, or for government departments. Transfer shipments to sales outlets, distributing warehouses or to other manufacturing units of the reporting firm are included. Goods bought or received as transfers and resold without further processing are not included. Values are computed on f.o.b. plant or plant warehouse basis, and do not include sales tax or excise duties. Values of containers not returnable are included. Amounts received in payment for work done on materials owned by others are included.

In a few industries such as shipbuilding, aircraft, etc., where work on principal products extend over a relatively long period, the value of production is recorded rather than the value of shipments. For those industries production is computed from the value of deliveries of complete units during the year plus the value of work done during the year on unfinished units less the value of work done in previous years on finished units delivered in the year under review.

Inventories

Values represent the book values of manufacturing inventories owned and held at the reporting plant. Figures include inventories held in warehouses or selling outlets which have been included with plant operations for purposes of reporting shipments.

Value Added by Manufacturing

Figures are computed from value of shipments plus or minus changes in inventories of finished

goods and goods in process less cost of materials, fuel and electricity. This figure is sometimes referred to as net production.¹

Standard Industrial Classification

The Standard Industrial Classification Manual, prepared by the Dominion Bureau of Statistics, provides for 135 three-digit industries in the manufacturing sector, arranged in 17 major groups. Reporting establishments are classified or allotted to specific industries on the basis of the value of principal products made or shipped.

Short Forms

Prior to 1949 all manufacturing firms, regardless of size, were required to complete a standard form annually covering all census details, but for later years an effort was made to ease the reporting burden for smaller firms which usually do not maintain regular records in the required detail. A modified or short form was introduced in 1949 asking for the total value of shipments only, or in industries with a large number of small firms, for total value of shipments and quantities and values of a few principal products. Using the ratio of value of shipments in the current year to value of shipments in the base year, 1948, estimates of other census data were made for each plant for inclusion in the regular compilations. In general, the cut-off point for short forms was set at \$50,000 gross value of shipments annually, but there were lower cut-offs for a number of industries in which the small firms accounted for a larger share of total shipments. About 40 per cent of the total number of establishments reported on the modified or short form. They accounted for less than 3 per cent of the total value. In 1958, to establish a new base year, the small firms were again asked to report data on employees, salaries and wages, and other principal statistics together with some detail on material and products.

¹ To arrive at the National Accounts concept of "gross domestic product at factor cost", it would be necessary to subtract also the cost of office supplies used, advertising, insurance and other goods and services obtained from other businesses. Data on these inputs are not collected on the annual Census of Manufactures. Value added figures for "The primary industries and construction" are published in D.B.S. publication 61-202, *Survey of Production*.

THE WINE INDUSTRY 1958

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 1958, 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 524 persons, who received \$2,366,811 in salaries and wages. The selling value of factory shipments amounted to \$17,825,250 in 1958. This included 6,585,316 imperial gallons of matured wine having a selling value of \$17,553,056 and other products, consisting of cocktails, grape concentrate and wine spirits having a selling value of \$272,194.

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 1958 amounting to 7,416,005 gallons shows an increase of 2,012,497 gallons from 1957 and the sales amounting to 6,585,316 gallons increased by 960,072 gallons.

It may be noted that the province of Ontario accounted for almost 89 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. The following table for the period 1953 to 1958 illustrates the procedure.

Detailed statistics of shipments, materials used, employment, etc. are given in the various tables within this report.

Year	Value of factory shipments	Change in inventory	Value of production	Cost of materials	Cost of fuel and electricity	Value added by manufacture ¹
thousands of dollars						
1953 ²	9,657	4,482	132	5,043
1954	12,045	+ 9	12,054	4,674	130	7,250
1955	12,396	+579	12,975	5,443	154	7,378
1956	13,316	-463	12,853	5,263	143	7,447
1957	15,191	+470	15,661	5,881	177	9,603
1958	17,825	+899	18,724	7,681	165	10,878

¹ Historical series on "Value added by manufacture" included in Table 1.

² Previous years were computed as in 1953.

.. Not available.

**TABLE 1. Principal Statistics of the Wine Industry, Significant Years 1926-56
and by Provinces 1957 and 1958**

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 ¹
	number		dollars				
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	5,614,534	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.....	20	538	1,906,992	154,026	5,442,759	7,377,747	12,396,135
1956.....	19	526	1,991,823	142,841	5,262,701	7,446,994	13,315,534
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						
1958							
Canada	19	524	2,366,811	165,210	7,681,190	10,878,135	17,825,250
Ontario	12	451	2,095,381	152,785	6,597,128	9,851,045	15,762,161
British Columbia	5	73	271,430	12,425	1,084,062	1,027,090	2,063,089
Other provinces	2						

¹ "Value of factory shipments" since 1954.

TABLE 2. Production and Factory Shipments, 1957 and 1958

	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.	\$	\$	\$
1957						
Canada	5,403,508	3,589,108	5,625,244	14,963,603	227,206	15,190,809
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
1958						
Canada	7,416,005	4,446,316	6,585,316	17,533,056	272,194	17,825,250
Ontario	6,593,607	3,810,707	5,729,143	15,552,586	209,575	15,762,161
Other provinces	822,398	635,609	856,173	2,000,470	62,619	2,063,089

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 1958

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value ¹
	dollars			
Opening: ²				
Ontario	841,163	5,246,493	470,925	6,558,581
Other provinces	97,441	1,161,236	288,935	1,547,612
Canada	938,604	6,407,729	759,860	8,106,193
Closing:				
Ontario	831,549	5,872,896	683,319	7,387,764
Other provinces	83,026	1,155,791	354,868	1,593,685
Canada	914,575	7,028,687	1,038,187	8,981,449

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

² Where the opening inventory for 1958 differs from the closing inventory published for 1957 it is because of a change in firms reporting.

TABLE 4. Materials Used in the Wine Industry, 1957 and 1958

	1957		1958	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
✓ Grapes, domestic lb.	36,077,809	1,597,020	60,563,670	2,652,221
✓ Grapes, imported..... "	871,292	56,246	1,607,527	117,991
✓ Loganberries and blackberries	622,243	86,413	697,486	96,410
Other fruits (including raisins and currants)	188,245	25,052	65,220	7,416
Sugar Raw	12,639,681	810,437	16,519,418	911,068
Refined	1,892,047	176,071	2,791,354	220,031
Acids (tartaric and citric)	3,065	1,229	3,615	1,576
✓ Grape spirits pf. gal.	102,478	240,893	101,766	203,649
✓ Grape concentrate..... gal.	194,106	444,576	253,123	544,128
✓ Extracts and essential oils..... "	530	3,115	464	6,514
✓ Caramel	347	749	435	1,708
Clarifying and filtering materials	—	29,690	—	47,072
Bottles and jars	—	1,383,873	—	1,635,664
Cases and cartons	—	372,459	—	426,649
Cooperage	—	19,759	—	27,263
Other packaging material.....	—	308,037	—	351,702
✓ Wines and liquors, purchased for blending, etc. gal.	93,959	135,431	148,362	187,560
Other materials	—	25,665	—	66,702
Operating, maintenance and repair supplies.....	—	144,451	—	136,916
Amount paid out to others for work done on materials owned by this plant.....	—	20,072	—	38,950
Total cost of materials used	—	5,881,238	—	7,681,190

TABLE 5. Exports and Imports of Wines, 1957 and 1958

	1957		1958	
	Quantity	Value	Quantity	Value
	gals.	\$	gals.	\$
Exports:				
Wines	2,036	3,849	2,925	9,543
Imports:				
Wines, non-sparkling	1,686,414	4,790,956	1,876,158	5,330,828
Wines, sparkling	49,956	521,965	48,756	528,277

TABLE 6. Employees and their Earnings, by provinces, 1957 and 1958

	Average					Salaries and wages		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	number					dollars		
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
Canada	126	46	302	44	518	1,006,314	1,154,885	2,161,199
1958								
Ontario	100	50	265	36	451	990,854	1,104,527	2,095,381
Other provinces	20	1	49	3	73	87,312	184,118	271,430
Canada	120	51	314	39	524	1,078,166	1,288,645	2,366,811

TABLE 7. Production workers, by months, 1957 and 1958

Months	1957			1958		
	Male	Female	Total	Male	Female	Total
	number					
January	249	46	295	251	36	287
February	252	45	297	249	38	287
March	245	42	287	259	37	296
April	254	44	298	260	36	296
May	291	42	333	262	37	299
June	255	42	297	289	38	327
July	247	42	289	258	38	296
August	269	46	315	280	43	323
September	560	47	607	611	52	663
October	479	51	530	504	40	544
November	266	45	311	271	42	313
December	260	43	303	265	43	308
Monthly average	302	44	346	314	39	353

TABLE 8. Consumption of Fuel and Electricity 1957 and 1958

Kind	1957		1958	
	Quantity	Cost at Plant \$	Quantity	Cost at plant \$
Bituminous coal:				
(a) From Canadian Mines	ton	248	53	986
(b) Imported	"	3,113	2,613	32,833
Sub-bituminous coal (from Alberta mines only).....	"	35	—	—
Anthracite coal	"	574	610	8,144
Gasoline (includes gasoline used in cars and trucks).....	Imp. gal.	127,958	132,849	51,197
Fuel oil.....	"	231,221	170,150	20,884
Wood	cord	1	4	36
Gas:				
(a) Liquefied petroleum gases (Propane, etc.)	Imp. gal.	100	—	—
(b) Other manufactured gas	M cu. ft.	243	55	167
(c) Natural gas	"	708	6,012	5,668
Electricity purchased (including service charges).....	kwh.	3,261,938	450,726	45,295
Total	—	—	—	165,210

TABLE 9. Estimated Capital and Repair Expenditures in the Wine Industry, 1948 - 1958

(Figures Prepared in the Business Finance Division)

	Capital expenditures			Repair expenditures			Capital and repair expenditures		
	Construction	Machinery and equipment	Sub-total	Construction	Machinery and equipment	Sub-total	Construction	Machinery and equipment	Total
	thousands of dollars								
1948			568			227	229	566	795
1949			296			198	126	368	494
1950			254			183	106	331	437
1951			320			209	174	355	529
1952			243			149	128	264	392
1953		not	285		not	177	103	359	462
1954			1,010			157	734	433	1,167
1955			1,447			188	1,044	591	1,635
1956		available	506		available	216	144	578	722
1957			577			185	182	580	762
1958 ¹			536			193	232	497	729

¹ Preliminary.

TABLE 10. Power Equipment, 1953 and 1958

Type of equipment	1953	1958
	Horsepower capacity	Horsepower capacity
Electric motors	2,191	3,133

TABLE 11. Principal Statistics Grouped According to the Size of Establishments, 1957 and 1958

Establishments having a production of	Establish- ments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
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	84	317,546	26,451	875,799	2,050,643
\$100,000 to \$500,000.....	7					
\$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
Total.....	19	518	2,161,199	177,050	5,881,238	15,190,809
1958						
Under \$25,000.....	2	5	10,366	1,659	8,603	42,384
\$25,000 to \$50,000.....	1					
\$50,000 to \$100,000.....	—	—	—	—	—	—
\$100,000 to \$500,000.....	8	95	428,003	26,326	1,292,760	2,220,518
\$500,000 to \$1,000,000.....	3	89	426,095	31,510	1,196,474	2,482,202
\$1,000,000 and over.....	5	335	1,502,347	105,715	5,183,353	13,080,446
Total.....	19	524	2,366,811	165,210	7,681,190	17,825,250

List of Wineries Reporting in 1958

Name of firm	Address
New Brunswick:	
Abbaye des Moniales Cistériennes..... (Société Industrielle de Rogersville)	Rogersville
Quebec:	
T. G. Bright (Quebec) Limited.....	150-28th., Lachine
Ontario:	
Barnes Wines Limited.....	St. Catharines
T. G. Bright & Co. Ltd.	Niagara Falls
Chateau-Gai Wines Limited.....	1375 Stanley St. N., Niagara Falls
Danforth Wines Limited.....	Ridley Road, St. Catharines
Grimsby Wines Limited.....	Grimsby
Jordan-Danforth Wines Limited.....	1076 Lakeshore Road, New Toronto
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.....	104 Front St. E., Toronto
Welland Winery.....	272 King St., Welland
British Columbia:	
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., Victoria
Victoria Wineries (B.C.) Ltd.....	4026 Borden Ave., Victoria



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