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THE WINE INDUSTRY 1959

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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 1959 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 1959 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

Between 1949 and 1957, in an effort to ease the reporting burden for smaller firms, a short form was used asking for the total value of shipments only or, in a few cases where losses of detail were significant, for quantities and values of principal products. For purposes of publication, missing data were estimated on the basis of appropriate ratios. In general the cut-off point for these short forms was set at \$50,000 value of shipments. About 40% of the total number of establishments reported on the short form and accounted for less than 3 per cent of the total value of shipments.

In 1958, in order to establish a new base year, the small firms were asked to report all items of principal statistics together with some detail on materials 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*.

For the 1959 Census, the short form was used again, but further steps were taken to ease the respondents' burden. First, the general limit for short forms was raised to \$100,000 value of shipments. In addition, a new intermediate form was developed. This form is a shortened version of the long form in that most of the general questions were pared down and the detailed lists of materials and products were limited to the more important items. The general limits for firms in this category were set at between \$100,000-\$500,000 value of shipments, but in the case of both the short and intermediate forms there were lower cut-offs for a number of industries in which the smaller firms accounted for a larger share of total shipments. On the other hand, limits were raised where this could be done without a significant loss of coverage. On most of the short forms for 1959, in addition to total value of shipments, data on principal products were requested. In a few industries, where loss of employment and earnings data were considered too large because of higher cut-offs, a question on total payroll was placed on the short form.

The intermediate and long forms provide complete data for the compilation of all elements of principal industry statistics and the details of materials and products. The one-page short form, although containing data on principal products and total value of shipments, does not request information on other elements of principal statistics such as value of inventories, materials, fuel and electricity and, in most cases, employment and salaries and wages, nor does it contain detailed data on volume and value of materials used. For purposes of compiling aggregates of principal statistics by industry and by geographic location, the missing data for each establishment were estimated for 1959 by using, in general, ratios based on the change in the value of shipments between 1958 and 1959. The proportion of the estimated data was generally less than 5 per cent of the total in each category of principal statistics.

The general request for the principal items of products on the short form for 1959 permitted a fairly complete compilation of the detailed quantities and values of commodity shipments. In the case of the detailed quantities and values of materials, fuel and electricity, however, and the monthly distribution of production workers, only the totals of data actually reported on the intermediate and long forms are contained in published reports and no attempt was made as in past years to estimate the generally small proportion of individual totals represented by detailed items omitted from the short forms.

The new approach has relieved an additional 12,000 establishments from filling out the regular long form. Establishments now receiving the short form number in excess of 20,000 and account for more than 54 per cent of the total number of establishments and a little more than 3 per cent of the total value of shipments.

THE WINE INDUSTRY

1959

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 1959, 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 494 persons, who received \$2,363,975 in salaries and wages. The selling value of factory shipments amounted to \$17,142,095 in 1959. This included 6,519,347 imperial gallons of matured wine having a selling value of \$16,864,131 and other products, consisting of cocktails, grape concentrate and wine spirits having a selling value of \$277,964.

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 1959 amounting to 7,033,431 gallons shows a decrease of 382,574 gallons from 1958 and the sales amounting to 6,519,347 gallons decreased by 65,969 gallons.

It may be noted that the province of Ontario accounted for over 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. The following table for the period 1953 to 1959 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
1959	17,142	+403	17,545	7,368	175	10,002

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

² Previous years were computed as in 1953.

.. Figures not available.

TABLE 1. Principal Statistics of the Wine Industry, significant Years 1926-56 and by Provinces 1958 and 1959

Year and province	Estab-lish-ments	Fm-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	2,271,304	5,541,133
1933	56	451	552,427	42,244	1,328,539	1,275,433	2,646,216
1939	26	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 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	19	518	2,161,199	177,050	5,881,238	9,603,191	15,190,809
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						
1959							
Canada	19	494	2,363,975	174,646	7,367,742	10,002,363	17,142,095
Ontario	12	421	2,071,704	157,834	6,296,172	8,716,376	15,007,116
British Columbia	5	73	292,271	16,812	1,081,570	1,285,987	2,134,979
Other provinces	2						

¹ "Value of factory shipments" since 1954.

TABLE 2. Production and Factory Shipments, 1958 and 1959

	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.	\$	\$	\$
1958						
Canada	7,416,005	4,446,316	6,585,316	17,553,056	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
1959						
Canada	7,033,431	4,377,640	6,519,347	16,864,131	277,964	17,142,095
Ontario	6,073,805	3,623,075	5,689,374	14,785,873	221,243	15,007,116
Other provinces	954,626	754,565	829,973	2,078,258	56,721	2,134,979

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 1959

	Raw materials and supplies	Goods in process	Finished goods of own manufacture	Total value ¹
	dollars			
Opening: ²				
Ontario.....	831,549	5,872,896	683,319	7,387,764
Other provinces	83,026	1,157,791	354,868	1,595,685
Canada.....	914,575	7,030,687	1,038,187	8,983,449
Closing:				
Ontario.....	834,808	6,088,712	620,769	7,544,289
Other provinces	80,917	1,370,852	391,197	1,842,966
Canada.....	915,725	7,459,564	1,011,966	9,387,255

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

² Where the opening inventory for 1959 differs from the closing inventory published for 1958 it is because of changes made by firms reporting.

TABLE 4. Materials Used in the Wine Industry, 1958 and 1959¹

	1958		1959	
	Quantity	Cost value at works	Quantity	Cost value at works
		\$		\$
Grapes, domestic..... lb.	60,563,670	2,652,221	51,218,861	2,452,912
Grapes, imported..... "	1,607,527	117,991	1,814,771	112,372
Loganberries and blackberries	697,486	96,410	837,731	119,676
Other fruits (including raisins and currants)..... "	65,220	7,416	295,571	33,477
Sugar - Raw..... "	16,519,418	911,068	14,056,619	652,986
Refined..... "	2,791,354	220,031	2,908,732	210,684
Acids (tartaric and citric)..... "	3,615	1,576	1,488	924
Grape spirits..... pf. gal.	101,766	203,649	146,430	328,842
Grape concentrate..... gal.	253,123	544,128	290,317	636,860
Extracts and essential oils..... "	464	6,514	354	4,214
Caramel..... "	435	1,708	661	2,025
Clarifying and filtering materials	-	47,072	-	42,703
Bottles and jars.....	-	1,635,664	-	1,500,525
Cases and cartons.....	-	426,649	-	458,551
Cooperage.....	-	27,263	-	64,440
Other packaging material.....	-	351,702	-	354,149
Wines and liquors, purchased for blending, etc... gal.	148,362	187,560	106,291	143,147
Other materials ¹	-	66,702	-	83,484
Operating, maintenance and repair supplies	-	136,916	-	129,460
Amount paid out to others for work done	-	38,950	-	36,311
Total cost of materials used.....	-	7,681,190	-	7,367,742

¹ Detail shown relates only to firms with value of shipments of \$100,000 and over. Materials used by small firms included in "All other materials".

TABLE 5. Exports and Imports of Wines, 1958 and 1959

	1958		1959	
	Quantity	Value	Quantity	Value
	gals.	\$	gals.	\$
Exports:				
Wines	2,925	9,543	2,401	7,761
Imports:				
Wines, non-sparkling	1,876,158	5,330,828	1,901,060	5,511,424
Wines, sparkling	48,756	528,277	52,975	584,174

TABLE 6. Employees and their Earnings, by provinces, 1958 and 1959

	Average					Salaries and wages		
	Supervisory and office employees		Production workers		Total	Supervisory and office employees	Production workers	Total
	Male	Female	Male	Female				
	number					dollars		
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
1959								
Ontario	79	47	257	38	421	961,200	1,110,504	2,071,704
Other provinces	21	1	49	2	73	91,396	200,875	292,271
Canada	100	48	306	40	494	1,052,596	1,311,379	2,363,975

TABLE 7. Production workers, by months, 1959

	Male	Female
Establishments reporting monthly detail: ¹		
January	260	40
February	259	37
March	260	37
April	259	40
May	255	40
June	262	41
July	286	32
August	287	49
September	606	41
October	318	36
November	284	39
December	270	38
Average for establishments reporting monthly detail	302	40
Average estimated for small establishments ²	4	—

¹ The number of production workers, by months, was collected only for establishments reporting value of shipments of \$100,000 and over.

² For establishments reporting value of shipments of less than \$100,000 no data on number of workers were collected. Average was estimated by using change in value of shipments to arrive at value of payroll which was then used in conjunction with estimated average earnings to arrive at number of workers.

TABLE 8. Consumption of Fuel and Electricity 1959

Kind	Quantity	Cost at works
		\$
1. Establishments reporting commodity detail: ¹		
Bituminous coal:		
(a) From Canadian mines	ton 227	3,073
(b) Imported	" 1,986	24,525
Sub-bituminous coal (from Alberta mines only)		
Anthracite coal	ton 475	7,003
Gasoline (includes gasoline used in cars and trucks).....	Imp. gal. 137,019	49,003
Fuel oil	" 183,375	22,229
Wood	cord 2	12
Gas:		
(a) Liquefied petroleum gases (Propane, etc.)	—	—
(b) Other manufactured gas	M cu. ft. 68	100
(c) Natural gas	" 10,442	17,057
Electricity purchased (including service charges).....	kwh. 3,641,661	47,409
Totals	170,411
2. Estimate for establishments for which no data were collected: ²		
Cost of fuel and electricity	4,235
3. All establishments:		
Total cost of fuel and electricity	174,646

¹ Establishments reporting value of shipments of \$100,000 and over.
² Establishments reporting value of shipments of less than \$100,000.

TABLE 9. Estimated Capital and Repair Expenditures in the Wine Industry, 1949 -59
 (Figures Prepared in the Business Finance 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
	thousands of dollars								
1949			296			198	126	368	494
1950			254			183	106	331	437
1951			320			209	174	355	529
1952	Breakdown		243	Breakdown		149	128	264	392
1953			285			177	103	359	462
1954	not		1,010	not		157	734	433	1,167
1955			1,447			188	1,044	591	1,635
1956			506			216	144	578	722
1957	available		577	available		185	182	580	762
1958			561			211	222	550	772
1959 ^P	597	625	1,222	110	169	279	707	794	1,501

^P Preliminary figures.

TABLE 10. Principal Statistics grouped according to the Size of Establishments, 1958 and 1959

Establishments having a production of	Establishments	Employees	Salaries and wages	Cost of fuel and electricity	Cost at plant of materials used	Selling value of factory shipments
	number			dollars		
1958						
Under \$25,000	2	5	10,366	1,659	8,603	42,084
\$ 25,000 to \$ 50,000	1					
50,000 " 100,000	—	—	—	—	—	—
100,000 " 500,000	8	95	428,003	26,326	1,292,760	2,220,518
500,000 " 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
Totals	19	524	2,366,811	165,210	7,681,190	17,825,250
1959						
Under \$25,000	2	94	435,902	38,205	1,051,245	2,337,277
\$ 25,000 to \$ 50,000	—					
50,000 " 100,000	1					
100,000 " 500,000	8					
500,000 " 1,000,000	4	120	525,883	40,058	1,438,019	3,296,974
1,000,000 and over	4	280	1,402,190	96,383	4,878,478	11,507,844
Totals	19	494	2,363,975	174,646	7,367,742	17,142,095

List of Wineries Reporting in 1959

Name of firm	Address
New Brunswick:	
Abbaye des Moniales Cistérlennes (Société Industrielle de Rogersville)	Rogerville
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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