Published by Authority of the Rt. Hon, C. D. How Minister of Trade and Commerce Dसम मनल

DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES STATISTICS OTTAWA, CANADA
Dominion Statisticians
Herbert Marshall
Director, Division of Census of Industry and Merchandising s
Chief, Merchandising and Services Statistics
Vol. 10 No. 1. $\begin{aligned} & \text { W. H. Losee } \\ & \text { C. H. McDonald }\end{aligned}$

## CURRENT TRENDS IN FOOD DISTRIBUTION

## JANUARY, 1948

This bulletin brings together the information on retail grocery and wholesale grocery and fruit and vegetable sales contained in other monthly bulletins on the retail and wholesale trade, thus facilitating a comparison of the trends in monthly sales in the two stages of food distribution.

## WHOLESALE TRADE

## Grocers ' Sales

Sales of wholesale grocers in January, 1948 were $2 \%$ higher in dollar volume than in January a year ago but were $4 \%$ below the sales for De comber, 1947 according to statements submitted by 78 of the larger firms across Canada.

The only region to record a substantial increase was British Columbia where sales were $18 \%$ higher than in January, 1947. Small gains of $2 \%$ and $1 \%$ were recorded in the Prairies and in Quebec. Ontario sales were down $1 \%$ while in the Maritimes, a drop of $6 \%$ was reported. Compared with December, 1947, the eastern provinces all showed decreased sales volumes in January, 1948, while the Prairie Provinces and British Columbia registered advances of $11 \%$ and $2 \%$ respectively.

## Fruit and Vegetable Dealers' Sales

The downward trend in dollar sales volume of fruits and vegetable dealers which has been in evidence for the past twelve months continued into January, 1948 when sales were $11 \%$ below January, 1947 and $20 \%$ below December, 1947. Decreases by regions were as follows: Western Provinces, $15 \%$; Ontario, $9 \%$; Maritimes and Quebec combined, $8 \%$.

## Grocers' Inventories

Stocks in the hands of wholesale grocers at the end of January. 1948 were valued $8 \%$ above those on hand at the end of January a year ago and $4 \%$ lower than at the end of December, 1947. Inventories at the bee ginning of January are normally $63 \%$ in excess of sales in that month (based on the average experience of 1935 to 1942). Stocks on hand at the begin

| Division | Number of firms reporting | Dollar Sales (add 000) |  | Per cent change |
| :---: | :---: | :---: | :---: | :---: |
|  |  | January, 1947 | $\begin{gathered} \text { January, } \\ 1948 \end{gathered}$ | $\frac{\text { January, }}{\frac{1948}{} \text { over }} \begin{gathered} \text { January, } \\ 1947 \end{gathered}$ |
| CANADA | 78 | 26.304 | 26,840 | $+2.0-4.1$ |
| Maritime Provinces. | 16 | 3,682 | 3,458 | -6.1 -10.2 |
| Quetre ........... | 21 | 3,192 | 3,238 | $+1.4-24.5$ |
| Ontario ............ | 23 | 8,983 | 8,931 | - $0.6-8.0$ |
| Prairie Provinces .. | 12 | 6,776 | 6,895 | +1.8 +11.3 |
| British Columbia ... | 6 | 3,671 | 4,318 | +17.6 +2.3 |

Wholesale Fruit and Vegetable Trade by Economic Divisions

| Division |  | Dollar Sales (add 000) |  | Per cent change |
| :---: | :---: | :---: | :---: | :---: |
|  |  | January, 1947 | $\begin{gathered} \text { January } \\ 1948 \end{gathered}$ | $\frac{\text { January, } \frac{1948}{} \frac{\text { over }}{\text { January, }}$ December,  <br> 1947$\quad 1947}{}$ |
| CANADA | 45 | 7,945 | 7,058 | $-11.2-20.4$ |
| Maritimes and Quebec . | 16 | 1,585 | 1,452 | - 8.4 -29.4 |
| Ontario | 17 | 3,346 | 3,046 | -9.0-8.4 |
| Western Provinces. | 12 | 3,014 | 2,560 | -15.1 -28.0 |

Chain Stores - January, 1948 sales of 954 chain store units operated by 24 chain companies in the food retailing field were $60 \%$ higher than sales of 947 stores operated by the same 24 firms in January, 1947. Average sales per store in January, 1948 were $\$ 31,109,59 \%$ above the $\$ 19,580$ average for the same month of the previous year.

Extensive gains wers recorded in all sections of the country. Comparison of Stores and Sales for January, 1947 and 1948

|  | January, 1947 |  | January, 1948 |  | \% Change, <br> In Sales <br> January, 1948 <br> January, 1947 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | No. of Stores | Sales | NO. of Stores | Sales |  |
|  |  | \% |  | \% |  |
| CANADA | 947 | 18,542,200 | 954 | 29,677,700 | +60.1 |
| Maritime Provinces | 53 | 652,600 | 54 | 947,300 | +45.2 |
| Quebec ............. | 162 | 4,070,900 | 161 | 5,892,200 | +44.7 |
| Ontario ............ | 476 | 9,788,400 | 477 | 15,845,800 | +61.9 |
| Prairie Provinces .. | 100 | 2,041,600 | 100 | 3,518,900 | +72.4 |
| Eritish Columbia ... | 156 | 1,988,700 | 162 | 3,473,500 | +74.7 |

Independent Stores $=$ An increase of $11 \%$ in independent food store sales in Ontario was the highest recorded in January. This was closely followed in the Maritime Provinces and British Columbia with gains of $10 \%$. Advances in other regions of the country ranged from $3 \%$ to $7 \%$, while the Dominion verage was $9 \%$ higher than last year.

Comparison of Sales Reported for January, 1947 and 1948

| No. of | No | \% Change in Sales |
| :---: | :---: | :---: |
| Stores |  |  |
| Reporting | Reporting | An Increase |


| CANADA ...... | 164 | 757 | $+8.5$ |
| :---: | :---: | :---: | :---: |
| Maritime Provinces. | 164 | 107 | +9.7 |
| Quebec | 265 | 185 | +6.7 |
| Ontario | 361 | 244 | +10.9 |
| Manitoba | 86 | 50 | + 5.0 |
| Saskatchewan | 69 | 30 | + 3.2 |
| Alberta | 104 | 60 | + 5.8 |
| British Columbia | 115 | 81 | +10.2 |

> STATISTICS CANADA LIBRARY


1010708627

