63-0-01

C.2 ma Stick

Published by Authority of the Rt. Hon. C. D. Howe

Minister of Trade and Commerce

DEFARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS

OTTAWA, CANADA

Dominion Statistician:
Director, Division of Census of Industry and Merchandising:
Chief, Merchandising and Services Statistics:
Vol. 10 - No. 1.

Herbert Marshall W. H. Losee C. H. McDonald

16-4050

11

#### 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 December, 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

PESEARCH DEPRINT

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 beginning 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 beginning of January this year were 43% in excess of sales in that month.

Year's Subscription, \$1.00 Single Copies, .10

# Wholesale Grocery Trade by Economic Divisions

Division	Number of	Dollar Sales (add 000)		Per cent change	
	firms reporting	January, 1947	January, 1948	January, January, 1947	December, 1947
CANADA	78	26,304	26,840	+ 2.0	- 4.1
aritime Provinces .	16	3,682	3,458	- 6.1	-10.2
uetwo	21	3,192	3,238	+ 1.4	-24.5
ntario	23	8,983	8,931	- 0.6	- 8.0
rairie Provinces	12	6,776	6,895	+ 1.8	+11.3
ritish 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	
	Number of firms	January,	January,	January, 1948 over January, December,	
	reporting	\$	\$	1947	1947
			The state of the s		
CANADA	45	7,945	7,058	-11.2	-20.4
			1211.2		
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

PARE

- 3 -RETAIL TRADE

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 were recorded in all sections of the country.

## Comparison of Stores and Sales for January, 1947 and 1948

	January, 1947		January, 1948		% Change, In Sales
	No. of Stores	Sales	No. of Stores	Sales	January, 1948 January, 1947
		\$		\$	
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
British 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 everage was 9% higher than last year.

# Comparison of Sales Reported for January, 1947 and 1948

	No. of Stores Reporting	No. Reporting An Increase	% Change in Sales January, 1948 January, 1947
CANADA · · · · · · ·	1,164	757	+ 8.5
Maritime Provinces.	164	107	+ 9.7
Quebec	265	185	+ 6.7
ntario	361	244	+10.9
lani toba	86	50	+ 5.0
askatchewan	69	30	+ 3.2
lberta	104	60	+ 5.8
British Columbia	115	81	+10.2

STATISTICS CANADA LIBRARY BIBLIOTHEQUE STATISTIQUE CANADA 1010708627