

T. Gordon
P. Beir
C. Strike

Published by Authority of the Rt. Hon. C.D. Howe,
 Minister of Trade and Commerce
 DEPARTMENT OF TRADE AND COMMERCE
 DOMINION BUREAU OF STATISTICS
 MERCHANDISING AND SERVICES STATISTICS
 OTTAWA, CANADA

Dominion Statistician:	Herbert Marshall
Director, Division of Census of Industry and Merchandising:	W. H. Losee
Chief, Merchandising and Services Statistics:	C. H. McDonald

Vol. 10 of Canada

16-4050

14

CURRENT TRENDS IN FOOD DISTRIBUTION

February, 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

The dollar volume of sales of wholesale grocers in Canada for February, 1948 was practically unchanged from that of February a year ago and was 7% below the January figures, according to statements submitted by 78 of the larger wholesalers across the country.

British Columbia continued to record sales well in advance of last year's dollar volume, while a gain of 9% was reported by Quebec wholesalers and of 2% by those in the Maritime Provinces. Sales in Ontario and the Prairie Provinces were 5% and 4% respectively below February, 1947.

Fruit and Vegetable Dealers' Sales

Sales of wholesalers of fruits and vegetables in February were 7% below the dollar volume of February, 1947, but were 5% higher than the dollar sales in January. These figures are based on statements from 49 of the larger wholesalers across Canada. Reports from the Maritimes and Quebec showed a slight increase over February last year, but sales in the other regions continued below the 1947 level. Compared with January, a substantial gain of 34% was recorded for the Maritimes and Quebec combined and a more moderate increase of 5% was shown for the Western Provinces. Dollar volume of sales in Ontario was 5% below that in January.

Grocers' Inventories

Inventories of wholesale grocers at the end of February, 1948 were 4% higher in value than at the same date a year ago but were 8% below the value reported at the end of the preceding month. Stocks at the beginning of February are normally 66% in excess of sales in that month. Wholesale grocers' inventories at the beginning of February this year were valued 49% in excess of sales.

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

Wholesale Grocery Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change	
		February 1947	February 1948	February, 1948 over February, 1947	January, 1948
		\$	\$		
CANADA	78	24,232	24,312	+ 0.3	- 7.0
Maritime Provinces .	16	3,203	3,268	+ 2.0	- 3.7
Quebec	19	2,546	2,780	+ 9.2	+11.3
Ontario	23	8,147	7,726	- 5.2	-13.2
Prairie Provinces ..	14	6,876	6,585	- 4.2	- 6.5
British Columbia ...	6	3,460	3,953	+14.2	- 9.8

Wholesale Fruit and Vegetable Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change	
		February 1947	February 1948	February, 1948 over February, 1947	January, 1948
		\$	\$		
CANADA	49	7,750	7,211	- 7.0	+ 5.3
Maritimes and Quebec.	18	1,717	1,728	+ 0.7	+34.0
Ontario	18	3,156	2,940	- 6.8	- 5.2
Western Provinces ...	13	2,877	2,543	-11.6	+ 5.2

RETAIL TRADE

Chain Stores - February, 1948 sales of 935 chain store units operated by 23 chain companies in the food retailing field were 43% higher than sales of 929 stores operated by the same 23 firms in February, 1947. Average sales per store in February, 1948 were \$27,498, 42% above the \$19,359 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 February, 1947 and 1948

	February, 1947		February, 1948		% Change, In Sales February, 1948 February, 1947
	No. of Stores	Sales \$	No. of Stores	Sales \$	
CANADA	929	17,984,300	935	25,710,200	+43.0
Maritime Provinces .	53	636,400	53	864,300	+35.8
Quebec	162	4,018,200	161	5,491,200	+36.7
Ontario	481	9,505,200	484	14,317,600	+50.6
Prairie Provinces ..	92	1,959,200	92	2,461,700	+25.7
British Columbia ...	141	1,865,300	145	2,575,400	+38.1

Independent Stores - Sales of independent food stores in eastern Canada showed a firmer trend than those in the west. Decreases were reported for each of the three Prairie Provinces. Gains recorded elsewhere were of minor proportions and far below the scale of those shown by chain food stores.

Comparison of Sales Reported for February, 1947 and 1948

	No. of Stores Reporting	No. Reporting An Increase	% Change in Sales February, 1948 February, 1947
CANADA	1,121	548	+ 2.8
Maritime Provinces .	156	78	+ 3.5
Quebec	255	142	+ 4.5
Ontario	357	196	+ 5.5
Manitoba	81	35	- 1.6
Saskatchewan	62	13	- 7.5
Alberta	99	36	- 2.8
British Columbia ...	111	48	+ 0.5



1010708629