

63-12-01
C. 2
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 - No. 7. | 16-4050 11 |

CURRENT TRENDS IN FOOD DISTRIBUTION

SEP 17 1948

July, 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

Wholesale Grocers' Sales

Dollar volume of sales of wholesale grocers in July, 1948 was 11% higher than in July last year and 8% above June, 1948, according to statements submitted by 71 of the larger firms across Canada. Sales for the first seven months of 1948 were 7% in excess of the dollar volume for the corresponding period of 1947. A decrease of 7% in dollar sales compared with July a year ago was recorded by grocers in Quebec, while those in Ontario and the Maritime Provinces had gains of 7% and 8%, and in British Columbia and the Prairie Provinces, of 19% and 21% respectively.

Fruit and Vegetable Wholesalers' Sales

Sales of fruit and vegetable dealers in July, 1948 were 23% lower in dollar volume than in July, 1947 and were 1% below the volume in June this year according to statements of 46 of the larger dealers across the country. Cumulative sales for the year to date were 17% lower than for the first seven months of 1947. British Columbia sales were down 27%; the Maritimes and Quebec combined, 22%; and Ontario, 17%.

Grocers' Inventories

Stocks in the hands of wholesale grocers at the end of July this year were 3% higher in value than those held at the same date a year ago, and 9% above the value of stocks on hand at the end of June this year. Inventories at the beginning of July are normally 7% in excess of sales in that month - based on the average of 1935-1942 - while stocks on hand at the beginning of July this year were valued 20% lower than the sales volume for July.

| | | |
|--------|---------------------|--------|
| Price: | 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 | | |
|--------------------|------------------------------------|---------------------------|---------------|---|-------|--|
| | | July, 1947 | July, 1948 | July, 1948 over July, June, 1947 1948 | | Jan. - to- July, 1948 Jan. - to- July, 1947 |
| | | \$ | \$ | | | |
| CANADA | 71 | 29,129 | 32,364 | +11.1 | + 7.7 | + 7.3 |
| Maritime Provinces | 13 | 3,764 | 4,057 | + 7.8 | + 3.7 | + 6.8 |
| Quebec | 17 | 3,403 | 3,183 | - 6.5 | + 1.8 | + 3.0 |
| Ontario | 22 | 10,015 | 10,740 | + 7.2 | + 3.3 | + 4.2 |
| Prairie Provinces. | 13 | 7,705 | 9,337 | +21.2 | +18.6 | + 8.7 |
| British Columbia.. | 6 | 4,242 | 5,047 | +19.0 | + 2.5 | +15.3 |

Wholesale Fruit and Vegetable Trade by Economic Divisions

| Division | Number of firms reporting | Dollar Sales (add 000) | | Per cent change | | Jan. - to- |
|---------------------|------------------------------------|---------------------------|---------------|-----------------|---------------|-------------------------|
| | | July, 1947 | July, 1948 | July, 1948 over | | July, 1948 |
| | | | | July, 1947 | June, 1948 | Jan. -to- July, 1947 |
| | | \$ | \$ | | | |
| CANADA | 46 | 13,863 | 10,746 | -22.5 | - 0.7 | -17.1 |
| Maritimes & Quebec. | 14 | 2,405 | 1,874 | -22.1 | -10.6 | -17.6 |
| Ontario | 18 | 4,984 | 4,121 | -17.3 | - 4.1 | -11.3 |
| Western Provinces . | 14 | 6,474 | 4,751 | -26.6 | +12.3 | -22.3 |

RETAIL TRADE

Chain Stores - July, 1948 sales of 956 chain store units operated by 24 chain companies in the food retailing field were 40% higher than sales of 956 stores operated by the same 24 firms in July, 1947. Average sales per store were \$32,688 in July, 1948 and \$23,344 in the same month of the previous year.

Increases exceeded 32% in all parts of the country, the largest gains (43%) occurring in Ontario and British Columbia.

Comparison of Stores and Sales for July, 1947 and 1948

| | July, 1947 | | July, 1948 | | % Change in Sales July, 1948 July, 1947 |
|-------------------------|------------------|-------------|------------------|-------------|--|
| | No. of Stores | Sales \$ | No. of Stores | Sales \$ | |
| CANADA | 956 | 22,316,900 | 956 | 31,249,600 | +40.0 |
| Maritime Provinces | 74 | 1,000,700 | 73 | 1,324,800 | +32.4 |
| Quebec | 162 | 4,599,000 | 163 | 6,277,000 | +36.5 |
| Ontario | 481 | 11,955,700 | 479 | 17,084,700 | +42.9 |
| Prairie Provinces | 98 | 2,586,900 | 97 | 3,464,000 | +33.9 |
| British Columbia | 141 | 2,174,600 | 144 | 3,099,100 | +42.5 |

Independent Stores - Sales of independent food stores were 13% higher in July this year than in July, 1947. Increases were fairly uniform from the Maritimes to Saskatchewan, ranging from 12% to 17%. In Alberta and British Columbia the margin of gain was reduced to 9% and 8%.

Comparison of Sales Reported for July, 1947 and 1948

| | No. of Stores Reporting | No. Reporting An Increase | % Change in Sales July, 1948 July, 1947 |
|--------------------------|-------------------------------|---------------------------------|---|
| CANADA | 760 | 555 | +13.0 |
| Maritime Provinces | 128 | 102 | +14.3 |
| Quebec | 169 | 123 | +11.7 |
| Ontario | 205 | 149 | +16.9 |
| Manitoba | 48 | 32 | +12.0 |
| Saskatchewan | 34 | 28 | +14.4 |
| Alberta | 62 | 46 | + 9.4 |
| British Columbia | 114 | 75 | + 7.8 |



1010708639