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CURRENT TRENDS IN FOOD DISTRIBUTION, JUNE, 1941

Introduction

Indexes reflecting current trends in food distribution in Canada have been published for some years, indexes of retail and wholesale grocery trading establishments forming components of the two regular monthly bulletins on retail and wholesale trade issued by the Internal Trade Branch of the Dominion Bureau of Statistics. This series brings together in one report the information on retail and wholesale grocery sales contained in the other bulletins thus facilitating a comparison of the trends in monthly sales in the two stages of food distribution.

Wholesale Trade

Sales of 74 of the larger wholesale grocery firms in Canada averaged 9 per cent higher in June of this year than last but were 4 per cent below the May level. The 9 per cent increase over June, 1940 is higher than the increase recorded in the May comparison but is considerably smaller than the percentage gains recorded in April and March when gains of 23 per cent and 20 per cent respectively were registered over the corresponding months of 1940. Sales for the first six months of 1941 stand 11 per cent above the level for the first four months of 1940.

Results by economic divisions indicate that sales showed larger gains in the extreme East and West than in other regions. Wholesale grocers in British Columbia reported a gain of 17 per cent in sales over June last year. Sales in the Maritimes were up 12 per cent; the Prairies and Quebec up 9 per cent, while sales in Ontario were up only 5 per cent over June of last year.

Wholesale Grocery Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change		
		June 1940	June 1941	June, 1941 over		Year to date 1941 1940
				June 1940	May 1941	
CANADA	74	15,147	16,486	+ 8.8	- 4.2	+ 10.5
Maritimes	15	1,596	1,789	+ 12.1	- 5.0	+ 15.1
Quebec	21	2,250	2,452	+ 9.0	- 8.6	+ 5.6
Ontario	21	5,149	5,388	+ 4.6	+ 0.9	+ 10.9
Prairies	11	4,296	4,690	+ 9.2	- 5.8	+ 8.6
British Columbia	6	1,856	2,167	+ 16.8	- 9.9	+ 16.2

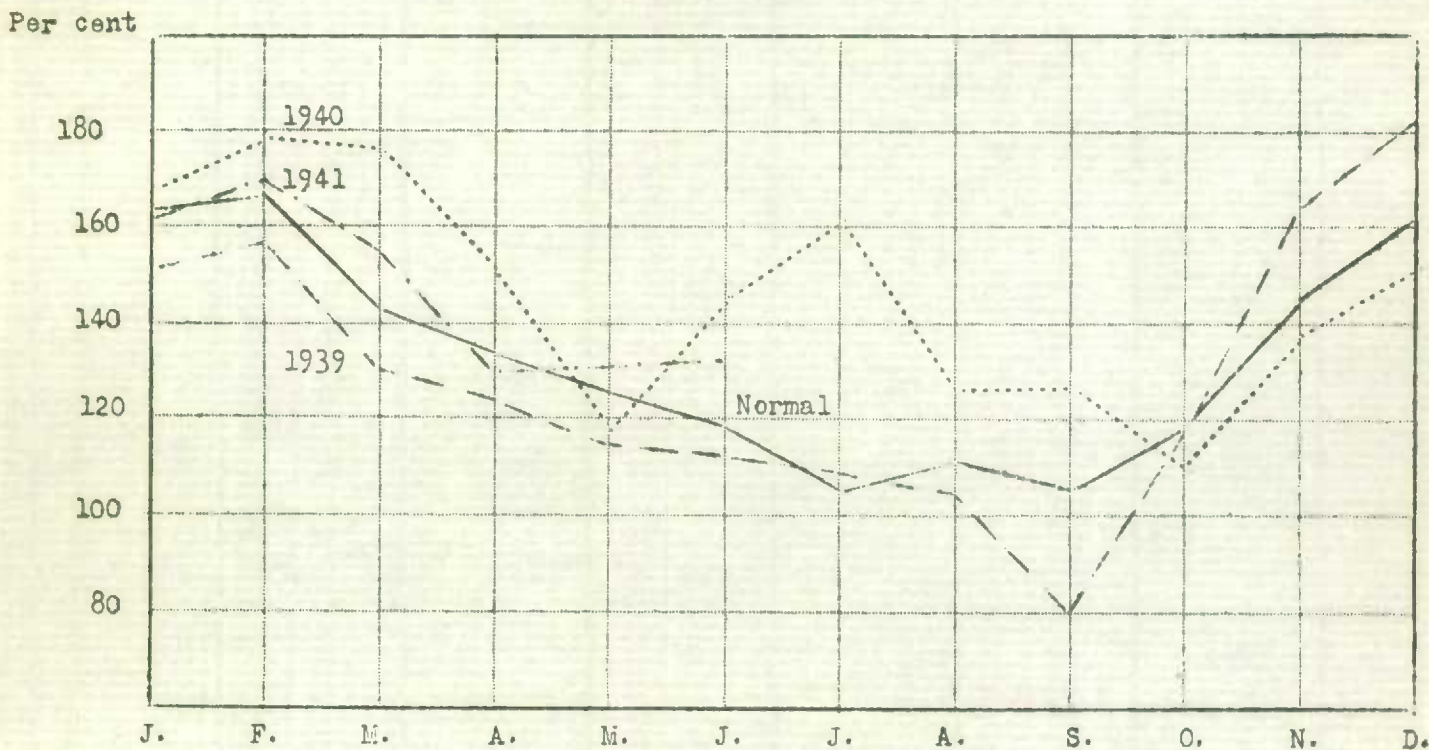
Stocks

Inventories carried by the wholesale grocery trade were down 6 per cent at the end of June from the corresponding date of 1940 and were 6 per cent lower than inventories at the end of May, 1941. Stocks on hand at any period must be considered in relation to sales in the immediately following period. Stocks on hand at the beginning of June normally amount to approximately 118 per cent of the June turnover. Stocks on hand at the end of May formed 132 per cent of the June sales, indicating that stocks on hand at the beginning of the month were substantially higher than the normal inventory position for that time of year.

Wholesale Grocery Trade -- Percentage that Stocks on Hand

at Beginning of Month Bear to Sales During Month

(Normal = Average for 1935 - 1939)



Retail Trade

Chain Stores

Sales of 1,014 chain store units operated by 25 chain companies in the food retailing field averaged 8 per cent higher in June, 1941 than sales of 1,104 units operated by the same 25 firms in June a year ago. Average sales per store were \$11,187 in June of this year, 18 per cent greater than the \$9,508 average in the same month of 1940. A considerable reduction in the number of stores operated by the reporting chain companies is responsible, to some extent, for the increased sales volume per store.

Increases in various regions of the country were as follows: 10 per cent in Ontario and in British Columbia; 8 per cent in Quebec and 2 per cent in the Prairie Provinces. Average daily sales for food chains increased 16 per cent in June of this year over last.

Comparison of Stores and Sales for June, 1940 and 1941

Division	June, 1940		June, 1941		Per cent change in Sales
	No. Stores	Sales	No. Stores	Sales	
CANADA	1,104	10,496,385	1,014	11,343,314	+ 8.1
Quebec	210	2,148,672	191	2,319,878	+ 8.0
Ontario	591	5,861,085	555	6,415,467	+ 9.5
Prairie Provinces	193	1,448,156	167	1,469,360	+ 1.5
British Columbia	110	1,038,472	101	1,138,609	+ 9.6

Independent Stores

Dollar sales of 956 independent grocery and combination stores were 4 per cent higher in June, 1941 than in June, 1940. Quebec and the Maritime Provinces showed a gain of 7 per cent, while Ontario and Manitoba reported smaller increases of 4 and 3 per cent respectively. Saskatchewan and Alberta remained practically unchanged and British Columbia sales were 2 per cent lower than in June, 1940.

Comparison of Sales Reported for June, 1940 and 1941

Division	No. stores reporting	No. reporting increase	Per cent change in sales
CANADA	956	564	+ 4.5
Maritimes	136	94	+ 7.4
Quebec	212	140	+ 7.1
Ontario	367	217	+ 4.2
Manitoba	65	31	+ 3.0
Saskatchewan	38	18	- 0.8
Alberta	60	26	+ 0.4
British Columbia	78	38	- 2.3



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The following table shows the number of persons in the population of Canada, by age and sex, in 1981. The population is shown in thousands. The population of Canada in 1981 was 26,000,000. The population of Canada in 1981 was 26,000,000. The population of Canada in 1981 was 26,000,000.

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Population of Canada, by age and sex, 1981

Age group	Male	Female	Total
0-4	1,100,000	1,100,000	2,200,000
5-9	1,000,000	1,000,000	2,000,000
10-14	900,000	900,000	1,800,000
15-19	800,000	800,000	1,600,000
20-24	700,000	700,000	1,400,000
25-29	600,000	600,000	1,200,000
30-34	500,000	500,000	1,000,000
35-39	400,000	400,000	800,000
40-44	300,000	300,000	600,000
45-49	200,000	200,000	400,000
50-54	100,000	100,000	200,000
55-59	50,000	50,000	100,000
60-64	20,000	20,000	40,000
65-69	10,000	10,000	20,000
70-74	5,000	5,000	10,000
75-79	2,000	2,000	4,000
80-84	1,000	1,000	2,000
85-89	500	500	1,000
90-94	200	200	400
95-99	100	100	200
100+	50	50	100

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30-34	500,000	500,000	1,000,000
35-39	400,000	400,000	800,000
40-44	300,000	300,000	600,000
45-49	200,000	200,000	400,000
50-54	100,000	100,000	200,000
55-59	50,000	50,000	100,000
60-64	20,000	20,000	40,000
65-69	10,000	10,000	20,000
70-74	5,000	5,000	10,000
75-79	2,000	2,000	4,000
80-84	1,000	1,000	2,000
85-89	500	500	1,000
90-94	200	200	400
95-99	100	100	200
100+	50	50	100