

Published by Authority of the HON. JAMES A. MacKINNON, M.P.
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;

A. C. Steedman

Vol. 9 - No. 1

16-4050

CURRENT TRENDS IN FOOD DISTRIBUTION, JANUARY, 1947

Indexes reflecting current trends in food distribution in Canada have been published for some years, indexes of retail grocery and wholesale grocery and fruits and vegetables sales forming components of the two regular monthly bulletins on retail and wholesale trade issued by the Merchandising and Services Statistics of the Dominion Bureau of Statistics. This series brings together in one report the information on retail grocery and wholesale grocery and fruit and vegetable 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

The dollar sales volume of wholesale grocers in January, 1947 was 16 per cent higher than in January, 1946 and 7 per cent above that in December, 1946, according to statements received from 71 of the larger firms across Canada. The increase over January, 1946 was common to all regions of the country but was greater in the west than in the east. Grocers' sales in the Maritime Provinces were 6 per cent higher than in January, 1946, with progressively larger increases amounting to 14 per cent in Quebec, 16 per cent in Ontario, 18 per cent in the Prairie Provinces, and 21 per cent in British Columbia.

Sales of fruit and vegetable wholesalers continued to decline in January, 1947 when sales were 6 per cent below the corresponding month last year and 21 per cent less than sales in December, 1946. These percentages are based on statements submitted by 47 of the larger dealers across Canada. Those in the Maritime Provinces and Quebec reported a decrease from January, 1946 of 8 per cent, in Ontario the decrease was 9 per cent, while wholesalers in the Western Provinces registered a drop of one per cent in sales of fruits and vegetables.

Wholesale grocers valued their stocks on hand at the end of January, 1947, 44 per cent higher than inventories at the same date last year. There was practically no change in inventory value from that held at the end of December, 1947. Inventories at the beginning of January are normally 63 per cent in excess of sales in that month. Stocks at the beginning of January this year were valued 33 per cent higher than the sales during that month.

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	
		January, 1946	January, 1947	January, 1947 over January, December, 1946 1946	
		\$	\$		
CANADA	71	21,873	25,317	+15.7	+ 7.0
Maritime Provinces ..	14	2,753	2,920	+ 6.1	+ 4.4
Quebec	19	2,838	3,247	+14.4	-15.6
Ontario	22	7,694	8,945	+16.3	+10.6
Prairie Provinces ...	10	5,541	6,534	+17.9	+19.6
British Columbia	6	3,047	3,671	+20.5	- 0.8

Wholesale Fruit and Vegetable Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change	
		January, 1946	January, 1947	January, 1947 over January, December, 1946 1946	
		\$	\$		
CANADA	47	8,563	8,083	- 5.6	-21.3
Maritimes and Quebec	16	1,688	1,560	- 7.5	-31.0
Ontario	18	3,764	3,439	- 8.6	-11.1
Western Provinces ..	13	3,111	3,084	- 0.9	-27.4

Retail Sales
Chain Stores

January, 1947 sales of 872 chain store units operated by 25 chain companies in the food retailing field were 15 per cent higher than sales of 881 stores operated by the same 25 firms in January, 1946. Average sales per store in January, 1947 were \$20,704, 16 per cent above the \$17,818 average for the same month of the previous year.

Quebec reported the largest increase in chain food store sales in January of this year compared with last. A gain of 19 per cent in that province was the only one to surpass the 15 per cent advance for Canada as a whole. Ontario experienced a 15 per cent gain, which was closely followed by increases of 13 per cent in British Columbia, 12 per cent in the Prairie Provinces and 10 per cent in the Maritime Provinces.

Comparison of Stores and Sales for January, 1946 and 1947

	January, 1946		January, 1947		% Change In Sales Jan., 1947 Jan., 1946
	No. of Stores	Sales \$	No. of Stores	Sales \$	
CANADA	881	15,697,800	872	18,054,300	+15.0
Maritimes	30	424,300	31	464,800	+ 9.6
Quebec	163	3,414,300	162	4,070,900	+19.2
Ontario	495	8,537,100	488	9,787,100	+14.6
Prairie Provinces ...	101	1,836,600	100	2,052,300	+11.7
British Columbia	92	1,485,500	91	1,679,200	+13.0

Independent Stores

Independent food stores did 8 per cent more business in January, 1947 than in the same month of last year. Quebec and Ontario led other regions with increases of 11 and 10 per cent respectively. Sales gains in the Prairie Provinces averaged 8 per cent, while a smaller increase of 5 per cent was recorded in British Columbia and one of 2 per cent in the Maritime Provinces.

Comparison of Sales Reported for January, 1946 and 1947

	No. of Stores Reporting	No. Reporting An Increase	% Change In Sales January, 1947 January, 1946
CANADA	1,129	720	+ 8.3
Maritimes	162	78	+ 1.7
Quebec	261	186	+11.4
Ontario	349	230	+ 9.8
Manitoba	80	50	+ 7.4
Saskatchewan	71	47	+ 8.3
Alberta	97	62	+ 8.1
British Columbia ..	109	67	+ 5.1



1010708603