

APR 11 1947

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. 2

16-4050

CURRENT TRENDS IN FOOD DISTRIBUTION, FEBRUARY, 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 volume of wholesale grocers' sales in February, 1947, was 16 per cent above February last year but declined 6 per cent below the January 1947 level, according to statements received from 75 of the larger firms across Canada. Wholesale grocers' sales in Quebec were up 10 per cent and in the Maritime Provinces and British Columbia, 13 per cent over February a year ago. More substantial gains of 18 per cent and 20 per cent were recorded for the Prairie Provinces and Ontario respectively.

Sales of wholesale dealers in fruits and vegetables continued below last year's dollar volume according to statements submitted by 46 of the larger firms across Canada. Sales in February, 1947, were 8 per cent below February, 1946, but 3 per cent above January, 1947. The decrease from last year was general across Canada. Wholesale sales in the Maritimes and Quebec were 7 per cent below February, 1946. In the Western Provinces, the decrease was 8 per cent, and in Ontario, 9 per cent.

Stocks on hand at the end of February in the wholesale grocery trade were valued 41 per cent higher than at the same date last year and were only 2 per cent lower than at the end of January, 1947. Inventories at the beginning of February are normally 66 per cent in excess of sales during that month. Stocks at the beginning of February this year were 42 per cent in excess of sales, indicating that while there was some improvement over the past few months, the stock position of wholesale grocers was still below normal.

Wholesale Grocery Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change	
		February, 1946	February, 1947	February, 1947 over February, 1946	January, 1947
		\$	\$		
CANADA	75	21,093	24,493	+16.1	- 5.9
Maritime Provinces ..	16	2,817	3,188	+13.2	-11.6
Quebec	18	2,771	3,052	+10.2	+ 0.7
Ontario	22	6,772	8,130	+20.1	-10.0
Prairie Provinces ...	13	5,661	6,663	+17.7	- 0.6
British Columbia	6	3,072	3,460	+12.6	- 7.1

Wholesale Fruit and Vegetable Trade by Economic Divisions

Division	Number of firms reporting	Dollar Sales (add 000)		Per cent change	
		February, 1946	February, 1947	February, 1947 over February, 1946	January, 1947
		\$	\$		
CANADA	46	8,341	7,639	- 8.4	+ 2.8
Maritimes and Quebec	15	1,679	1,564	- 6.9	+30.3
Ontario	18	3,484	3,161	- 9.3	- 6.5
Western Provinces ..	13	3,178	2,914	- 8.3	-26.8

- 3 -
Retail Trade

Chain Stores - February, 1947 sales of 874 chain store units operated by 26 chain companies in the food retailing field were 15 per cent higher than sales of 885 stores operated by the same 26 firms in February, 1946. Average sales per store in February, 1947 were \$20,276, 16 per cent above the \$17,487 average for the same month of the previous year.

The largest increase in chain food store sales was recorded in Quebec. A gain of 22 per cent in February of this year compared with last in that province far exceeded increases for all other regions. The Maritime Provinces experienced a 15 per cent advance, which was the same as the Dominion average. Ontario, the Prairie Provinces and British Columbia all reported gains of approximately 12 per cent.

Comparison of Stores and Sales for February, 1946 and 1947

	February, 1946		February, 1947		% Change In Sales Feb., 1947 Feb., 1946
	No. of Stores	Sales	No. of Stores	Sales	
CANADA	885	\$ 15,476,600	874	\$ 17,721,200	+14.5
Maritime Provinces	32	427,400	32	490,900	+14.9
Quebec	164	3,344,700	164	4,082,700	+22.1
Ontario	492	8,430,300	484	9,468,100	+12.3
Prairie Provinces.	105	1,799,100	103	2,028,300	+12.7
British Columbia .	92	1,475,100	91	1,651,200	+11.9

Independent Stores - Independent food stores did 7 per cent more business in February 1947 than in the same month of 1946. Increases throughout the country ranged from 3 per cent in the Maritime Provinces to 11 per cent in Alberta. All other regions recorded uniform gains of 7 or 8 per cent over last year.

Comparison of Sales Reported for February, 1946 and 1947

	No. of Stores Reporting	No. Reporting An Increase	% Change in Sales February, 1947 February, 1946
CANADA	1,178	725	+ 7.0
Maritimes	170	81	+ 2.8
Quebec	274	167	+ 7.1
Ontario	367	236	+ 7.9
Manitoba	82	51	+ 6.8
Saskatchewan	72	51	+ 8.2
Alberta	100	67	+10.6
British Columbia ..	113	72	+ 7.1

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010708605