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BREAKFAST FOODS

AND OTHER

CEREAL PRODUCTS INDUSTRY,

1930

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DEPARTMENT OF TRADE AND COMMERCE
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Dominion Statistician: R. H. Coats, B.A. F.S.S. (Hon.), F.R.S.C.
Acting Chief, Census of Industry: A. Cohen B. Com.

BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY, 1930.

Ottawa, April 1932:- A report on the "breakfast foods and other cereal products" industry in Canada is herewith presented for the year 1930. This is the first time that a report is prepared on this industry. Prior to 1930, producers of breakfast foods and other cereal products were included with the "miscellaneous food industry". It should be remembered that the statistics published in the present report refer only to firms whose principal products are breakfast foods or other cereal products. These products are also made in the flour milling industry which is covered by a separate report. In order, however, to give a comprehensive summary of the production of breakfast foods and other cereal products, table 2 has been prepared to show the production of these items in this as well as other industries. According to this table, the total output of breakfast foods and other cereal products in 1930 was valued at $8,068,511. This figure is exclusive of oatmeal and rolled oats which are exclusively produced in the flour milling industry.

According to table 1, firms whose principal products were breakfast foods and other cereal products numbered 14 in 1930. Of these, 11 were located in Ontario, 1 in Nova Scotia, 1 in Manitoba and 1 in British Columbia. These firms reported a capital investment of $8,430,942, they furnished employment to 453 persons who were paid $611,645 in salaries and wages. They also spent $2,553,523 for materials and produced goods with a selling value at the factory of $6,599,442. The industry is largely concentrated in the province of Ontario. The 11 plants located there employed 98.6 per cent of the capital, 95.3 per cent of the persons engaged in the industry and produced 94.6 per cent of the total output.

Export of cereal foods are considerable. In 1930 they amounted to $2,476,169, 98 per cent of which went to the United Kingdom. Imports, however, are much smaller, amounting to only $264,474 in 1930, 93 per cent of the imports coming from the United States.

The tables which follow give detailed statistics of production, capital, employment, materials used, imports and exports, etc.

BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY, 1930.

Table 1. Principal Statistics of the Prepared Breakfast Foods and Other Cereal Products Industry, 1930.

Provinces	Establishments	Capital	Total Employees	Salaries and Wages	Cost of Materials	Gross Value of Products
	No.	$	No.	$	$	$
CANADA	14	8,430,942	453	611,645	2,553,523	6,599,442
Ontario	11	8,312,515	432	590,834	2,402,169	6,244,283
Other Provinces	3	118,427	21	20,811	151,354	355,159

Table 2. - Production of Breakfast Foods, Unprepared Cereal Products and Stock and Poultry Foods, 1930.

(Selling Value at the Factory)

Products	Produced in the "Breakfast Foods and Other Cereal Products" Industry	Produced in other industries
	$	$
Corn flakes, bran flakes, puffed rice, puffed wheat, shredded wheat, grape nuts, force and other prepared breakfast foods	5,792,822)	1,684,256
Unprepared cereal products	591,433)	
Stock and poultry foods	161,176	2,558,479
Other products	54,011	
Total	6,599,442	4,242,735

The above figures do not include the production of oatmeal and rolled oats.

Table 3. - Materials Used by the "Breakfast Foods and Other Cereal Products" Industry, 1930

	Unit	Quantity	Cost Value at the Works
			$
Wheat, corn and other grains		-	1,386,953
Malt	Lb.	729,022	20,013
Malt extract and syrup	"	580,208	46,484
Sugar	Cwt.	17,935	85,967
Salt	"	7,943	5,608
Other materials	-	-	16,309
Containers and other packaging materials ..	-	-	992,189
Total	-	-	2,553,523

BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY, 1930.

Table 4. - Capital Investment by Provinces, 1930.

Provinces	Fixed Capital	Working Capital		Total Capital
	Land, buildings, fixtures, machinery and tools	Materials on hand, stocks in process, etc.	Cash, trading and operating accounts, etc.	
	$	$	$	$
CANADA	2,392,166	606,724	4,932,052	8,430,942
Ontario	2,878,805	542,688	4,891,022	8,312,515
Other provinces .	13,361	64,036	41,030	118,427

Table 5. - Wage-earners Employed, by Months, 1930.

Months	CANADA		ONTARIO	
	Male	Female	Male	Female
	No.	No.	No.	No.
January	248	92	241	82
February	257	118	249	107
March	261	121	253	110
April	258	119	251	108
May	270	122	263	112
June	276	130	269	120
July	281	134	274	124
August	288	130	280	120
September	272	119	264	110
October	268	118	260	107
November	253	117	245	105
December	248	109	240	98
Total	3,180	1,429	3,089	1,303
Average number employed during the year	268	123	260	112

Table 6. - Employment by Sex, Remuneration and Provinces.

	Salaried Employees			Wage-earners			Total Employees		
	Male	Female	Salaries	Male	Female	Wages	Male	Female	Salaries and Wages
	No.	No.	$	No.	No.	$	No.	No.	$
CANADA	37	25	122,346	268	123	489,299	305	148	611,645
Ontario	35	25	120,126	260	112	470,708	295	137	590,834
Other Provinces.	2		2,220	8	11	18,591	10	11	20,811

BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY, 1930.

Table 7. - Power Installation according to Manufacturers' Rating, 1930.

	CANADA		ONTARIO	
	Number of Units	H. P.	Number of Units	H. P.
Steam engines and turbines	5	239	5	239
Gasoline, gas and oil engines	-	-	-	-
Hydraulic turbines or water wheels	8	260	8	260
Electric motors operated by purchased power	428	3,250	419	3,183
Total	441	3,749	432	3,682

Table 8. - Consumption of Fuel and Electricity, 1930.

Kind of Fuel	Unit of Measure	CANADA		ONTARIO	
		Quantity	Cost Value	Quantity	Cost Value
			$		$
Coal, Bituminous...	Ton	10,638	55,251	10,557	54,468
Coal, Anthracite...	"	6	77	6	77
Coke	"	93	647	93	647
Fuel Oils.....	Gallon	6,540	510	6,540	510
Wood.....	Cord	3	15	3	15
Gas	M. cu. ft.	20,939	19,118	20,939	19,118
Total Fuel ...	-	-	75,618	-	74,835
Electricity purchased	-	-	75,353	-	74,194

Table 9. - Imports of Cereal Foods, 1929 and 1930.

	1930		1929	
	Quantity	Value	Quantity	Value
	Lbs.	$	Lbs.	$
Cereal foods, prepared, in packages not exceeding 25 pounds weight each -				
United Kingdom	68,834	13,000	90,925	17,733
United States	1,140,763	150,604	1,796,151	226,838
Other Countries	11,072	2,272	63,280	3,935
Total	1,220,669	165,876	1,950,356	248,506
Cereal foods, prepared, n.o.p. -				
United Kingdom	-	2,241	-	1,800
United States	-	94,859	-	88,897
Other Countries	-	1,498	-	1,054
Total	-	98,598	-	91,751

BREAKFAST FOODS AND OTHER CEREAL PRODUCTS INDUSTRY, 1930.

Table 10. - Exports of Cereal Foods, 1929 and 1930.

	1930		1929	
	Quantity	Value	Quantity	Value
		$		$
Cereal foods, prepared, of all kinds -				
United Kingdom	-	2,427,137	-	2,363,311
United States	-	9,968	-	10,367
Other Countries	-	39,064	-	46,891
Total	-	2,476,169	-	2,420,569

The above figures do not include imports and exports of oatmeal and rolled oats.

LIST OF FIRMS MANUFACTURING PREPARED BREAKFAST FOODS AND OTHER CEREAL PRODUCTS.

CANADA 1930.

Federated Cereal Mills, Ltd.	1007 Barrington Street,	Halifax, N. S.
Canadian Postum Co. Ltd.		Windsor, Ontario.
Canadian Shredded Wheat Co. Ltd.		Niagara Falls, Ont.
Good Health Food Co. Ltd.	584 Grey Street,	London, Ontario.
Hecker H-O Company of Canada, Ltd.		Ayr, Ontario.
Jireh Food Company.	5 Jessie Street,	Brockville, Ontario.
Kellogg Company of Canada, Ltd.,	1107 Dundas Street,	London, Ontario.
John MacKay, Limited,		Bowmanville, Ontario.
Dr. Jackson Food Products, Ltd.,	108 Vine Avenue,	Toronto, Ontario.
The Quaker Oats Company, (Muffet Cereal Corporation)		St. Catharines, Ont.
Sunera Cereals, Limited,		Port Dover, Ontario.
I. Yung & Son Milling Co.,	11 Casimer Avenue,	Toronto, Ontario.
The Cream of Wheat Corporation,	312 Chamber Street,	Winnipeg, Manitoba.
Dina-Mite Food Co. Ltd.,	49 Broadway East,	Vancouver, B. C.

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