PROVINCE OF BRITISH COLUMBIA

THE MILK BOARD

ANNUAL REPORT

For the Year Ended December 31st

1953

VICTORIA, B.C.
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1954

To His Honour the Lieutenant-Governor in Council
of the Province of British Columbia.

MAY IT PLEASE YOUR HONOUR:

SIR,—We have the honour to transmit herewith, in accordance with section 67 of the "Public Utilities Act," the Eighth Annual Report of the Milk Board under that Act for the year ended December 31st, 1953.

THE MILK BOARD.

E. C. CARR, *Chairman.*
FRAUDENA EATON, *Member.*
H. M. KING, *Member.*

Vancouver, B.C., February 9th, 1954.

Eighth Annual Report of the Milk Board

For the Year Ended December 31st, 1953

This Report of the Milk Board is made in accordance with section 67 of the " Public Utilities Act " and covers the calendar year ended December 31st, 1953.

Tables giving up-to-date statistical information relative to sale of fresh fluid dairy products, similar to that given in previous Reports, are appended hereto.

A major change in Board Policy took place on October 1st, when the regulation of prices above the primary-producer level was discontinued.

AREAS UNDER CONTROL OF THE BOARD

Three new areas were brought under the control of the board during the year; namely, the Ladysmith, Parksville-Qualicum, and Alberni areas. Effective on December 15th, the Ladysmith and Nanaimo areas were consolidated. Areas now controlled within the Province are the Vancouver, Greater Victoria, Duncan, Ladysmith-Nanaimo, Parksville-Qualicum, Alberni, and Courtenay-Campbell River areas.

BOARD MEETINGS

The Board held eight public hearings during the year, as follows: Shawnigan Lake, February 2nd; Cowichan Lake, February 2nd; Ladysmith, February 3rd; Parksville, February 3rd; Port Alberni, February 4th; Cobble Hill, February 4th; Vancouver, August 4th, 5th, and 7th; and Nanaimo, November 30th. Two hearings were also held to deal with applications for certificates of public convenience and necessity, as follows: Vancouver, April 7th and 8th, *re* Lucerne Milk Company to equip and operate a processing and distributing plant in the City of Vancouver for the purpose of supplying milk and milk products to the retail stores of Canada Safeway Limited in Greater Vancouver, and Ladysmith, October 21st, *re* Baby's Own Dairy, Nanaimo, to extend its operations into the Ladysmith area. Transcripts of the proceedings of all hearings are on file in the office of the Board.

In addition, the Board held twenty-eight meetings in its office to deal with matters of policy and administration. Minutes of all these meetings are recorded in the minute-book of the Board. Throughout the year numerous conferences were also held with all classes of distributers engaged in the industry and others, in both controlled and uncontrolled areas, to discuss various matters pertaining to the production, supply, distribution, and sale of milk.

BONDING OF MILK-DEALERS

By Order in Council No. 607, approved the 13th day of March, 1953, His Honour the Lieutenant-Governor in Council approved Regulations *re* Bonding of Milk-dealers. Under these regulations every milk-dealer, on or before April 1st, 1953, and before being issued a Milk Board Distributer's Licence, Class I, had to establish financial responsibility to the satisfaction of the Milk Board in an amount sufficient to guarantee payment for all milk received from primary producers for use in the fluid trade.

These regulations have been satisfactorily put into effect, and financial responsibility in varying amounts, depending on method of paying primary producers, has been established by all Class I licence-holders for the licence-year 1953–54.

QUOTAS

Provisions of Order No. 40 (approved by Order in Council No. 2015), which became effective October 1st, provided for (1) the allotment of basic quotas to all licensed primary producers supplying milk for use in the fluid trade on or before February 15th, 1954; (2) the basis upon which such basic quotas shall be allotted; (3) the basis upon which such basic quotas may be revised and (or) basic quota may be allotted to new primary producers; (4) the establishment of Quota Committees for each milk-dealer's plant and for each co-operative, association, or agency; (5) the constitution and duties of said Committees; and (6) general regulations in respect of quotas.

ENFORCEMENT

Court proceedings were taken on three occasions for the following infractions of Milk Board orders:—

(1) Operating within a prescribed area without appropriate licence so to do:—
  (*a*) Found guilty in Magistrate's Court.
  (*b*) Conviction was quashed in the Supreme Court of British Columbia under an application for a writ of certiorari.

(2) Operating within a prescribed area without appropriate licence so to do:—
  (*a*) Found guilty in Magistrate's Court.
  (*b*) Appeal against conviction now pending.

(3) Failure to submit monthly reports of operation within the time prescribed in an order of the Board. Found guilty in Magistrate's Court.

LICENSING

Pursuant to the provisions of Orders Nos. 26 and 40, licences are issued for a period of twelve months, or portion thereof, ending on March 31st of the period in respect of which they are issued. A summary of 1953–54 licences issued, cancelled, and in effect at December 31st follows:—

Area	Class I, Milk-dealer			Class II, Milk-jobber			Class III, Producer-Distributer			Class IV, Primary Producer		
	Issued	Cancelled	In Effect Dec. 31, 1953	Issued	Cancelled	In Effect Dec. 31, 1953	Issued	Cancelled	In Effect Dec. 31, 1953	Issued	Cancelled	In Effect Dec. 31, 1953
Vancouver	23	—	23	1	—	1	4	—	4	4,458	79	4,379
Greater Victoria	4	—	4	3	—	3	26	—	26	245	—	245
Duncan	2	—	2	—	—	—	11	—	11	40	—	40
Ladysmith-Nanaimo	4	—	4	—	—	—	9	—	9	57	—	57
Parksville-Qualicum	1	—	1	—	—	—	4	—	4	------	—	------
Alberni	—	—	—	2	—	2	8	—	8	------	—	------
Courtenay-Campbell River	3	—	3	—	—	—	9	1	8	57	—	57
Totals	37	—	37	6	—	6	71	1	70	4,857	79	4,778

During the year eighteen Class IV licences were suspended upon complaint that the milk being shipped was not of suitable quality for use in the fluid trade, and sixteen Class IV licences were suspended upon complaint that the primary producers concerned were adulterating their shipments of milk by the addition of water. Only one licence had not been reinstated at December 31st. There was not any licence in any class cancelled for cause.

SUMMARY OF APPLICATIONS RECEIVED AND ORDERS ISSUED

Under date of January 8th, an application was made by Island Farms Co-operative Association, Victoria, for permission to use cellophane hoods on all bottled milk dis-

tributed by them. On October 24th, 1952, the Board granted permission to all distributors in the Greater Victoria area to use the square 48-mm. milk-bottles and aluminium hood-type caps. Effective January 14th, 1953, this permission was extended to include any form of hood or hood-cap manufactured for use on milk-bottles.

Under date of February 3rd, an application was made by Lucerne Milk Company, division of Canada Safeway Limited, for certificate of public convenience and necessity to permit the company to operate a milk processing and distributing plant in the City of Vancouver for the purpose of supplying fluid milk and fluid-milk products in paper containers for sale in the retail grocery-stores of Canada Safeway Limited in Greater Vancouver. On April 7th the Board commenced a hearing in the Court-house, Vancouver, to deal with this application. Decision of the Board, rendered on September 19th, was that public convenience and necessity did not, at that time, require Lucerne Milk Company to operate the proposed plant, and the issue of the certificate as prayed for was therefore refused.

An appeal from this decision of the Board was made to the Lieutenant-Governor in Council upon a question of fact. This appeal has been heard and decision reserved.

A further appeal from this decision of the Board was made to the Appeal Court of British Columbia, upon a question of law. This appeal stands adjourned *sine die*.

Under date of February 11th, an application was made by I.X.L. Dairy Limited, Nanaimo, for exemption from the provisions of section 12 of the " Public Utilities Act," as provided for in section 13 of said Act, in respect to the moving of its operations and business as a milk-dealer from 223 Commercial Street to 145 Terminal Avenue, both in the City of Nanaimo. The exemption applied for was granted.

Interim Order No. 3.—Public hearings were held to deal with the applications by the Vancouver Island Dairymen's Association and other dairymen to have Board jurisdiction extended to cover all areas on Vancouver Island. Interior Order No. 3 was issued to become effective on May 1st in the Alberni, Ladysmith, and Parksville-Qualicum areas. This interim order provided that all provisions of Orders Nos. 26 and 36 of the Milk Board should apply in said areas, excepting that the words " to carry on business in the area in which such milk-jobber distributes milk," where they appear in subsection (7) of section 1 of Order No. 26, would not apply in the Alberni area. It also established rates to be paid to primary producers on all milk supplied to a milk-dealer for sale as milk in fluid form.

Order No. 38.—Order No. 38 (approved by Order in Council No. 2031) was issued to become effective in the Duncan area on and after August 1st. This order rescinded and replaced Interim Order No. 2.

Order No. 39.—Order No. 39 (approved by Order in Council No. 2031) was issued to become effective in the Alberni, Ladysmith, and Parksville-Qualicum areas on and after August 1st. This order rescinded and replaced Interim Order No. 3.

Interim Order No. 4.—Application was received from the Dairyland Division of the Fraser Valley Milk Producers' Association for permission to introduce for sale through retail grocery-stores in the Vancouver area a concentrated fresh-milk product. Interim Order No. 4 was issued to become effective on July 20th. This interim order allowed the sale of and established prices for concentrated fresh milk in the Vancouver area.

Order No. 40.—Order No. 40 (approved by Order in Council No. 2105) was issued to become effective in all prescribed areas on and after October 1st. This order (1) rescinded Orders Nos. 26 and 36; (2) removed certain regulations which had been in effect regarding standards of products, containers, bottle-caps, returns of milk, credit on retail sales, delivery services, and advertising; and (3) established regulations for the establishment of equitable quotas for milk supplied by primary producers for use in the fluid trade.

Order No. 41.—Order No. 41 (approved by Order in Council No. 2105) was issued to become effective in the Vancouver area on and after October 1st. This order rescinded Order No. 37 and Interim Order No. 4, and established the minimum prices to be paid to primary producers for all whole milk supplied for whole-milk requirements only.

Order No. 42.—Order No. 42 (approved by Order in Council No. 2105) was issued to become effective in the Greater Victoria, Duncan, Ladysmith, Nanaimo, Parksville-Qualicum, Alberni, and Courtenay-Campbell River areas on and after October 1st. This order rescinded Orders Nos. 35, 38, and 39 and established the minimum price to be paid to primary producers for all whole-milk requirements in said areas only.

Order No. 43.—Order No. 43 (approved by Order in Council No. 2745) was issued to become effective on and after December 15th. This order amended section 3 of Order No. 42 to provide for the consolidation of the Ladysmith and Nanaimo areas.

STATISTICAL TABLES

TABLE IA.—SALES, VANCOUVER AREA

	Standard Milk	Special Milk	Chocolate Drink	Butter-milk	Skim-milk	Sub-standard Cream (9% But-ter-fat)	Table and Sour Cream (18% But-ter-fat)	Whipping Cream (32% But-ter-fat)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1947—Totals	46,017,096	13,433,647	883,314	701,241	843,665	5,990,483	813,716	185,383
1948—Totals	48,126,897	10,414,299	1,101,730	641,395	856,906	5,474,866	744,281	283,474
1949—Totals	49,438,250	9,343,757	1,427,635	655,677	805,339	5,373,205	666,995	344,759
1950—Totals	50,787,158	8,618,249	1,494,081	656,740	978,909	5,154,335	673,749	336,393
1951—Totals	52,431,898	6,406,479	1,157,901	676,520	1,067,050	4,655,593	586,175	305,907
1952—Totals	52,640,425	5,294,969	781,270	734,489	1,371,057	4,588,862	515,753	323,694
1953—								
January	4,475,172	440,697	58,120	58,876	114,803	397,999	40,000	25,324
February	4,139,795	405,928	59,187	57,873	106,796	364,884	36,874	24,713
March	4,640,586	446,976	66,953	63,718	114,162	405,165	43,041	27,493
April	4,457,742	428,046	59,747	64,961	119,855	383,441	38,739	27,044
May	4,663,131	431,638	72,114	77,276	125,674	376,651	39,113	30,109
June	4,470,027	412,772	64,548	71,015	121,733	383,312	48,415	44,133
July	4,672,597	407,656	69,269	91,094	106,023	381,817	48,300	34,841
August	4,656,268	395,266	73,249	82,894	114,873	386,357	46,233	25,821
September	4,621,262	383,760	82,511	70,930	113,231	375,669	42,990	23,154
October	4,816,868	393,971	85,596	64,189	119,522	398,405	41,272	27,987
November	4,669,939	368,639	73,198	61,270	110,377	381,197	40,325	24,906
December	4,712,150	379,424	61,711	56,947	114,319	405,411	44,144	36,382
Totals	54,995,537	4,894,773	826,203	821,043	1,381,368	4,640,308	509,446	351,907

TABLE IB.—SALES, GREATER VICTORIA AREA

	Standard Milk	Special Milk	Chocolate Drink	Butter-milk	Skim-milk	Sub-standard Cream (9% But-ter-fat)	Table and Sour Cream (18% But-ter-fat)	Whipping Cream (32% But-ter-fat)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1947—Totals	9,066,200	2,862,135	111,058	50,350	17,487	643,242	189,276	59,106
1948—Totals	8,797,551	2,421,362	111,906	54,699	47,352	608,865	121,728	82,915
1949—Totals	9,077,288	2,284,647	185,616	75,868	102,483	609,414	108,554	91,699
1950—Totals	9,255,091	2,237,183	154,510	70,000	64,303	595,531	103,846	88,719
1951—Totals	9,148,777	1,854,602	147,448	62,916	98,935	527,118	92,831	81,022
1952—Totals	9,046,434	1,654,000	124,584	58,267	132,532	529,992	86,383	82,059
1953—								
January	780,982	138,548	8,553	4,689	13,159	46,417	6,691	5,805
February	719,910	123,203	8,444	4,549	13,244	43,074	6,282	5,382
March	793,490	136,074	9,671	4,780	15,205	47,389	6,928	6,117
April	770,947	129,980	8,721	5,348	15,275	44,779	7,043	6,262
May	782,877	133,532	9,927	6,082	15,743	44,793	7,197	7,556
June	758,852	130,099	8,053	5,812	14,738	45,420	8,327	11,393
July	778,835	131,731	10,023	6,934	14,134	47,226	9,006	10,142
August	765,421	129,003	9,236	6,989	13,453	46,259	9,110	8,323
September	781,773	127,331	9,775	5,641	13,882	45,085	7,400	6,880
October	824,649	132,427	10,531	4,923	15,526	48,423	7,076	6,630
November	771,618	122,107	8,602	4,263	15,276	45,626	6,411	7,368
December	794,845	127,195	7,387	4,858	15,923	50,207	6,632	7,584
Totals	9,324,199	1,561,230	108,923	64,868	175,558	554,698	88,103	89,442

TABLE IC.—SALES, DUNCAN AREA

	Standard Milk	Special Milk	Chocolate Drink	Buttermilk	Skimmilk	Substandard Cream (9% Butter-fat)	Table and Sour Cream (18% Butter-fat)	Whipping Cream (32% Butter-fat)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1948—Totals	418,785	115,633	3,338	494	1,011	5,616	7,879	4,199
1949—Totals	374,082	154,186	6,899	689	845	5,112	7,090	4,797
1950—Totals	383,489	160,366	2,925	1,863	.....	6,894	6,635	4,404
1951—Totals	350,453	141,484	4,616	2,513	3,394	7,198	6,426	3,840
1952—Totals	339,035	145,278	2,990	2,040	1,590	4,773	6,434	4,036
1953—								
January	67,050	23,489	412	376	228	1,210	353	668
February	65,002	20,745	488	482	236	968	247	627
March	69,315	28,050	579	428	292	1,209	242	687
April	68,729	27,732	398	410	311	1,207	230	762
May	73,190	27,972	672	664	280	1,223	275	750
June	70,713	27,015	524	546	343	1,199	330	1,087
July	72,652	29,266	133	625	404	769	392	1,134
August	71,722	30,162	.....	404	412	841	351	919
September	71,256	27,702	568	416	395	821	360	714
October	74,633	27,310	1,007	355	331	949	350	718
November	70,393	26,035	1,012	310	297	988	355	607
December	67,533	26,861	735	323	368	1,079	404	994
Totals	842,188	322,339	6,528	5,339	3,897	12,463	3,889	9,667

NOTE.—The Duncan area was enlarged to include Cowichan Lake and Shawnigan Lake and District in November, 1952.

TABLE ID.—SALES, NANAIMO AREA

	Standard Milk	Special Milk	Chocolate Drink	Buttermilk	Skimmilk	Substandard Cream (9% Butter-fat)	Table and Sour Cream (18% Butter-fat)	Whipping Cream (32% Butter-fat)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1948—Totals	1,187,254	253,596	16,169	2,488	2,404	26,099	25,098	7,212
1949—Totals	1,449,984	224,349	35,468	2,537	1,493	34,827	17,029	12,526
1950—Totals	1,534,090	236,944	40,968	3,628	2,348	35,819	18,148	14,018
1951—Totals	1,547,064	166,102	41,145	4,823	6,840	37,950	14,818	12,395
1952—Totals	1,501,664	128,106	32,662	4,460	9,226	42,094	7,802	12,456
1953—								
January	125,047	9,655	2,347	317	457	3,839	586	927
February	119,854	9,670	3,211	367	441	3,960	560	905
March	132,707	10,909	3,738	426	622	4,648	610	968
April	123,455	10,936	2,441	377	910	4,850	368	1,011
May	123,155	9,824	2,908	455	598	5,161	400	1,090
June	122,866	10,385	2,526	467	614	4,462	472	1,753
July	129,273	10,503	1,353	598	568	5,358	402	1,346
August	130,648	10,182	1,296	441	536	5,673	366	926
September	127,415	10,307	2,626	469	553	4,581	348	811
October	128,859	10,615	3,266	414	528	4,485	338	998
November	119,783	10,037	2,866	383	624	3,814	296	882
December	124,952	10,260	2,358	407	630	4,280	342	1,321
Totals	1,508,014	123,283	30,936	5,121	7,081	55,111	5,088	12,938

TABLE IE.—SALES, COURTENAY-CAMPBELL RIVER AREA

	Standard Milk	Special Milk	Chocolate Drink	Butter-milk	Skim-milk	Sub-standard Cream (9% But-ter-fat)	Table and Sour Cream (18% But-ter-fat)	Whipping Cream (32% But-ter-fat)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1952—Total	617,419	670,852	6,645	242	3,517	24,357	538	8,875
1953—								
January	51,134	59,294	262	111	346	1,214	68	220
February	51,511	56,182	288	216	326	1,162	66	570
March	57,201	60,095	381	300	294	1,395	73	676
April	52,531	56,482	354	334	320	1,452	87	658
May	55,084	56,307	371	522	1,809	1,398	61	684
June	53,899	55,393	1,466	547	249	1,470	72	983
July	65,766	51,662	1,215	693	228	1,550	62	929
August	68,933	53,029	760	544	218	1,754	41	732
September	59,551	52,442	727	420	193	1,667	48	613
October	61,613	54,665	724	431	191	1,567	40	644
November	55,410	51,051	474	440	192	1,472	41	562
December	58,513	48,046	439	400	35	1,770	101	855
Totals	691,146	654,648	7,461	4,958	4,401	17,871	760	8,126

TABLE IIA.—SALES, VANCOUVER AREA, 1953 AS COMPARED TO 1952

Product	1952	1953	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	36,182,101	36,972,431	790,330*	(2.18%)
Wholesale	16,458,324	18,023,106	1,564,782*	(9.50%)
Total	52,640,425	54,995,537	2,355,112*	(4.47%)
Special milk—				
Retail	4,247,736	3,905,207	342,529†	(8.06%)
Wholesale	1,047,233	989,566	57,667†	(5.51%)
Total	5,294,969	4,894,773	400,196†	(7.55%)
Chocolate drink—				
Retail	247,197	252,716	5,519*	(2.23%)
Wholesale	534,073	573,487	39,414*	(7.38%)
Total	781,270	826,203	44,933*	(5.75%)
Buttermilk—				
Retail	281,571	315,885	34,314*	(12.19%)
Wholesale	452,918	505,158	52,240*	(11.53%)
Total	734,489	821,043	86,554*	(11.78%)
Skim-milk—				
Retail	697,087	863,974	166,887*	(23.94%)
Wholesale	673,970	517,394	156,576†	(23.23%)
Total	1,371,057	1,381,368	10,311*	(0.75%)
Substandard cream—				
Retail	1,732,754	1,707,325	25,429†	(1.46%)
Wholesale	2,856,108	2,932,983	76,875*	(2.69%)
Total	4,588,862	4,640,308	51,446*	(1.12%)
Table and sour cream—				
Retail	140,240	138,683	1,557†	(1.11%)
Wholesale	375,513	370,763	4,750†	(1.26%)
Total	515,753	509,446	6,307†	(1.22%)
Whipping cream—				
Retail	112,254	115,807	3,553*	(3.16%)
Wholesale	211,440	236,100	24,660*	(11.66%)
Total	323,694	351,907	28,213*	(8.71%)
Total sales (quarts)—				
Retail	43,640,940	44,272,028	631,088*	(1.45%)
Wholesale	22,609,579	24,148,557	1,538,978*	(6.81%)
Total	66,250,519	68,420,585	2,170,066*	(3.27%)
Total sales (units)—				
Retail	46,355,684	46,974,437	618,753*	(1.33%)
Wholesale	27,649,426	29,374,329	1,724,903*	(6.60%)
Total	74,005,110	76,348,766	2,343,656*	(3.17%)

* Increase. † Decrease.

Units calculated on following basis:—

All milks and milk products—1 quart=1 unit
Substandard cream—1 quart=2 units
Table and sour cream—1 quart=4 units
Whipping cream—1 quart=6 units

TABLE IIB.—SALES, GREATER VICTORIA AREA, 1953 AS COMPARED TO 1952

Product	1952	1953	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	6,099,002	6,352,298	253,296*	(4.15%)
Wholesale	2,947,432	2,971,901	24,469*	(0.83%)
Total	9,046,434	9,324,199	277,765*	(3.07%)
Special milk—				
Retail	1,506,874	1,425,708	81,166†	(5.39%)
Wholesale	147,126	135,522	11,604†	(7.89%)
Total	1,654,000	1,561,230	92,770†	(5.61%)
Chocolate drink—				
Retail	36,286	32,624	3,662†	(10.09%)
Wholesale	88,298	76,299	11,999†	(13.59%)
Total	124,584	108,923	15,661†	(12.57%)
Buttermilk—				
Retail	29,090	31,605	2,515*	(8.64%)
Wholesale	29,177	33,263	4,086*	(14.00%)
Total	58,267	64,868	6,601*	(11.33%)
Skim-milk—				
Retail	99,514	141,588	42,074*	(42.28%)
Wholesale	33,018	33,970	952*	(2.88%)
Total	132,532	175,558	43,026*	(32.46%)
Substandard cream—				
Retail	191,219	203,290	12,071*	(6.31%)
Wholesale	338,773	351,408	12,635*	(3.73%)
Total	529,992	554,698	24,706*	(4.66%)
Table and sour cream—				
Retail	21,710	21,356	354†	(1.63%)
Wholesale	64,673	66,747	2,074*	(3.21%)
Total	86,383	88,103	1,720*	(1.99%)
Whipping cream—				
Retail	27,191	29,085	1,894*	(6.96%)
Wholesale	54,868	60,357	5,489*	(10.00%)
Total	82,059	89,442	7,383*	(9.00%)
Total sales (quarts)—				
Retail	8,010,886	8,237,554	226,668*	(2.83%)
Wholesale	3,703,365	3,729,467	26,102*	(0.70%)
Total	11,714,251	11,967,021	252,770*	(2.16%)
Total sales (units)—				
Retail	8,403,190	8,650,337	247,147*	(2.94%)
Wholesale	4,510,497	4,582,901	72,404*	(1.60%)
Total	12,913,687	13,233,238	319,551*	(2.47%)

* Increase. † Decrease.

TABLE IIc.—SALES, DUNCAN AREA, 1953 AS COMPARED TO 1952

Product	1952	1953	Increase or Decrease	
Standard milk—	Quarts	Quarts	Quarts	
Retail	217,322	506,289	288,967*	(132.96%)
Wholesale	121,713	335,899	214,186*	(175.98%)
Total	339,035	842,188	503,153*	(148.41%)
Special milk—				
Retail	122,288	237,710	115,422*	(94.38%)
Wholesale	22,990	84,629	61,639*	(268.11%)
Total	145,278	322,339	177,061*	(121.88%)
Chocolate drink—				
Retail	135	770	635*	(470.37%)
Wholesale	2,855	5,758	2,903*	(101.68%)
Total	2,990	6,528	3,538*	(118.33%)
Buttermilk—				
Retail	1,545	2,628	1,083*	(70.10%)
Wholesale	495	2,711	2,216*	(447.68%)
Total	2,040	5,339	3,299*	(161.71%)
Skim-milk—				
Retail	1,587	3,377	1,790*	(112.79%)
Wholesale	3	520	517*	
Total	1,590	3,897	2,307*	(145.09%)
Substandard cream—				
Retail	1,108	3,313	2,205*	(199.00%)
Wholesale	3,665	9,150	5,485*	(149.66%)
Total	4,773	12,463	7,690*	(161.11%)
Table and sour cream—				
Retail	967	1,406	439*	(45.40%)
Wholesale	5,467	2,483	2,984†	(54.58%)
Total	6,434	3,889	2,545†	(39.55%)
Whipping cream—				
Retail	1,071	3,414	2,343*	(218.77%)
Wholesale	2,965	6,253	3,288*	(110.89%)
Total	4,036	9,667	5,631*	(139.52%)
Total sales (quarts)—				
Retail	346,023	758,973	412,950*	(119.34%)
Wholesale	160,153	447,403	287,250*	(179.36%)
Total	506,176	1,206,376	700,200*	(138.33%)
Total sales (units)—				
Retail	355,387	783,574	428,187*	(120.48%)
Wholesale	195,044	495,267	300,223*	(153.92%)
Total	550,431	1,278,841	728,410*	(132.33%)

* Increase. † Decrease.

NOTE.—The Duncan area was enlarged to include Cowichan Lake and Shawnigan Lake and District in November, 1952.

TABLE IID.—SALES, NANAIMO AREA, 1953 AS COMPARED TO 1952

Product	1952	1953	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	1,029,594	1,025,869	3,725†	(0.36%)
Wholesale	472,070	482,145	10,075*	(2.13%)
Total	1,501,664	1,508,014	6,350*	(0.42%)
Special milk—				
Retail	124,602	120,951	3,651†	(2.93%)
Wholesale	3,504	2,332	1,172†	(33.45%)
Total	128,106	123,283	4,823†	(3.76%)
Chocolate drink—				
Retail	2,466	3,773	1,307*	(53.00%)
Wholesale	30,196	27,163	3,033†	(10.04%)
Total	32,662	30,936	1,726†	(5.28%)
Buttermilk—				
Retail	2,964	3,514	550*	(18.66%)
Wholesale	1,496	1,607	111*	(7.42%)
Total	4,460	5,121	661*	(14.82%)
Skim-milk—				
Retail	8,801	6,503	2,298†	(26.11%)
Wholesale	425	578	153*	(36.00%)
Total	9,226	7,081	2,145†	(23.25%)
Substandard cream—				
Retail	4,715	7,101	2,386*	(50.60%)
Wholesale	37,379	48,010	10,631*	(28.44%)
Total	42,094	55,111	13,017*	(30.92%)
Table and sour cream—				
Retail	2,611	1,967	644†	(24.66%)
Wholesale	5,191	3,121	2,070†	(39.88%)
Total	7,802	5,088	2,714†	(34.78%)
Whipping cream—				
Retail	4,374	3,688	686†	(15.68%)
Wholesale	8,082	9,250	1,168*	(14.45%)
Total	12,456	12,938	482*	(3.87%)
Total sales (quarts)—				
Retail	1,177,486	1,173,366	4,120†	(0.35%)
Wholesale	558,343	574,206	15,863*	(2.84%)
Total	1,735,829	1,747,572	11,743*	(0.68%)
Total sales (units)—				
Retail	1,211,904	1,204,808	7,096†	(0.58%)
Wholesale	651,705	677,829	26,124*	(4.01%)
Total	1,863,609	1,882,637	19,028*	(1.02%)

* Increase. † Decrease.

TABLE IIe.—SALES, COURTENAY-CAMPBELL RIVER AREA, 1953 AS COMPARED TO 1952

Product	1952	1953	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	146,970	371,018	224,048*	(152.44%)
Wholesale	470,449	320,128	150,321†	(31.95%)
Total	617,419	691,146	73,727*	(11.94%)
Special milk—				
Retail	488,032	521,291	33,259*	(6.81%)
Wholesale	182,820	133,357	49,463†	(27.05%)
Total	670,852	654,648	16,204†	(2.41%)
Chocolate drink—				
Retail	1,195	4,319	3,124*	(261.42%)
Wholesale	5,450	3,142	2,308†	(42.35%)
Total	6,645	7,461	816*	(12.28%)
Buttermilk—				
Retail	120	2,563	2,443*	(1,035.83%)
Wholesale	122	2,395	2,273*	(863.11%)
Total	242	4,958	4,716*	(948.76%)
Skim-milk—				
Retail	3,466	2,961	505†	(14.57%)
Wholesale	51	1,440	1,389*	(723.53%)
Total	3,517	4,401	884*	(25.13%)
Substandard cream—				
Retail	997	2,970	1,973*	(197.89%)
Wholesale	23,360	14,901	8,459†	(36.21%)
Total	24,357	17,871	6,486†	(26.63%)
Table and sour cream—				
Retail	254	315	61*	(24.01%)
Wholesale	284	445	161*	(56.69%)
Total	538	760	222*	(41.26%)
Whipping cream—				
Retail	2,065	3,022	957*	(46.34%)
Wholesale	6,810	5,104	1,706†	(25.05%)
Total	8,875	8,126	749†	(8.44%)
Total sales (quarts)—				
Retail	643,099	908,459	265,360*	(41.26%)
Wholesale	689,346	480,912	208,434†	(30.24%)
Total	1,332,445	1,389,371	56,926*	(4.27%)
Total sales (units)—				
Retail	655,183	927,484	272,301*	(41.56%)
Wholesale	747,608	522,668	224,940†	(30.09%)
Total	1,402,791	1,450,152	47,361*	(3.38%)

* Increase. † Decrease.

TABLE III.—PICK-UP PRICES FOR DAIRY FEEDS AT VANCOUVER, B.C.*

	Dec. 31, 1948	Dec. 31, 1949	Dec. 31, 1950	Dec. 31, 1951	Dec. 31, 1952	Dec. 31, 1953
	Per Ton	Per Ton	Per Ton	Per Ton	Per Ton	Per Ton
Bran	$55.00	$56.00	$52.00	$67.00	$48.00	$42.00
Shorts	58.00	58.00	54.00	69.00	50.00	44.00
Wheat (Grade 5)	71.00	69.00	63.00	70.00	64.00	64.00
Barley	52.00	65.00	67.00	72.00	60.00	46.00
Ground barley	54.00	67.00	69.00	74.00	62.00	48.00
Oats	53.00	55.00	68.00	69.00	58.00	51.00
Ground oats	55.00	57.00	70.00	71.00	60.00	53.00
Dairy feed (16 per cent)	61.00	63.00	67.00	81.00	68.00	62.00
Oil-cake meal	89.00	89.00	99.00	114.00	110.00	98.00
Cocoanut-meal	69.00	67.00	77.00	----------	82.00	73.00
Alfalfa-meal	59.00	59.00	59.00	59.00	----------	----------
Alfalfa hay (first cut)	39.00	39.00	44.00	----------	----------	----------
Alfalfa hay (second cut)	42.00	42.00	47.00	56.00	47.00	42.00
Local mixed hay	37.00	29.00	34.00	41.00	27.00	24.00

* Reference: Markets Bulletin, British Columbia Department of Agriculture.

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