PROVINCE OF BRITISH COLUMBIA

THE MILK BOARD

ANNUAL REPORT

For the Year Ended December 31st

1954

VICTORIA, B.C.
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1955

ANNUAL REPORT

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PROVINCE OF BRITISH COLUMBIA

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 Ninth Annual Report of the Milk Board under that Act for the year ended December 31st, 1954.

THE MILK BOARD.

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

Vancouver, B.C., February 15th, 1955.

Ninth Annual Report of the Milk Board

For the Year Ended December 31st, 1954

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, 1954.

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.

AREAS UNDER CONTROL OF THE BOARD

During the year there were not any new parts of the Province prescribed as areas in which orders and regulations of the Board should apply. However, on August 31st all those portions of Vancouver Island which had previously been prescribed as individual areas were consolidated into one area, namely, the Vancouver Island area. This new area was divided into districts with boundaries corresponding to those of the old areas. The consolidation of the Vancouver Island areas was made to facilitate licensing and administration of quotas under the provisions of Order No. 40. With the old areas shown in parentheses, the following are the districts of the Vancouver Island area: District 1 (Greater Victoria), District 2 (Duncan), District 3 (Ladysmith-Nanaimo), District 4 (Parksville-Qualicum), District 5 (Alberni), and District 6 (Courtenay-Campbell River).

BOARD MEETINGS

The Board held four public hearings during the year, as follows: Kamloops, March 30th; Nanaimo, July 21st; Abbotsford, July 23rd; and Vancouver, December 28th. Three hearings were also held to deal with applications for certificates of public convenience and necessity, as follows: Vancouver, August 4th, *re* Bellavista Farms Limited to construct, equip, and operate a public utility plant at Milner for the purpose of processing milk produced by the dairy herds of said company and distributing said milk in certain districts of the Vancouver area, namely, the Langley and Surrey Municipalities; Ladysmith, September 30th at 10 a.m., *re* Charles Courtney, Ladysmith, to distribute milk, produced by his own herd, to the public for compensation in District 3, Vancouver Island area; and Ladysmith, September 30th at 2 p.m., *re* George and Margaret Helen Wyndlow to distribute milk, produced by their own herd, to the public for compensation in District 3, Vancouver Island area. Transcripts of the proceedings of all these hearings are on file in the office of the Board.

In addition, the Board met thirty-three times 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. Numerous conferences were also held with all classes of distributers engaged in the industry and others, in both controlled and uncontrolled areas, to discuss matters pertaining to the production, supply, distribution, and sale of milk.

BONDING OF MILK-DEALERS

Under a judgment of the Honourable Mr. Justice J. O. Wilson, in the Supreme Court of British Columbia, June 9th, 1954, in the matter of an application for a writ of mandamus to the Milk Board of the Province of British Columbia requiring that body to issue a licence to the applicant, Avalon Dairies Limited, permitting it to distribute milk, the Regulations *re* Bonding Milk-dealers (approved by Order in Council No. 607, 1953) were declared *ultra vires* of the Lieutenant-Governor in Council. This judgment was not appealed. The Milk Board, therefore, discontinued the administration of these regulations.

QUOTAS

In accordance with the provisions of Order No. 40, on February 15th all primary producers, who had qualified, were allotted basic quotas. Under the provisions of Order No. 50, on October 1st the basic quota of each primary producer was adjusted to bring it more in line with the whole-milk requirements of his milk-dealer. These adjusted quotas gave primary producers a better knowledge of the amount of milk they could expect to market for whole-milk requirements. In most cases the adjustment decreased basic quotas but it did not change any primary producer's percentage share of his milk-dealer's whole-milk requirements. It did, however, obviate the necessity of any primary producer supplying more than his new quota during a basic term in order to maintain his share of his market.

LICENSING

Pursuant to the provisions of Order No. 50, 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 1954–55 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, 1954	Issued	Cancelled	In Effect Dec. 31, 1954	Issued	Cancelled	In Effect Dec. 31, 1954	Issued	Cancelled	In Effect Dec. 31, 1954
Vancouver	21	----	21	1	----	1	7	----	7	4,192	251	3,941
Vancouver Island—												
District 1	4	----	4	2	----	2	28	----	28	237	3	234
District 2	1	----	1	----	----	----	11	----	11	34	----	34
District 3	4	----	4	----	----	----	11	----	11	57	1	56
District 4	----	----	----	----	----	----	6	----	6	----	----	----
District 5	----	----	----	1	----	1	8	1	7	----	----	----
District 6	2	----	2	----	----	----	8	----	8	54	2	52
Totals	32	----	32	4	----	4	79	1	78	4,574	257	4,317

During the year nine Class IV licences were suspended upon complaint that the milk being shipped was not of suitable quality for use in the fluid trade, and two Class IV licences were suspended upon complaint that the primary producers concerned were adulterating their shipments of milk by the addition of water. All licences had been reinstated before December 31st. It is gratifying to note the sharp reduction in the number of suspensions of Class IV licences this year.

ENFORCEMENT

Court proceedings were taken on three occasions for the following infractions of provisions of the "Public Utilities Act" or of Milk Board orders:—

(1) Operating as a distributer within a prescribed area without appropriate licence so to do.

(*a*) Found guilty in Magistrate's Court.

(*b*) In this case a milk-dealer had been refused a licence because of failure to establish financial responsibility pursuant to the provisions of the Regulations *re* Bonding of Milk-dealers. The milk-dealer applied to the Supreme Court of British Columbia for a writ of mandamus requiring the Milk Board to issue a licence to the applicant permitting him to distribute milk. Judgment of the Supreme Court was that the writ of mandamus must issue to the Milk Board directing that body to issue a licence to the applicant. (*See* Bonding of Milk-dealers.)

(2) Extension of milk-distributing operations without first obtaining a certificate of public convenience and necessity as required pursuant to the provisions of section 12 of the Act.

(*a*) Found guilty in Magistrate's Court.
(*b*) Appeal from conviction pending at end of year.
(*c*) Appeal abandoned on January 8th, 1955.

(3) Failure to pay primary producers in accordance with the provisions of Order No. 40 respecting quotas.

(*a*) Charge dismissed in Magistrate's Court.
(*b*) Appeal from this dismissal pending at the end of the year.
(*c*) Appeal dismissed, January 20th, 1955.

The appeal which was pending at the end of 1953 (Enforcement (2), 1953 Annual Report) was heard in the County Court of the County of Nanaimo on January 26th, 1954. On October 12th, 1954, His Honour Judge Hanna dismissed the appeal. An appeal to the Appeal Court of British Columbia from His Honour Judge Hanna's judgment is now pending.

ROYAL COMMISSION

During August the Milk Board reported to the Honourable Minister of Agriculture that the minimum-price provisions of its Orders Nos. 41, 48, and 51 had not and were not being complied with by all of the milk-dealers, co-operatives, associations, and agencies within the Vancouver area, and that some primary producers in the Vancouver area were not receiving the price for whole milk supplied for whole-milk requirements as set by said orders.

Under date of September 3rd, 1954, His Honour the Lieutenant-Governor in Council approved Order in Council No. 2008, which appointed the Honourable Mr. Justice J. V. Clyne as sole Commissioner under the provisions of the "Public Inquiries Act" to inquire into the enforcement of the said orders of the Milk Board and the extent to which the provisions of the said orders have been and are being complied with by milk-dealers, co-operatives, associations, and agencies within the Vancouver area, and in particular to seek answers to the following questions: —

(1) Have all primary producers within the Vancouver area received the price for whole milk supplied for whole-milk requirements as set by Orders Nos. 41, 48, and 51 of the Milk Board less only such deductions as have been authorized by order of the Milk Board?

(2) If all primary producers have not or are not receiving such price, to what is such violation of the orders of the Milk Board attributable?

(3) Which milk-dealers, co-operatives, associations, or agencies have not complied with Orders Nos. 41, 48, and 51 or other orders of the Milk Board?

(4) What is the corporate organization and capital structure and method of distribution of profit of such milk-dealers, co-operatives, associations, and agencies, and who are the true owners thereof?

And to inquire into any other matter in relation to the production, marketing, and distribution of whole milk in the Province that in his opinion it is in the public interest to inquire into as a result of the inqury into the matters hereinbefore set out; and to report thereon as speedily as possible to the Lieutenant-Governor in Council with the opinions which he may have formed in relation to the matters aforesaid as the result of the inquiry, and with such recommendations as he may think proper.

Hearings of the Royal Commission commenced in Vancouver on October 25th, and were adjourned on December 21st until January 4th, 1955.

SUMMARY OF APPLICATIONS RECEIVED AND ORDERS ISSUED

An application was made by Messrs. Harry and Wallace Glover, of Port Alberni, B.C., for a certificate of public convenience and necessity to permit them to distribute milk in the Ladysmith area. It was the decision of the Board that in view of the fact the Messrs. Glover planned to operate as a milk-jobber in the Ladysmith area, and that the conditions under which milk would be obtained for such operation would not be in accordance with the provisions of Order No. 40 of the Board relative to the operation of business by milk-jobbers, a hearing in this instance was not warranted and, therefore, was not held.

Order No. 44.—Order No. 44 (approved by Order in Council No. 235) was made on February 1st to become effective in all prescribed areas within the Province on and after February 8th. This order amended certain provisions of Order No. 40 respecting quotas.

Under date of February 19th, an application was made by producers supplying milk for the fluid trade in Kamloops and district to have the Board extend its jurisdiction to that area. A public hearing to deal with this application was held in the City of Kamloops on March 30th. After consideration of all the submissions, evidence, and arguments advanced at the hearing, the Board decided not to prescribe Kamloops and district as a controlled area.

Under date of March 9th, an application was made by Arrowsmith Farms (Nicholson Limited), of Hilliers, B.C., producer-distributers, for a certificate of public convenience and necessity to permit them to extend their operations to the Alberni area. Following conferences with officials of the company, it was decided a hearing to deal with this application be held in abeyance.

Order No. 45.—Order No. 45 (approved by Order in Council No. 645) was made on March 17th to become effective on and after April 1st. This order amended section 1 of Order No. 42.

Under date of April 5th, an application was received from Kelly, Douglas & Company Limited, of Vancouver, B.C., for permission to ship milk purchased from Shannon Dairies Limited, Vancouver, B.C., to its Super-Value Store in the Alberni area. The permission requested was refused.

Order No. 46.—Order No. 46 was made on May 4th. This order listed items which the Fraser Valley Milk Producers' Association shall set forth in detail on all statements to their members covering milk supplied to said association for whole-milk requirements.

Under date of May 4th, an application was made by Bellavista Farms Limited, of Milner, B.C., primary producers, for a certificate of public convenience and necessity to permit the extension of their operations to include the processing of milk produced by the herds of said company and the distributing of said milk to the public in the Langley and Surrey Municipalities in the Vancouver area. On August 4th the Board held a hearing in the Court-house, Vancouver, to deal with this application. Decision of the Board, rendered on September 9th, was that public convenience and necessity did not, at that time, require Bellavista Farms Limited to extend their operations. The issue of the certificate as prayed for was therefore refused. An appeal from this decision of the Board has been made to the Lieutenant-Governor in Council upon a question of fact. This appeal has not yet been heard.

Order No. 47.—Order No. 47 was made on May 12th. This was an order directing Milk Shippers Agency Limited to make such adjustments in payments for milk received from its primary-producer members during the months of February, March, and April, 1954, in all cases where period quotas calculated by said agency did not agree with period quotas calculated by Inspectors of the Board.

Order No. 48.—Order No. 48 (approved by Order in Council No. 1254) was made June 1st to become effective in the Vancouver area on and after June 10th. This order rescinded and replaced Orders Nos. 41 and 46.

Order No. 49.—Order No. 49 (approved by Order in Council No. 1254) was made on June 1st to became effective in the Greater Victoria, Duncan, Ladysmith-Nanaimo, Parksville-Qualicum, Alberni, and Courtenay-Campbell River areas on and after June 10th. This order rescinded and replaced Orders Nos. 42, 43, and 45.

In accordance with the provisions of Order in Council No. 1255, which reversed the decision of the Board in the matter of an application by Lucerne Milk Company for a certificate of public convenience and necessity on June 8th, the Board issued the certificate as prayed for. This certificate was approved by Order in Council No. 1362.

Under date of July 21st, an application was made by Mr. Charles Courtney, of Ladysmith, B.C., primary producer, for a certificate of public convenience and necessity to permit him to extend his operations to include the distributing of milk, produced by his own herd, to the public for compensation in District 3, Vancouver Island area. A hearing to deal with this application was held in Ladysmith on September 30th. The certificate prayed for was issued on October 29th. This certificate was approved by Order in Council No. 2530.

Order No. 50.—Order No. 50 (approved by Order in Council No. 2001) was made on July 30th to become effective in any prescribed area within the Province on and after date of approval by the Lieutenant-Governor in Council. This order rescinded and replaced Orders Nos. 40 and 44.

Order No. 51.—Order No. 51 (approved by Order in Council No. 2001) was made on July 30th to become effective in the Vancouver area on and after the date of approval by the Lieutenant-Governor in Council. This order rescinded and replaced Order No. 48.

Order No. 52.—Order No. 52 (approved by Order in Council No. 2001) was made on July 30th to become effective in the Vancouver Island area on and after date of approval by the Lieutenant-Governor in Council. This order rescinded and replaced Order No. 49.

Under date of August 3rd, an application was made by the Nechako Valley Dairy Company Limited of Vanderhoof, B.C., milk-dealer, for a certificate of public convenience and necessity to permit it to extend its milk-distributing operations to the City of Prince George and vicinity. Following investigation of conditions in the Prince George market and conferences with all interested parties in that market, the Board decided, pursuant to the provisions of section 13 of the "Public Utilities Act," to exempt the applicant from the provisions of section 12 of said Act.

Under date of August 9th, an application was made by Hillside Dairy, of Cloverdale, B.C., producer-distributer, for exemption from the provisions of section 12 of the "Public Utilities Act," pursuant to the provisions of section 13 of said Act, in the matter of the extension of its operations by the construction and equipping of a plant for the purpose of pasteurizing milk, produced by its own cows, before sale to the public. The exemption applied for was granted.

Order No. 53.—Order No. 53 was made on September 9th, but cancelled before issue.

Under date of September 16th, an application was made by George and Margaret Helen Wyndlow, of Yellow Point, B.C., primary producers, for a certificate of public convenience and necessity to permit them to extend their operations to include distribution of milk; produced by their own cows, to the public for compensation in District 3, Vancouver Island area. A hearing to deal with this application was held in Ladysmith on September 30th. On evidence adduced at this hearing, the Board decided, pursuant to the provisions of section 13 of the "Public Utilties Act," to exempt the applicants from the provisions of section 12 of said Act.

Order No. 54.—Order No. 54 (approved by Order in Council No. 2159) was made on September 21st to become effective on date of approval by the Lieutenant-Governor in Council. This order amended section 11 of Order No. 50.

Under date of November 3rd, an application was made by Island Farms Dairies Co-operative Association, of Victoria, B.C., milk-dealer, for exemption from the provisions of section 12 of the " Public Utilities Act," pursuant to the provisions of section 13 of said Act, in the matter of the construction of a new dairy plant in the City of Victoria. The exemption applied for was granted.

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)	Totals
	Quarts	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	68,868,545
1948—Totals	48,126,897	10,414,299	1,101,730	641,395	856,906	5,474,866	744,281	283,474	67,643,848
1949—Totals	49,438,250	9,343,757	1,427,635	655,677	805,339	5,373,205	666,995	344,759	68,055,617
1950—Totals	50,787,158	8,618,249	1,494,081	656,740	978,909	5,154,335	673,749	336,393	68,699,614
1951—Totals	52,431,898	6,406,479	1,157,901	676,520	1,067,050	4,655,593	586,175	305,907	67,287,523
1952—Totals	52,640,425	5,294,969	781,270	734,489	1,371,057	4,588,862	515,753	323,694	66,250,519
1953—Totals	54,995,537	4,894,773	826,203	821,043	1,381,368	4,640,308	509,446	351,907	68,420,585
1954—									
January	4,740,257	373,482	55,144	55,774	123,336	388,090	38,889	27,099	5,802,071
February	4,381,352	348,548	62,295	61,316	115,128	359,147	38,124	26,746	5,392,656
March	4,958,098	392,919	73,905	77,107	136,442	401,039	45,154	29,203	6,113,867
April	4,775,861	379,382	62,265	73,658	131,194	377,346	41,416	29,724	5,870,846
May	4,892,329	377,430	74,285	87,457	136,671	372,665	43,447	32,870	6,017,154
June	4,784,472	363,442	72,022	85,007	139,695	369,519	44,818	36,799	5,895,774
July	4,961,158	366,783	67,466	90,004	127,895	388,889	51,348	43,148	6,096,691
August	4,814,978	348,684	68,139	81,763	130,208	380,927	48,630	27,706	5,901,035
September	4,853,070	348,795	78,223	68,975	123,659	372,900	43,760	25,334	5,914,716
October	5,023,846	346,356	82,363	62,529	130,292	380,858	41,504	29,704	6,097,452
November	5,026,555	346,347	78,274	63,943	136,186	378,137	42,037	26,287	6,097,766
December	5,012,697	344,425	60,840	59,272	133,593	401,830	46,663	38,219	6,097,539
Totals	58,224,673	4,336,593	835,221	866,805	1,564,299	4,571,347	525,790	372,839	71,297,567

TABLE IB.—SALES, VANCOUVER ISLAND AREA—DISTRICT 1 (GREATER VICTORIA)

	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)	Totals
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1948—Totals	8,797,551	2,421,362	111,906	54,699	47,352	608,865	121,728	82,915	12,246,378
1949—Totals	9,077,288	2,284,647	185,616	75,868	102,483	609,414	108,554	91,699	12,535,569
1950—Totals	9,255,091	2,237,183	154,510	70,000	64,303	595,531	103,846	88,719	12,569,183
1951—Totals	9,148,777	1,854,602	147,448	62,916	98,935	527,118	92,831	81,022	12,013,649
1952—Totals	9,046,434	1,654,000	124,584	58,267	132,532	529,992	86,383	82,059	11,714,251
1953—Totals	9,324,199	1,561,230	108,923	64,868	175,558	554,698	88,103	89,442	11,967,021
1954—									
January	769,210	124,500	7,182	4,276	15,771	46,594	5,990	5,533	979,056
February	740,533	115,541	7,427	4,763	15,793	43,943	5,823	5,991	939,814
March	824,049	130,005	9,130	6,491	18,452	49,390	6,557	6,742	1,050,816
April	810,289	126,918	8,772	6,651	18,087	46,363	6,913	6,723	1,030,716
May	833,388	128,158	10,544	8,219	19,483	46,397	6,650	7,480	1,060,319
June	789,845	124,690	9,783	7,741	18,716	45,893	7,102	11,001	1,014,771
July	826,656	128,448	9,399	7,807	19,139	51,190	8,666	16,775	1,068,080
August	796,299	125,282	8,299	7,160	17,838	47,666	8,189	7,586	1,018,319
September	797,647	128,916	10,139	5,747	17,871	46,428	6,757	6,609	1,020,114
October	845,420	125,758	10,551	6,013	18,545	49,013	6,470	7,358	1,069,128
November	839,707	124,756	10,000	6,146	19,205	48,264	5,735	6,360	1,060,173
December	848,302	125,205	8,042	5,921	19,137	52,764	6,248	8,225	1,073,844
Totals	9,721,345	1,508,177	109,268	76,935	218,037	573,905	81,100	96,383	12,385,150

TABLE IC.—SALES, VANCOUVER ISLAND AREA—DISTRICT 2 (DUNCAN)

	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)	Totals
	Quarts	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	556,955
1949—Totals	374,082	154,186	6,899	689	845	5,112	7,090	4,797	553,700
1950—Totals	383,489	160,366	2,925	1,863	---- ----	6,894	6,635	4,404	566,576
1951—Totals	350,453	141,484	4,616	2,513	3,394	7,198	6,426	3,840	519,924
1952—Totals	339,035	145,278	2,990	2,040	1,590	4,773	6,434	4,036	506,176
1953—Totals	842,188	322,339	6,528	5,339	3,897	12,463	3,889	9,667	1,206,310
1954—									
January	62,522	26,162	629	478	386	926	304	616	92,023
February	61,876	24,508	858	388	396	869	297	612	89,804
March	72,167	25,531	953	487	654	1,160	342	706	102,000
April	69,900	27,083	593	443	745	1,106	298	680	100,848
May	72,827	28,214	855	542	313	1,227	324	690	104,992
June	72,488	27,664	544	588	398	1,338	347	851	104,218
July	73,066	31,313	-------	561	406	1,927	436	1,231	108,940
August	70,101	30,244	-------	450	276	1,037	371	789	103,268
September	71,086	26,573	638	428	234	1,043	387	650	101,039
October	74,679	27,513	899	518	289	932	346	690	105,866
November	71,676	26,480	885	561	309	986	300	614	101,811
December	69,060	25,822	491	488	381	1,027	356	1,293	98,918
Totals	841,448	327,107	7,345	5,932	4,787	13,578	4,108	9,422	1,213,727

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

TABLE ID.—SALES, VANCOUVER ISLAND AREA—DISTRICT 3 (LADYSMITH-NANAIMO)

	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)	Totals
	Quarts	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	1,520,320
1949—Totals	1,449,984	224,349	35,468	2,537	1,493	34,827	17,029	12,526	1,778,213
1950—Totals	1,534,090	236,944	40,968	3,628	2,348	35,819	18,148	14,018	1,885,963
1951—Totals	1,547,064	166,102	41,145	4,823	6,840	37,950	14,818	12,395	1,831,137
1952—Totals	1,501,664	128,106	32,662	4,460	9,226	42,094	7,802	12,456	1,738,470
1953—Totals	1,508,014	123,283	30,936	5,121	7,081	55,111	5,088	12,938	1,747,572
1954—									
January	169,816	9,890	1,670	368	839	3,820	497	1,306	188,206
February	157,128	9,606	1,445	712	562	3,938	414	1,196	175,001
March	176,201	10,412	1,727	684	1,059	4,392	452	1,201	196,128
April	170,203	10,601	1,490	1,001	1,124	4,736	428	1,298	190,881
May	178,948	10,128	1,543	858	1,183	4,653	396	1,367	199,076
June	172,894	9,553	1,212	742	1,177	4,235	460	1,468	191,741
July	175,552	9,846	881	856	1,085	4,856	463	1,931	195,470
August	179,854	9,491	938	944	1,024	5,316	377	1,580	199,524
September	177,534	9,366	1,060	729	935	5,107	325	1,230	196,286
October	182,166	9,663	1,300	685	1,063	5,132	375	1,372	201,756
November	177,756	10,533	1,275	663	897	4,970	307	1,131	197,532
December	183,350	10,949	907	632	893	4,612	315	1,648	203,306
Totals	2,101,402	120,038	15,448	8,874	11,841	55,767	4,809	16,728	2,334,907

NOTE.—The Nanaimo area was enlarged to include Ladysmith, Chemainus, and district on May 1st, 1953.

TABLE IE.—SALES, VANCOUVER ISLAND AREA—DISTRICT 6 (COURTENAY-CAMPBELL RIVER)

	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)	Totals
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
1952—Total	617,419	670,852	6,645	242	3,517	24,357	538	8,875	1,332,445
1953—Totals	691,146	654,648	7,461	4,958	4,401	17,871	760	8,126	1,389,371
1954—									
January	60,554	45,133	312	357	107	1,592	64	543	108,662
February	58,896	43,542	382	395	130	1,588	78	581	105,592
March	64,997	48,737	712	545	469	1,697	81	717	117,955
April	60,571	48,930	1,220	623	739	1,666	69	737	114,555
May	64,951	49,295	1,502	746	903	1,613	52	797	119,859
June	62,021	47,473	1,296	694	853	1,874	79	1,073	115,363
July	74,001	47,380	1,333	840	984	2,349	49	1,567	128,503
August	74,157	46,558	1,254	750	978	2,349	44	869	126,959
September	63,177	44,419	1,071	527	745	2,094	11	773	112,817
October	65,271	45,343	785	474	776	2,010	6	778	115,443
November	66,649	44,134	666	442	781	1,981	7	665	115,325
December	63,531	43,592	563	429	925	2,012	6	887	111,945
Totals	778,776	554,536	11,096	6,822	8,390	22,825	546	9,987	1,392,978

TABLE IF.—SALES, VANCOUVER ISLAND AREA—DISTRICT 4 (PARKSVILLE-QUALICUM)

	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)	Totals
1954—	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
January	22,016	3,129	359	67	519	.....	150	271	26,511
February	21,118	2,983	317	66	525	.....	144	268	25,421
March	23,235	3,408	369	99	635	.....	205	303	28,254
April	21,948	3,366	381	104	642	.....	267	355	27,063
May	23,405	3,651	442	113	610	.....	325	384	28,930
June	24,308	3,423	367	118	608	.....	408	450	29,682
July	34,539	4,976	391	170	963	.....	711	733	42,483
August	34,169	4,811	345	140	954	.....	685	622	41,726
September	22,486	3,177	258	93	668	.....	354	358	27,394
October	21,850	3,151	318	101	650	.....	243	374	26,687
November	22,036	3,331	282	81	641	.....	186	343	26,900
December	22,983	4,097	221	68	584	.....	257	553	28,763
Totals	294,093	43,503	4,050	1,220	7,999	.....	3,935	5,014	359,814

TABLE IIA.—SALES, VANCOUVER AREA, 1954 AS COMPARED TO 1953

Product	1953	1954	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	36,972,431	36,092,553	879,878†	(2.38%)
Wholesale	18,023,106	22,132,120	4,109,014*	(22.80%)
Total	54,995,537	58,224,673	3,229,136*	(5.87%)
Special milk—				
Retail	3,905,207	3,355,756	549,451†	(14.07%)
Wholesale	989,566	980,837	8,729†	(18.31%)
Total	4,894,773	4,336,593	558,180†	(11.40%)
Chocolate drink—				
Retail	252,716	240,949	11,767†	(4.65%)
Wholesale	573,487	594,272	20,785*	(3.62%)
Total	826,203	835,221	9,018*	(1.09%)
Buttermilk—				
Retail	315,885	288,830	27,055†	(8.56%)
Wholesale	505,158	577,975	72,817*	(14.41%)
Total	821,043	866,805	45,762*	(5.57%)
Skim-milk—				
Retail	863,974	987,645	123,671*	(14.31%)
Wholesale	517,394	576,654	59,260*	(11.45%)
Total	1,381,368	1,564,299	182,931*	(13.24%)
Substandard cream—				
Retail	1,707,325	1,599,070	108,255†	(6.34%)
Wholesale	2,932,983	2,972,277	39,294*	(1.34%)
Total	4,640,308	4,571,347	68,961†	(1.48%)
Table and sour cream—				
Retail	138,683	133,927	4,756†	(3.43%)
Wholesale	370,763	391,863	21,100*	(5.69%)
Total	509,446	525,790	16,344*	(3.21%)
Whipping cream—				
Retail	115,807	109,026	6,781†	(5.85%)
Wholesale	236,100	263,813	27,713*	(11.74%)
Total	351,907	372,839	20,932*	(5.95%)
Total sales (quarts)—				
Retail	44,272,028	42,807,756	1,464,272†	(3.30%)
Wholesale	24,148,557	28,489,811	4,341,254*	(17.98%)
Total	68,420,585	71,297,567	2,876,982*	(4.20%)
Total sales (units)—				
Retail	46,974,437	45,353,737	1,620,700†	(3.45%)
Wholesale	29,374,329	33,956,742	4,582,413*	(15.60%)
Total	76,348,766	79,310,479	2,961,713*	(3.88%)

* 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, VANCOUVER ISLAND AREA—DISTRICT 1 (GREATER VICTORIA), 1954 AS COMPARED TO 1953

Product	1953	1954	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	6,352,298	6,738,166	385,868*	(6.07%)
Wholesale	2,971,901	2,983,179	11,278*	(0.38%)
Total	9,324,199	9,721,345	397,146*	(4.26%)
Special milk—				
Retail	1,425,708	1,381,223	44,485†	(3.12%)
Wholesale	135,522	126,954	8,568†	(6.32%)
Total	1,561,230	1,508,177	53,053†	(3.40%)
Chocolate drink—				
Retail	32,624	34,435	1,811*	(5.55%)
Wholesale	76,299	74,833	1,466†	(1.92%)
Total	108,923	109,268	345*	(0.32%)
Buttermilk—				
Retail	31,605	41,146	9,541*	(30.19%)
Wholesale	33,263	35,789	2,526*	(7.59%)
Total	64,868	76,935	12,067*	(18.60%)
Skim-milk—				
Retail	141,588	180,791	39,203*	(27.69%)
Wholesale	33,970	37,246	3,276*	(9.64%)
Total	175,558	218,037	42,479*	(24.20%)
Substandard cream—				
Retail	203,290	217,613	14,323*	(7.04%)
Wholesale	351,408	356,292	4,884*	(1.39%)
Total	554,698	573,905	19,207*	(3.46%)
Table and sour cream—				
Retail	21,356	23,012	1,656*	(7.75%)
Wholesale	66,747	58,088	8,659†	(12.97%)
Total	88,103	81,100	7,003†	(7.95%)
Whipping cream—				
Retail	29,085	33,671	4,586*	(15.77%)
Wholesale	60,357	62,712	2,355*	(3.90%)
Total	89,442	96,383	6,941*	(7.76%)
Total sales (quarts)—				
Retail	8,237,554	8,650,057	412.503*	(5.01%)
Wholesale	3,729,467	3,735,093	5,626*	(0.15%)
Total	11,967,021	12,385,150	418,129*	(3.49%)
Total sales (units)—				
Retail	8,650,337	9,105,061	454,724*	(5.26%)
Wholesale	4,582,901	4,579,209	3,692†	(0.08%)
Total	13,233,238	13,684,270	451,032*	(3.41%)

* Increase. † Decrease.

TABLE IIc.—SALES, VANCOUVER ISLAND AREA—DISTRICT 2 (DUNCAN), 1954 AS COMPARED TO 1953

Product	1953	1954	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	506,289	481,883	24,406†	(4.82%)
Wholesale	335,899	359,565	23,666*	(7.05%)
Total	842,188	841,448	740†	(0.09%)
Special milk—				
Retail	237,710	242,515	4,805*	(2.02%)
Wholesale	84,629	84,592	37†	(0.04%)
Total	322,339	327,107	4,768*	(1.48%)
Chocolate drink—				
Retail	770	336	434†	(56.36%)
Wholesale	5,758	7,009	1,251*	(21.73%)
Total	6,528	7,345	817*	(12.51%)
Buttermilk—				
Retail	2,628	2,357	271†	(10.31%)
Wholesale	2,711	3,575	864*	(31.87%)
Total	5,339	5,932	593*	(11.11%)
Skim-milk—				
Retail	3,377	4,184	807*	(23.90%)
Wholesale	520	603	83*	(15.96%)
Total	3,897	4,787	890*	(22.84%)
Substandard cream—				
Retail	3,313	5,914	2,601*	(78.51%)
Wholesale	9,150	7,664	1,486†	(16.24%)
Total	12,463	13,578	1,115*	(8.95%)
Table and sour cream—				
Retail	1,406	1,221	185†	(13.16%)
Wholesale	2,483	2,887	404*	(16.27%)
Total	3,889	4,108	219*	(5.63%)
Whipping cream—				
Retail	3,414	2,882	532†	(15.58%)
Wholesale	6,253	6,540	287*	(4.59%)
Total	9,667	9,422	245†	(2.53%)
Total sales (quarts)—				
Retail	758,973	741,292	17,681†	(2.33%)
Wholesale	447,403	472,435	25,032*	(5.59%)
Total	1,206,376	1,213,727	7,351*	(0.61%)
Total sales (units)—				
Retail	783,574	765,279	18,295†	(2.33%)
Wholesale	495,267	521,460	26,193†	(5.29%)
Total	1,278,841	1,286,739	7,898*	(0.62%)

* Increase. † Decrease.

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

TABLE IID.—SALES, VANCOUVER ISLAND AREA—DISTRICT 3 (LADYSMITH-NANAIMO), 1954 AS COMPARED TO 1953

Product	1953	1954	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	1,025,869	1,593,301	567,432*	(55.31%)
Wholesale	482,145	508,101	25,956*	(5.38%)
Total	1,508,014	2,101,402	593,388*	(39.35%)
Special milk—				
Retail	120,951	119,305	1,646†	(1.36%)
Wholesale	2,332	733	1,599†	(68.51%)
Total	123,283	120,038	3,245†	(2.63%)
Chocolate drink—				
Retail	3,773	4,095	322*	(8.53%)
Wholesale	27,163	11,353	15,810†	(58.20%)
Total	30,936	15,448	15,488†	(50.06%)
Buttermilk—				
Retail	3,514	6,230	2,716*	(77.29%)
Wholesale	1,607	2,644	1,037*	(64.53%)
Total	5,121	8,874	3,753*	(73.29%)
Skim-milk—				
Retail	6,503	10,662	4,159*	(63.96%)
Wholesale	578	1,179	601*	(103.98%)
Total	7,081	11,841	4,760*	(67.22%)
Substandard cream—				
Retail	7,101	11,235	4,134*	(58.28%)
Wholesale	48,010	44,532	3,478†	(7.24%)
Total	55,111	55,767	656*	(1.19%)
Table and sour cream—				
Retail	1,967	2,821	854*	(43.42%)
Wholesale	3,121	1,988	1,133†	(36.30%)
Total	5,088	4,809	279*	(5.48%)
Whipping cream—				
Retail	3,688	7,116	3,428*	(92.95%)
Wholesale	9,250	9,612	362*	(3.91%)
Total	12,938	16,728	3,790*	(29.29%)
Total sales (quarts)—				
Retail	1,173,366	1,754,765	581,399*	(49.55%)
Wholesale	574,206	580,142	5,936*	(1.03%)
Total	1,747,572	2,334,907	587,335*	(33.61%)
Total sales (units)—				
Retail	1,204,808	1,810,043	605,235*	(50.23%)
Wholesale	677,829	678,698	869*	(0.13%)
Total	1,882,637	2,488,741	606,104*	(32.19%)

* Increase. † Decrease.

NOTE.—The Nanaimo area was enlarged to include Ladysmith, Chemainus, and district on May 1st, 1953.

TABLE IIE.—SALES, VANCOUVER ISLAND AREA—DISTRICT 6 (COURTENAY-CAMPBELL RIVER), 1954 AS COMPARED TO 1953

Product	1953	1954	Increase or Decrease	
	Quarts	Quarts	Quarts	
Standard milk—				
Retail	371,018	437,542	66,524*	(17.93%)
Wholesale	320,128	341,234	21,106*	(6.59%)
Total	691,146	778,776	87,630*	(12.68%)
Special milk—				
Retail	521,291	475,323	45,968†	(8.82%)
Wholesale	133,357	79,213	54,144†	(40.60%)
Total	654,648	554,536	100,112†	(15.29%)
Chocolate drink—				
Retail	4,319	5,970	1,651*	(38.23%)
Wholesale	3,142	5,126	1,984*	(63.14%)
Total	7,461	11,096	3,635*	(48.72%)
Buttermilk—				
Retail	2,563	2,912	349*	(13.62%)
Wholesale	2,395	3,910	1,515*	(63.26%)
Total	4,958	6,822	1,864*	(37.60%)
Skim-milk—				
Retail	2,961	6,606	3,645*	(123.10%)
Wholesale	1,440	1,784	344*	(23.89%)
Total	4,401	8,390	3,989*	(90.64%)
Substandard cream—				
Retail	2,970	4,443	1,473*	(49.60%)
Wholesale	14,901	18,382	3,481*	(23.36%)
Total	17,871	22,825	4,954*	(27.72%)
Table and sour cream—				
Retail	315	205	110†	(34.92%)
Wholesale	445	341	104†	(23.37%)
Total	760	546	214†	(28.16%)
Whipping cream—				
Retail	3,022	3,107	85*	(2.81%)
Wholesale	5,104	6,880	1,776*	(34.80%)
Total	8,126	9,987	1,861*	(22.90%)
Total sales (quarts)—				
Retail	908,459	936,108	27,649*	(3.04%)
Wholesale	480,912	456,870	24,042†	(5.00%)
Total	1,389,371	1,392,978	3,607*	(0.26%)
Total sales (units)—				
Retail	927,484	956,701	29,217*	(3.15%)
Wholesale	522,668	510,675	11,993†	(2.29%)
Total	1,450,152	1,467,376	17,224*	(1.19%)

* Increase. † Decrease.

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

	Dec. 31, 1949	Dec. 31, 1950	Dec. 31, 1951	Dec. 31, 1952	Dec. 31, 1953	Dec. 31, 1954
	Per Ton	Per Ton	Per Ton	Per Ton	Per Ton	Per Ton
Bran	$56.00	$52.00	$67.00	$48.00	$42.00	$46.00
Shorts	58.00	54.00	69.00	50.00	44.00	48.00
Wheat (Grade 5)	69.00	63.00	70.00	64.00	64.00	62.00
Barley	65.00	67.00	72.00	60.00	46.00	58.00
Ground barley	67.00	69.00	74.00	62.00	48.00	60.00
Oats	55.00	68.00	69.00	58.00	51.00	64.00
Ground oats	57.00	70.00	71.00	60.00	53.00	66.00
Dairy feed (16 per cent)	63.00	67.00	81.00	68.00	62.00	64.00
Oil-cake meal	89.00	99.00	114.00	110.00	98.00	103.00
Cocoanut-meal	67.00	77.00	----------	82.00	73.00	73.00
Alfalfa-meal	59.00	59.00	59.00	----------	----------	----------
Alfalfa hay (first cut)	39.00	44.00	----------	----------	----------	----------
Alfalfa hay (second cut)	42.00	47.00	56.00	47.00	42.00	48.00
Local mixed hay	29.00	34.00	41.00	27.00	24.00	34.00

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

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