

1971 was \$390.5 million (62% of total production) and fluid milk sales amounted to \$329.3 million (30% of total production).

Production of creamery butter, which in 1971 amounted to 286.8 million lb. and required 38% of the total national milk output, represents a decline of 12.5% from the 1970 figure (Table 11.13). Quebec accounted for almost half of the total output, followed by Ontario with 28%. Per capita consumption, shown in Table 11.14, was 15.3 lb., slightly lower than in 1970.

Both output and consumption of cheese have been increasing gradually during the past few years. The total production of factory cheese (Table 11.13) for 1971 was 247.9 million lb. compared with 215.3 million lb. for 1970, and per capita consumption (Table 11.14) of all varieties of cheese, excluding cottage cheese, was 12.7 lb. compared with 11.8 lb. for 1970. Exports of cheese amounted to 32.8 million lb. in 1971, a decrease from 39.4 million lb. in 1970. Ontario accounted for 44% of the output and Quebec 49%.

Total production of concentrated whole milk products, which include condensed milk, evaporated milk, whole milk powder, partly-skimmed evaporated milk and others, increased over the previous year, with the exception of condensed milk which decreased slightly. Total production of concentrated milk by-products decreased due to a 16.9% drop in production of skim milk powder.

11.4.5 Fruit, vegetables and other farm products

Fruit. Commercial fruit growing in Canada is confined almost exclusively to rather limited areas in the provinces of Nova Scotia, New Brunswick, Quebec, Ontario and British Columbia. Nova Scotia production is centred mainly in the Annapolis Valley and New Brunswick production in the Saint John River Valley and Westmorland County. In Quebec the fruit growing districts are the Montreal area, the North Shore area, the Eastern Townships and the Quebec City district. Ontario fruit is grown in all the counties adjacent to the St. Lawrence River and the Great Lakes as far west as Georgian Bay; the Niagara district, however, is by far the most productive region. In British Columbia the four well-defined fruit areas are the Okanagan Valley, the Fraser Valley, the Kootenay and Arrow Lakes district and Vancouver Island. The climate elsewhere in Canada is not generally suitable for commercial tree-fruit culture. Apples and small fruits are produced commercially in the provinces named but tender tree fruits and commercial vineyards are largely limited to Ontario and British Columbia.

By far the most valuable fruit crop produced in Canada is apples and in 1971 the farm value for this crop was \$26.6 million. The main outlet for Canadian apples is the fresh market which absorbs about 63% of the production each year and the volume of apples for processing is about 37% of production. In Nova Scotia nearly 66% of the crop is processed but smaller proportions are processed in the other producing provinces.

Strawberries are grown commercially in all provinces for which tree-fruit statistics are prepared, as well as in Prince Edward Island, but are produced over a somewhat wider area than are tree fruits. Raspberries are grown commercially in Nova Scotia, New Brunswick and Quebec but the bulk of the crop is produced in Ontario and British Columbia. The Fraser Valley of British Columbia is the most important producing area. Wild blueberries are harvested on a commercial scale in Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick and Quebec. This crop is indigenous to certain areas in these provinces and a large percentage of the crop is frozen and exported. There is also some production of cultivated blueberries, particularly in British Columbia.

A marketing system has been developed for distributing fresh fruit from the specialized production areas to all parts of the country and a large proportion of the deciduous fruit consumed in Canada is grown domestically. Considerable quantities of apples, strawberries and blueberries are exported. Canning and processing industries have developed in the fruit growing districts and, although the importance of the processing market varies with different fruits, it provides a valuable outlet for substantial proportions of most Canadian-grown fruit crops.

Table 11.15 shows the estimated commercial production of fruit, by kind, for 1969-71.

Vegetables. Estimates of acreage and production of commercial vegetables in Canada are prepared for all provinces except Newfoundland and Saskatchewan. Ontario is the largest producer, followed by Quebec and British Columbia. A wide variety of crops are grown in these three provinces and a somewhat smaller range in the Maritime Provinces, Manitoba and Alberta.