

The other service co-operatives had a parallel rise in business activity of \$9 million or 23% in 1973 reaching a total of \$47 million. The co-operative dental insurance program in British Columbia reached new volume levels for a second year and attracted thousands of new members. Quebec revenues rose with the inclusion of a number of newly reported associations involved in housing and such diverse activities as restaurants, printing and telephones. In Alberta and Ontario several types contributed to the uptrend including rural electric, gas utilities and seed cleaning in the former, and medical insurance, transportation and housing in the latter. Assets of the service associations amounted to \$134 million at year-end, up 18%. The number of associations and reported membership rose substantially to 711 and 306,000 respectively.

Fishing co-operatives from all the provinces shared in a second straight year of rising business volume to reach \$46 million. The gain was \$6.5 million or 16% and was mostly due to higher prices brought on by a world shortage of fish and fish substitutes. Assets rose 30% in the period to \$27 million. The number of associations rose from three to 72 while membership came to 7,000.

Wholesale business volume reached the billion dollar mark for the first time to \$1,043 million in 1973, a gain of 25%. Supply sales increased 31% while marketings registered a more moderate increase of 12%. Feed sales experienced a 62% gain as wholesales struggled to meet the accelerated demand of livestock feeders caught with less than adequate grain crops in their areas. Fertilizer sales also recorded exceptional gains while hardware, machinery and building materials continued in very high demand. Food, clothing, petroleum and miscellaneous all rose in line with more prosperous business conditions. Wholesale co-operatives' share of the fruit and vegetable sector declined but all of their other farm product marketings expanded in the year, including livestock, poultry, grain, dairy and fish. Wholesale assets grew by 17% to \$299 million in the period.

18.1.6 Control and sale of alcoholic beverages

The retail sale of alcoholic beverages in Canada is controlled by provincial and territorial government liquor control authorities. Alcoholic beverages are sold directly by most of these liquor control authorities to the consumer or to licensees for resale. However, in some provinces, beer and wine are sold directly by breweries and wineries to consumers or to licensees for resale. During the year ended March 31, 1973, provincial government liquor authorities operated 1,361 retail stores and had 310 agencies in smaller centres of population.

Table 18.26 shows the value and volume of sales of alcoholic beverages in the years ended March 31, 1972 and 1973. It should be noted that the value does not always represent the final retail selling price of alcoholic beverages to the consumer because, when sold to licensees, only the selling price to licensees is known. Volume of sales is a more realistic indicator of trends in consumption although, as a measure of personal consumption by Canadians, it is subject to the same limitations as the figures of value sales and includes, in addition, purchases by non-residents.

Government revenue specifically related to alcoholic beverages, and details of sales by value and volume for each province are given in Table 18.27. A Statistics Canada publication, *The control and sale of alcoholic beverages in Canada* (Catalogue No. 63-202) shows further detail as well as volume figures of production and warehousing transactions, the value and volume of imports and exports and the assets and liabilities of provincial liquor commissions.

18.2 International trade

Canadian foreign trade statistics are compiled from information recorded on customs documents received by Statistics Canada from customs ports, supplemented with energy data obtained through other channels. Trade figures reflect the physical movements of goods across Canada's national and customs boundaries but do not always represent the financial transactions for changes in ownership of these goods.

Coverage. Total Canadian exports are the sum of domestic exports and re-exports. Domestic exports include shipments abroad of goods wholly produced in Canada together with exports of previously imported goods which have been changed in form by further processing in Canada. Re-exports or exports of foreign produce include only goods previously included in import statistics which are exported from Canada in the same form as when imported. Minor operations such as cleaning, sorting and repacking are not considered as changing the