

Business volume of marketing and purchasing co-operatives rose in 1976 as did the number of associations and their shareholders or members. Farm marketings climbed \$377 million or about 11% on the rebound from the modest growth of 1975. Whereas product categories were down in 1975 with the major exception of dairy products, all categories showed increases in 1976. Grain and seeds contributed about \$200 million to the gain on the strength of a surge in Canadian wheat exports from the high reached in 1974 and 1975. Dairy product growth was again substantial although more modest than 1975 which saw the acquisition of additional large facilities from the private sector, notably in Quebec. In miscellaneous product marketings, gains were registered for maple products, tobacco, fur, lumber and wood, while honey, wool and other miscellaneous commodities were lower.

Sales of farm supplies and consumer goods by marketing and purchasing co-operatives rose \$246 million or about 13% for the year, down from an inflation-fuelled increase of \$361 million or 23% in 1975. This is particularly pertinent for food products which account for over one-quarter of supply sales and where the inflation rate declined to only about one-fifth that of the previous year. Sales of clothing and home furnishings showed a gain reflecting the continued expansion of co-operatives into the consumer goods field, particularly in urban areas. Feed sales were only slightly ahead, mostly due to a decline in prices rather than physical volume. Farm machinery sales were good in another year of high-level farm revenues, and would have been better but for poor spring weather on the Prairies. All other supply categories were also on the uptrend in line with larger farm product marketings and rising prices.

Control and sale of alcoholic beverages

18.1.6

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 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, 1976, provincial government liquor authorities operated 1,536 retail stores and had 381 agencies in smaller centres.

Table 18.27 shows the value and volume of sales of alcoholic beverages in the years ended March 31, 1975 and 1976. The value does not always represent the final retail selling price of alcoholic beverages to the consumer because in some cases only the selling price to licensees is known. Volume of sales is a more realistic indicator of trends in consumption, but as a measure of personal consumption by Canadians it is subject to the same limitations as 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 18.28. *The control and sale of alcoholic beverages in Canada* (Statistics Canada Catalogue 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.

International trade

18.2

Summary

18.2.1

There was a strong recovery for exports of about 15% in both 1976 and 1977 following the recession year of 1975 when exports increased only 2.5% from 1974 (Table 18.29). Imports grew less rapidly than exports, increasing 8% in 1976 and 12% in 1977.

The stronger growth in exports compared with imports was reflected in the trade balance which changed from a deficit of \$1.4 billion in 1975 to surpluses of \$0.7 billion in 1976 and \$2.1 billion in 1977. The 1977 improvement in the trade balance coincided with a decline in 1977 of 7.8% in the value of the Canadian dollar against the US dollar. Trade balances are given on a customs basis, based on data tabulated from customs documents according to procedures and concepts explained in Section 18.2.5. Trade balances are also available on a balance-of-payments basis, reflecting a number of