

9.2.4 Marketing and supplies

Farm product marketing combines private trading, public sales and auctions, and sales under contract and through co-operatives or marketing boards.

Canada's principal livestock markets are at Montreal, Toronto, Winnipeg, Calgary and Edmonton. Most cattle and calves are marketed by auction at public stockyards; some are exported; hogs, sheep and lambs are sold directly to packing houses. Hog sales are usually handled by marketing boards. Canadian marketing agencies regulate sales of table eggs, broiler hatching eggs, turkeys and chickens.

Provincial marketing agencies, under direction of the Canadian Dairy Commission, regulate fluid milk marketing in terms of quality, prices and deliveries. In all provinces except Newfoundland, a marketing plan allocates producers a share of the Canadian market for milk used for manufacturing.

The Canadian Wheat Board is responsible for marketing wheat, oats and barley, grown in the Prairie provinces. All Ontario wheat is sold through the Ontario Wheat Producers' Marketing Board.

Fruit and vegetables are distributed through fresh and frozen food markets, canneries and other processors. Most produce is grown under a contract or a pre-arranged marketing scheme; marketing boards, producer associations and co-operatives are common. Tobacco is controlled by marketing boards in Ontario and Quebec, soybeans by a board in Ontario and sugar beets by contracts with refineries in Quebec, Manitoba and Alberta.

Farmers' co-operatives handle or market crops or livestock and supply goods and services needed in farming. Co-operative pool arrangements for farm products guarantee farmers cash advances on deliveries.

Marketing of seed is carried on by private seed companies, farmer-owned co-operatives and seed growers. Seed grades are established by federal regulation. Pedigree seed is produced by members of the Canadian Seed Growers' Association under conditions that ensure purity.

Farm machinery, building materials, fertilizers, agricultural chemicals and other supplies are obtained through commercial and co-operative outlets.

9.3 Statistics on agriculture

The Agriculture Division of Statistics Canada collects, compiles, analyzes, abstracts and publishes statistics relating to agriculture. Data are collected through Censuses, intercensal surveys and administrative records. Intercensal surveys keep data updated while the Census is used as a benchmark and a source from which to draw samples.

Primary and secondary statistics on agriculture are published annually, semi-annually, quarterly, monthly and for each Census year.

Agriculture Canada, and various provincial departments and agencies such as the Canadian Grain Commission, the Canadian Wheat Board and the Canadian Dairy Commission, also collect annual and monthly statistics and contribute data to Statistics Canada. Supplementary annual, quarterly and monthly data are provided by thousands of farmers throughout Canada who send in reports voluntarily. Valuable data are also obtained from dealers and processors who handle agricultural products.

Much of the demand for agricultural statistics is derived from the policy objectives of the food and agriculture sector. Under Canada's constitution, agriculture is a shared federal/provincial responsibility. The federal government's main focus in this regard is on research, policy, standards, quality assurance and regional development. The provincial governments are involved in research, policy and extension work. To maintain stability within agriculture, the policy focus of both levels of government is to ensure adequate incomes to farmers and high quality, affordable food to consumers. Other policies and programs include regional and resource development and market and trade development. Over 200 agriculturally related organizations in Canada, representing the various facets of agriculture, require agricultural statistics to assist them in their efforts.

The primary objectives of the agriculture statistics program of the Agriculture Division of Statistics Canada are to produce the raw data required to aid and improve private and public decision-making concerning the production and marketing of agricultural products, the returns to resources employed in agriculture, and data concerning environmental issues. In general terms, the Division's mandate relates to the farm or primary production level. However, in certain cases, where statistics constitute an integral part of agricultural analysis, that is, supply and disposition analysis, the Division conducts surveys to collect the data required. Examples are statistics regarding grain marketing, per-capita food consumption and food stocks in cold storage. The mandate has also been interpreted to include not only measurements of the current period but also intentions to produce, for example, seeding and farrowing intentions.

9.3.1 Census of agriculture, 1986

A Census of agriculture has been conducted every five years since 1951. Prior to that, from 1871 to 1951, it was conducted every 10 years. From the