

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, 1985, provincial government liquor authorities operated 1,765 retail stores and had 596 agencies in smaller centres.

Table 17.21 shows the value and volume of sales of alcoholic beverages in the years ended March 31, 1982-85. The value does not always represent the final retail selling price 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 17.22. *The control and sale of alcoholic beverages in Canada* (Statistics Canada 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.

17.4 Co-operatives

A co-operative is an incorporated, non-profit business organized on a voluntary basis to meet the economic, social or cultural needs of its members. All members share control of and responsibility for the co-operative, and benefits are returned to the members in proportion to their use of the services.

The co-operative movement in Canada started among the pioneer farmers. Over the decades the co-operative method spread to embrace a great many types of economic and social activities involving farmers, consumers, tradesmen, fishermen and others.

Co-operatives in 1985. Total revenues of Canadian co-operatives amounted to \$14.3 billion for 1985, down 4% or \$630 million from 1984.

Farm product marketings declined about 7% or \$600 million to the \$7.8 billion level as western grain marketings fell more than \$700

Chart 17.3

Value and volume of sales of alcoholic beverages, 1982-85

