

only two products of any importance today, although dehydrated soups continue to be fairly popular. A combination of dehydration and freezing is used for citrus juices sold in frozen concentrated form. Concentrated but not frozen tomato juice is also a new product on the Canadian market.

FOOD CONSUMPTION

In examining levels of food consumption as marketing methods have been improved, it is necessary to look at trends for various kinds of food. The more perishable foods and the so-called 'protective' foods supply proteins and vitamins to the human body. Bulk foods and starchy foods have a necessary place in a good diet but tend to be cheaper. A better diet based on sustained good income and more effective production and merchandising methods might be expected to emphasize meats, fruits and vegetables, and some dairy products while per capita consumption of cereals, potatoes and sugars would tend to decline. National per capita averages of consumption since 1950 moreover do indicate an upward trend for meats, fruits, poultry and eggs. Cereal consumption has declined from year to year, and irregular declines have occurred also for potatoes, sugars and syrups. Milk and cheese consumption has been slightly upward.

Subsection 1.—The Grain Trade

Marketing Problems and Policies 1954-55

Production, marketings and exports of the five major Canadian grains in 1954-55 were down from the unusually high levels of the three preceding crop years. Adverse weather and probably the worst rust epidemic on record in western Canada were largely responsible for the sharp reduction in outturn of the 1954 grain crop. Despite the relatively low yields of western grain crops in 1954 the pressure on Canada's grain storage and handling facilities remained unrelieved during the 1954-55 crop year. Record farm stocks of wheat, barley and rye and next-to-record farm stocks of oats and flaxseed at July 31, 1954 provided an unprecedented farm carryover of old-crop grain for the end of a crop year. As a result of the unusually tight storage position the Canadian Wheat Board had to keep under continuous review the situation with respect to the provision of adequate supplies of the various grains at the right time and in the desired positions to meet both domestic and export commitments. At the same time the Board endeavoured to ensure all producers the opportunity of delivering grain in as equitable a manner as possible. As in recent years, marketing arrangements for wheat, oats and barley in western Canada in 1954-55 continued under the system of compulsory crop-year pools administered by the Board. Other grains in western Canada and all grains in eastern Canada continued to be sold on the open market.

At the beginning of the 1954-55 crop year the Board established an initial delivery quota of 100 units, each being the equivalent of 3 bu. of wheat or 8 bu. of oats or 5 bu. of barley or 5 bu. of rye. As conditions permitted, individual shipping points were transferred from initial to general quotas, under which producers were permitted, as in 1953-54, to deliver a certain number of bushels per 'specified' acre, the specified acreage consisting of the permit holder's acreage seeded to wheat (other than Durum), oats, barley and rye plus his acreage in summerfallow in 1954. General delivery quotas were gradually increased from 2 to 8 bu. per specified acre at individual stations as space became available, with all except 28 closed stations being on the 8 bu. quota by July 27, 1955.

Preliminary data indicate that total marketings of the five major grains in western Canada in 1954-55 amounted to about 524,600,000 bu. compared with 608,300,000 bu. in 1953-54 and the ten year (1944-45-1953-54) average of 561,200,000 bu. Combined exports of the same grains, which include wheat flour, rolled oats and oatmeal, malt and pot and pearl barley in grain equivalent, totalled 370,700,000 bu. as against 441,500,000 bu. in 1953-54 and the ten year average of 380,700,000 bu. Mainly as a result of the smaller 1954 crop, year-end stocks of grains showed a substantial drop from the record July 31, 1954 levels. Combined stocks of the five major grains in all positions at July 31, 1955 were estimated at 694,900,000 bu., a drop of 22 p.c. from the previous year's record 895,200,000 bu. but 89 p.c. above the ten year average of 363,700,000 bu.