

According to certain common characteristics each wholesale establishment and location (wholesale outlet) is assigned to one of the following types of operation: primary product dealers (grain, livestock, raw furs, fish, leaf tobacco, pulpwood, etc., including co-operative marketing associations); wholesale merchants (buying and selling goods on own account); agents and brokers (buying and selling goods for others on a commission basis); manufacturers' sales branches (wholesale businesses owned by manufacturing firms for marketing their own products); or petroleum bulk tank plants and truck distributors (wholesale distribution of petroleum products).

In 1966, wholesale merchants accounted for 60.7% of the total sales and revenue of all types of wholesaling operations. From 1966 to 1969, sales of wholesale merchants increased by 18.8% and from 1970 to 1973, by 47.9%. The volume of consumer goods trades rose, from 1966 to 1969, by 28.3%, and for industrial goods trades by 10.7%; from 1970 to 1973 consumer goods trades rose much less sharply than industrial goods trades: 35.1% compared with 61.6%. In spite of the slower growth of consumer goods trades in the recent time segment, the share of sales of industrial goods trades declined between 1966 and 1973 from 54.1% to 52.7%, while that of consumer goods wholesale merchants rose correspondingly from 45.9% to 47.3%. Data for 1970-73 are given in Table 18.18.

**Farm implement and equipment sales.** Data are collected annually from manufacturers and importers active in the farm implement and equipment field. Dollar sales are reported at dealers' buying price before cash discounts; value of trade-ins are not taken into account; export sales are excluded. The value of attachments sold with the machine is included unless such attachments are sold as separate items or are reported separately. The value of repair parts is excluded from Table 18.19 but their dollar value has been rising more or less steadily from \$62 million in 1966 to \$88 million in 1972.

Farm equipment sales reached a low point in 1970. During 1969 and 1971 sales were a little higher but the market did not fully recover to near 1966 levels until 1972. The two most important products were tractors and engines with a sales volume of \$162.7 million, representing 38.9% of the total sales volume of \$420.2 million, and harvesting machinery with sales of \$78.2 million or 18.6% of all farm implement and equipment sales in 1972.

**Construction machinery and equipment sales** include sales by Canadian distributors, direct sales by manufacturers to end-users (at actual final selling price) and revenue derived from the renting of equipment to users. In 1972 new machinery entering the market (by outright sale, first lease or rental) was valued at \$811.4 million, 2.3% above 1971. The sale of used machinery rose by 26.1% from \$102.9 million in 1971 to \$129.8 million in 1972. Rental income increased 16.4% from \$69.7 million to \$81.1 million. Of the \$811.4 million, \$284.3 million was accounted for by repair and consumable parts. The largest single item in terms of dollar sales was crawler-type tractors: 2,502 units entered the market for a value totalling \$127.8 million. Wheel-type front-end loaders accounted for \$93.8 million (1,657 units). Both these showed sharp increases in sales from 1971, as did excavator cranes with a sales volume of \$75.8 million. Sales of new equipment by distributors totalled \$724.6 million, while sales by manufacturers amounted to \$86.9 million.

**Diesel and natural gas engine sales.** In 1972, 16,829 diesel engine units were sold in Canada for a total of \$124.1 million and 6,330 engine units were exported or re-exported with a value of \$43.5 million. One quarter of the units sold in Canada were in the 201-300-hp range and another 24% were in the 101-200-hp range. In addition, 882 natural gas engines were sold in Canada for a value of \$16.4 million.

### 18.1.5 Co-operatives

An increase of \$410 million or 17% in gross business volume was recorded by Canadian co-operatives in 1972. Wheat exports contributed the major share of the increase as a result of heavier volume and higher prices but most other farm commodity prices were also higher in line with world conditions of production deficits in various countries. Total business volume of the co-operatives came to \$2,792 million for the year and consisted of: farm product marketings \$1,786 million, an increase of \$314 million or 21%; sales of merchandise and supplies \$913 million, \$88 million or 11% more; revenue from services (trucking, cold storage, seed cleaning, etc.) \$72 million, an increase of \$5 million or 7%; and miscellaneous income (rent, interest, dividends, etc.) \$20 million, a gain of \$3 million or 17%.