MILK

MARKETING RESEARCH

CONSUMER-SUBSIDY OF 2 CENTS A QUART

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MILK SUBSIDY

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MILK SUBSIDY

Effective December 16, 1942, a subsidy to the consumer of milk of 2 cents per quart has been paid by the Dominion Government in most parts of Canada.

The purpose of the subsidy was to keep control of the cost of living and to combat inflation, but a possible result may well be increased consumption.

With the idea of investigating the effect of the subsidy on consumption of milk an investigation has been made in various cities in Canada.

This study summarizes the existing analysis and theory of the factors affecting milk consumption. However, special attention is given to the effect of this particular change in price, 2 cents per quart.

Investigation was made in Ontario at Ottawa, in Quebec at Hull, Buckingham and St-Hyacinthe and in Saskatchewan at Regina. Thus some knowledge was gained of the reaction in the west part of Canada as well as in the east.

It had been hoped to follow the purchases of individual families for a period before and after the effective date of the subsidy.

It was learned that whilst in most cases, total route sales are accurately recorded, usually with complete detail as to types and grades of product, such is not the case for individual cutomers now that the cash and ticket system of collecting prevails.

Accordingly, it has been necessary to classify cities as a whole, regardless of low, medium or high income. Some Ottawa routes have been successfully classed as typically high or low income, and analyses have been made of the difference in elasticity of demand for milk as between income groups.

The weekly sales of the two classes of milk, Ordinary and Jersey, for the period October 1942 to April 1943, were abstracted. The averages sales per customer per week were calculated and at first sight an increase in consumption attributable directly to the subsidy was observable.

Attention has been drawn in a number of publications to the influence of various factors on food consumption and to the need for a greater consumption of certain types of food particularly milk.

The unique position of milk as a food needs no emphasis in this study. The fact of its presence in most households in the country is a recognition of its value.

According to the studies of milk consumption which have already been made, and this study, there are a number of possible causes of increased milk consumption, some of which are more influential than others. Because it is very difficult to determine the exact proportion of increase to be attributed to a factor in particular.

It should be borne in mind that the period covered by the study is one of great industrial prosperity and that a similar study covering a long period of business depression might show different results.

The increased prosperity of the people results in a greater demand for milk. The higher the income the greater is the expenditure on milk. Then it is clear that milk consumption varies directly and substantially with income probably throughout the range of working-class incomes.

At thepresent time it is very hard to have whipping cream so apparently many families get cream from the top of the milk bottle, containing 24-25 per cent fat, for whipping cream and therefore people buy more Jersey milk than before.

The pronounced trend of the total consumption of milk, which has been due in part to the steady increase of population, has also been due to an increase in the per capita consumption of milk.

This increase was due apparently to the combined effects of a number of different factors, among which some notable were: the improvement in the quality of the milk supplied; the advertising and educational work; the prohibition of the sale of intoxicating liquors; availability of other foods such as butter, tea, coffee, sugar, fruits, vegetables etc.

The analysis of the varying effects of these factors on milk consumption is somewhat difficult with the data available.

Generally in cities the milk consumption is very irregularly distributed during the year and this irregularity is one of the principal difficulties. For example, take figures of fluid milk consumption in Regina, Saskatchewan for three consecutive years. (Table 1)

Table 1.- Daily Fluid Milk consumption in Regina, Saskatchewan converted to 30-day month Basis, 1939-41. quarts. *

	1939	1940	1941
January	391,630	407,861	426,102
February	416,698	443,805	454,993
March	410,490	419,276	452,073
April	403,108	417,603	432,102
May	400,715	412,588	433,280
June	418,929	427,003	463,513
July	352,861	371,717	415,686
August	360,495	376,379	403,594
September	385,888	403,150	399,907
October	395,247	406,845	403,777
November	451,130	469,458	472,561
December	400,079	420,289	447,848

* Abstracted from the records of the Milk Control Board, Saskatchewan.

The milk consumption is high during Lent, that is to say during February, March or April, and suddenly drops after Easter with the arrival of early imported vegetables. Progressively on the approach of summer time, we substitute for fresh vegetables, salads and fruit.

From July new important consumption decreases with holiday time because many people spend their holidays in the country. The consumption curve falls till September, often period of the top production and from the very first of October the milk consumption rises again at the reopening of school and holidays end. The winter average is found again. And after, slow increase till Lent. That is the general idea of the trend during a normal year of milk consumption.

TO WHAT EXTENT would consumption be changed by alterations in price? The effect of prices on milk consumption is a very important question at the present time in the milk industry. The analysis of this relationship of prices and supplies can be attempted in two ways.

Either by the statistical analysis of what has been the relationship between supplies and prices in the past, or by obtaining actual data on milk consumption from the same area at different times with raised or lowered prices.

Few people deny that a drop in price would increase the consumption of milk, If the demand for liquid milk is elastic, then a drop in price would be accompanied by a proportionately greater increase in consumption.

Usually where there was no change in price, the consumption of milk did not alter. There is little elasticity in the demand for milk so long as prices are kept within reasonable limits.

The failure of consumption to increase more rapidly must be attributed to the rise in retail milk prices.

Consumers compare retail prices of milk with prices for butter, eggs, meat, and other foods which they use daily.

People will use more milk if prices are kept at a level which consumers consider reasonably low in relation to prices of competitive foods.

THE WEEKLY SALES per customer were obtained by dividing the total moving average sales of each kind of milk, ordinary, Jersey,or fluid milk, by the moving average active customers as shown by the books of the route men on the first week of each month for the period studied, October 1942 to April 1943; eight weeks before the consumer's subsidy of 2 cents per quart became effective on December 16, 1942, and 13 weeks after. The same method was used for all distributors in various cities.

IN OTTAWA (table 2) the same seasonal trend of consumption of milk was observable during three consecutive years as described for Regina. (table 1) The consumption is high during Lent. A drop occurs after Easter, followed by a decrease till July. The consumption level then falls till September. From October until March a slow increase takes place.

Table2:- Total Fluid Milk Sales in Ottawa converted to 30-Day Month Basis in Quarts 1939-41. *

	1939	1940	1941
January	1,349,849	1,478,565	1,491,383
February	1,463,722	1,555,939	1,591,591
March	1,387,417	1,466,656	1,553,438
April	1,357,280	1,455,086	1,542,235
May	1,409,424	1,450,243	1,577,952
June	1,382,355	1,424,727	1,532,531
July	1,383,621	1,395,379	1,531,553
August	1,271,996	1,431,053	1,523,147
September	1,391,707	1,415,997	1,593,648
October	1,384,138	1,475,949	1,626,079
November	1,460,091	1,524,920	1,622,247
December	1,478,908	1,477,713	1,641,807

* From Monthly Dairy Report, the Ontario Department of Agriculture.

ALL CITIES

Consumers in Canada from December 16, 1942, experienced a reduction in price of 2 cents per quart for Fluid milk as a result of the introduction of a Dominion subsidy of that amount. In the Fluid milk industry that reduction has meant an increase in the per customer consumption of milk in each market surveyed so far.

In December 1942, the retail price of milk was reduced 2 cents a quart. This reduction in retail price resulted in a 6.0 per cent increase in sales between following week 4 and 6 for ordinary milk (table 3 figure 1). A small further increase till week 13, of about 0.6 per cent per week compares with an increase of 0.75 per cent per week for the 8 weeks preceeding the subsidy week. The effect of the subsidy was most noticeable in January.

According to data collected Jersey milk consumption rose much faster than did that of ordinary milk. (table 4 figure 2). The increase in consumption of Jersey milk by those same customers (9020) was 71.2 per cent for 13 weeks after the subsidy week, a total increase in the period of 59.1 per cent more than for ordinary milk.

From table 5, figure 3, 7.8 per cent seems to be the percentage increase of Fluid milk consumption for 16368 customers in three provinces of Canada, attributable to the consumer's subsidy. This rise took place between week 4 and 6 after the subsidy week, the increase in 2 weeks being more than half of the total increase recorded during the 13 weeks following the effective subsidy date.

TABLE 3 .- ALL CITIES: ORDINARY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	84508	85124	86061	86061	87889	88863	89756	91338	90420	89257	90455
Cust: 5-weeks moving average.	8935	8941	8948	8955	8961	8968	8972	8976	8983	8991	8993
Qt. per cust. per week.	9.46	9.52	9.62	9.61	9.81	9.91	10.00	10.18	10.07	9.93	10.06
%	93.9	94.5	95.5	95.4	97.4	98.4	99.3	101.1	100.0	98.6	99.9

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MA R. 11	MA R. 12	MA R. 13
Qt: 5-weeks moving average.	91564	91969	94823	97838	99175	99948	100740	101552	102321	102740	103050
Cust: 5-weeks moving average.	8995	8997	9008	9032	9056	9081	9109	9128	9135	9140	9128
Qt. per cust. per week.	10.18	10.22	10.53	10.83	10.95	11.01	11.01	11.13	11.20	11.24	11.29
%	101.1	101.5	104.6	107.5	108.7	109.3	109.3	110.5	111.2	111.6	112.1

* Week "0" is week containing Dec. 16/42=100

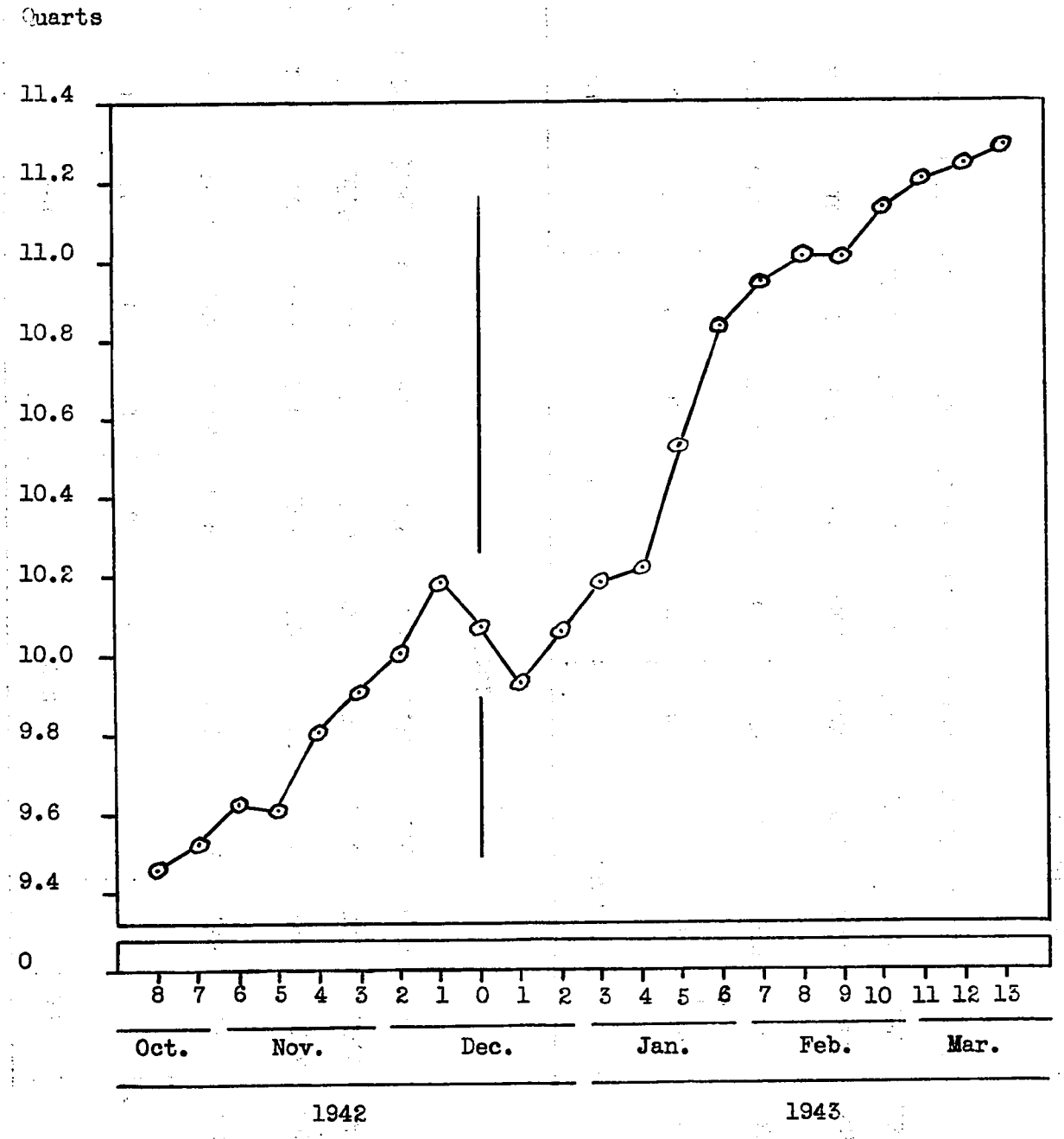

Figure 1 .- ALL CITIES: Trend of ORDINARY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 9020.

TABLE 4.- ALL CITIES: JERSEY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	5561	5637	5719	5750	5789	5839	5829	5925	5907	5929	6120
Cust: 5-weeks moving average.	8955	8941	8948	8955	8961	8968	8972	8976	8983	8991	8993
Qt. per cust. per week.	0.62	0.63	0.64	0.64	0.65	0.65	0.65	0.66	0.66	0.66	0.68
%	93.9	95.5	97.0	97.0	98.5	98.5	98.5	100.0	100.0	100.0	103.0

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	6443	6764	7260	7793	8195	8546	8877	9232	9528	9843	10272
Cust: 5-weeks moving average.	8995	8997	9008	9032	9056	9081	9109	9128	9135	9140	9128
Qt. per cust. per week.	0.72	0.75	0.81	0.86	0.90	0.94	0.97	1.01	1.04	1.08	1.13
%	109.1	113.6	122.7	130.3	136.1	142.4	147.0	153.0	157.6	163.6	171.2

* Week "0" is week containing Dec. 16/42=100

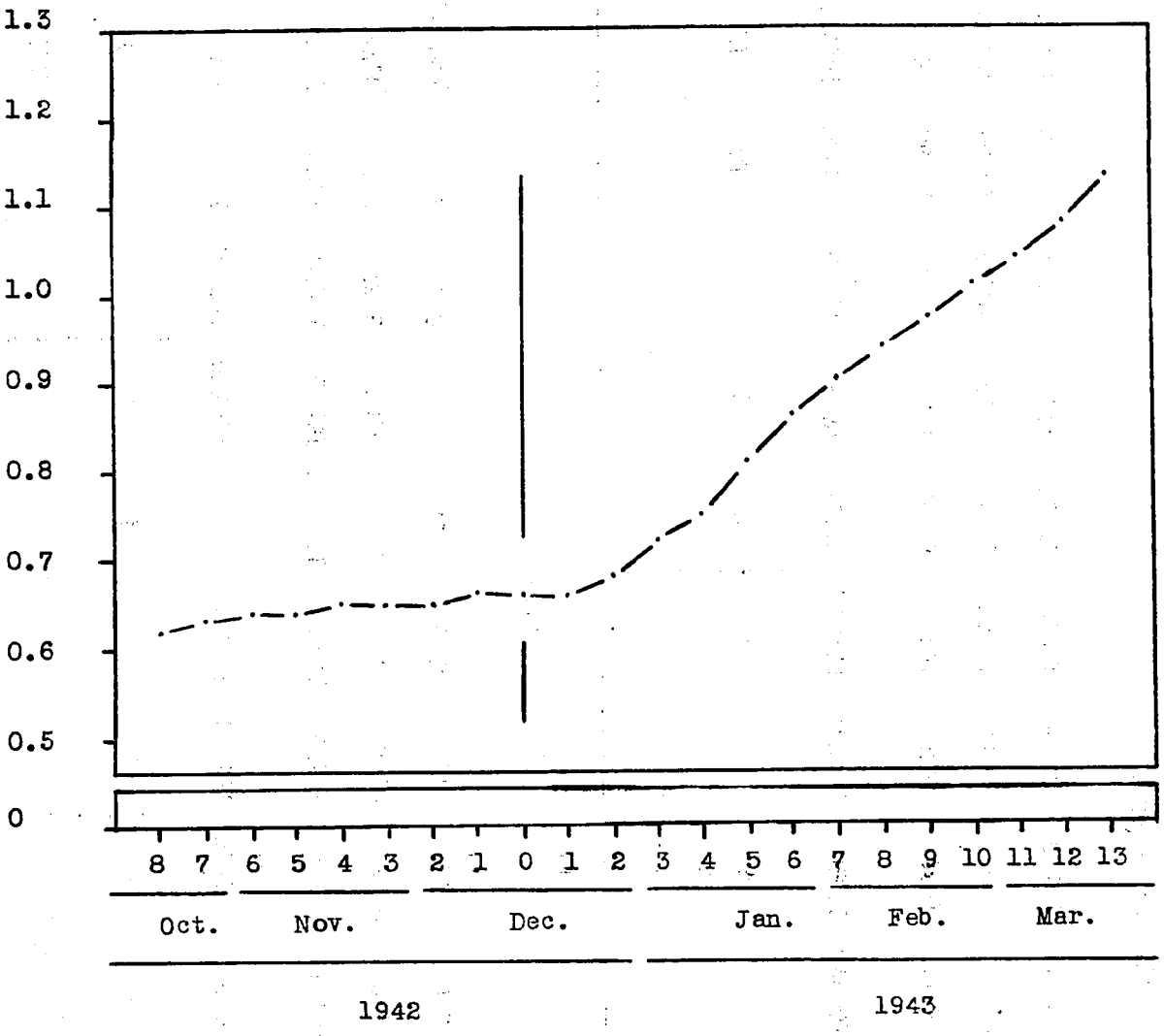

Figure 2 .- ALL CITIES: Trend of JERSEY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers:- 9020.

TABLE 5 .- ALL CITIES: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	150000	151516	153001	154269	155403	156370	157297	160407	158826	156295	158606
Cust: 5-weeks moving average.	16145	16159	16173	16187	16207	16239	16270	16298	16334	16359	16356
Qt. per cust. per week	9.29	9.38	9.46	9.53	9.59	9.63	9.67	9.84	9.72	9.55	9.70
%	95.6	96.5	97.3	98.0	98.7	99.1	99.5	101.2	100.0	98.3	99.8

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	160970	161866	167843	174961	177017	178999	180790	182223	182358	184957	185415
Cust: 5-weeks moving average.	16357	16354	16360	16413	16462	16516	16575	16593	16596	16586	16561
Qt. per cust. per week.	9.84	9.90	10.26	10.66	10.75	10.84	10.91	10.98	10.99	11.15	11.20
%	101.2	101.9	105.6	109.7	110.6	111.5	112.2	113.0	113.1	114.7	115.2

* Week "0" is week containg Dec. 16/42=100

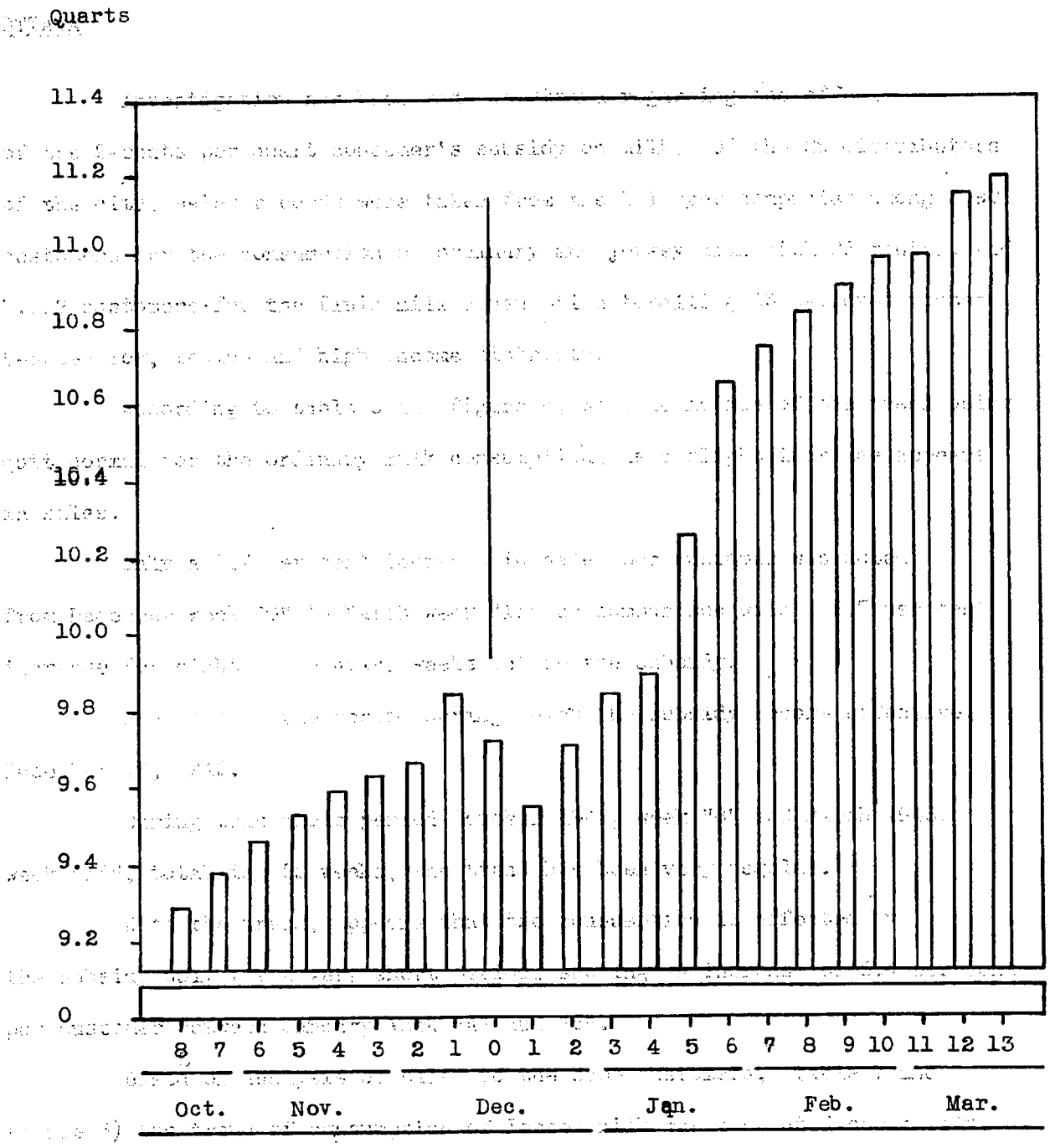

Figure 3 .- ALL CITIES: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942- 43.

Customers: 16368.

OTTAWA

Investigation has been made at Ottawa regarding the effect of the 2-cents per quart consumer's subsidy on milk. Of the 28 distributors of the city, sales records were taken from the 3 larger companies among 5,901 customers for the consumption of ordinary and jersey milk with 25 routes, and 7,772 customers for the fluid milk consumption totalling 33 selected routes between low, medium and high income districts.

According to table 6 and figure 4, we take notice of the trend being quite normal for the ordinary milk consumption, as a slight increase appears in sales.

Only a 7.7 per cent increase in sales per customer was noted from December week "0" to March week "13" by comparison with a 5.7 per cent increase for eight consecutive weeks before the subsidy.

Week "0" is the period during which the subsidy became effective, December 16, 1942.

During this whole period October 1942, week "8" and March 1943, week "13", totalling 22 weeks, the trend has been very regular.

With the trend, appears that the consumption is affected by the subsidy only for a very short period, showing an increase of 5.4 per cent per customer between January week "4" and "6".

Based on analysis of sales to the same customers, (table 7 and figure 5) the trend of consumption of Jersey milk was tabulated separately. The consumption was normal, with but a small rate of increase apparent, until the subsidy became effective. Then a rapid rise for 13 week occured, the total increase over the subsidy week at the end of that period being 73.2 per cent. The elasticity of demand amongst this sample of 5,901 Ottawa consumers was nearly ten times as great for jersey as for ordinary milk.

The net retail price of Jersey milk is 12 cents, and that for ordinary 10 cents. The extra price for Jersey milk provides more than a proportionate extra butterfat content. The respective percentages content for the two grades are; ordinary 3.4; Jersey 5.0. For 20 per cent more money, 47 per cent more fat is obtained.

Consumers get cream from the top of the milk bottle for different purposes at a very low price.

In table 8, figures represent the quantity of fluid milk sales in the province of Ontario in comparison with one year before the subsidy became effective.

Table 8 :- Commercial Sales of Fluid Milk in Ontario converted to 30-day month Basis in 1,000 quarts 1941-43. Dec.-100 ⁎

	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.
1941-42	24,372	24,415	24,488	24,660	25,956	25,959
%	95.5	99.7	100.0	100.7	106.0	106.0
1942-43	27,694	28,358	27,915	29,011	29,915	31,531
%	99,2	101.6	100.0	103.9	107.2	113.0

⁎ From Monthly Dairy Report, The Ontario Department of Agriculture.

During the last period the trend of an increase affected by the subsidy is very noticeable. This increase of 13.0 per cent, as December-100.0, compared with the rise of 6.0 per cent for the year before, revealed in a lowering of the price of milk by 2 cents per quart, have a material effect upon the consumption.

As a result of the comparison it was found that the same trend is applied (table 9 figure 6) in the Ottawa study for the fluid milk consumption among 7,722 wholesale and retail customers, taken from those three same companies. 13.3 per cent increase is observed from the subsidy week till week "13".

According to the Ottawa fluid milk consumption shown in the following table 10.

Table 10 :- Commercial Sales of Fluid Milk in Ottawa Converted to 30-day Month Basis, 1941-43 - December 100.0
Quarts

	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.
1941-42	1,626,079	1,622,247	1,641,807	1,692,543	1,783,740	1,722,047
%	99.0	98.8	100.7	103.1	108.6	108.0
1942-43	1,999,241	1,985,129	2,061,885	2,035,115	2,317,883	2,363,615
%	97,0	96.3	100,0	98.7	112.4	114.6

The total March sales, 1943, showed a 14.6 per cent increase over those for December 1942, compared with 8.0 per cent natural increase due to the development of the population and some other factors.

The difference between those two March months is 6.6 per cent between December and March for the data compared the rise of the population and the influence of some indefinite other factors might be the same on the increase of milk consumption for those two years.

With the subsidy on, the percentage is higher than the year before without the subvention.

According to those figures, the conclusion appears to be that the subsidy brought a rise in the consumption of fluid milk of nearly 6.6 per cent in Ottawa.

TABLE 6 .- OTTAWA: ORDINARY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	53335	53651	54148	54718	55322	55948	56616	57292	56549	55868	56431
Cust: 5-weeks moving average.	5881	5884	5886	5889	5888	5887	5884	5883	5881	5883	5883
Qt. per cust. per week.	9.07	9.12	9.20	9.29	9.40	9.50	9.62	9.74	9.62	9.50	9.59
%	94.3	94.8	95.6	96.6	97.7	98.8	100.0	101.2	100.0	98.8	99.7

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt. 5-weeks moving average.	57018	57467	58217	60698	61206	61376	61555	61717	61753	61585	61440
Cust: 5-weeks average moving.	5883	5883	5889	5900	5911	5922	5934	5942	5945	5948	5932
Qt. per cust. per week.	9.69	9.77	10.01	10.29	10.35	10.36	10.37	10.39	10.39	10.35	10.36
%	100.7	101.6	104.1	107.0	107.6	107.7	107.8	108.0	108.0	107.6	107.7

* Week "0" is week containing Dec. 16/42=100.

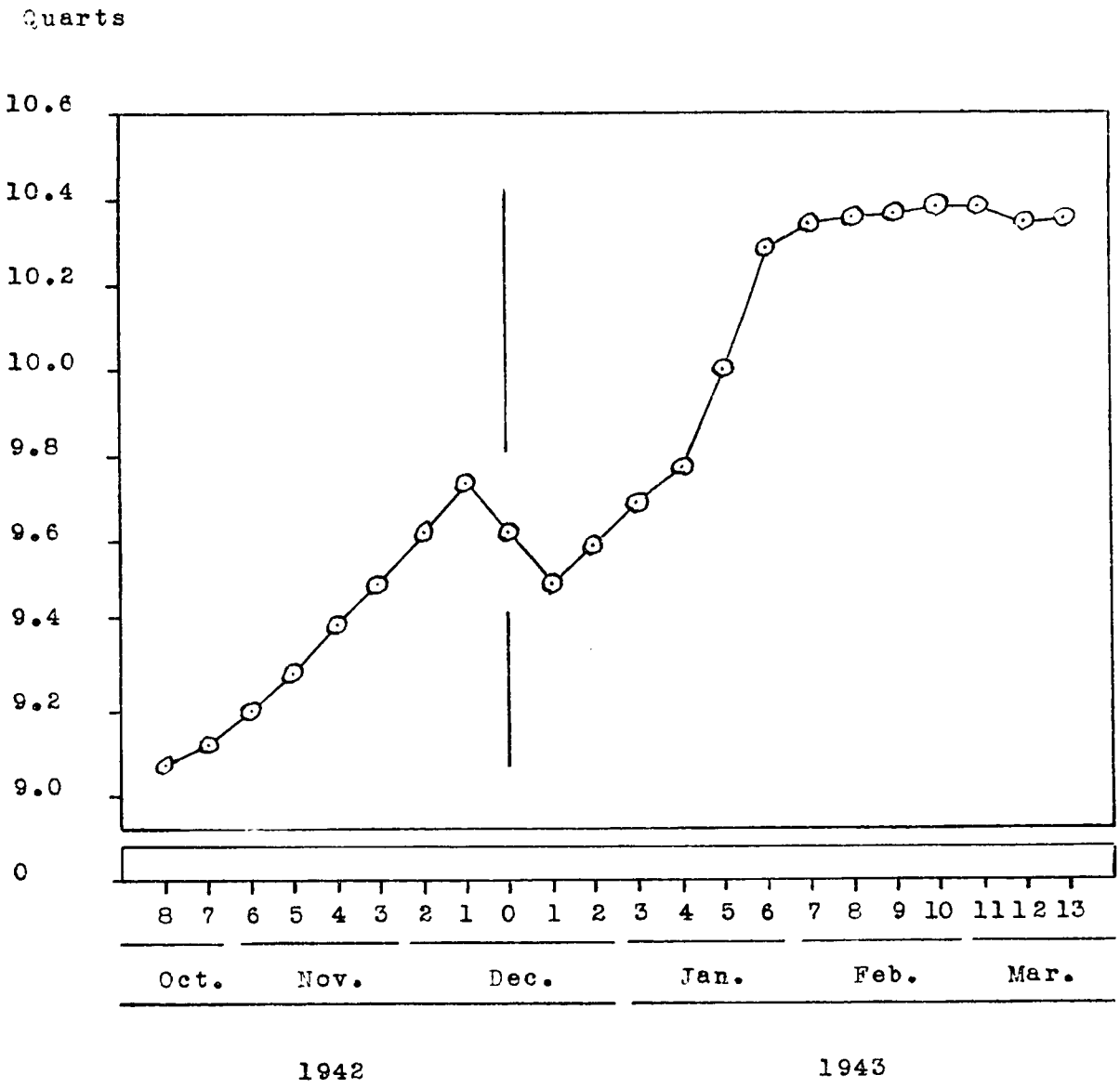

Figure 4 .- Ottawa: Trend of ORDINARY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 5901.

TABLE 7.- OTTAWA: JERSEY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	4598	4657	4710	4733	4760	4801	4784	4864	4835	4863	5032
Cust: 5-weeks moving average.	5881	5884	5886	5889	5888	5887	5884	5883	5881	5883	5883
Qt. per cust. per week.	0.78	0.79	0.80	0.80	0.81	0.82	0.81	0.83	0.82	0.83	0.86
%	95.1	96.3	97.6	97.6	98.8	100.0	98.8	101.2	100.0	101.2	104.9

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	5296	5552	5975	6417	6730	7024	7308	7609	7840	8063	8419
Cust: 5-weeks moving average.	5883	5883	5889	5900	5911	5922	5934	5942	5945	5948	5932
Qt. per cust. per week.	0.90	0.94	1.02	1.09	1.14	1.19	1.23	1.28	1.32	1.36	1.42
%	109.8	114.6	124.4	132.9	139.0	145.1	150.0	156.1	161.0	165.9	173.2

* Week "0" is week containig Dec. 16/42= 100.

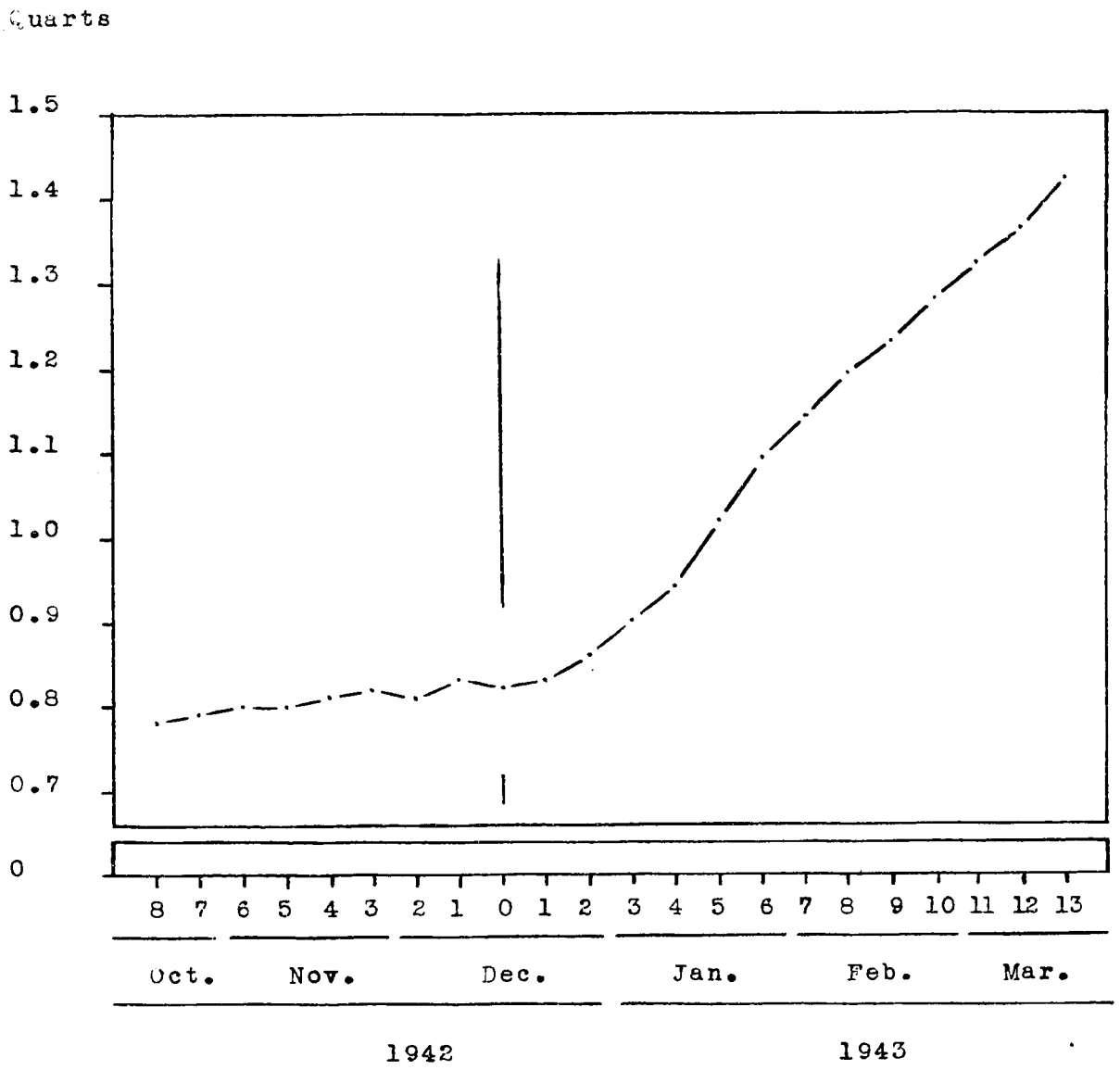

Figure 5.- OTTAWA: Trend of JERSEY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43

Customers: 5901.

TABLE 9 .- OTTAWA: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "O"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	73263	73914	74510	75102	75661	76053	76506	77622	78553	75420	76295
Cust: 5-weeks moving average.	7669	7672	7673	7676	7674	7682	7687	7695	7701	7713	7715
Qt. per cust. per week.	9.55	9.63	9.71	9.78	9.86	9.90	9.95	10.09	9.99	9.78	9.89
%	95.6	96.4	97.2	97.9	98.7	99.1	99.6	101.0	100.0	97.9	99.0

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	77325	78056	81164	84290	85525	86491	87182	87591	87648	87722	87801
Cust: 5-weeks moving average.	7716	7718	7725	7741	7757	7774	7791	7794	7787	7780	7754
Qt. per cust. per week.	10.02	10.11	10.51	10.89	11.03	11.13	11.19	11.24	11.26	11.28	11.32
%	100.3	101.2	105.2	109.0	110.4	111.4	112.0	112.5	112.7	112.9	113.3

* Week "O" is week containing Dec. 16/42= 100.

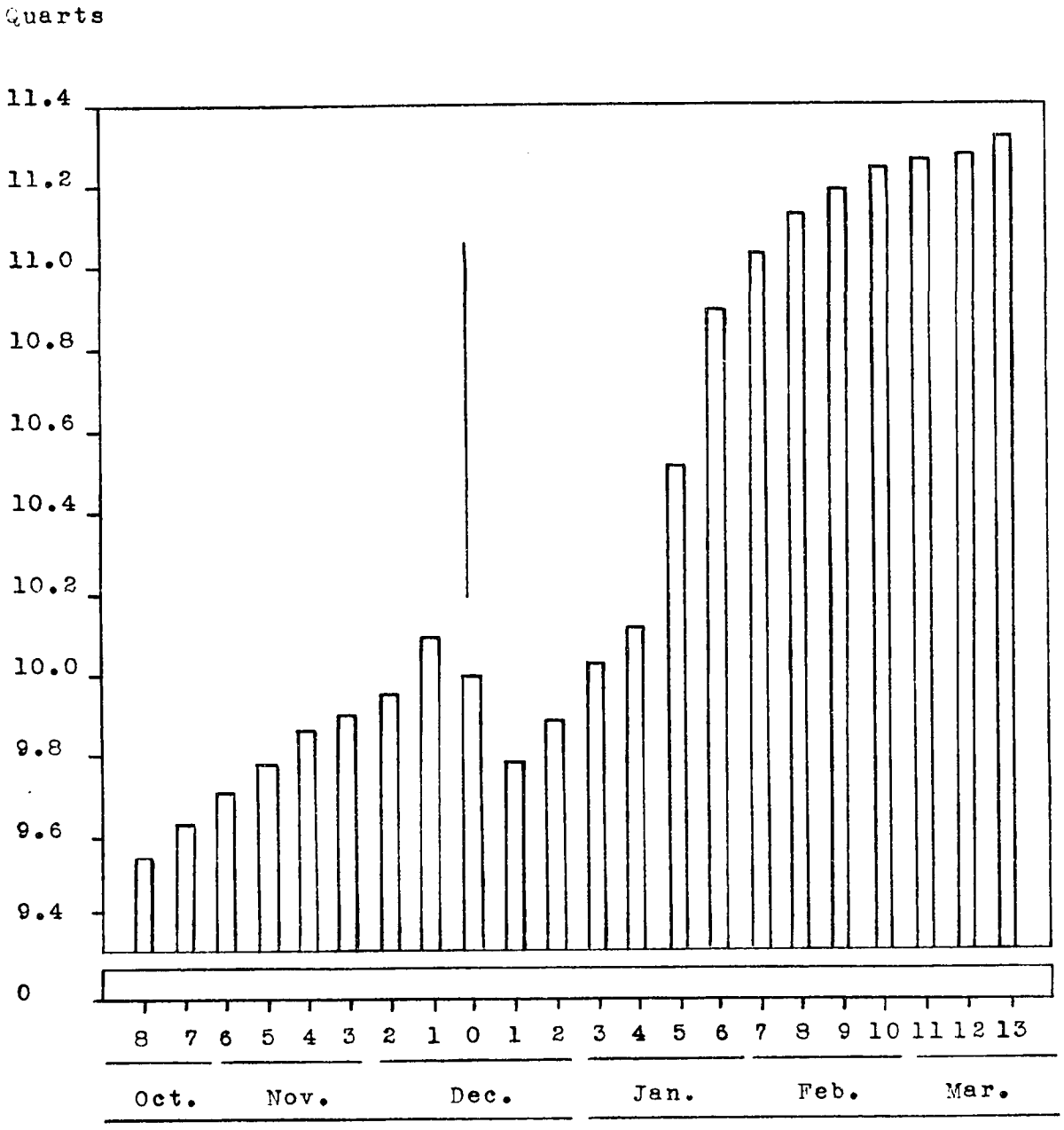

Figure 6.- OTTAWA: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 7722.

HULL

Information on milk consumption has been taken for Hull, Quebec, from the three same Ottawa distributors. For the ordinary and Jersey milk, 7 sales routes were investigated with 1,721 customers who were very difficult to separate as between wholesale and retail.

For the Fluid milk, inquiries were made on 3,519 customers with 16 sales routes. With this total number, we have a very good idea of the milk consumption trend in Hull as the routes cover the city.

We must point out that the average consumption per customer is higher in Hull than in Ottawa, and the reason for this is probably the greater numbers of persons included in each household. Also another factor is the number of grocery stores taken as wholesale customers and which re-sold some milk.

In general, Hull population consists in a medium income class people. From the table 11 and figure 7, the consumption trend involved after the application of the customers subsidy moved up more rapidly than in Ottawa during the same period. Lets say twice faster.

The reaction was felt 4 weeks after the subsidy week. From week "5" to "7" an increase of 7.0 per cent was observed, while a 7.1 per cent increase for week "7" to "13". The immediate effect of the subsidy seems to be between week "5" and "7".

The reaction is entirely different for Jersey milk. (table 12 figure 8). The increased percentage of consumption was very high in Ottawa. It was still higher in Hull by an exceeding of 4.1 per cent. The 2-cent subsidy had a surprising effect on the Jersey Milk consumption in Hull as a gradual increase took place from the effective subsidy week till week #13" with a rise of 73.2 per cent.

The subsidy effect on Fluid milk consumption (Table 13, figure 9) occured mostly during the 5th and 6th week after the change, an increase of 5.1 per cent. However, from week 6 to 13, the rise was 6.9 per cent, totalling an increase of 14,8 per cent during 13 weeks after the subsidy week.

TABLE 11.- HULL: ORDINARY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	22969	23110	23347	23554	23835	24126	24259	25207	25060	24395	24817
Cust: 5-weeks moving average.	1672	1674	1677	1680	1684	1691	1697	1701	1707	1711	1712
Qt. per cust. per week.	13.74	13.81	13.92	14.02	14.15	14.27	14.30	14.82	14.68	14.26	14.50
%	93.6	94.1	94.8	95.5	96.4	97.2	97.4	101.0	100.0	97.1	98.8

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	25162	24823	25601	26996	27718	28195	28663	29171	29659	30050	30419
Cust: 5-weeks moving average.	1712	1712	1716	1728	1739	1752	1767	1779	1783	1786	1790
Qt. per cust. per week.	14.70	14.50	14.92	15.62	15.94	16.09	16.22	16.40	16.63	16.83	16.99
%	100.1	98.8	101.6	106.4	108.6	109.6	110.5	111.7	113.3	114.7	115.7

* Week "0" is week containing Dec. 16/42=100

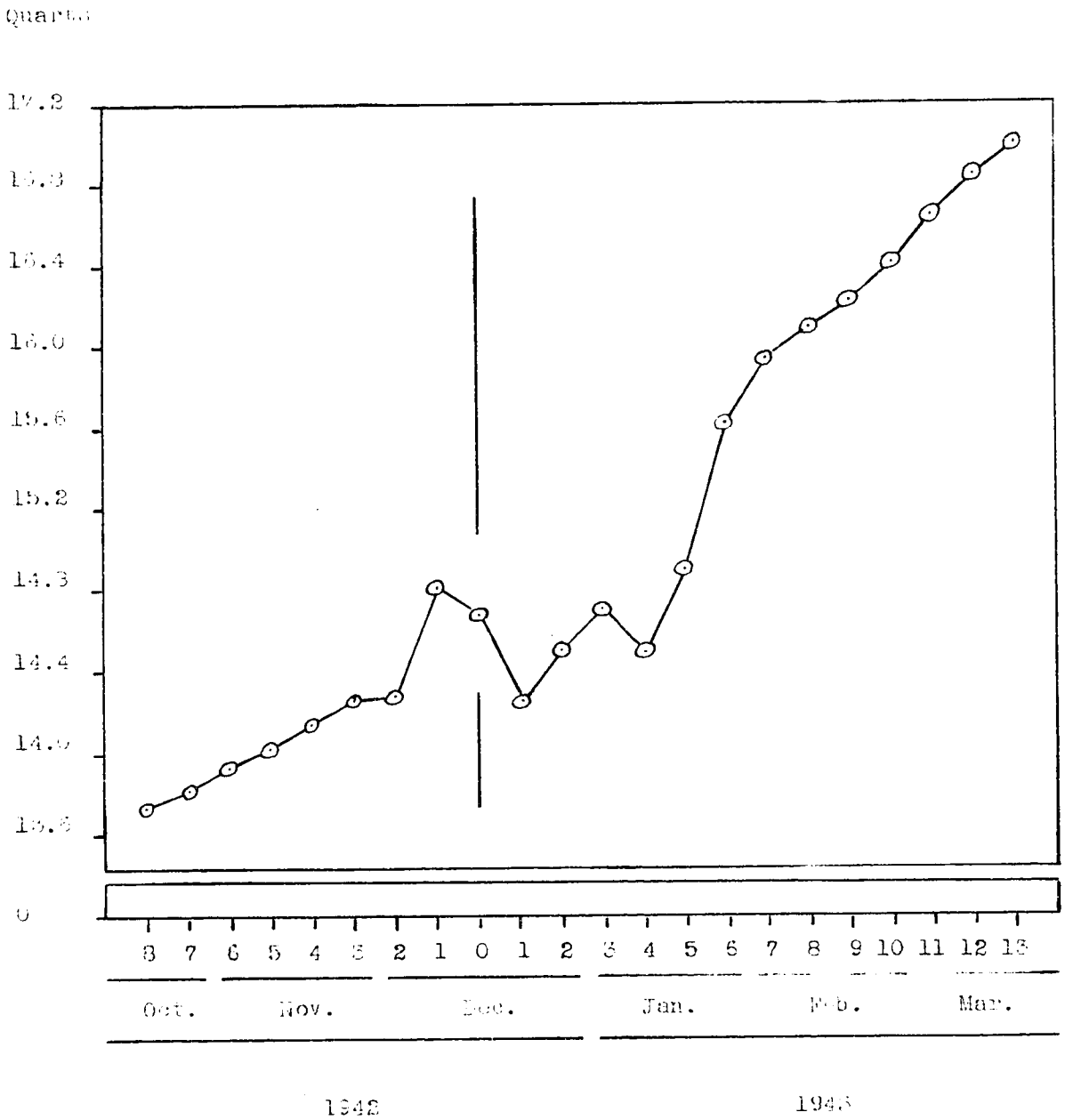

Figure 7.- HULL: Trend of ORDINARY Milk Consumption Affected by Price Changes on Sales by Weeks, 1942- 43.

Customers: 1721.

TABLE12.- HULL: JERSEY MILK CONSUMPTION.

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	680	639	707	710	715	715	720	744	755	754	778
Cust: 5-weeks moving average.	1672	1674	1677	1680	1684	1691	1697	1701	1707	1711	1712
Qt. per cust. per week.	0.41	0.41	0.42	0.42	0.42	0.42	0.42	0.44	0.44	0.44	0.45
%	93.2	93.2	95.5	95.5	95.5	95.5	95.5	100.0	100.0	100.0	102.3

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	825	869	926	999	1072	1120	1157	1203	1258	1337	1403
Cust: 5-weeks moving average.	1712	1712	1716	1728	1739	1752	1767	1779	1793	1786	1790
Qt. per cust. per week.	0.48	0.51	0.54	0.58	0.62	0.64	0.65	0.68	0.71	0.75	0.78
%	109.1	115.9	122.7	131.8	140.9	145.5	147.7	154.6	161.4	170.5	177.3

* Week "0" is week containing Dec. 16/42=100.

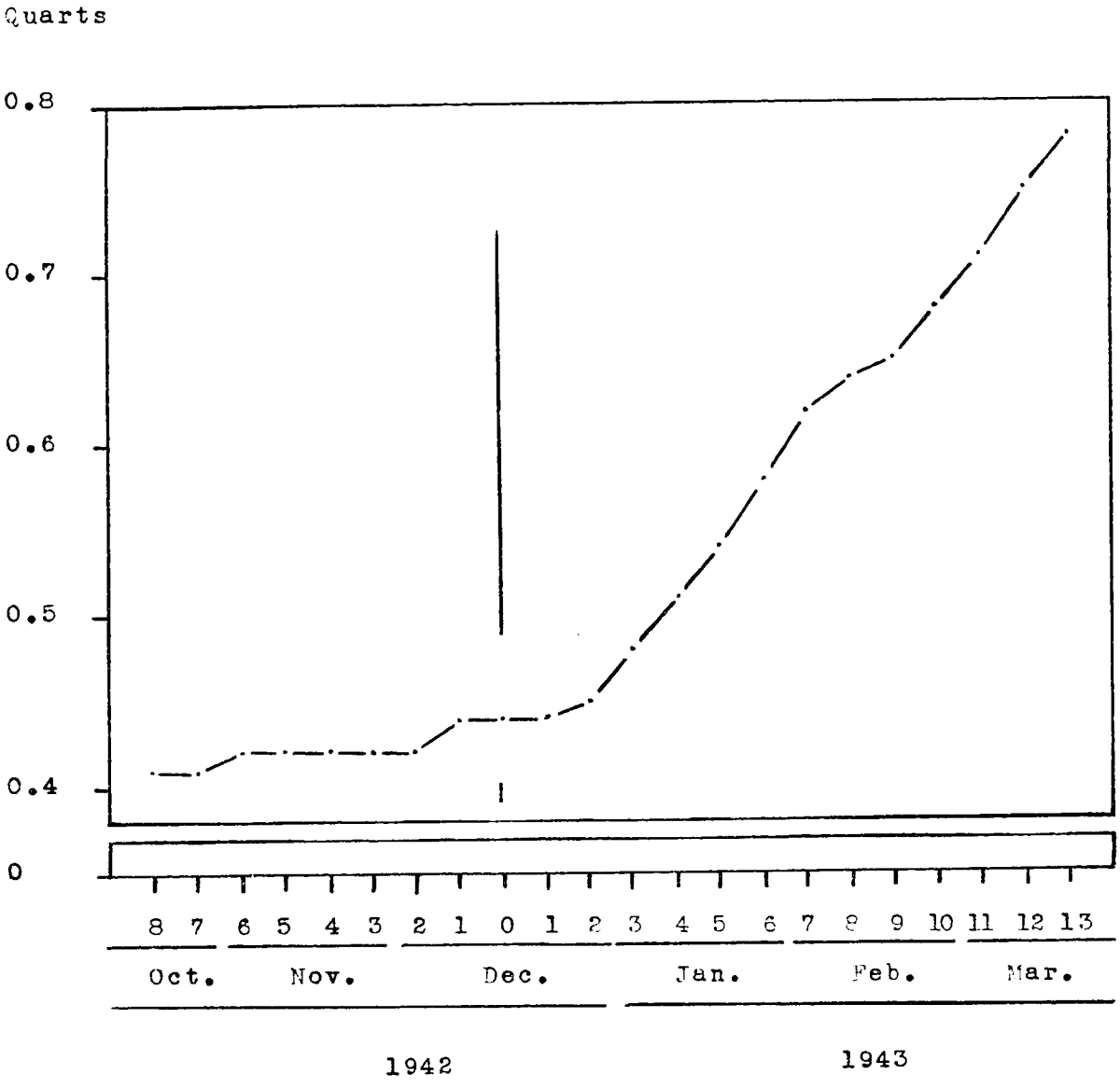

Figure 8 .- HULL: Trend of JERSEY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 1721.

TABLE13.- HULL: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"O"	1	2
Qt: 5-weeks moving average.	44203	44691	45101	45466	45864	46092	46338	47900	47649	46141	47049
Cust: 5-weeks moving average.	3457	3460	3464	3468	3473	3485	3496	3504	3515	3514	3505
Qt. per cust. per week.	12.79	12.92	13.02	13.11	13.21	13.23	13.27	13.67	13.56	13.13	13.42
%	94.3	95.3	96.0	96.7	97.4	97.6	97.9	100.8	100.0	96.8	99.0

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 50weeks moving average.	47663	47068	48525	51312	51564	52280	53020	53890	54432	55582	56182
Cust: 5-weeks moving average.	3496	3486	3481	3507	3531	3558	3586	3608	3609	3608	3609
Qt. per cust. per week.	13.63	13.50	13.94	14.63	14.60	14.69	14.79	14.91	15.08	15.41	15.57
%	100.5	99.6	102.8	107.9	107.7	108.3	109.1	110.0	111.2	113.6	114.8

* Week "O" is week containg Dec. 16/42=100

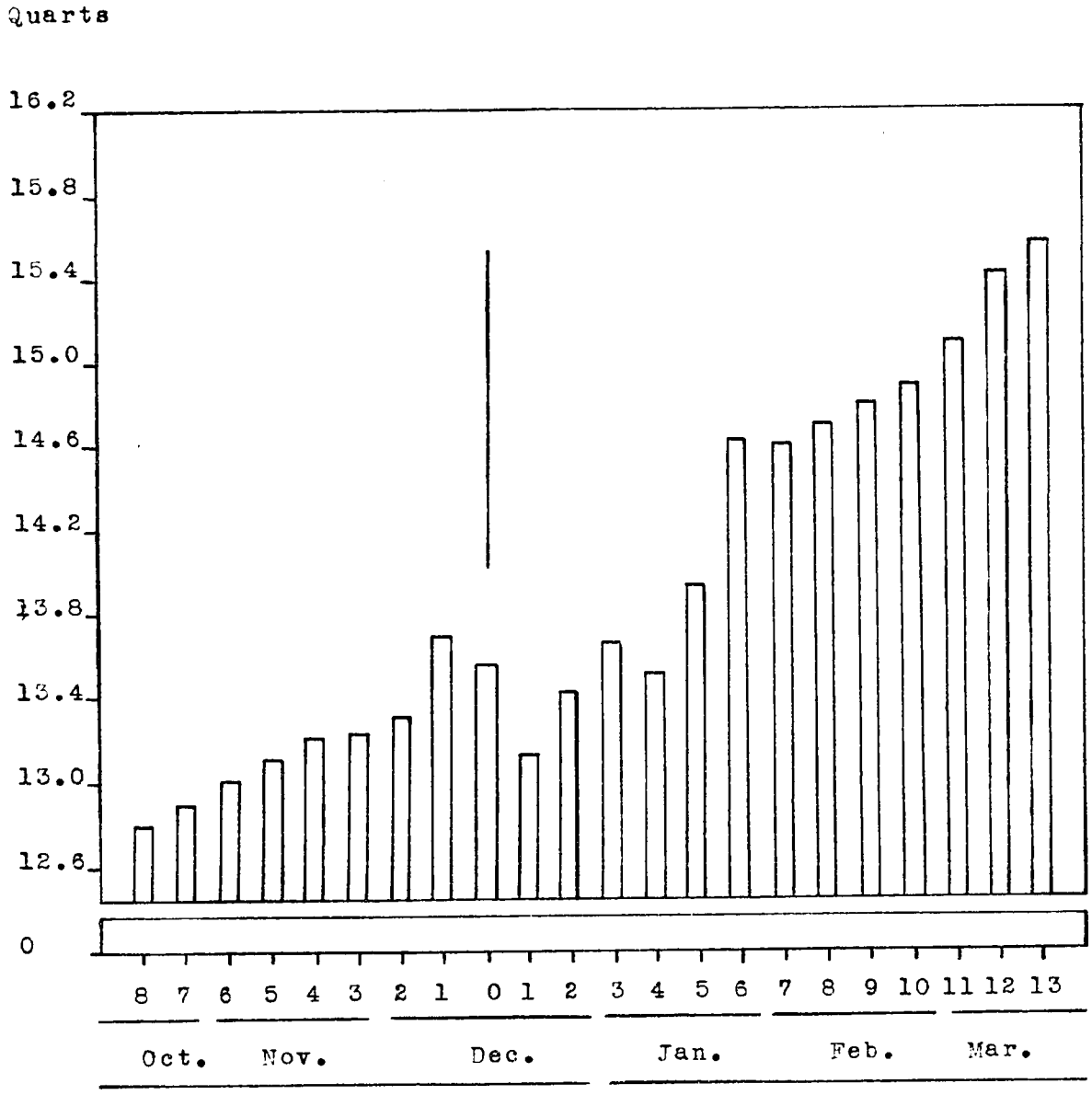

Figure 9.- HULL: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers:3519.

BUCKINGHAM

The representative figures for Buckingham, Quebec, set forth in table 14 and figure 10, were abstracted from 2 sales routes of an Ottawa distributor with 518 customers in the town.

Till week 4 after the effective date of the consumer's subsidy, the consumption showed no response to the subsidy . The immediate effect was felt between week 4 and 6, with an increase of 14.4 per cent.

There was no change during February, and a further 6.3 per cent rise in March might or might not be attributable to the subsidy.

TABLE14.- BUCKINGHAM: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	4047	4100	4143	4197	4229	4291	4144	4762	4721	4457	4525
Cust: 5-weeks moving average.	493	493	493	492	492	498	504	510	516	523	523
Qt. per cust. per week.	8.21	8.32	8.40	8.53	8.60	8.62	8.22	9.34	9.15	8.52	8.65
%	89.7	90.9	91.8	93.2	94.0	94.2	89.8	102.1	100.0	93.1	94.5

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	4640	4437	4703	5191	5299	5332	5381	5393	5426	5478	5516
Cust: 5-weeks moving average.	524	524	525	530	535	539	544	543	537	531	525
Qt. per cust. per week.	8.85	8.47	8.96	9.79	9.90	9.89	9.89	9.93	10.10	10.32	10.51
%	96.7	92.6	97.9	107.0	108.2	108.1	108.1	108.5	110.4	112.8	114.8

* Week "0" is week containing Dec. 16/42 = 100.

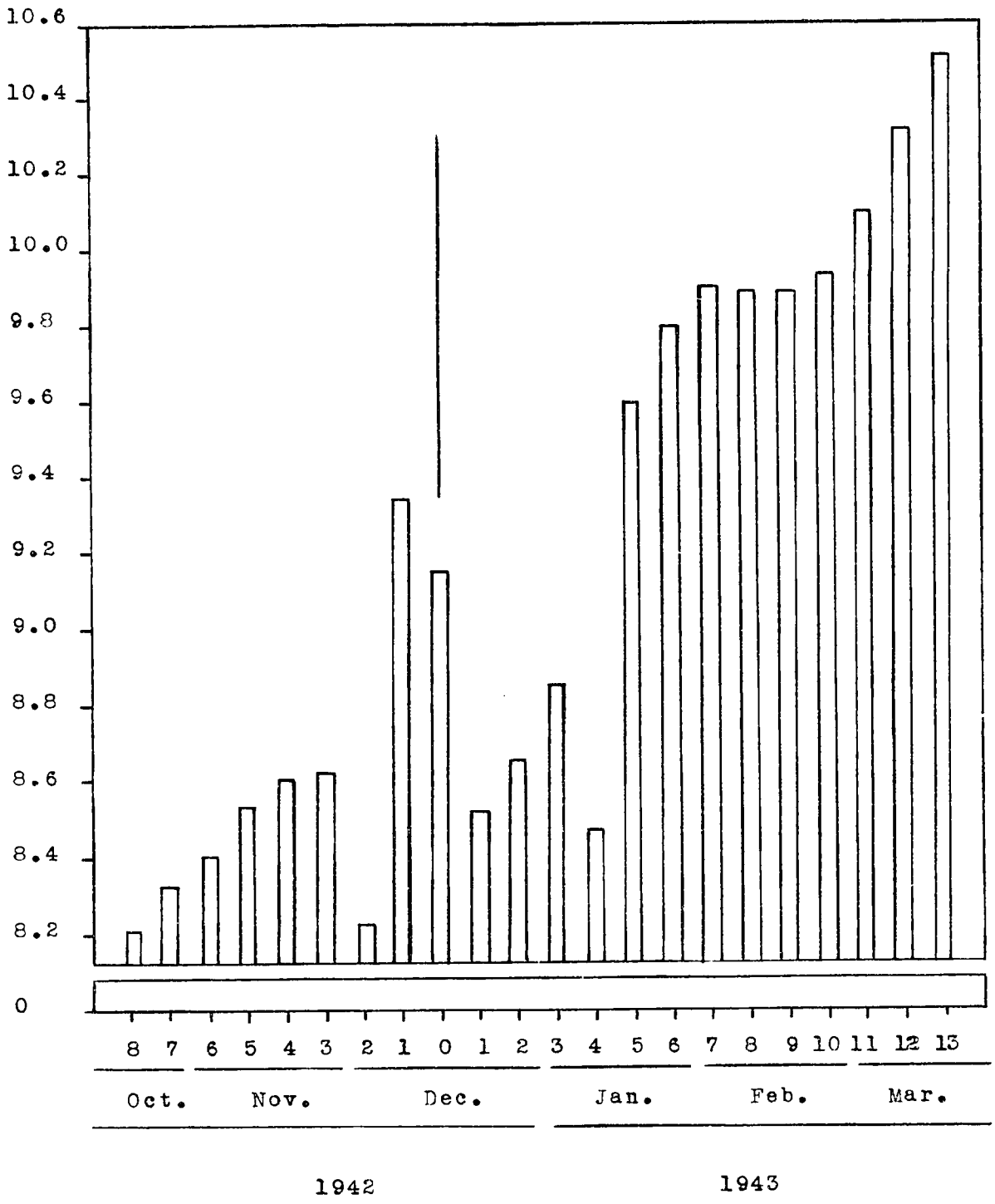

Figure10.- BUCKINGHAM: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 518.

ST. HYACINTHE

Investigation has been made at St. Hyacinthe, Quebec, regarding the effect of the 2-cent per quart consumer's subsidy on milk. Of the 30 distributors of the city, 14 were interviewed, but only six had sales records available for our purpose.

A sufficient amount of data is available to show that the average curtailment of sales following a one cent advance in the price of quarts is almost negligible (Table 15, figure 11). A reduction of only 0.5 per cent in sales per customer was noted at the end of 7 weeks following such an increase on October 23, 1942.

The figure is calculated from a survey of sales of dairies having 674 customers.

However, the increase in sales following a 2-cent reduction in price is very noticeable.

At the end of 8 weeks after the effective date of the subsidy, December 16, 1942, an increase in sales per customer of 20.5 per cent was observed. After a further 5 weeks the total increase was 21.8 per cent.

TABLE 15 ST-HYACINTHE: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date.*	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "O"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	6379	6366	6389	6383	6370	6414	6458	6485	6410	6334	6317
Cust: 5-weeks moving average.	662	664	666	668	672	673	675	676	678	678	678
Qt. per cust. per week.	9.64	9.58	9.59	9.56	9.48	9.53	9.57	9.59	9.45	9.34	9.32
%	102.0	101.4	101.5	101.2	100.3	100.8	101.3	101.5	100.0	98.8	98.6

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	6493	6636	6975	7333	7572	7664	7730	7776	7800	7834	7779
Cust: 5-weeks moving average.	679	679	677	676	674	673	672	673	674	675	676
Qt. per cust. per week.	9.56	9.77	10.30	10.85	11.23	11.39	11.50	11.55	11.57	11.61	11.51
%	101.2	103.4	109.0	114.8	118.8	120.5	121.7	122.2	122.4	122.9	121.8

* Week "O" is week containing Dec. 16/42 = 100.

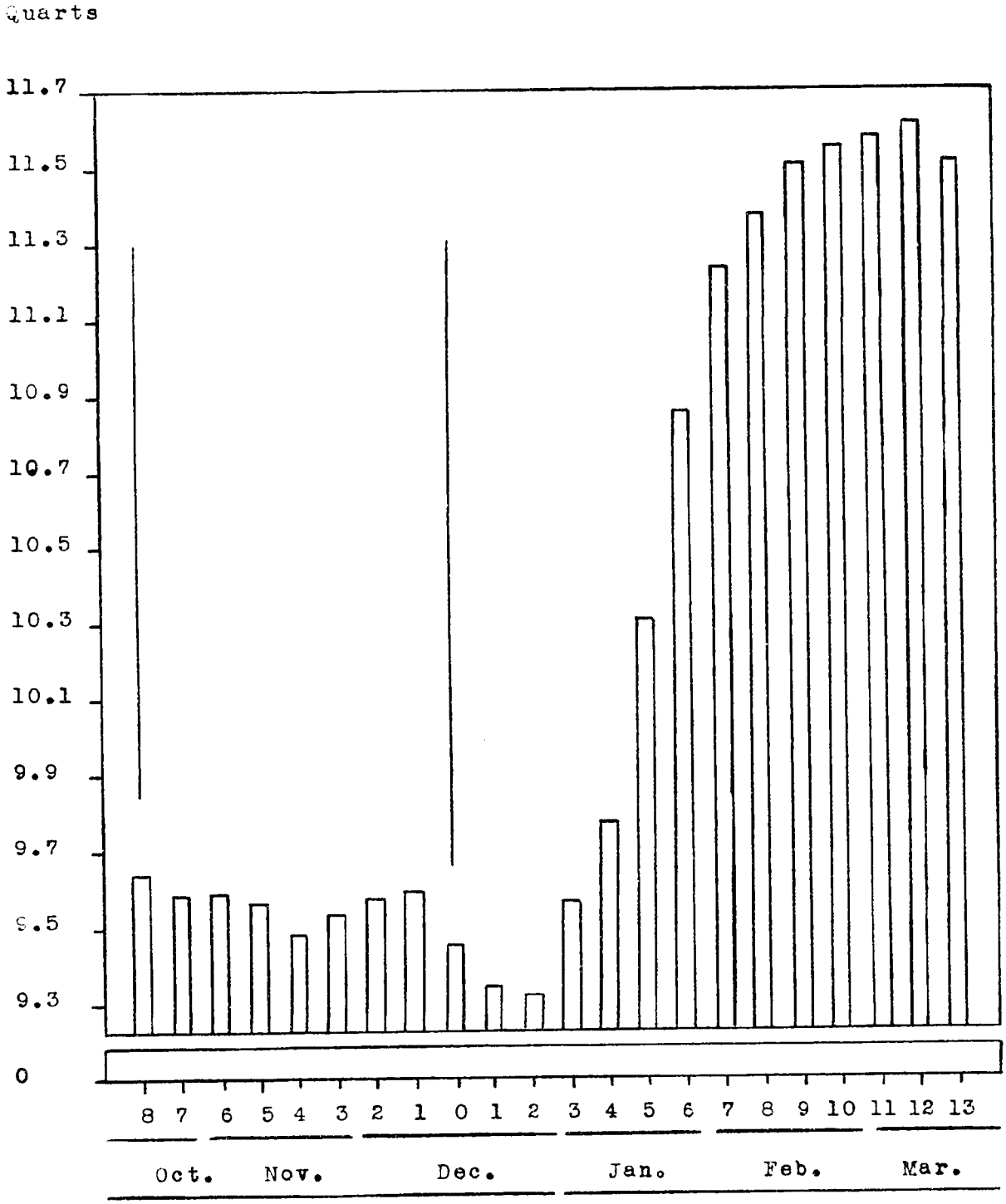

Figure 11.- ST-HYACINTHE: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 674

REGINA

A brief outline has been represented dealing with the effects of the consumer's subsidy in the easter part of Canada. For the West, Rgina has been taken as a representative city. As in St-Hyacinthe milk is delivered to consumers seven days a week in Regina.

To obtain data three of the larger distributors were visited and from them information was obtained for 1,397 customers buying milk not recorded as to type.

In Regina the situation differs from easter cities in that Jersey milk is 3 cents per quart more than ordinary rather than 2 cents.

It can be observed from the ordinary milk consumption trend (table 16, Figure 12) that the subsidy effect appears to be more noticeable for this ordinary milk than for Jersey milk than in the other cities visited.

As soon as the consumer's subsidy became effective the influence was observable right away in ordinary milk consumption trend. From the subsidy innovation week till week 13, the increase was 27.7 per cent.

It will be observed from the table 17 figure 13 that the Jersey milk consumption trend, between week 3 and 6 of the subsidy week, the increase was 17.4 per cent compared with an increase of 39.1 per cent between week 3 and 13.

In the Eastern the increase in consumption of Jersey was greater due to the differential being 2 cents where as Regina, Jersey milk is 3 cents more than ordinary milk and the subsidy effected ordinary milk consumption almost as much as the Jersey.

Then we can assume that price is a factor affecting the rate of milk consumption.

Would it not be well to compare table 18, describing Regina consumption during 1939-42, with table 19, figure 14, representing 1942-43 consumption for a certain number of customers.

Let us take a look at the trend consumption for the interresting period of October to March 1939-42 (all figures on basis of 31-day month). (table 18)

Table 18 :- Total Fluid Milk Sales in Regina, 1939-42 - Quarts

	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.
1939-40	408,422	466,168	413,415	421,456	458,599	433,252
1940-41	420,406	485,107	434,299	440,305	470,159	467,142
1941-42	417,236	488,313	462,776	449,079	479,062	473,396

During those three periods, the same trend occured for each year, i.e. increase in consumption for November. During December decrease principally caused by winter holidays, a rise in January and February, then some decline in March. As described before, these variations are purely seasonal, and happened every year, except however for the period studied 1942-43. The trend attributed to the consumer's subsidy was not the same.

This consumption trend had increased during the 8 weeks preceding the subsidy date at an average rate of 0.6 per cent. During the succeeding 13 weeks the average increase was [illegible] per cent, the acceleration being properly attributable to the subsidy.

TABLE16.- REGINA: ORDINARY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	8487	8654	8368	8985	9046	9112	9206	9156	9128	9306	9517
Cust: 5-weeks moving average.	1382	1383	1385	1386	1389	1390	1391	1392	1395	1397	1398
Qt. per cust. per week.	6.1	6.3	6.4	6.5	6.5	6.6	6.6	6.6	6.5	6.7	6.8
%	93.8	96.9	98.5	100.0	100.0	101.5	101.5	101.5	100.0	103.1	104.6

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	9706	10022	10364	10521	10644	10779	10934	11084	11339	11548	11641
Cust: 5-weeks moving average.	1400	1402	1403	1404	1406	1407	1408	1407	1407	1406	1406
Qt. per cust. per week.	6.9	7.2	7.4	7.5	7.6	7.7	7.8	7.9	8.1	8.2	8.3
%	106.2	110.8	113.8	115.4	116.9	118.5	120.0	121.5	124.6	126.2	127.7

* Week "0" is week containing Dec. 16/42=100

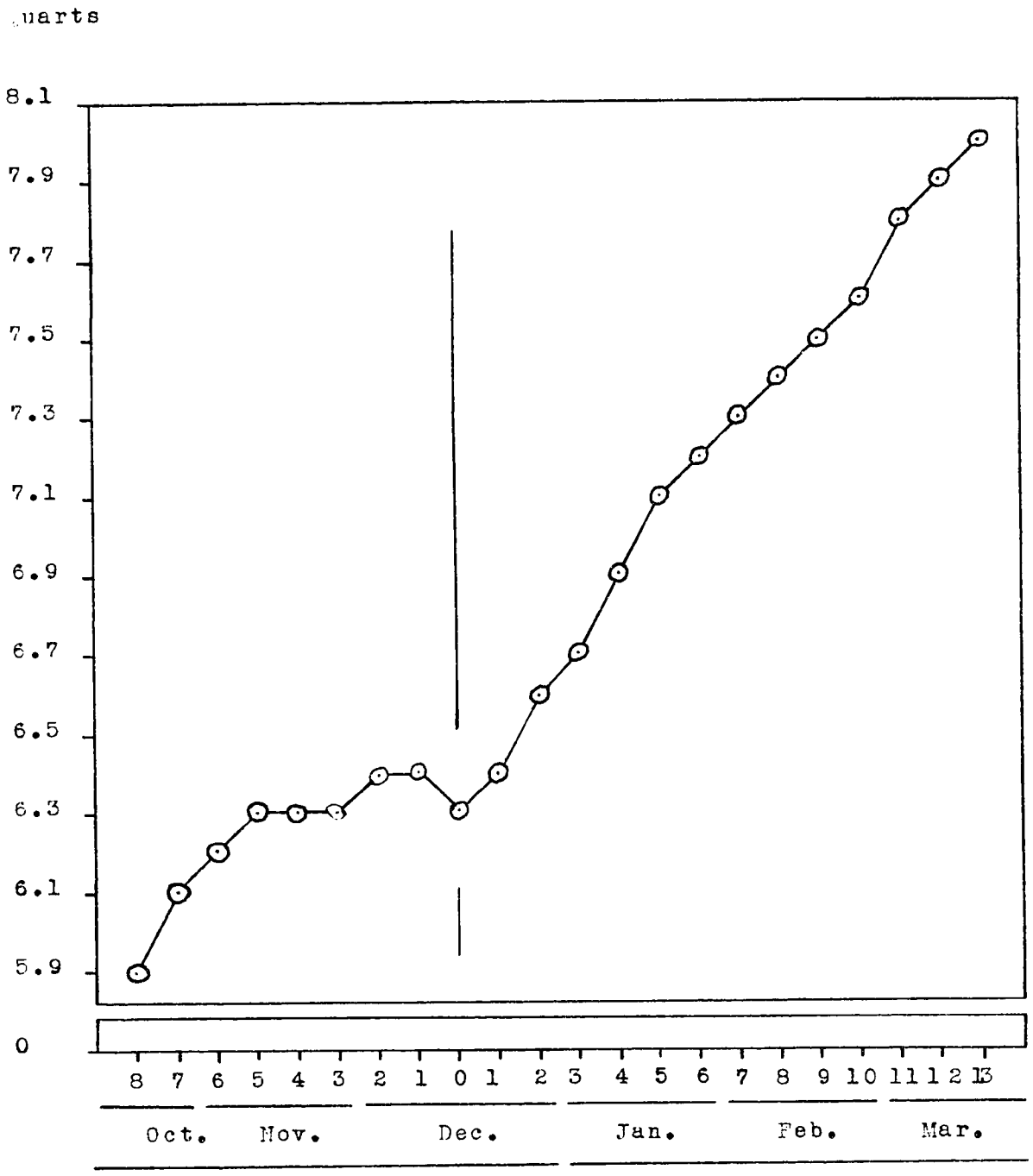

Figure 12.- REGINA: Trend of ORDINARY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 1397.

TABLE17.- REGINA: JERSEY MILK CONSUMPTION

1942

Week before and after effective subsidy date.*	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	283	291	302	307	314	323	325	317	317	312	310
Cust: 5-weeks moving average.	1382	1383	1385	1386	1389	1390	1391	1392	1395	1397	1398
Qt. per cust. per week.	0.20	0.21	0.22	0.22	0.23	0.23	0.23	0.23	0.23	0.22	0.22
%	87.0	91.3	95.7	95.7	100.0	100.0	100.0	100.0	100.0	95.7	95.7

1943

Week after effective subsidy date.	JAN. 3	4	5	6	7	FEB. 8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	322	343	359	377	393	402	412	420	430	443	450
Cust: 5-weeks moving average.	1400	1402	1403	1404	1406	1407	1408	1407	1407	1406	1406
Qt. per cust. per week.	0.23	0.24	0.26	0.27	0.28	0.29	0.29	0.30	0.31	0.31	0.32
%	100.0	104.3	113.0	117.4	121.7	126.1	126.1	130.4	134.8	134.8	139.1

* Week "0" is week containing Dec. 16/42=100

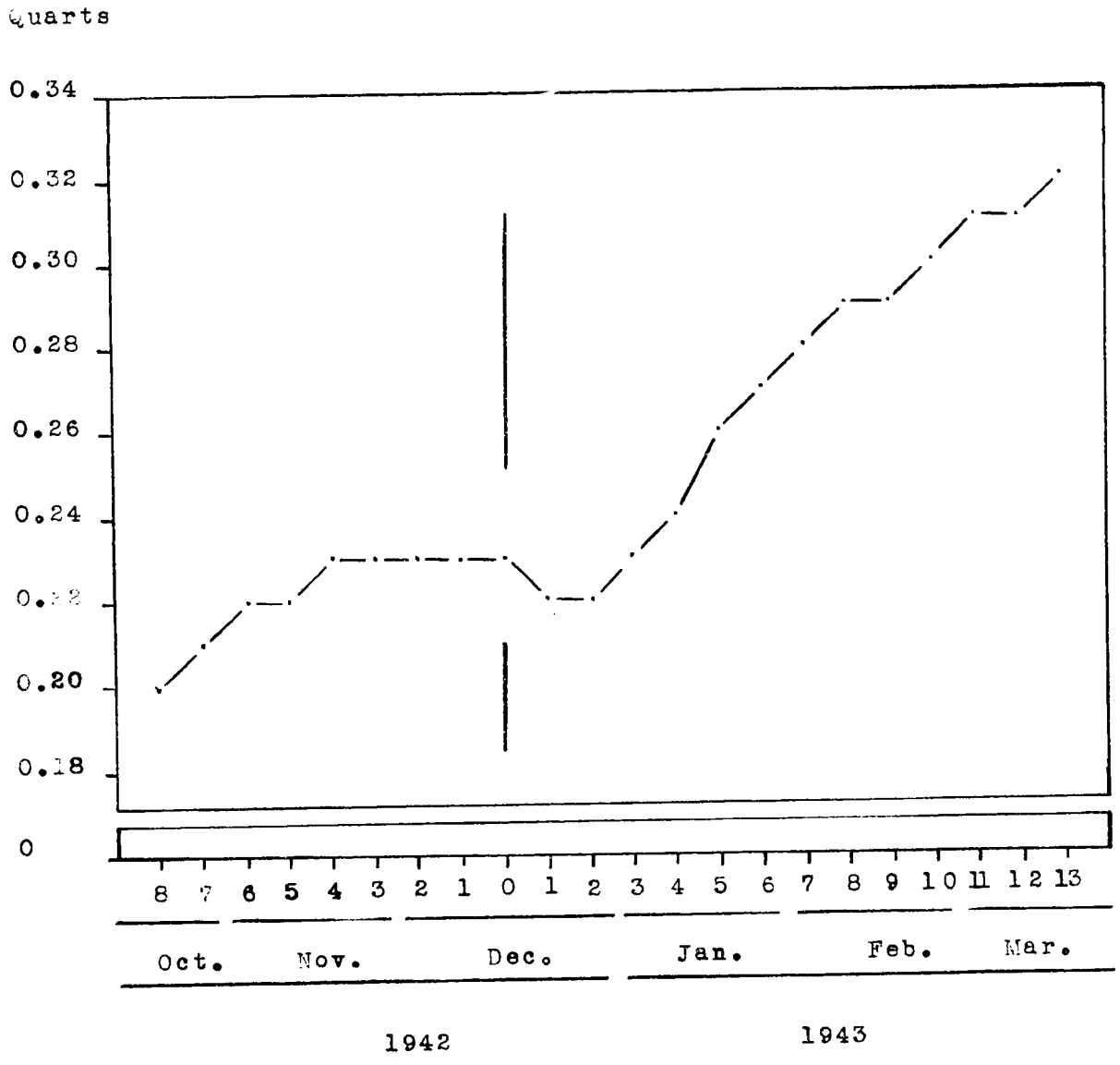

Figure 13.- REGINA: Trend of JERSEY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 1397.

TABLE 19.- REGINA: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	22108	22445	22858	23121	23279	23520	23801	23638	23513	23943	24420
Cust: 5-weeks moving average.	3864	3870	3877	3883	3896	3901	3908	3913	3924	3931	3935
Qt. per cust. per week.	5.72	5.80	5.90	5.95	5.98	6.03	6.09	6,04	5.99	6.09	6.21
%	95.5	96.8	98.5	99.3	99.8	100.7	101.7	100.8	100.0	101.7	103.7

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	24849	25669	26476	26835	27057	27232	27477	27663	28052	28341	28137
Cust: 5-weeks moving average.	3942	3947	3952	3959	3965	3972	3982	3975	3989	3992	3997
Qt. per cust. per week.	6.30	6.50	6.70	6.78	6.82	6.86	6.90	6.96	7.03	7.10	7.04
%	105.2	108.5	111.9	113.2	113.9	114.5	115.2	116.2	117.4	118.5	117.5

* Week "0" is week containing Dec. 16/42 = 100.

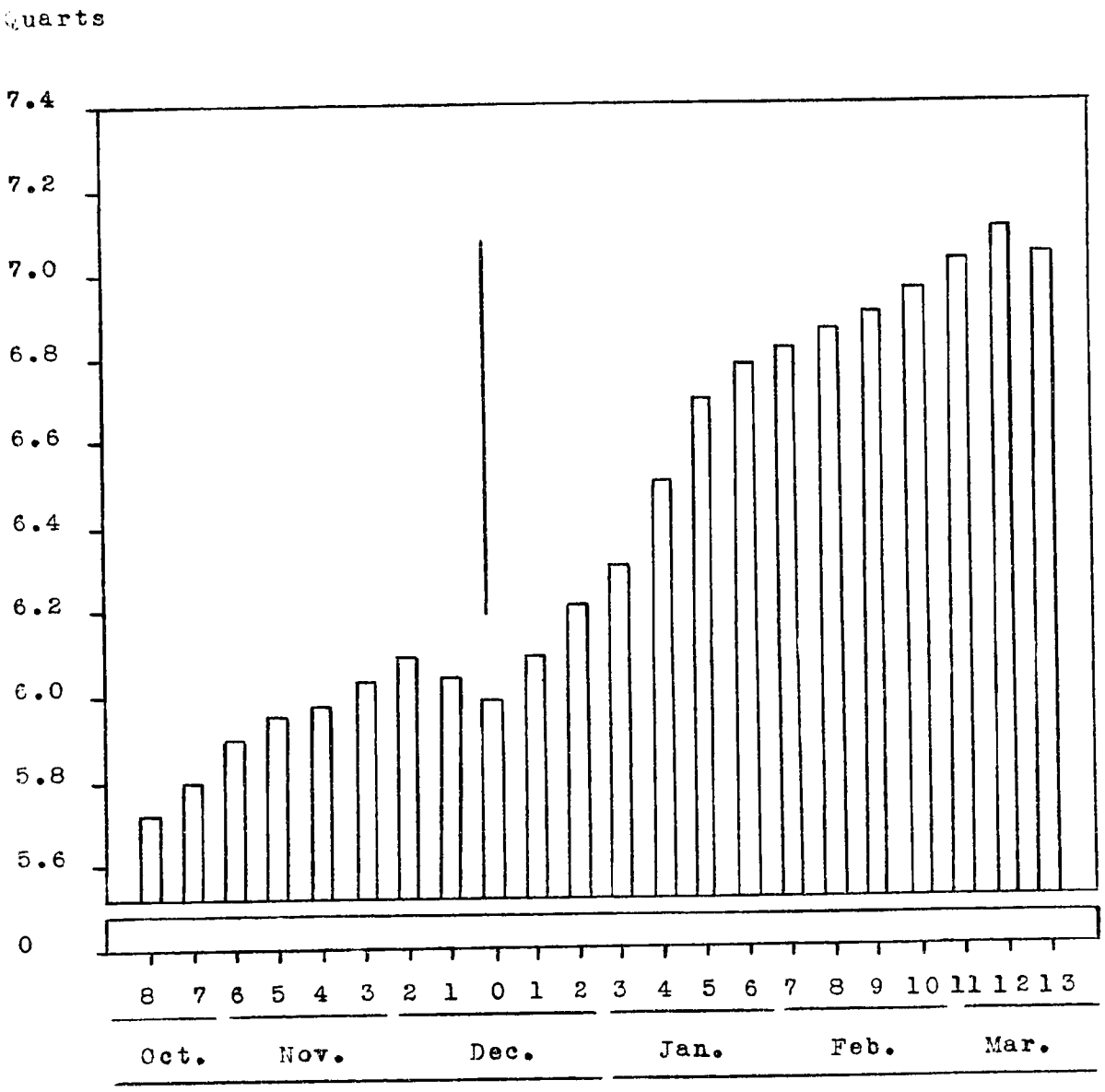

Figure 14.- REGINA: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 3935.

HIGH-INCOME DISTRICT vs. LOW-INCOME DISTRICT

For this particular distinction figures were obtained from records of retail routes showing the weekly sales of milk per customer. The data included sales to 607 customers in one section of Ottawa and to 713 customers in another part of the city.

The first section is Rockliffe which embraces one of the better residential districts and maybe classed as wealthy. In the second district, Mechanicsville the incomes are smaller, being derived largely from clerical and factory employment.

One might expect the elasticity of demand for a stable food such as milk to be greater amongst low than amongst high income people. This proved to be true in this investigation.

For Fluid milk, the reduction in retail prices resulted in 15.0 per cent increase in consumption between subsidy week till week 13 for the low income district, (table 20 figure 15) and during the same period a rise of only 5.2 per cent took place for the high income district. (table 21, figure 16).

Consumption was observed be greater per customer in the high income area. Rockliffe households consumed an average of 13.97 quarts per week for a period of 22 weeks and the similar average for Mechanicsville was 11.72. The consumption per week per customer in the higher income group was 19.2 per cent more than in the lower.

The difference is more noticeable with consumption of Jersey milk. The consumption for Rockliffe (table 22, figure 17) was nearly 3 times as great as in Mechanicsville (table 23, figure 18) per customer per week.

However it may be noted that Jersey milk consumption increase 60.8 per cent for the poor section since the subsidy became effective till week 13. The increase for the other section was only 44.6 per cent. At the end of 13 weeks after the subsidy week the increase rate of ordinary milk amounted to 0.4 per cent in the wealthier section of this city (table 24 figure 19) while a rise lf 12.8 per cent occured in the low-income district. (table 25, figure 20).

TABLE20.- MECHANICSVILLE: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	7353	7535	7598	7716	7818	7919	7919	8105	7985	7904	8065
Cust: 5-weeks moving average.	679	683	686	690	696	699	703	706	709	716	724
Qt. per cust. per week.	10.82	11.04	11.07	11.19	11.23	11.32	11.27	11.48	11.26	11.03	11.14
%	96.1	98.0	98.3	99,4	99.7	100.5	100.1	102.0	100.0	98.0	98.9

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	8235	8330	8767	8948	9047	9095	9139	9150	9164	9183	9128
Cust: 5-weeks moving average.	731	739	746	740	738	735	727	721	716	710	705
Qt. per cust. per week.	11.26	11.27	11.80	12.09	12.27	12.38	12.57	12.69	12.81	12.93	12.95
%	100.0	100.1	104.8	107.4	109.0	109.9	111.7	112.7	113.7	114.8	115.0

x Week "0" is week containing Dec. 16/42= 100

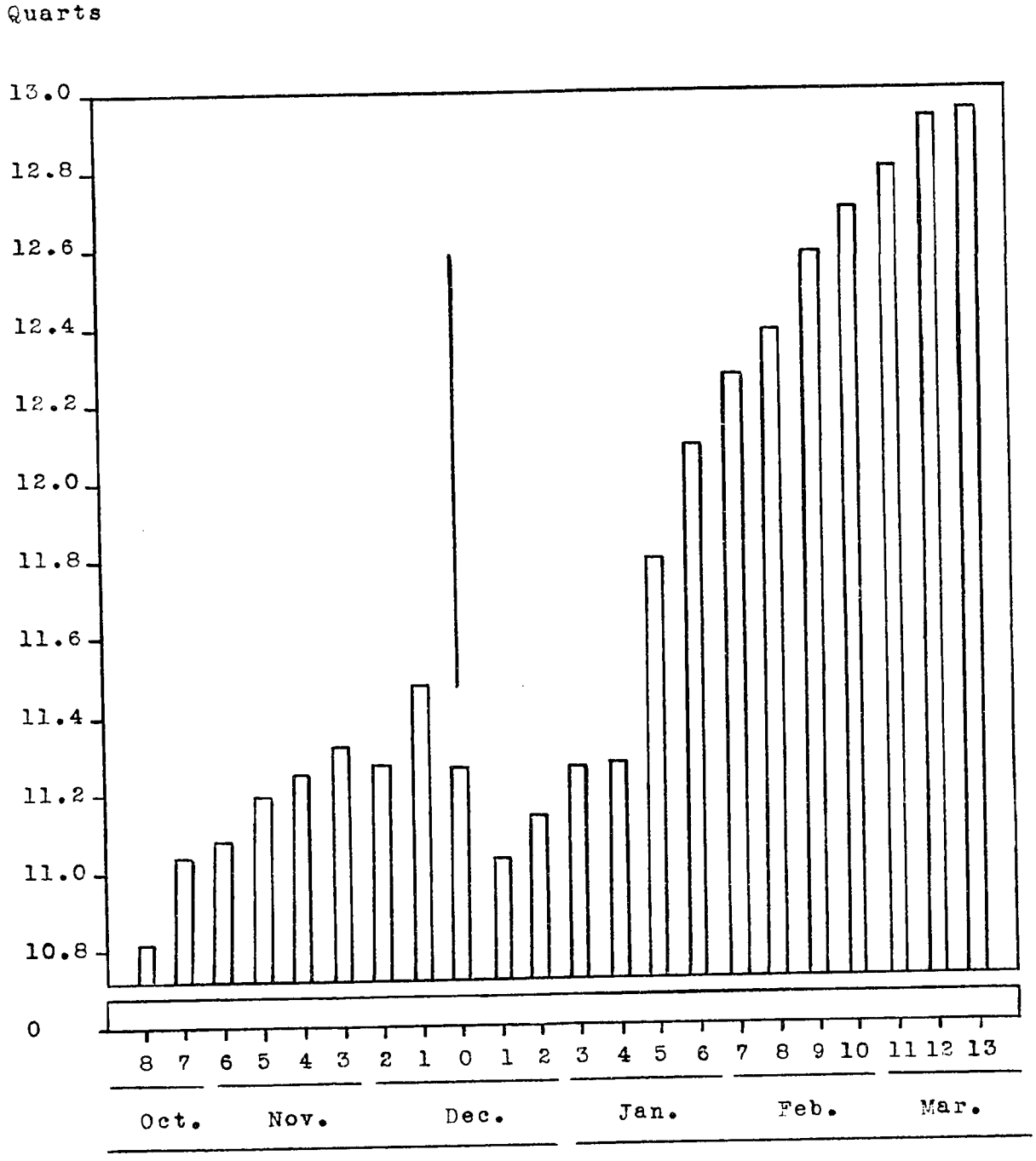

Figure 15.- MECHANICSVILLE: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43. Customers: 713.

TABLE 21.- ROCKLIFFE: FLUID MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"O"	1	2
Qt: 5-weeks moving average.	7953	8030	8117	8217	8311	8384	8429	8534	8388	8201	8202
Cust: 5-weeks moving average.	608	609	610	611	610	609	607	601	604	604	603
Qt. per cust. per week.	13.08	13.19	13.31	13.45	13.62	13.77	13.88	14.09	13.89	13.59	13.60
%	94.2	95.0	95.8	96,8	98.1	99.1	99.2	101.4	100.0	97.8	97.9

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	8234	8175	8397	8674	8802	8862	8930	8968	8960	8930	8944
Cust: 5-weeks moving average.	603	602	603	605	606	608	610	610	611	611	612
Qt. per cust. per week.	13.66	13.57	13.92	14.38	14.52	14.59	14.65	14.70	14.67	14.62	14.61
%	98.3	97.7	100.2	103.5	104.5	105.0	105.5	105.8	105.6	105.3	105.2

* Week "O" is week containing Dec. 16/42=100.

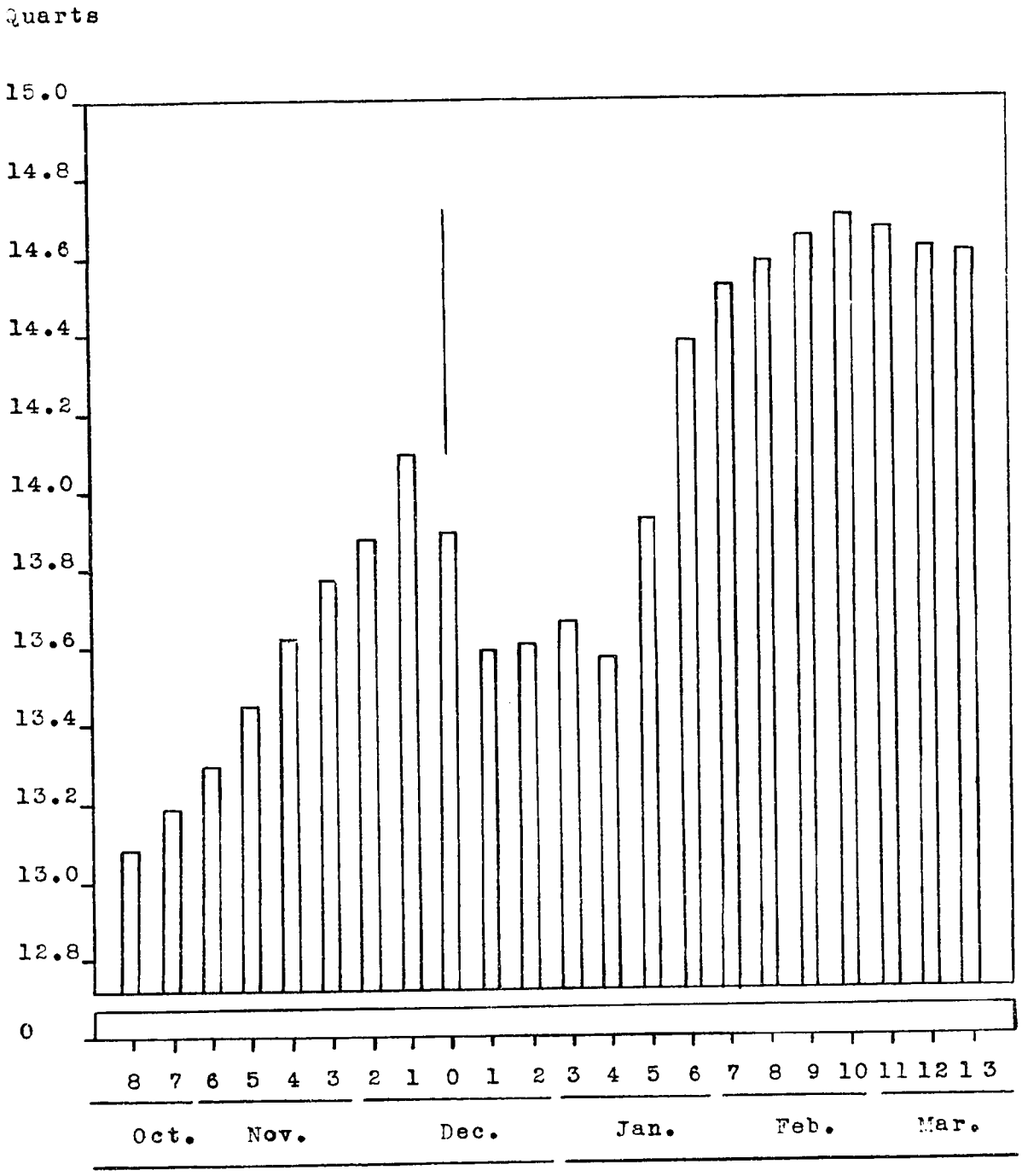

Figure 16.- ROCKLIFFE: Trend of FLUID Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 607.

TABLE22.- ROCKLIFFE: JERSEY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	520	530	527	530	528	535	525	536	535	540	549
Cust: 5-weeks moving average.	420	421	421	422	420	418	415	413	410	409	407
Qt. per cust. per week.	1.24	1.26	1.25	1.25	1.26	1.28	1.26	1.30	1.30	1.32	1.35
%	95.4	96.9	96.2	96.2	96.9	98.5	96.9	100.0	100.0	101.5	103.8

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	575	586	609	635	658	671	686	706	731	751	775
Cust: 5-weeks moving average.	406	404	404	406	407	409	410	411	411	412	412
Qt. perrcust. per week.	1.42	1.45	1.51	1.56	1.62	1.64	1.67	1.72	1.78	1.83	1.88
%	109.2	111.5	116.2	120.0	124.6	126.2	128.5	132.3	136.9	140.8	144.6

* Week "0" is week containing Dec. 16/42=100.

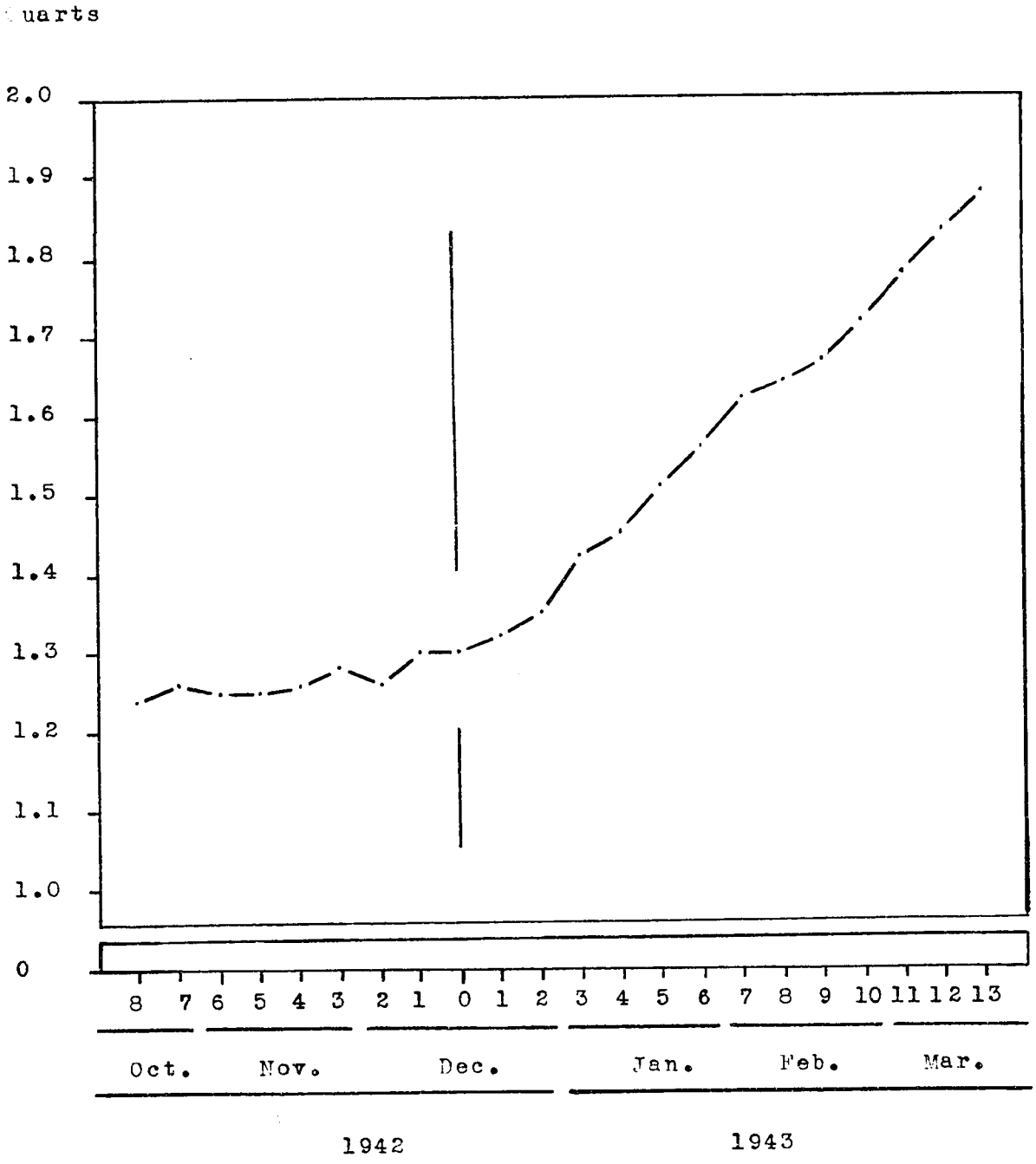

Figure17.- ROCKLIFFE: Trend of JERSEY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 412.

TABLE 23.- MECHANICSVILLE: JERSEY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	239	239	238	246	251	246	249	259	262	252	261
Cust: 5-weeks moving average.	496	498	499	501	506	509	512	515	518	525	532
Qt. per cust. per week.	.48	.48	.48	.49	.50	.48	.49	.50	.51	.48	.50
%	94.1	94.1	94.1	96.1	98.0	94.1	96.1	98.0	100.0	94.1	98.0

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	DEC. 11	DEC. 12	DEC. 13
Qt: 5-weeks moving average.	262	262	270	296	314	324	325	374	392	407	426
Cust: 5-weeks moving average.	540	547	549	544	538	533	527	525	524	522	521
Qt. per cust. per week.	.49	.48	.49	.54	.58	.61	.65	.71	.75	.78	.82
%	96.1	94.1	96.1	105.9	113.7	119.6	127.5	139.2	147.1	152.9	160.8

* Week "0" is week containing Dec. 16/42=100.

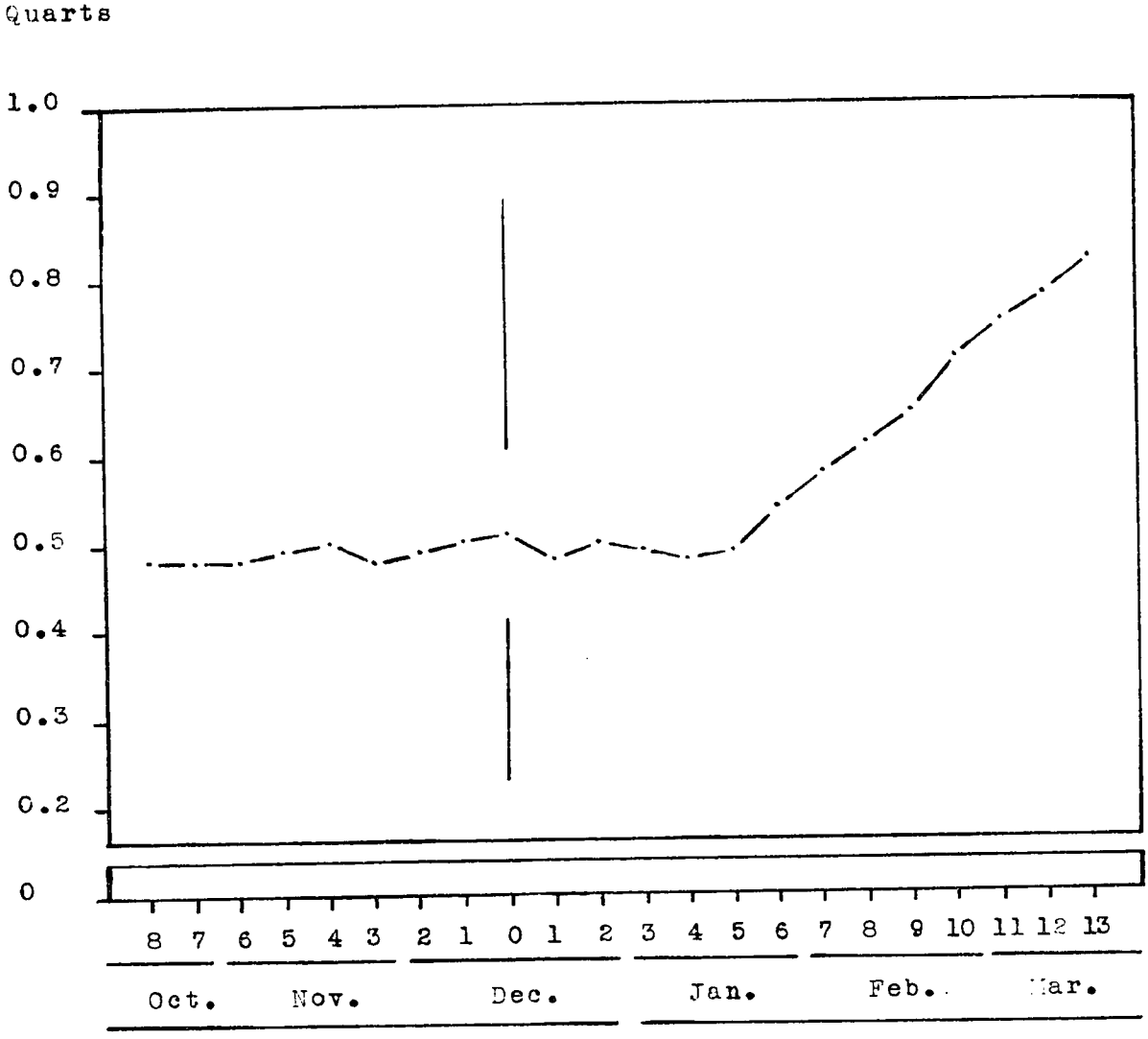

Figure 18.- MECHANICSVILLE: Trend of JERSEY Milk Consumption Affecte by Price Change on Sales by Weeks, 1942-43.

Customers: 522.

TABLE 24.- ROCKLIFFE: ORDINARY MILK CONSUMPTION

1942

Week before and after Effective subsidy date *	OCT. 8	7	NOV. 6	5	4	3	DEC. 2	1	"0"	1	2
Qt: 5-weeks moving average.	5340	5363	5409	5459	5528	5595	5650	5700	5617	5497	5442
Cust: 5-weeks moving average.	420	421	421	422	420	418	415	413	410	409	407
Qt. per cust. per week.	12.72	12.75	12.84	12.93	13.15	13.39	13.61	13.82	13.70	13.45	13.37
%	92.8	93.1	93.7	94.4	96.0	97.7	99.3	100.9	100.0	98.2	97.6

1943

Week after effective subsidy date.	JAN. 3	4	5	6	FEB. 7	8	9	10	MAR. 11	12	13
Qt: 5-weeks moving average.	5413	5374	5461	5561	5609	5625	5644	5668	5704	5673	5669
Cust: 5-weeks moving average.	406	404	404	406	407	409	410	411	412	412	412
Qt. per cust. per week.	13.34	13.29	13.56	13.70	13.78	13.77	13.75	13.80	13.87	13.78	13.76
%	97.4	97.0	98.5	100.0	100.6	100.5	100.4	100.7	101.2	100.6	100.4

* Week "0" is week containing Dec. 16=100.

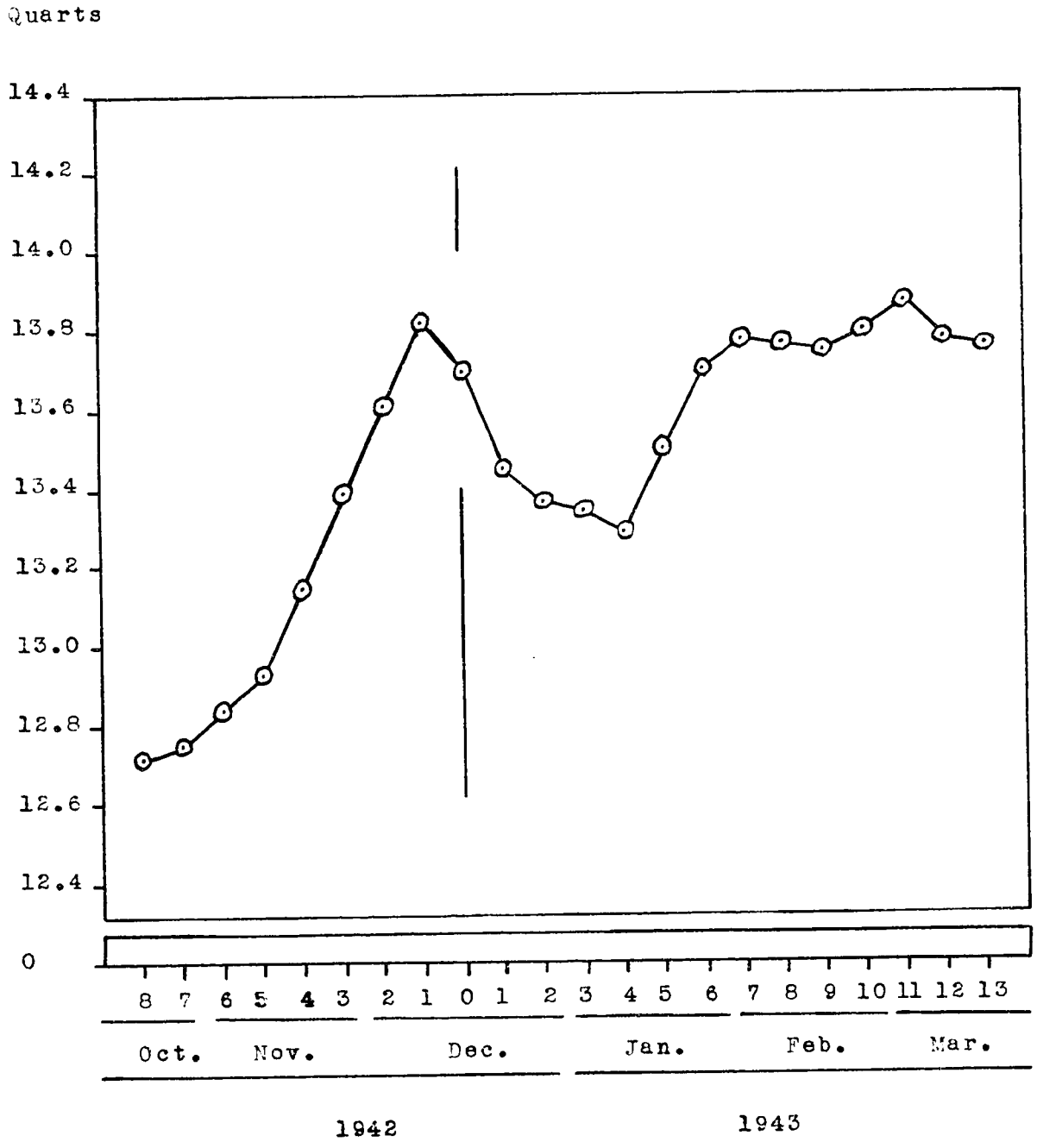

Figure 19.- ROCKLIFFE: Trend of ORDINARY Milk Consumption Affected by Price Change on Sales by Weeks, 1942-43.

Customers: 412.

TABLE25.- MECHANICSVILLE: ORDINARY MILK CONSUMPTION

1942

Week before and after effective subsidy date *	OCT. 8	OCT. 7	NOV. 6	NOV. 5	NOV. 4	NOV. 3	DEC. 2	DEC. 1	DEC. "0"	DEC. 1	DEC. 2
Qt: 5-weeks moving average.	5158	5223	5286	5392	5479	5582	5686	5815	5733	5719	5858
Cust: 5-weeks moving average.	496	498	499	501	506	509	512	515	518	525	532
Qt. per cust. per week.	10.40	10.50	10.58	1.076	10.83	1097	11.11	11.29	11.07	10.89	11.00
%	93.9	94.9	95.6	97.2	97.8	99.1	100.4	102.0	100.0	98.4	99.4

1943

Week after effective subsidy date.	JAN. 3	JAN. 4	JAN. 5	JAN. 6	FEB. 7	FEB. 8	FEB. 9	FEB. 10	MAR. 11	MAR. 12	MAR. 13
Qt: 5-weeks moving average.	5995	6070	6383	6439	6524	6568	6615	6623	6615	6601	6510
Cust: 5-weeks moving average.	540	547	549	544	538	533	527	525	524	522	521
Qt. per cust. per week.	11.11	11.09	11.63	11.85	12.12	12.32	12.56	12.61	12.63	12.64	12.49
%	100.4	100.2	105.1	107.0	109.5	111.3	113.5	113.9	114.1	114.2	112.8

* Week "0" is week containing Dec. 18/42=100.

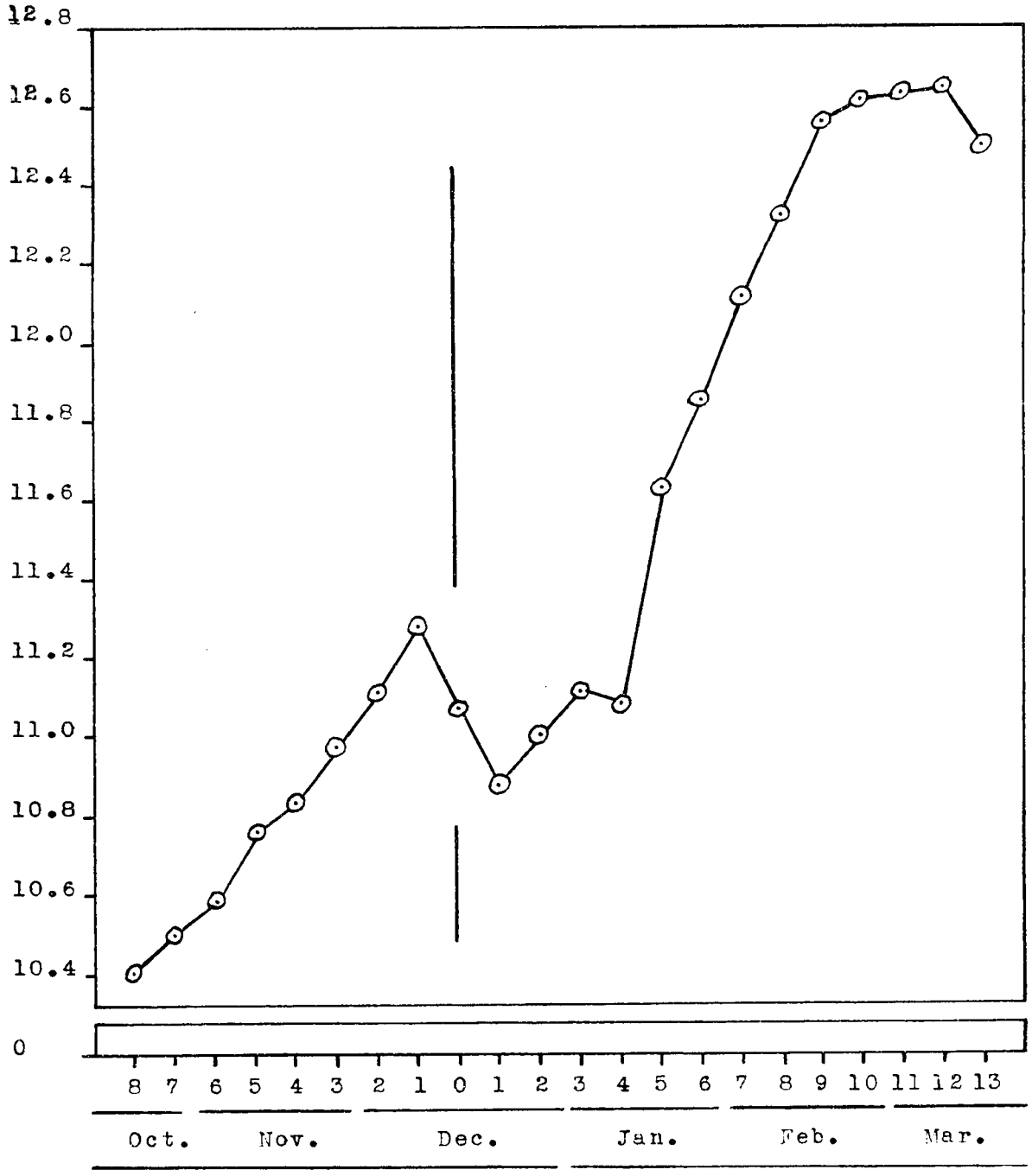

Figure 20.- MECHANICSVILLE: Trend of ORDINARY Milk Consumption Affect by Price Change on Sales by Weeks, 1942-43.

Customers: 522.

A P P E N D I X

TABLE 26 .- ST-HYACINTHE; FLUID MILK CONSUMPTION

Date:	1942 OCT 1-15	1942 OCT 16-31	1942 NOV 1-15	1942 NOV 16-30	1942 DEC 1-15	1942 DEC 16-31	1943 JAN 1-15	1943 JAN 16-31	1943 FEB 1-15	1943 FEB 16-28	1943 MAR 1-15	1943 MAR 16-31
Qt:	22544	24502	22887	22814	23056	24394	21436	27040	26378	23102	27057	29083
No of customer	1035	1035	1054	1054	1065	1065	1071	1071	1057	1057	1068	1068
Qt. per cust. per two weeks	21.78	23.67	21.71	21.65	21.65	22.91	20.03	25.25	24.96	21.86	25.33	27.23
No of day	15	16	15	15	15	16	15	16	15	13	15	16
Qt. per cust. per day.	1.45	1.48	1.45	1.44	1.44	1.43	1.34	1.58	1.66	1.68	1.69	1.70

TABLE 27 .- [illegible]

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	6379	6366	6369	6383	6370	6414	6458	6485	6410	6334	6317
Cust: 5-weeks moving Average	662	664	666	668	672	673	675	676	678	678	678
Qt. per cust. per week	9.6	9.6	9.6	9.6	9.5	9.5	9.6	9.6	9.5	9.3	9.3
%	101.1	101.1	101.1	101.1	100.0	100.0	101.1	101.1	100.0	97.9	97.9

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	6493	6636	6975	7353	7572	7664	7730	7776	7800	7834	7779
Cust: 5-weeks moving Average	679	679	677	676	674	673	672	673	674	675	676
Qt. per cust. per week	9.6	9.6	10.3	10.9	11.2	11.4	11.5	11.6	11.6	11.6	11.5
%	101.1	103.2	108.4	114.7	117.9	120.0	121.1	122.1	122.1	122.1	121.1

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TABLE 28 .- BUCKINGHAM: FLUID MILK CONSUMPTION

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	4047	4100	4143	4197	4229	4291	4144	4762	4721	4457	4525
Cust: 5-weeks moving Average	493	493	493	492	492	498	504	510	516	523	523
Qt. per cust. per week	8.2	8.3	8.4	8.5	8.6	8.6	8.2	9.3	9.1	8.5	8.7
%	90.1	91.2	92.3	93.4	94.5	94.5	90.1	102.2	100.0	93.4	94.5

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-week moving Average	4640	4437	4703	5191	5299	5332	5381	5393	5426	5478	5516
Cust: 5-weeks moving Average	524	524	525	530	535	539	544	543	537	531	525
Qt. per cust. per week	8.9	8.5	9.0	9.8	9.9	9.9	9.9	9.9	10.1	10.3	10.5
%	97.8	93.4	98.9	107.7	108.8	108.8	108.8	108.8	111.0	113.2	115.4

B6 TABLE 29 .- BUCKINGHAM: FLUID MILK CONSUMPTION (RETAIL)

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	3803	3855	3897	3953	3991	4056	4112	4533	4510	4256	4338
Cust: 5-weeks moving Average	471	472	472	473	473	479	483	488	492	499	501
Qt. per cust. per week	8.1	8.2	8.3	8.4	8.4	8.5	8.5	9.3	9.2	8.5	8.7
%	8[illegible].0	89.1	90.2	91.3	91.3	92.4	92.4	101.1	100.0	92.4	94.6

1943

	JAN				FEB				NOV		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	4475	4292	4562	5057	5170	5198	5244	5254	5272	5315	5347
Cust: 5-weeks moving Average	503	505	507	511	515	519	523	521	514	508	501
Qt. per cust. per week	8.9	8.5	9.0	9.9	10.0	10.0	10.0	10.1	10.3	10.5	10.7
%	96.7	92.4	97.8	107.6	108.7	108.7	108.7	109.8	112.0	114.1	116.3

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TABLE 30 .- HULL: MILK CONSUMPTION (ORDINARY)

1942

Week ending	OCT 22	OCT 29	NOV 5	NOV 12	NOV 19	NOV 26	DEC 3	DEC 10	DEC 17	DEC 24	DEC 31
Qt: 5-weeks moving Average	21003	21162	21383	21586	21839	22029	22251	23222	23083	22375	22719
Cust: 5-weeks moving Average	1442	1445	1448	1452	1455	1462	1467	1471	1476	1480	1480
Qt. per cust. per week	14.6	14.6	14.8	14.9	15.0	15.1	15.2	15.8	15.6	15.1	15.4
%	93.6	93.6	94.9	95.5	96.2	96.8	97.4	101.3	100.0	96.8	98.7

1943

Week ending	JAN 7	JAN 14	JAN 21	JAN 28	FEB 4	FEB 11	FEB 18	FEB 25	MAR 4	MAR 11	MAR 18
Qt: 5-weeks moving Average	22974	22503	23152	24475	25131	25583	26016	26467	26899	27237	27527
Cust: 5-weeks moving Average	1480	1480	1480	1488	1496	1505	1513	1521	1522	1522	1523
Qt. per cust. per week	15.5	15.2	15.6	16.4	16.8	17.0	17.2	17.4	17.7	17.9	18.1
%	99.4	97.4	100.0	105.1	107.7	109.0	110.3	111.5	113.5	114.7	116.0

A4 TABLE 51 .- HULL: [illegible] CONSUMPTION (JERSEY)

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	603	614	635	640	649	649	653	674	683	676	695
Cust: 5-weeks moving Average	1442	1445	1448	1452	1455	1462	1467	1471	1476	1480	1480
Qt. per cust. per week	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5
%	80.0	80.0	80.0	80.0	80.0	80.0	80.0	100.0	100.0	100.0	100.0

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	737	776	829	900	973	1022	1059	1099	1148	1221	1280
Cust: 5-weeks moving Average	1480	1480	1480	1488	1496	1505	1513	1521	1522	1522	1523
Qt. per cust. per week	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.7	0.8	0.8	0.8
%	100.0	100.0	120.0	120.0	140.0	140.0	140.0	140.0	160.0	160.0	160.0

A6

TABLE 32 .- HULL: MILK CONSUMPTION (ORDINARY & JERSEY)

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	21606	21776	22018	22226	22488	22678	22904	23896	23766	23051	23414
Cust: 5-weeks moving Average	1442	1445	1448	1452	1455	1462	1467	1471	1476	1480	1480
Qt. per cust. per week	15.0	15.1	15.2	15.3	15.5	15.5	15.6	16.2	16.1	15.6	15.8
%	93.2	93.8	94.4	95.0	96.3	96.3	96.9	100.6	100.0	96.9	98.1

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	23711	23279	23981	25375	26104	26605	27075	27586	28047	28458	28807
Cust: 5-weeks moving Average	1480	1480	1480	1488	1496	1505	1513	1521	1522	1522	1523
Qt: per cust. per week	16.0	15.7	16.2	17.1	17.4	17.7	17.9	18.1	18.4	18.7	18.9
%	99.4	97.5	100.6	106.2	108.1	109.9	111.2	112.4	114.3	116.1	117.4

TABLE 33 .- HULL: FLUID MILK CONSUMPTION

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	20554	20692	21047	21202	21314	21351	21409	21949	21834	20992	21454
Cust: 5-weeks moving Average	1785	1786	1787	1788	1789	1794	1799	1803	1808	1803	1793
Qt. per cust. per week	11.5	11.7	11.8	11.9	lo.9	11.9	11.9	12.2	12.1	11.6	12.0
%	95.0	96.7	97.5	98.3	98.3	98.3	98.3	100.8	100.0	95.9	99.2

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	21676	21376	21998	23317	22774	22965	23200	23426	23515	24195	24360
Cust: 5-weeks moving Average	1784	1774	1765	1779	1792	1806	1819	1829	1826	1822	1819
Qt. per cust. per week	12.2	12.5	12.5	13.1	12.7	12.7	12.8	12.8	12.9	13.3	13.4
%	100.8	103.3	103.3	108.3	105.0	105.0	105.8	105.8	106.6	109.9	110.7

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TABLE 34 .- HULL: FLUID MILK CONSUMPTION (RETAIL)

1942

	OCT		NOV				DEC				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	10593	10668	10724	10799	10926	10978	11080	11424	11443	11052	11352
Cust: 5-weeks moving Average	1636	1641	1645	1650	1654	1663	1666	1670	1673	1671	1666
Qt. per cust. per week	6.5	6.5	6.5	6.5	6.6	6.6	6.6	6.8	6.8	6.6	6.8
%	95.6	95.6	95.6	95.6	97.1	97.1	97.1	100.0	100.0	97.1	100.0

1943

	JAN				FEB				MAR		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving Average	11466	11357	11646	12327	12088	12233	12404	12511	12519	12826	12885
Cust: 5-weeks moving Average	1660	1655	1649	1657	1665	1672	1680	1688	1687	1687	1686
Qt. per cust. per week	6.9	6.9	7.1	7.4	7.3	7.3	7.4	7.4	7.4	7.6	7.6
%	101.5	101.5	104.4	108.8	107.4	107.4	108.8	108.8	108.8	111.8	111.8

TABLE 35 .- HULL: MILK CONSUMPTION (ORDINARY)

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	13	20	27
Qt: 5-week moving Average	1963	1943	1964	1988	1996	1997	2008	1985	1977	2020
Cust: 5-week moving Average	230	229	229	228	229	229	230	230	231	231
Qt. per cust. per week	8.5	8.5	8.6	8.6	8.7	8.7	8.7	8.6	8.6	8.7
%	98.5	98.5	100.0	100.0	101.2	101.2	101.2	100.0	100.0	101.2

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Qt: 5-week moving Average	2098	2188	2320	2449	2521	2587	2612	2647	2704	2760	2813	2892
Cust. 5-week moving Average	232	232	234	236	240	243	247	254	258	261	264	267
Qt. per cust. per week	9.1	9.4	10.0	10.4	10.5	10.6	10.6	10.4	10.5	10.6	10.6	10.8
%	105.8	109.3	116.3	120.9	122.1	123.3	123.3	120.9	122.1	123.3	123.3	125.6

62 TABLE 36 .- MILK: MILK CONSUMPTION (JERSEY)

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	12	20	27
Qt: 5-week moving average	77	75	72	70	66	66	67	70	72	78
Cust: 5-week moving average	230	229	229	228	229	229	230	230	231	231
Qt. per cust. per week	0.34	0.33	0.32	0.31	0.29	0.29	0.29	0.30	0.31	0.34
%	109.7	106.5	103.2	100.0	93.5	93.5	93.5	96.8	100.0	109.7

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Qt: 5-week moving average	83	88	93	97	99	99	98	98	104	110	116	123
Cust: 5-week moving average	232	232	232	236	240	243	247	254	258	261	264	267
Qt. per cust. per week	0.36	0.38	0.40	0.41	0.41	0.41	0.39	0.39	0.40	0.42	0.44	0.46
%	116.1	122.6	129.0	132.3	132.3	132.3	125.8	125.8	129.0	135.5	141.9	148.4

TABLE 37 .- [illegible] FLUID MILK CONSUMPTION

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	13	20	27
Qt: 5-week moving average	2043	2023	2036	2038	2062	2063	2075	2055	2049	2098
Cust: 5-week moving average	230	229	229	228	229	229	230	230	231	231
Qt. per cust. per week	8.9	8.8	8.9	8.9	9.0	9.0	9.0	9.0	8.9	9.1
[illegible]	100.0	99.9	100.0	100.0	101.1	101.1	101.1	101.1	100.0	102.2

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Qt: 5-week moving average	2161	[illegible]	2413	2546	2620	2686	2710	2743	2808	2870	2929	3015
Cust: 5-week moving average	232	232	232	236	240	243	247	254	[illegible]	261	264	267
Qt. per cust. per week	9.4	[illegible]	10.4	[illegible]	10.9	11.0	11.0	10.8	10.9	11.0	11.1	11.3
[illegible]	105.6	110.1	115.9	121.3	122.5	123.6	123.6	121.3	122.5	123.6	124.7	127.0

TABLE 38 .-- CANADA: MILK CONSUMPTION (ORDINARY)

1942

Week ending	OCT 22	OCT 29	NOV 5	NOV 12	NOV 19	NOV 26	DEC 3	DEC 10	DEC 17	DEC 24	DEC 31
Qt: 5-weeks moving Average	29787	29943	30153	30318	30491	30840	31093	32026	31634	30764	30370
Cust: 5-weeks moving Average	2116	2117	2118	2119	2120	2123	2125	2128	2130	2136	2140
Qt. per cust. per week	14.1	14.1	14.2	14.3	14.4	14.5	14.6	15.1	14.9	14.4	14.4
%	94.6	94.6	95.3	96.0	96.6	97.3	98.0	101.3	100.0	96.6	96.6

1943

Week ending	JAN 7	JAN 14	JAN 21	JAN 28	FEB 4	FEB 11	FEB 18	FEB 25	MAR 4	MAR 11	MAR 18
Qt: 5-weeks moving Average	31085	31660	31495	32511	32746	32765	32767	32756	32695	32590	32577
Cust: 5-weeks moving Average	2143	2147	2151	2156	2160	2167	2169	2175	2175	2176	2176
Qt. per cust. per week	14.5	14.3	14.6	15.1	15.2	15.1	15.1	15.1	15.0	15.0	15.0
%	97.3	96.7	98.6	101.3	102.0	101.3	101.3	101.3	100.7	100.7	100.7

A3

TABLE 39 .- OPTIMAL MILK CONSUMPTION (JERSEY)

1942

Week ending	OCT 22	OCT 29	NOV 5	NOV 12	NOV 19	NOV 26	DEC 3	DEC 10	DEC 17	DEC 24	DEC 31
Qt: 5-weeks moving Average	2612	2643	2670	2676	2702	2730	2702	2770	2749	2708	2798
Cust: 5-weeks moving Average	2116	2117	2118	2119	2120	2123	2125	2128	2130	2136	2140
Qt. per cust. per week	1.2	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3
%	92.3	92.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1943

Week ending	JAN 7	JAN 14	JAN 21	JAN 28	FEB 4	FEB 11	FEB 18	FEB 25	MAR 4	MAR 11	MAR 18
Qt: 5-weeks moving Average	2956	3068	3306	3612	3812	3973	4148	4345	4483	4610	4951
Cust: 5-weeks moving Average	2143	2147	2151	2156	2160	2165	2169	2175	2175	2176	2176
QT. per cust. per week	1.4	1.4	1.5	1.7	1.8	1.8	1.9	2.0	2.1	2.1	2.3

A5

TABLE 40 .- OTTAWA: FLUID MILK CONSUMPTION

1942

Week ending	OCT. 22	OCT. 29	NOV. 5	NOV. 12	NOV. 19	NOV. 26	DEC. 3	DEC. 10	DEC. 17	DEC. 24	DEC. 31
Qt: 5-weeks moving average	32399	32586	32823	32994	33193	33570	33795	34796	34383	33469	33668
Cust: 5-weeks moving Average	2116	2117	2118	2119	2120	2123	2125	2128	2130	2136	2140
Qt. per cust. per week	15.3	15.4	15.6	15.6	15.6	15.8	15.9	16.4	16.1	15.7	15.7
%	95.0	95.7	96.9	96.9	96.9	98.1	98.8	101.9	100.0	97.5	97.5

1943

Week ending	JAN. 7	JAN. 14	JAN. 21	JAN. 28	FEB. 4	FEB. 11	FEB. 18	FEB. 25	MAR. 4	MAR. 11	MAR. 18
Qt: 5-weeks moving average	34041	33668	34711	36123	36558	36736	36915	37101	37178	37206	37528
Cust: 5-weeks moving average	2143	2147	2151	2156	2160	2165	2169	2175	2175	2176	2176
Qt. per cust. per week	15.9	15.7	16.1	16.8	16.9	17.0	17.0	17.1	17.1	17.1	17.2
%	98.8	97.5	100.0	104.3	105.0	105.6	105.6	106.2	106.2	106.2	106.8

TABLE 41 .- OTTAWA: FLUID MILK CONSUMPTION

1942

Week ending	OCT 22	OCT 29	NOV 5	NOV 12	NOV 19	NOV 26	DEC 3	DEC 10	DEC 17	DEC 24	DEC 31
Qt: 5-weeks moving Average	15330	15606	15652	15651	15579	15304	15106	15466	15149	14689	14832
Cust: 5-weeks moving Average	1783	1788	1787	1787	1786	1795	1803	1812	1820	1830	1832
Qt. per cust. per week	8.6	8.7	8.8	8.8	8.7	8.5	8.4	8.5	8.3	7.9	8.1
%	103.6	104.8	106.0	106.0	104.8	102.4	101.2	102.4	100.0	95.2	97.6

1943

Week ending	JAN 7	JAN 14	JAN 21	JAN 28	FEB 4	FEB 11	FEB 18	FEB 25	MAR 4	MAR 11	MAR 18
Qt: 5-weeks moving Average	15011	15037	15974	17175	17589	18091	18319	18265	18055	18074	17942
Cust: 5-weeks moving Average	1833	1835	1836	1841	1846	1852	1857	1852	1842	1832	1822
Qt. per cust. per week	8.2	8.2	8.7	9.3	9.5	9.8	9.9	9.9	9.8	9.9	9.8
%	98.8	98.8	104.8	112.0	114.5	118.1	119.3	119.3	118.1	119.3	118.1

B4

TABLE 42 .- OTTAWA; FLUID MILK CONSUMPTION (RETAIL)

1942

	OCT.		NOV.				DEC.				
Week ending	22	29	5	12	19	26	3	10	17	24	31
Qt: 5-weeks moving Average	2437	2473	2494	2511	2530	2542	2559	2647	2617	2532	2557
Cust: 5-weeks moving average	395	396	397	397	398	399	399	399	399	404	408
Qt. per cust. per week	6.2	6.2	6.3	6.3	6.4	6.4	6.4	6.6	6.6	6.3	6.3
%	93.9	93.9	95.5	95.5	97.0	97.0	97.0	100.0	100.0	95.5	95.5

1943

	JAN.				FEB.				MAR.		
Week ending	7	14	21	28	4	11	18	25	4	11	18
Qt: 5-weeks moving average	2592	2568	2685	2855	2889	2929	2956	2968	2957	2987	3004
Cust: 5-weeks moving average	413	417	422	421	420	416	417	413	411	408	406
Qt. per cust. per week	6.3	6.2	6.4	6.8	6.9	7.0	7.1	7.2	7.2	7.3	7.4
%	95.5	93.9	97.0	103.0	104.5	106.1	107.6	109.1	109.1	110.6	112.1

C4 TABLE 43 .- OTTAWA: MILK CONSUMPTION (ORDINARY)

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	13	20	27
Qt: 5-week moving Average	23548	23708	23995	24400	24831	25103	25525	25286	24915	25107
Cust: 5-week moving Average	3765	3767	3768	3770	3761	3764	3759	3755	3751	3747
Qt. per cust. per week	6.3	6.3	6.4	6.5	6.6	6.7	6.8	6.7	6.6	6.7
%	95.5	95.5	97.0	98.5	100.0	101.5	103.0	101.5	100.0	101.5

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Qt: 5-week moving Average	25561	25933	26667	27312	28107	28460	28611	28781	28961	29056	28909	28763
Cust: 5-week moving Average	3743	3740	3736	3738	3744	3751	3757	3765	3767	3770	3772	3756
Qt: per cust. per week	6.8	6.9	7.2	7.4	7.5	7.6	7.6	7.6	7.7	7.7	7.7	7.7
%	103.0	104.5	109.1	112.1	113.6	115.2	115.2	115.2	116.7	116.7	116.7	116.7

TABLE 44 .- OTTAWA: [illegible] (WEEKLY)

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	13	20	27
Qt: 5-week moving Average	1956	2014	2040	2057	2058	2071	2082	2094	2086	2155
Cust: 5-week moving Average	3767	3767	3766	3770	3768	3764	3759	3755	3751	3747
Qt. per cust. per week	0.53	0.53	0.54	0.55	0.55	0.55	0.55	0.56	0.56	0.58
%	94.6	94.6	96.4	96.2	96.2	96.2	96.2	100.0	100.0	103.6

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Qt: 5-week moving Average	2234	2340	2464	2669	2805	2918	3051	3160	3264	3357	3453	3468
Cust: 5-week moving Average	3743	3740	3736	3738	3744	3751	3757	3765	3767	3770	3772	3756
Qt. per cust. per week	0.60	0.63	0.66	0.71	0.75	0.78	0.81	0.84	0.87	0.89	0.92	0.92
%	107.1	112.5	117.9	126.8	133.9	139.3	144.6	150.0	155.4	158.9	164.3	164.3

C6

TABLE 45 .- OTTAWA: FLOUR MILL CONSUMPTION

1942

	OCT		NOV				DEC			
Week ending	24	31	7	14	21	28	5	13	20	27
Lbs: 5-week moving average	25534	25722	26035	26457	26869	27179	27605	27360	27001	27262
Cust: 5-week moving average	3765	3767	3768	3770	3768	3764	3759	3755	3751	3747
Lbs. per cust. per week	6.8	6.8	6.9	7.0	7.1	7.2	7.3	7.3	7.2	7.3
%	94.4	94.4	95.8	97.2	98.6	100.0	101.4	101.4	100.0	101.4

1943

	JAN					FEB				MAR		
Week ending	3	10	17	24	31	7	14	21	28	7	14	21
Lbs: 5-week moving average	27795	28273	29351	30481	30992	31378	31662	31948	32225	32415	32442	32331
Cust: 5-week moving average	3743	3740	3736	3738	3744	3751	3757	3765	3767	3770	3772	3756
Lbs. per cust. per week	7.4	7.6	7.9	8.2	8.3	8.4	8.4	8.5	8.6	8.6	8.6	8.6
%	102.8	105.6	109.7	113.9	115.3	116.7	116.7	118.1	119.4	119.4	119.4	119.4

D1

TABLE 46 - REGINA: ORDINARY MILK CONSUMPTION

1942

	OCT.		NOV.				DEC.			
Week ending	24	31	7	14	21	28	5	12	19	26
Qt: 5-week moving Average	8204	8363	8566	8678	8732	8789	8881	8839	8811	8994
Cust: 5- week moving Average	1382	1383	1385	1386	1389	1390	1391	1392	1395	1397
Qt. per cust. per week	5.9	6.1	6.2	6.3	6.3	6.3	6.4	6.4	6.3	6.4
%	93.7	96.8	98.4	100.0	100.0	100.0	101.6	101.6	100.0	101.6

1943

	JAN.					FEB.				MAR.		
Week ending	2	9	16	23	30	6	13	20	27	6	13	20
Qt: 5-week moving Average	9207	9384	9679	10005	10144	10251	10377	10522	10664	10909	11105	11191
Cust: 5-week moving Average	1398	1400	1402	1403	1404	1406	1407	1408	1407	1407	1406	1406
Qt. per cust. per week	6.6	6.7	6.9	7.1	7.2	7.3	7.4	7.5	7.6	7.8	7.9	8.0
%	104.8	106.3	109.5	112.7	114.3	115.9	117.5	119.0	120.6	123.8	125.4	127.0

D2

TABLE 47 - REGINA: JERSEY MILK CONSUMPTION

1942

	OCT.		NOV.				DEC.			
Week ending	24	31	7	14	21	28	5	12	19	26
Qt: 5-week moving Avera ge	283	291	302	307	314	323	325	317	317	312
Cust: 5-week moving Average	1382	1383	1385	1386	1389	1390	1391	1392	1395	1397
Qt. per cust. per week	0.20	0.21	0.22	0.22	0.23	0.23	0.23	0.23	0.23	0.22
%	87.0	91.3	95.7	95.7	100.0	100.0	100.0	100.0	100.0	95.7

1943

	JAN.					FEB.				MAR.		
Week ending	2	9	16	23	30	6	13	20	27	6	13	20
Qt: 5-week moving Average	310	322	343	359	377	393	402	412	420	430	443	450
Cust: 5-week moving Average	1398	1400	1402	1403	1404	1406	1407	1408	1407	1407	1406	1406
Qt. per cust. per week	0.22	0.23	0.24	0.26	0.27	0.28	0.29	0.29	0.30	0.31	0.31	0.32
%	95.7	100.0	104.3	113.0	117.4	121.7	126.1	126.1	130.4	134.8	134.8	139.1

D3

TABLE 48 - REGINA: FLUID MILK CONSUMPTION

1942

	OCT.		NOV.				DEC.			
Week ending	24	31	7	14	21	28	5	12	19	26
Qt: 5-week moving Average	8487	8654	8868	8985	9046	9112	9206	9156	9128	9306
Cust: 5-week moving Average	1382	1383	1385	1386	1389	1390	1391	1392	1395	1397
Qt. per cut. per week	6.1	6.3	6.4	6.5	6.5	6.6	6.6	6.6	6.5	6.7
%	93.8	96.9	98.5	100.0	100.0	101.5	101.5	101.5	100.0	103.1

1943

	JAN.					FEB.				MAR.		
Week ending	2	9	16	23	30	6	13	20	27	6	13	20
Qt: 5-week moving Average	9517	9706	10022	10364	10521	10644	10779	10934	11084	11339	11548	11641
Cust: 5-week moving Average	1398	1400	1402	1403	1404	1406	1407	1408	1407	1407	1406	1406
Qt. per cust. Per week	6.8	6.9	7.2	7.4	7.5	7.6	7.7	7.8	7.9	8.1	8.2	8.3
%	104.6	106.2	110.8	113.8	115.4	116.9	118.5	120.0	121.5	124.6	126.2	127.7

E

TABLE 49 - REGINA: FLUID MILK CONSUMPTION

1942

	OCT.		NOV.				DEC.			
Week ending	24	31	7	14	21	28	5	12	19	26
Qt: 5-week moving Average	7176	7313	7447	7539	7576	7658	7739	7665	7569	7689
Cust: 5-week moving Average	1478	1481	1485	1488	1494	1497	1501	1504	1510	1514
Qt. per cust. per week	4.9	4.9	5.0	5.1	5.1	5.1	5.2	5.1	5.0	5.1
%	98.0	98.0	100.0	102.0	102.0	102.0	104.0	102.0	100.0	102.0

1943

	JAN.					FEB.				MAR.		
Week ending	2	9	16	23	30	6	13	20	27	6	13	20
Qt: 5-week moving Average	7795	7909	8164	8451	8551	8628	8654	8684	8713	8798	8830	8850
Cust: 5-week moving Average	1517	1521	1524	1527	1531	1534	1538	1545	1548	1552	1555	1559
Qt. per cust. per week	5.1	5.2	5.4	5.5	5.6	5.6	5.6	5.6	5.6	5.7	5.7	5.7
%	102.0	104.0	108.0	110.0	112.0	112.0	112.0	112.0	112.0	114.0	114.0	114.0

F

TABLE 50 - REGINA: FLUID MILK CONSUMPTION

1942

	OCT.		NOV.				DEC.			
Week ending	24	31	7	14	21	28	5	12	19	26
Qt: 5-week moving Average	6445	6478	6543	6597	6657	6750	6856	6817	6816	6948
Cust: 5-week moving Average	1004	1006	1007	1009	1013	1014	1016	1017	1019	1020
Qt. per cust. per week	6.4	6.4	6.5	6.5	6.6	6.7	6.8	6.7	6.7	6.8
%	95.5	95.5	97.0	97.0	98.5	100.0	101.5	100.0	100.0	101.5

1943

	JAN.					FEB.				MAR.		
Week ending	2	9	16	23	30	6	13	20	27	6	13	20
Qt: 5-week moving Average	7108	7254	7483	7661	7763	7785	7804	7859	7866	7915	7963	7646
Cust: 5-week moving Average	1020	1021	1021	1022	1024	1025	1027	1029	1030	1030	1031	1032
Qt. per cust. per week	7.0	7.1	7.3	7.5	7.6	7.6	7.6	7.6	7.6	7.7	7.7	7.4
%	104.5	106.0	109.0	111.9	113.4	113.4	113.4	113.4	113.4	114.8	114.9	110.4