

TABLE IV  
Canadian Per Capita Consumption

| (lbs cold dressed carcass weight) |       |      |       |
|-----------------------------------|-------|------|-------|
| Year                              | Beef  | Veal | Total |
| 1955-59                           | 70.3  | 8.1  | 78.4  |
| 1960-64                           | 74.2  | 7.0  | 81.2  |
| 1965-69                           | 85.5  | 6.9  | 92.4  |
| 1970                              | 85.6  | 4.7  | 90.3  |
| 1971                              | 89.3  | 4.7  | 94.0  |
| 1972                              | 92.7  | 3.8  | 96.5  |
| 1973                              | 91.9  | 3.2  | 95.1  |
| 1974                              | 94.9  | 3.5  | 84.4  |
| 1975                              | 102.2 | 5.4  | 107.6 |
| 1976                              | 110.6 | 4.9  | 115.5 |

Source: Statistics Canada, *Estimates of Production and Disappearance of Meats*, 1973, 1974, 1975, 1976

Another important trend developing in Canada in the early 1970's was the increased consumption of lower quality ground beef as hamburger. In Canada, the percentage of beef consumed as hamburger increased from 25 per cent in 1969 to 33 per cent in 1974. In dollar terms, consumers spent 21 per cent of their beef budget on hamburger in 1969 and 26 per cent in 1974.<sup>1</sup> The same trend is evident in the United States where consumers in 1976 consumed as ground beef, 40 per cent of a record 125 lbs of beef per person. This figure compares to a ground beef consumption of 23 per cent in 1974 and 17 per cent in 1972.<sup>2</sup> Part of the reason for this increase in ground beef consumption is the increasing amount of beef that is now consumed away from home. In 1973, 30 per cent of beef sales were accounted for by the food service industry. There has also been a rapid growth of fast food outlets based mainly on beef sales (hamburger chains, steak houses, roast beef specialty houses). Experts are predicting that soon Canadians will be eating two out of three meals away from home. Oceanic imports are an ideal commodity for this market as the boneless grass fed beef is utilized in hamburgers and the other lean cuts are ideal for budget restaurants or institutions. Thus the problem of reduced supply, increased consumption and change in tastes were to a large extent solved by the importation of Oceanic beef. It was this increased importation of boneless beef and cuts from Oceania which tipped our export balance in 1969 and forced Canada to become a net importer of beef.

<sup>1</sup>Statistics Canada, *Consumer Expenditure Surveys—Summary of 14 Canadian Cities Consumer Income and Expenditure Division*, Ottawa, 1975

<sup>2</sup>Helming, William C. *Livestock Outlook and Demand for Meat*, Kansas City, Mo. January, 1977