

STUDENT Notebook

What are the impacts of industrialization and urbanization on the dairy industry?

Based on [Documents d'histoire et de géographie - 2e cycle - L'industrie laitière](#) under CC license [by-nc-sa/4.0/](#) English adaptation by [LEARN](#).

INSTRUCTIONS

Competency 2: Interprets a social phenomenon

Intended intellectual operations

- Establish facts
- Establish connections between facts
- Determine changes and continuities

Instructions

1- Clarify how the milk industry developed in the 19th century with relation to:

- dairy facilities;
- pasteurization;
- milk products;
- the creation of cooperatives;
- of distribution.

2- Clarify the link these themes have with urbanization and industrialization (see definitions in context).

3- Answer the question: What are the impacts of industrialization and urbanization on the dairy industry?

TECHNOLOGY

Using a drawing or layout software (Google Draw, Microsoft Word, Pages, Writer, PowerPoint, Keynote, Impress, etc.), create a poster promoting milk in the advertising style of the time.

On your poster, you must provide:

- the name of a cooperative at the time;
- a slogan;
- the types of products;
- a statement related to the treatment, preservation, freshness and quality of the milk;
- a statement related to the distribution of milk.

Here are some examples of milk posters of the time that can serve as a source of inspiration:

[Laiterie St-Laurent](#), [Coopérative St-Antoine](#), [Laiterie perfection](#), [Montréal Dairy](#), [Mont-Royal](#), [Limoge](#), [Fry](#), [Baumert](#).

TABLE

The Dairy Industry	N° docs	Notes	Links you can make with <u>urbanization</u> and / or <u>industrialization</u>
Dairy facilities			
Dairy facilities			
Milk products			
Milk products			
The creation of cooperatives			

DOCUMENTS

What are the impacts of industrialization and urbanization on the dairy industry?

CONTEXT

From 1830, agriculture was in crisis: Quebec's main agricultural activity, wheat, collapsed. Farmers had to find alternatives. Agriculture was gradually changing to the point of being dominated by the dairy industry around 1870. The agricultural crisis was pushing some to leave the countryside to go to the cities. The cities at that time were experiencing unprecedented growth due to industrialization. Industrial and urban development was to have a major impact on the dairy industry in Quebec.

The relationship between the milkman and his customers

The relationship between the milkman and his customers is special. Each milkman makes his "run of milk" that is to say he goes from house to house to distribute the bottles of milk. Here is the testimony of a former milkman from the Ferme de Saint-Laurent:

"I had a bunch of keys and opened the doors when the customers were not there. I put the milk in the fridge and, at the end of the week, I marked them: "You owe me so much". And the next morning, I found it [the payment] on the table. It was like that. There was a trust that reigned."

Source du texte : « Témoignage de Frank Foti, laitier pour la Ferme Saint-Laurent » cité dans Éric Giroux, *Run de lait*, Montréal, Écomusée du fier monde, 2010, p. 40.



Image source : William Kerr et son panier de livraison, dans le quartier Ahuntsic (vers 1952).
Collection Robert Benoit - [Laiterie Charlevoix/Écomusée du fromage](#). Licence : Avec l'autorisation de l'Écomusée du fromage. Utilisation permise dans un contexte éducatif et non commercial.

Definitions

Urbanization: Attracted to work, rural people leave the countryside for the city. Urbanization brings with it important social changes that have a major impact on the lives of families: work, social relationships and eating habits are changing.

Industrialization : Industrialization is the process of fabricating "manufactured products" using techniques that allow for high labour productivity and the grouping of workers in factories with fixed schedules and strict regulations.



HISTORICAL DOCUMENTS

Document 1 : Jacques Janvier Joubert, milk producer

"In 1890, Jacques Janvier Joubert, in his twenties, runs the family farm located in Saint-Léonard-de-Port-Maurice, north-east of the Island of Montreal. Possessing several dairy cows, he decides to distribute his own milk. Although his farm is almost six kilometres from the city, he believes that the growth of the urban market offers interesting prospects for a wise businessman. Time does not take long to prove him right. Despite the distance to travel on sometimes dusty roads, Joubert goes to the city regularly to sell milk. [...]"

The growth of the market encourages him to abandon dairy production and devote himself solely to the distribution of milk. He then moves to Montreal and set up his first bottling plant on Rachel Street in 1899. "

Quick translation of source text by :

Éric Giroux, *Run de lait*, Montréal, Écomusée du fier monde, 2010, p. 8.

See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere

See also "Run du lait" <http://ecomusee.qc.ca/en/event/run-de-lait-en/>



Image source (détail) : Bâtiment principal de la laiterie J.J. Joubert sur la rue Saint-André (vers 1930). [Collection Claire Beaugrand-Champagne](#). Licence : avec l'autorisation de Claire Beaugrand-Champagne. Utilisation permise dans un contexte éducatif et non-commercial.

Document 2 : The products of the la Laiterie Canadienne limitée

"The growth of the Montréal market also encourages several companies to diversify their product offerings. Of course there are cream, butter and even chocolate milk, products that are already well known to customers. Then other foods, such as cream cheese, cottage cheese, yogurt and sour cream, become especially popular from the 1930s and 1940s."

Quick translation of source text by :

Éric Giroux, *Run de lait*, Montréal, Écomusée du fier monde, 2010, p. 16. See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere

See also "Run du lait" <http://ecomusee.qc.ca/en/event/run-de-lait-en/>



Image source : *Produits de la Laiterie Canadienne limitée* (vers 1938). Collection patrimoine laitier montréalais, [Écomusée du fier monde](http://ecomusee.qc.ca/en/event/run-de-lait-en/). Licence : Avec l'autorisation de l'Écomusée du fier monde. Utilisation permise dans un contexte éducatif et non commercial.

Document 3 : Milk contamination

In an article entitled "Milk poisoning", the president of the Commission du bon lait, Dr. Amédée Marien, writes:

"Milk contains manure, urine, lice, worms, blood, pus, and many more contaminants. [...] The peasants washed their hands badly and rarely washed them in the stable. Also, as they were milking cows, after having taken care of them, that is to say after having handled the manure, the fodder, after having dressed the horses, one gets an idea of the uncleanness of their cows, then of their hands that they do not wash, before milking the cows. [...] They blow their noses with their fingers and often spit in their hands to facilitate the sliding of the fingers on the teat."

Also, in 1925, the City of Montreal decided to make pasteurization of milk mandatory in order to reduce the risks of diseases related to poor quality milk. This will result in the closure of many small dairies that are not rich enough to procure the equipment needed for pasteurization.

Above is a quick translation of source text by: Amédée Marien, « L'empoisonnement par le lait », *Union médicale du Canada*, n° 36 (1907), p.6.

See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere



Image source (détail) : John Henry Walker, *Memphis* (1878), Musée McCord, [M991X.5.795](#). Public Domain.

Document 4 : Embouteillage à la Laiterie Canadienne vers 1938

Initially the milk was sold in bulk. Each customer arrived with his can or any container and the milkman transferred the quantity requested.

From the beginning of the 20th century, bottling plants were built. Most were set up in the cities. In Montreal, bottling plants were present in almost every neighbourhood.

This standardized the product and its quality.

Quick translation of source text by Service national du RÉCIT, domaine de l'univers social.

See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere



Image source : *Embouteillage à la Laiterie Canadienne (vers 1938)*. Collection patrimoine laitier montréalais, [Écomusée du fier monde](https://ecomusee.fiermonde.com). Licence : Avec l'autorisation de l'Écomusée du fier monde. Utilisation permise dans un contexte éducatif et non commercial.

Bottling at the Canadian Dairy (ca. 1938). Montréal dairy heritage collection, Écomusée du fier monde. Licence: With the permission of the [Écomusée du fier monde](https://ecomusee.fiermonde.com). Use permitted in an educational and non-commercial context.

Document 5 : Education on new farming practices

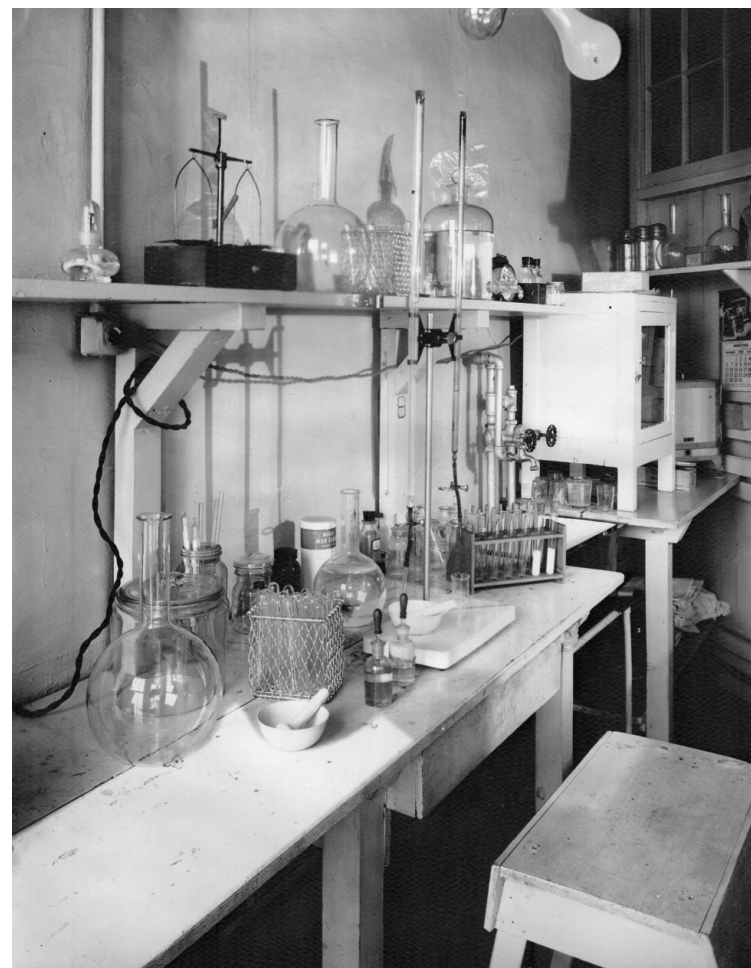
"So I went straight back to the lab after taking a class at the dairy school in Saint-Hyacinthe, the milk testing class. It was necessary to improve the base quality of milk, to then improve our quality of milk on resale. [...] We had to go to the dairy farmers too, to improve the hygiene measures. We were no longer just concentrating on the rinsing steps. I went to farms two or three times a week. So initially the work was more on the farms than in the laboratory, but after that it was the opposite. "

Quick translation of source text by

: « Témoignage de Claude Sainte-Marie, employé à la laiterie A. Poupart & Cie », cité dans Éric Giroux, *Run de lait*, Montréal, Écomusée du fier monde, 2010, p. 19.

See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere

Image source: *Le verre est très présent dans le laboratoire de la Laiterie Canadienne* (vers 1938), Collection Patrimoine laitier montréalais, Écomusée du fier monde. Licence : avec l'autorisation de l'Écomusée du fier monde. Utilisation permise dans un contexte éducatif et non commercial.



Document 6 : La ferme St-Laurent

La ferme St-Laurent was founded in 1927, when 39 dairy farmers decided to regroup and form a cooperative. Each member contributes to this project by donating \$ 500, which increases their purchasing power..

The cooperative then buys two lots in Montreal and installs a plant there. The co-operative formula attracted several other dairy farmers, since each member remained independent and got a share of the profits.

Quick translation of source text by Service national du RÉCIT, domaine de l'univers social.

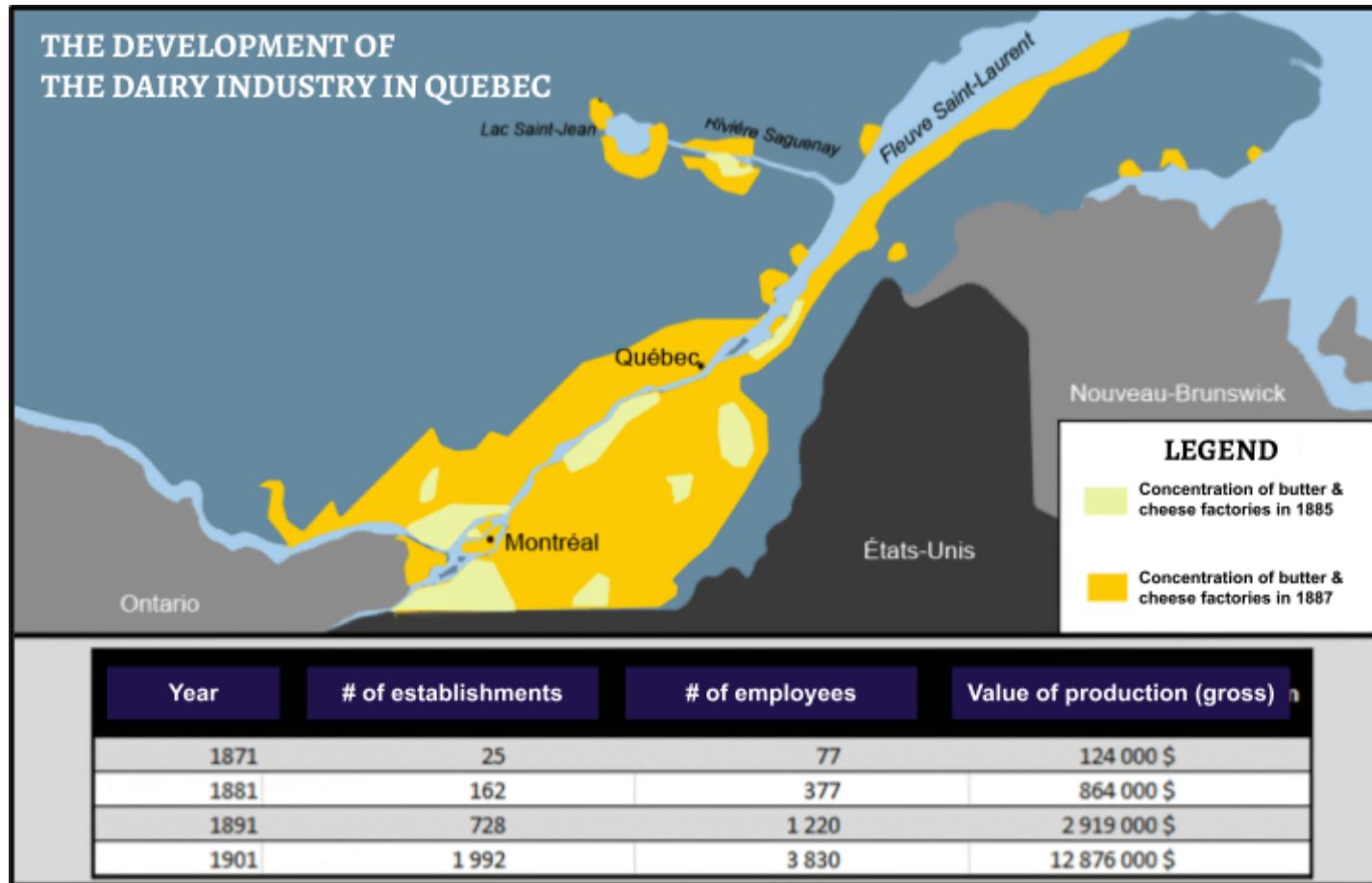
See original RECITUS version at documents.recitus.qc.ca/industrie_laitiere



Image source : Brochure promotionnelle du 25^e anniversaire de la Ferme St-Laurent (1952). Collection patrimoine laitier montréalais, [Écomusée du fier monde](https://ecomusee.fiermonde.org/). Licence : Avec l'autorisation de l'Écomusée du fier monde. Utilisation permise dans un contexte éducatif et non commercial.

Document 7 : Expansion of creameries and cheese factories in Quebec from 1871 to 1901

Initially the farmers are grouped in a cooperative to guarantee the supply to butter and cheese factories. Those who supply dairies in the city often remain independent and are in direct contact with the companies.



Source des données de la carte : Statistique Canada, « Annuaire du Canada 1966-1967 », n° 11-402 F.

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