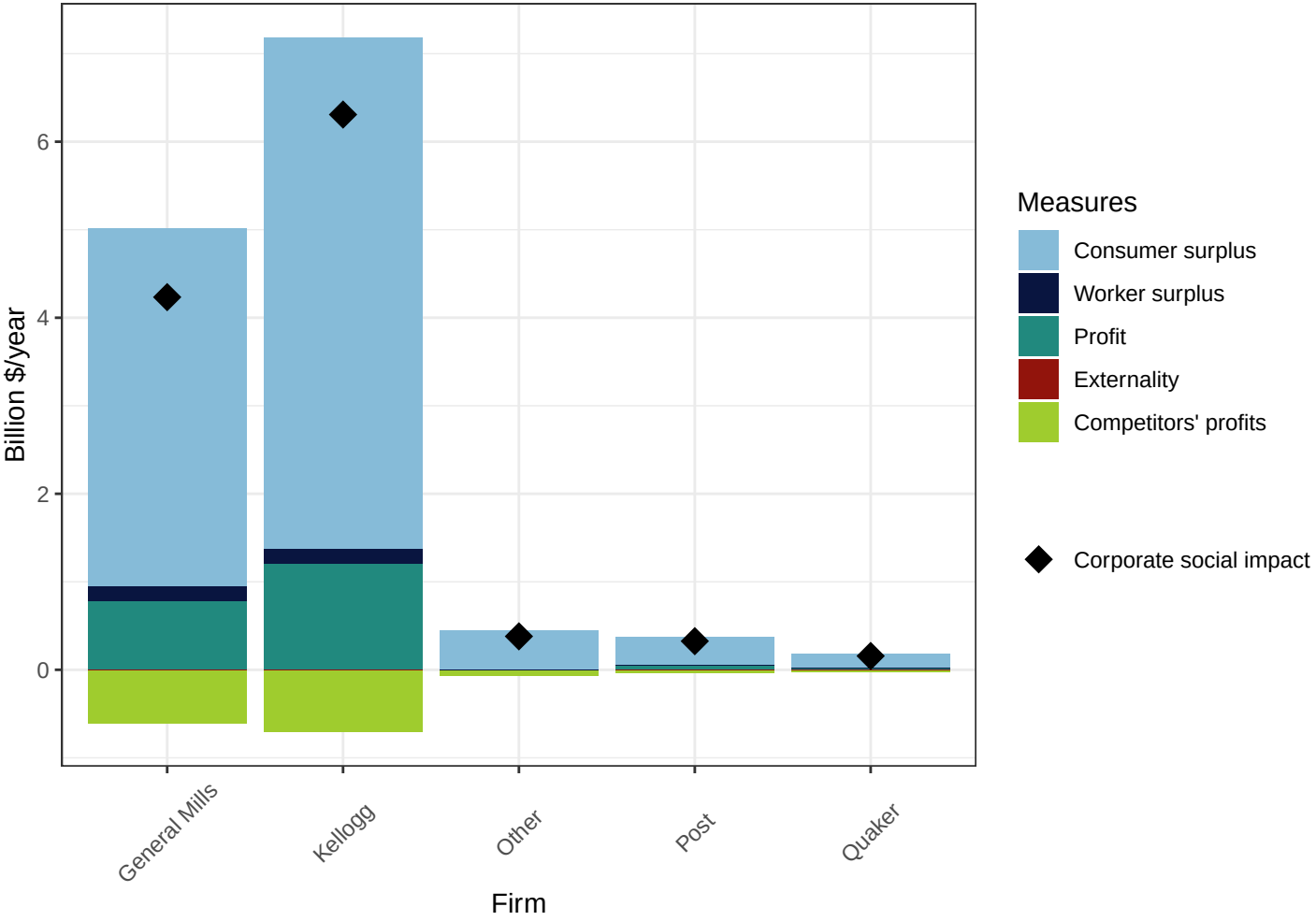
Billion $/year
6
4
2
0
General Mills
Kellogg
Other
Post
Quaker
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact