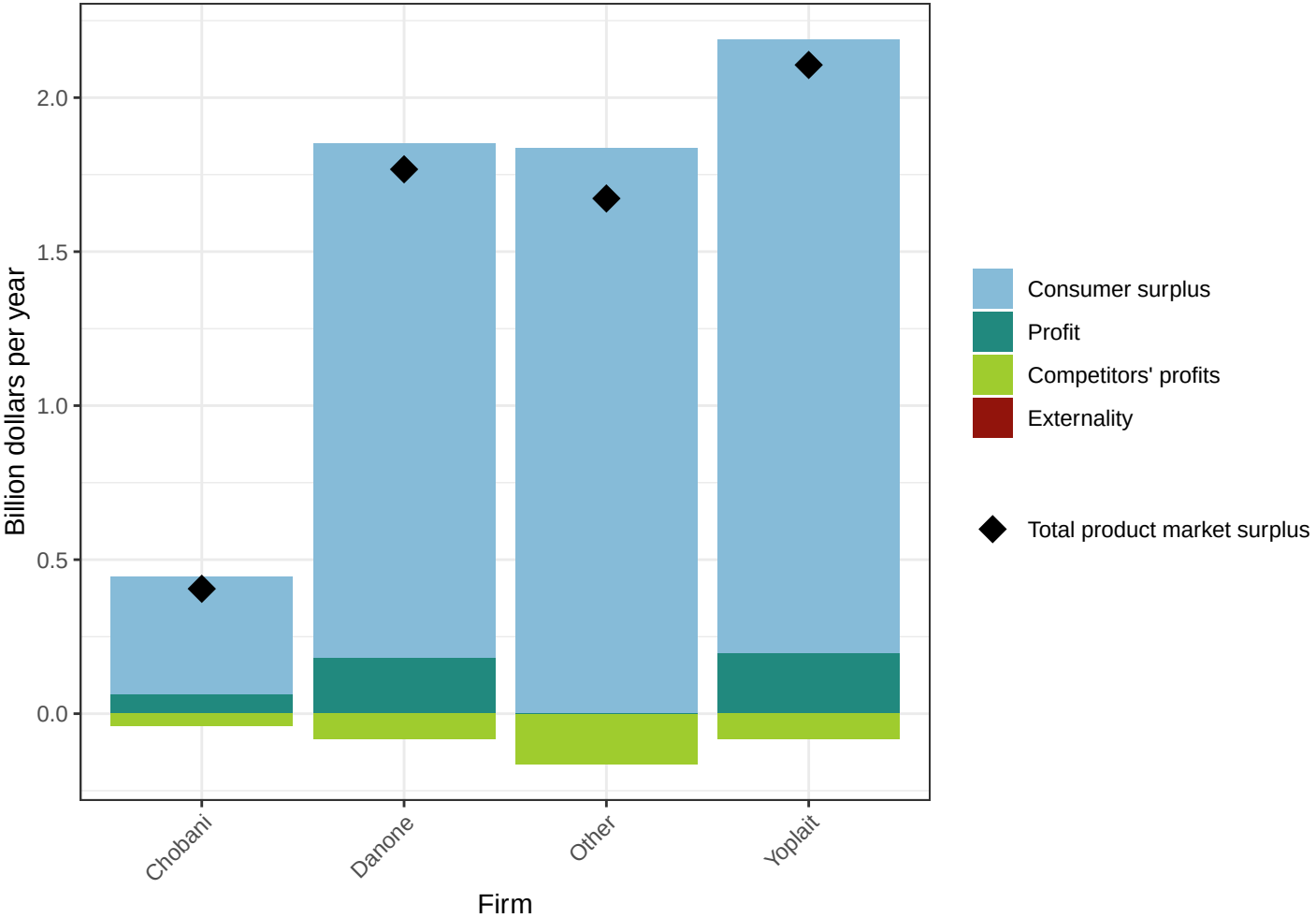
Billion dollars per year
2.0
1.5
1.0
0.5
0.0
Chobani
Danone
Other
Yoplait
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus