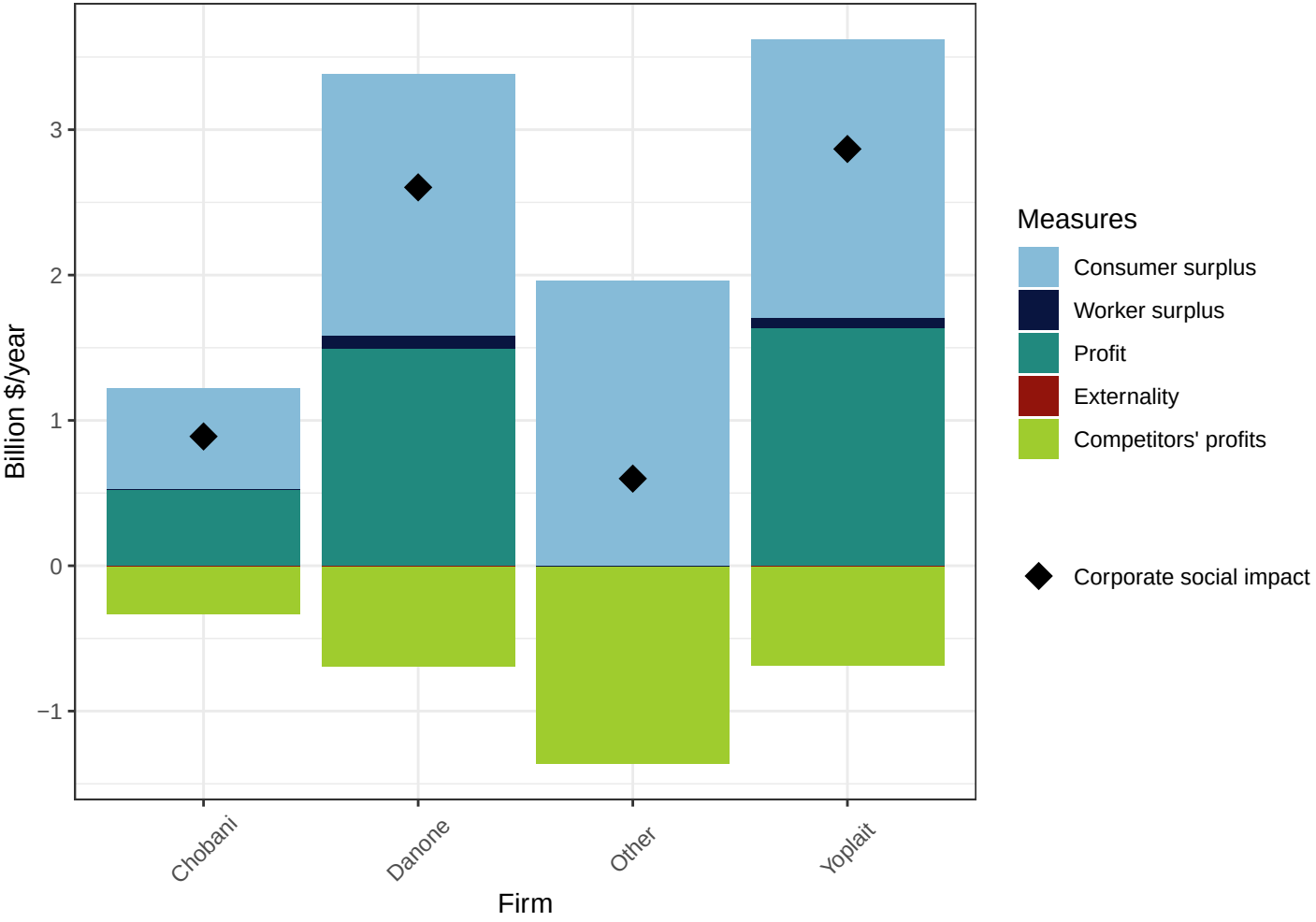
Billion $/year
3
2
1
0
−1
Chobani
Danone
Other
Yoplait
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact