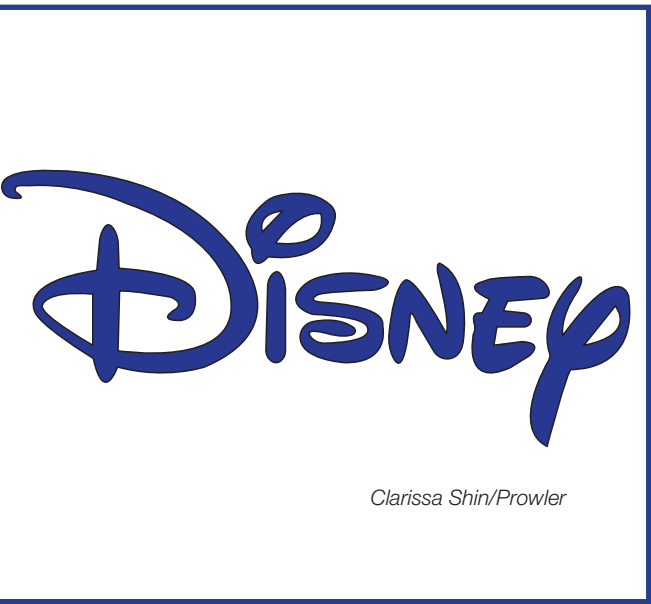




What do they own?	<i>Candy</i> A popular treat we all love to enjoy is candy. Nestle owns a very sizeable share of the candy market, owning iconic candy companies such as Crunch bar, KitKat, Nesquik, 100 Grand, Sweet Tarts, and many other delectable confections that people of all ages love to snack on.	<i>Hot pockets</i> Hot Pockets are a very common after school snack. Their ease of use and easy storage allows for those in a rush as well as those who want a quick snack to enjoy a fast meal. Yet once again these treats are owned by a massive multinational corporation, Nestle.	Nestea Nesquik Purina Cheerios Toll House cookies Friskies Fancy Feast	Player Opinion 1: <i>What are your initial reactions to this information?</i> “It actually makes sense, all these companies market in some of the same way or appear in the same chains, so it does make sense that they’d all be connected. It actually makes sense, all these companies market in some of the same way or appear in the same chains, so it does make sense that they’d all be connected.” - Malia Proudfit, senior	<i>Dreyers and Haagen daz</i> You may think these ice cream companies are competing against one another and that they have distinct brands, but in reality they are both owned by nestle. This contributes to the illusion of choice, because ultimately no matter which tub of ice cream you choose, your money goes to the same people.	<i>Lean cuisine</i> Want to escape the unhealthy habits of the typical frozen meal yet still want to enjoy its convenience, well Lean Cuisine is just for you. Yet the owners of Lean Cuisine are also the owners of dubious frozen food such as Hot Pockets.
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Gillette

Many teenagers use Gillette’s products to shave. To take ownership of this most popular brand for razors and shaving creams, P&G had to make a \$57 billion deal.

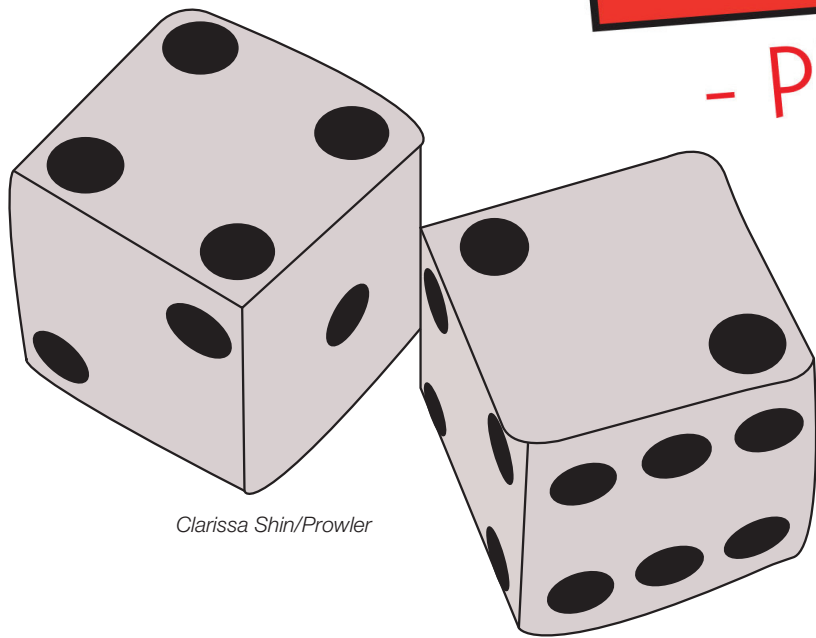
Febreze

Febreeze is in most people’s homes and or cars. This scented spray and car freshener is currently a 1 billion dollar brand that brings much of P&G’s income.

Dawn/tide/bounce

Often, Dawn, Tide, and Bounce are used for the washing of clothes. All of these are owned by P&G. These brands hold several of the essentials that students and adults use whether it be to soften their clothes, to have a fresher scent, or to get rid of the dirt on their clothing.

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 Sarena Kabir **News Editor**



Monopoly

- Play the iconic capitalist game

Instructions

Every supermarket replicates a similar sight. Dozens of near identical products are strategically placed on the shelves, each with messages insisting that they are the best of the best. Whether overwhelming or practical, there is undoubtedly no lack of variety in the US market. Moral values often impact people’s product choices: whether it be animal testing or fair trade, consumers make descisions based off of ethical and environmental concerns as well as quality of life issues. This leads you to believe that you have full control over what products you choose and what companies you support.

However, this notion that nothing more than an illusion. All of the various brands of the products you see are owned by essentially the same major companies. The global market is currently dominated by only 10 corporations: Pepsico, General Mills, Coca-Cola, Nestle, P&G, Johnson & Johnson, Kelloggs, Mars, Unilever, and Mondelez.

These companies have shown multifarious instances of unethical behavior, such as causing harm to the environment and to those living in countries with little government protection for labor, but they still prevail. Unless they are held accountable, they will not make any changes and continue to prosper. In a society where corporations band together to create an oligopoly, it can be near impossible for people to boycott essential products for daily life, especially for those of a lower economic status.

<i>ABC</i> The Disney franchise has ownership of this major news network that produces several well-loved television shows, including Grey’s Anatomy, How To Get Away With Murder, and Jimmy Kimmel Live.
<i>Marvel</i> The Walt Disney Company gained ownership of Marvel Entertainment for 4.24 million dollars in 2009. Three out of ten of the highest grossing films of all time are Marvel movies.
<i>Nat Geo (73%)</i> The National Geographic television network is jointly owned between The Walt Disney Company and the National Geographic society. It is known for its documentaries and NatGeo Kids program, which creates informational children’s books.



Player Opinion 4: <i>How do these 10 major companies and their monopolies affect their competitors and us?</i> “The companies and their monopoly likely make it more difficult for new products to enter and grow in the market because the sheer number of brands make it so that it is much more difficult for smaller or newer businesses to compete with larger companies.” -Robert Ramirez, senior	Player Opinion 3: “ If we dislike the way a company runs their business we should be able to protest it by not supporting it, but if we have to support because we have no other option, then the company will never change. Companies only change to make more money and the threat of losing money is the only power consumers have against giant corporations. Monopolies take away that power.” - Benito Canepa, sophomore	<i>Listerine</i> Clean breath is a fundamental pillar in good hygiene. Almost every dentist will tell you that mouthwash needs to be included in your brushing routine and fresh breath is never a bad thing. Listerine is a popular brand with multiple flavors to choose from.	<i>Clean & clear</i> It’s no secret, teenagers are plagued with acne, but Clean and Clear provides some relief. Nobody wants to be covered with acne, so products such as Clean and Clear are a necessity for all teens.	<i>Tylenol</i> Tylenol is an easily accessible medicine for headaches among people of all ages. Tylenol is just one example of a painkiller/over the counter medicine that Johnson and Johnson offers. Johnson and Johnson has recently faced controversy over its promotion of its opioid products.	Player Opinion 2: <i>Because these companies are so connected, boycotting proves difficult due to the 'inability to avoid contributing to these monopolizing corporations. What do you think about the lack of ability to protest?</i> “Wanting to stand up for a cause you believe in shouldn’t make you feel limited in other areas of your everyday life. I wish that it was easier to be able to support your personal beliefs without feeling pressured to change what you buy.” - Casey O’Brien, sophomore	<i>Bandaid</i> Band-aid is a staple household product that many people use, especially those who have a young, rambunctious child at home.
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