



www.marketsharematrix.org

The Market Share Matrix website and the information it contains are a joint project of researchers, academics, and organizations around the world, in cooperation with the **Agribusiness Accountability Initiative**.

The site is maintained with the support of Canada's **National Farmers Union**. Contact Darrin Qualman, Acting Executive Director. Phone: (306) 227-2273. Mail: 2717 Wentz Avenue, Saskatoon, Saskatchewan. CANADA, S7K4B6. Email: qualman@marketsharematrix.org

FOR IMMEDIATE RELEASE

JUNE 30, 2005

**NEW INITIATIVE TO MAP GLOBAL FOOD SYSTEM:
WWW.MARKETSHAREMATRIX.ORG LAUNCHED**

LONDON, England—The Market Share Matrix is an ambitious project to map the ownership and control of the global food system. The Project website brings together international research that lists the companies that dominate various sectors of the food system; lists companies' market shares and other data; and illustrates the growing concentration (lack of competition) present at nearly every link of the agri-food chain. Users can click on individual sectors and countries: "UK food retail," "China beer production," "Canada fertilizer production," or "Brazil soybean crushing," for instance.

Today marks the public launch of the Matrix website: www.marketsharematrix.org. The site will help the media, policy makers, researchers, and the public understand the changing face of the world's food production and distribution systems. Access is free.

The Matrix Project fills a critical information need. If citizens and nations are to pursue greater sustainability, reduce poverty and inequality, feed a global population headed toward 10 billion, manage trade flows, or end the farm crisis, they need to understand how food is produced; how it is processed, marketed, and traded; and by whom.

The Matrix is not yet fully populated with data, but with over 60 market share documents covering food sectors in two dozen countries, and with more documents being added each week, the Matrix is both a valuable information source and also an indicator of where gaps exist and research is needed. Over the coming months, an expanding network of researchers will contribute data to fill those gaps. The Market Share Matrix is a co-operative project of researchers around the world.

The Matrix Project website launch comes on the last day of an international conference on corporate power in the global food system, convened by the Agribusiness Accountability Initiative (AAI, at www.agribusinessaccountability.org). The conference brought together nearly 100 representatives of farm, labour, environment, consumer, church, and development agencies from Africa, Asia, Europe, North and South America to discuss the impacts of food industry consolidation and the range of possible responses.

— 30 —

For more information, contact:

Darrin Qualman
Acting Executive Director
Market Share Matrix Project
qualman@marketsharematrix.org
(306) 227-2273