

17. The canola oil industry is perfectly competitive. Every producer has the following long-run total cost function:  $LTC = 2Q^3 - 15Q^2 + 40Q$ , where  $Q$  is measured in tons of canola oil. The corresponding marginal cost function is given by  $LMC = 6Q^2 - 30Q + 40$ .
- Calculate and graph the long-run average total cost of producing canola oil that each firm faces for values of  $Q$  from 1 to 10.
  - What will the long-run equilibrium price of canola oil be?
  - How many units of canola oil will each firm produce in the long run?
  - Suppose that the market demand for canola oil is given by  $Q = 999 - 0.25P$ . At the long-run equilibrium price, how many tons of canola oil will consumers demand?
  - Given your answer to (d), how many firms will exist when the industry is in long-run equilibrium?
  - Use calculus to confirm that marginal cost is as given in the problem.
  - Calculate consumer surplus in the long-run equilibrium using calculus. (Hint: Remember how consumer surplus is calculated in the Appendix to Chapter 3.)