



France



Chocolate is a relatively important part of the French economy. With some very large chocolate companies, the France holds 3rd place in the EU for amount of chocolate produced each year. (Germany is 1st, the United Kingdom 2nd). The French also hold 3rd place for the amount of chocolate eaten per capita: an average of approximately 15 pounds for each man, woman and child!

The French prefer to eat, and their chocolate makers to produce, the rich “pure” Belgian style of chocolate. Though they don’t feel as passionately about this issue as some other traditionalist countries, French chocolate producers have held demonstrations against the new chocolate law you will be discussing in the simulation. They were against products containing 5% vegetable fats being sold as chocolate and proposed to sell these products under fantasy names like *végécao* (in English, this would be “veggie cocoa”). The French citizens, on the other hand, would like to have variety of chocolate types to choose from - as long as the candy labels clearly tell them what sort of chocolate they are getting.

Your role as a French minister is to do what you think is best for your country, its citizens and its chocolate producers. The future of *your* job, and even the French president’s job, depends on your helping to keep the French economy strong. Would it hurt the economy to allow the less pure Cadbury’s style of chocolate to compete with French chocolate throughout the European Union?

But you also need to keep your citizens happy by allowing them the freedom to choose the type chocolate *they* would like to eat. They might resent it if EU law prohibited Cadbury’s and other “non-pure” chocolate from being sold in France.

Your team represents one of the most powerful nation in this simulation. Therefore, any version of the new chocolate law proposed by the others needs your approval to pass. Use your power wisely over the next few days to persuade the other countries to see things your way. Expect other countries to try to get you on their side too – they *need* your votes!

The main question up for debate is whether to allow Denmark, Ireland, Austria, Portugal, Finland, Sweden, and the United Kingdom to sell their style of chocolate throughout the EU. France must decide which side they want to align with. The European Union is all about free trade and open markets. For that reason, the Commission - the executive branch – has proposed that a new law

(called a “directive”) be made that would allow free trade of chocolate. Now it is up to you all to work out the details of the law. Under what conditions should the “less than pure” chocolate, like Cadbury’s, be sold?



The necessary ingredients in traditional *pure* chocolate bars:

- Cocoa powder (also sometimes called Cacao Liquor, Cacao Mass, Cacao Paste)
- Cocoa butter: More Cocoa Butter means a smoother, creamier, less bitter bar. Less Cocoa Butter means a sharper, dryer, more powdery, more flavorful bar.
- Sugar

The following are the major questions you will need to settle at the simulation. Before then, you’ll need to try to figure out how different countries feel about these issues. Try to find other countries that agree with you so you can work together. Also try to convince those who disagree to see your point of view. Of the voting bodies, France’s vote has a weight of 16.4% making them one of the most powerful countries in the simulation. Use the space below each question to take notes as you learn more about where the other countries stand.

1. Consumers will want to know what kind of chocolate they are buying. Traditional Belgian-style chocolate should be called chocolate. But what should the Cadbury’s style of chocolate be called?

2. Can anything containing just a bit of cocoa powder be called chocolate? In the U.S., chocolate must have at least 10% cocoa powder. Cadbury’s has less than 10%, while much of the chocolate you sampled had 70%. What percentage of cocoa should the new law require?

3. Traditional chocolate is made with cocoa butter. Chocolate made in Denmark, Ireland, Austria, Portugal, Finland, Sweden, and the United Kingdom has vegetable fat added in place of the cocoa butter. Should there be a limit to how much vegetable fat is used? What percent of the total fat can be vegetable?

4. If chocolate contains vegetable fat it should say so on the label. But what should the label say? Is it enough just to list vegetable fat in the ingredients? Or should there be some sort of bold warning on the front?