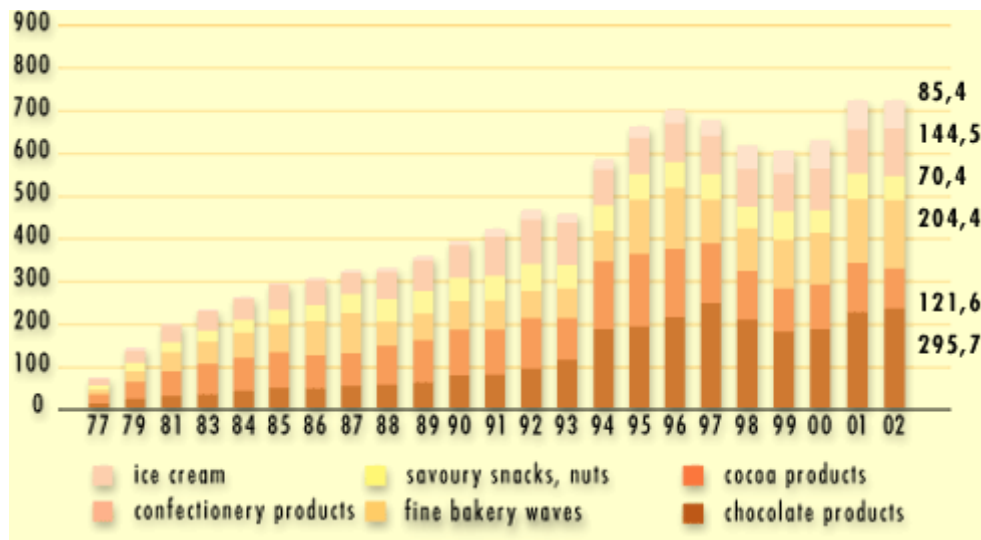




## Germany



Germany is the world's leading exporter of sweets. As the chart below shows, chocolate has grown in importance for the German economy ([www.germansweets.de](http://www.germansweets.de)). Germans are among Europe's leading chocolate consumers. With so numerous and demanding clientele, German manufacturers specialize in fresh, quality chocolate made of the best ingredients available.



Germany prefers the continental style of 'pure' chocolate and have banned the sale of Cadbury-style chocolate in the country since 1973. They are also very good friends with Switzerland, a neighbor country that is not yet a member of the European Union. The Swiss specialize in continental chocolate, which it sells all over Europe. As a small country, it doesn't want to see its economy hurt by competition from the cheaper British-style chocolate brands. For this reason, Switzerland has put a lot of pressure on Germany to fight to keep chocolate pure in the EU.

At the same time, many of Germany's large chocolate manufacturers produce milk chocolate. They would like to be able to sell their product throughout the EU without having to call it something like 'vegelate', as was suggested by some in the EU Parliament.

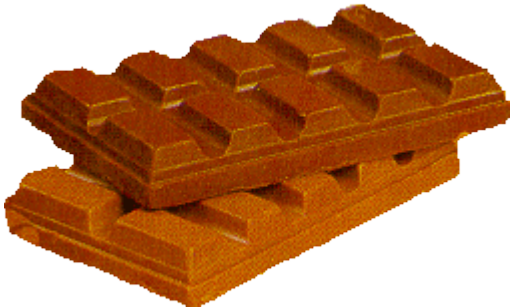
As representatives of Germany in the Council of Ministers, you are in a difficult position. On the one hand, you'd like to keep your chocolate purist citizens happy with a Chocolate Directive that maintains a high standard for chocolate.

You also would like to keep your neighbor Switzerland happy and prosperous. On the other hand, you would like to help your chocolate industry since they provide many jobs for your citizens. Keeping your citizens happy is important if you are to be re-elected.

Visit the websites of Germany's major chocolate manufacturers:

- Ritter Sport [www.rittersport.de/en/](http://www.rittersport.de/en/)
- Feodora [www.feodora.de](http://www.feodora.de)

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. Germany must decide if they want to vote with these countries or vote with the chocolate 'purists'. 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, Germany's vote has a weight of 20.18% making them the most powerful country 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?

