

Italy

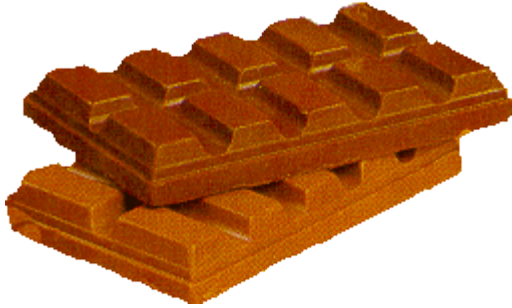


Italy is home to some of the world's finest chocolate companies, such as Caffarel, Ferrero, Pernigotti and Venchi, and smaller firms such as Amedei and Domori. All are gold medal winners in international competitions. In just one region of Italy, Piemonte, there are more master chocolatiers than in Belgium and France combined. In Tuscany, there is such a concentration of fine, pure Belgian-style chocolate makers that journalists have dubbed the area between Florence and Pisa, the Chocolate Valley.

This is all to say that chocolate is very important to the Italian economy and the Italian people. Your role as minister for Italy is to do your best to protect your country's pure, Belgian-style chocolate industry. Your team represents one of the most powerful nations in this simulation due to Italy's large population. 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 law you will be creating in the simulation will allow less-expensive versions of "chocolate", such as Cadbury's, to be sold throughout the EU. Will European citizens then quit buying the more expensive Italian chocolate? Nobody knows for sure, but the Italian chocolate industry doesn't want to take any chances. The future of your job may well depend on how well you defend their interests, as well as the country's pride. Thus you should do whatever you can to make it difficult for your adversaries in the simulation, once you discover who they are. However, you'll also need at least one other friendly country with which to pool your votes if you are going to have any real affect on how the final version of the new law turns out.

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. 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, Italy's vote has a weight of 15.08% 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?