



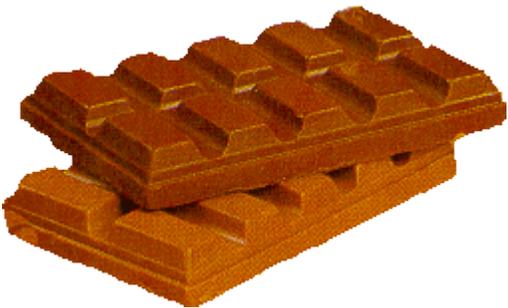
# Sweden



Much of Swedish chocolate is made like Cadbury's, with some vegetable oil replacing the cocoa butter. Thus, Sweden's chocolate makers haven't been able to sell their product in other EU countries. As a minister of your country, you want to do what's best for its chocolate industry. After all, chocolate makers vote, and you'd hate to lose your job in the next election!

At the same time, Sweden is a relatively new member of the European Union. Sweden joined the European Union on January 1, 1995 after a referendum passed with 52.3% of the people voting in favor of joining the EU. Sweden would very much like to play an important role in EU policy-making. Therefore, you should also try to form a coalition with other countries that make Cadbury's style of chocolate. If you work together, you might just get your way at the simulation with a new law that will finally allow Swedish chocolate to be sold throughout the EU. And if you work hard enough, it won't have to be called a silly, unappetizing name like Vegelate!

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, Sweden's vote has a weight of 2.46%. 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?