

The chocolate trade game

Follow-up discussion

As with most simulation games, the follow-up discussion is in some ways the most important part and should not be left out. Use the following questions to start the discussion and to help clarify what has been learnt.

- Which group made the most money?
- Ask the journalists to report back on what they saw happening during the game.
- Ask each group what their biggest problem was.
- Did anyone join with another group? Who did? Why? How? What happened?
- When the world price of cocoa dropped what effect did it have on:
producers?
chocolate companies?
supermarkets?
shoppers?
- How did the shoppers' choices affect:
producers?
chocolate companies?
supermarkets?
- Did the supermarkets make any profit?
how much profit?
how did they make their profit?
- Who had the power in the chain?
- What difference does fair trade make?

Follow-up activities

It's all in the ad

In groups, design an advertising campaign for either Divine or Dubble chocolate. Each group can choose to design either a poster, radio or TV ad for the chocolate, including information on fair trade. They could also plan where to place the posters and when to run the advertisements on radio and TV.

Write about it

Each group should also plan a letter to the managers of local shops and supermarkets persuading them to stock fair-trade chocolate and other goods.

Stock it

If your school or group has a tuck shop try to persuade the people in charge of it to stock fair-trade chocolate and other fair-trade snacks.

Doubley divine

Have samples of Divine and Dubble chocolate, the two chocolate bars made from cocoa from the Kuapa Kokoo Cooperative. If appropriate, and being aware of any food allergies children may have, give each child a small piece to taste. Ask for their comments. This could be carried out as a blind taste activity with ordinary milk chocolate.