

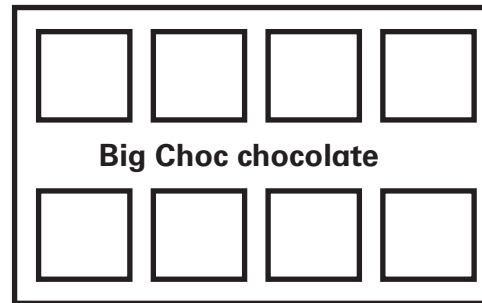
The chocolate trade game

Role-play card 4 (one copy needed)

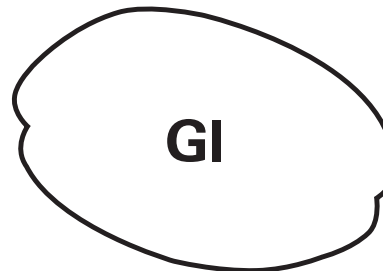
Big Chocolate Company

You work for a big international company that makes chocolate bars. You buy cocoa beans from any of the farmers in Ghana. Your aim is to make as much chocolate as you can at the cheapest possible price so that you can make lots of profit.

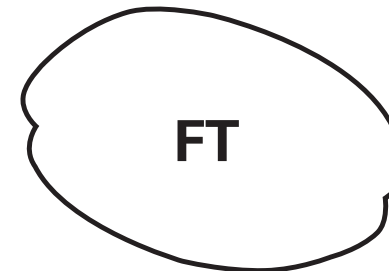
- As soon as the farmers start making their beans, you can start to buy them.
- You can buy any type of cocoa bean, but make sure they are perfect.
- Normally, you pay the farmers 2p for each yellow cocoa bean and 3p for each brown cocoa bean. In different seasons, you may choose to pay a different price to the farmers when you buy their cocoa beans. Keep a note of what you agree.
- From the beginning of the game some of you should talk to the supermarkets to persuade them to buy your chocolate. It is important to find out early on what they are going to pay you.
- Remember that prices may change each season, so start buying your beans and making your chocolate as soon as you can.
- The beans you buy must look like the diagram. Do not buy any cocoa bean that is not exactly the right shape and size.
- As soon as you have some beans you can make 'Big Choc' chocolate bars on yellow or brown paper. Each completed chocolate bar must have a cocoa bean of the same colour attached to it with a paper clip. You can only use the materials on your table.
- As soon as you have enough chocolate bars you can sell them, in batches of five, to the supermarkets.
- Your teacher or leader will warn you when the season is about to change. Watch out – this will change things.



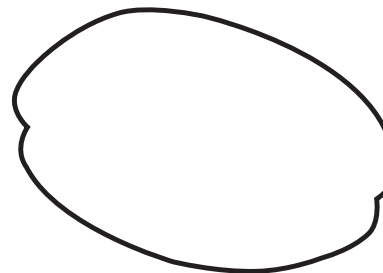
Premium quality beans (independent)



Premium quality beans (fair trade)



Standard quality beans



On your record sheet write down:

- everything you buy
- who you buy it from
- how much you have sold.

The chocolate trade game

Role-play card 5 (two copies needed)

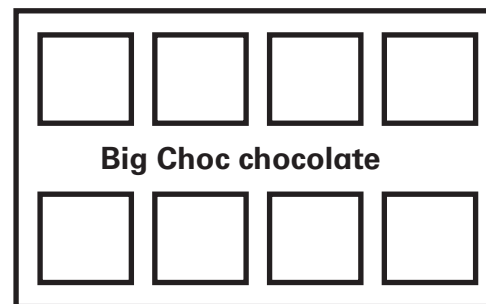
Supermarket

You work for one of two big supermarket chains. The other supermarket chain is your rival. You buy chocolate bars from the Fair Trade Chocolate Company and the Big Chocolate Company. Your aim is to make as much profit as you can so that you don't go out of business. You also want to make more profit than the other supermarket.

1. While you wait for the chocolate bars, plan what special price deals will bring you extra profit.
2. As soon as the chocolate companies start making their chocolate bars, you can start to buy them. You only buy chocolate bars.
3. You must buy the chocolate in batches of five bars. Each batch must be either all fair-trade chocolate or all Big Choc chocolate. Each completed chocolate bar must have a cocoa bean of the same colour attached to it with a paper clip.
4. The chocolate bars should look like the diagram. Do not buy any chocolate bar that is not exactly the right shape and size.
5. For the first season, you pay the companies:
£2.50 for each batch of five yellow chocolate bars
£3 for each batch of five brown GI (Big Choc) chocolate bars
£3.50 for each batch of five brown (fair-trade) chocolate bars.
Agree the amount you are going to pay to the companies and write it down.
6. After season one, you can make any special price deals you like with the chocolate companies when you buy their chocolate bars.
7. As soon as you have some chocolate bars you can sell them to the shoppers (consumers). You charge:
£1 for each yellow chocolate bar
£1.10 for each brown GI (Big Choc) chocolate bar
£1.20 for each brown FT (fair-trade) chocolate bar.
8. You can make any special price deals you like for your shoppers. Remember that you want to make more money than the rival supermarket.
9. Remember, the prices may change each season, so start buying and selling your chocolate bars as soon as you can.
10. Your teacher or leader will warn you when the season is about to change. Watch out – this will change things.

On your record sheet write down:

- everything you buy
- who you buy it from
- how much you have sold.



The chocolate trade game

Role-play card 6 (one copy needed)

Shoppers (consumers)

You are people who love eating chocolate, and you want to buy lots. You can buy it from either of the two supermarkets.

1. While you are waiting for the supermarkets to start selling their chocolate bars, work with the journalists to help them write a newspaper story about the chocolate business.
2. You will need to visit the other groups to see what they are doing. Find out whether the fair-trade farmers get a better deal than the independent farmers. Write down what you see.
3. When the supermarkets are ready to sell their chocolate bars, you can start to buy them.
4. You have £20 for your group to spend on chocolate every season. On your record sheet, write down how much you spend.

On your record sheet write down:

- everything you buy
- who you buy it from
- how much you spend.

Role-play card 7 (one copy needed)

Journalists

You are writers, and your task is to write about the chocolate business for a newspaper in Ghana. You have to talk to the different groups around you to find out how they feel about their part in the chocolate trading chain.

Work with the shoppers and write a list of questions to ask the different groups. Keep a record of their answers and write a short story to read to the class at the end of the game. Here are some examples of questions to ask.

Cocoa farmers

What are the main problems in producing your cocoa beans?
How could you get a better deal?

Fair Trade Chocolate Company

What is your company trying to do? Why?

Big Chocolate Company

What is your company trying to do? Why?

Supermarkets

How do you persuade shoppers to spend money in your shop? Why?

Shoppers

How do you choose which chocolate bars to buy? Why?

Journalists

Ask yourselves: which group do you think worked the hardest? Why?

Think of your own questions to ask, too. Do you want to ask any of your own questions because of what you have discovered about the cocoa-trading chain? Add them to your report.

The chocolate trade game

Record sheet (ten copies needed)

Record sheet of:

	Sold				Bought			
	Number of beans/bars	Types of beans/bars	Price of beans/bars	Sold to	Number of beans/bars	Types of beans/bars	Price of beans/bars	Bought by
Season one								
Season two								
Season three								
Season four								
Totals								

	Income: £
Minus	Expenditure: £
Equals	Profit £

Number of beans/bars sold x price
for each = income

Number of beans/bars bought x price
for each = expenditure

Profit = income – expenditure

The chocolate trade game

Season cards

Season cards (for teachers or leaders to read out to the group)

The chocolate trade game

Season one

Follow the instructions on your role-play cards.

The chocolate trade game

Season two

There has been a drop in the world cocoa price. Countries that produce cocoa have been producing more beans than ever. This means there are too many cocoa beans on the market and buyers can afford to be choosy about where they buy their beans.

The Fair Trade Chocolate Company guarantees a price for its farmers. This means the price they pay stays the same. The Big Chocolate Company cuts the price it pays to 1p per yellow cocoa bean and 2p per brown cocoa bean.

The chocolate trade game

Season three

Black pod disease causes crop failure. This disease has destroyed over half of this season's crop. The world price of cocoa goes up because people still want to buy cocoa but there isn't so much available. Farmers must negotiate with the chocolate companies the price for which they will sell their beans.

The chocolate trade game

Season four

Shoppers realise what a good thing fair trade is for everyone. They demand more fair-trade chocolate. Sales of ordinary chocolate drop. Supermarkets must listen to their customers or they might lose business.

Shoppers must tell the supermarkets what they want.

The chocolate trade game

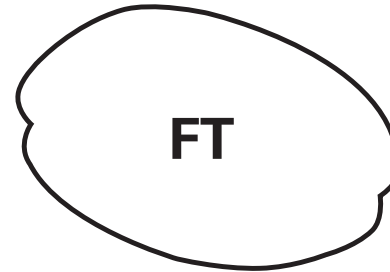
Role-play card 1 (one copy needed)

Fair-trade cocoa farmers

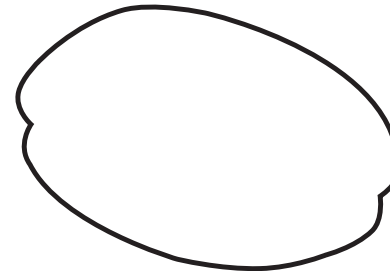
You are farmers who grow cocoa beans in Ghana.
You sell the beans to an international chocolate company.
You are members of a group called a cooperative and you work together to help each other.

1. Use the two templates to make as many beans as you can. Make the Standard (ordinary) quality beans from yellow paper and the Premium (best) quality beans from brown paper.
2. Your beans must be exactly the same shape and size as the templates. The brown beans must have the letters written on them, just as they are on the template. You can only use the materials on your table.
3. Sell your beans to the Fair Trade Chocolate Company or the Big Chocolate Company. It is important to find out early what they are going to pay you.
4. Remember that prices may change each season, so start selling your beans as soon as you can.
5. Your teacher or leader will warn you when the season is about to change. Watch out – this will change things.

Premium quality beans (fair trade)



Standard quality beans



**On your record sheet
write down:**

- everything you sell
- who you sell it to
- how much you sell it for.

The chocolate trade game

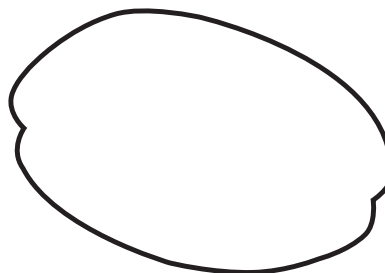
Role-play card 2 (three copies needed)

Independent cocoa farmers

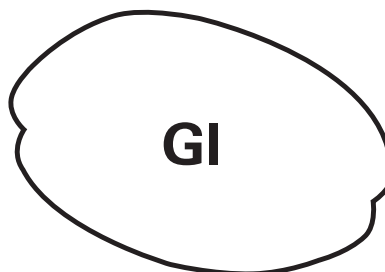
You are farmers who grow cocoa beans in Ghana on small family farms. You sell the beans to an international chocolate company.

1. Use the templates to make as many beans as you can. Make the Standard (ordinary) quality beans from yellow paper and the Premium (best) quality beans from brown paper.
2. Your beans must be exactly the same shape and size as these templates. The brown beans must have the letters written on them, just as they are on the template. You can only use the materials on your table.
3. Sell your beans to the Big Chocolate Company. It is important to find out early what they are going to pay you.
4. Remember that prices may change each season, so start selling your beans as soon as you can.
5. Your teacher or leader will warn you when the season is about to change. Watch out – this will change things.

Standard quality beans



Premium quality beans (independent)



On your record sheet write down:

- everything you sell
- who you sell it to
- how much you sell it for.

The chocolate trade game

Role-play card 3 (one copy needed)

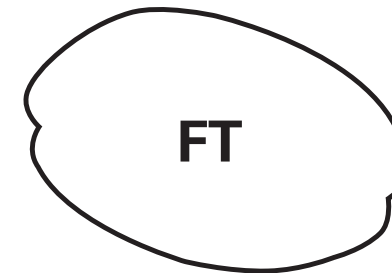
Fair Trade Chocolate Company

You work for an international chocolate company that makes fair-trade chocolate bars. You buy cocoa beans only from the fair-trade farmers in Ghana. Your aim is to sell as much chocolate and to make as much profit as possible. You also want to get the best deal for the cocoa farmers.

1. As soon as the farmers start making their beans, you can start to buy them.
2. You only buy the best quality beans (which are brown and have the letters FT on them). You can only buy 15 cocoa beans in each season because you are a small company.
3. You must always pay the farmers 5p per cocoa bean.
4. From the start of the game some of you should talk to the supermarkets to persuade them to buy fair-trade chocolate. It is important to find out early on what they are going to pay you.
5. Remember that prices may change each season, so start buying your beans and making your chocolate as soon as you can.
6. The beans you buy must look like the diagram. Do not accept any cocoa bean that is not exactly the right shape and size.
7. As soon as you have some beans you can make fair-trade chocolate bars on brown paper. Each completed chocolate bar must have a brown cocoa bean attached to it with a paper clip.
8. As soon as you have enough chocolate bars you can sell them, in batches of five, to the supermarkets.
9. At the end of each season you pay the farmers a bonus of 0.5p for every chocolate bar you have produced.
10. Your teacher or leader will warn you when the season is about to change. Watch out – this will change things.



Premium quality beans (fair trade)



On your record sheet write down:

- everything you buy
- who you buy it from
- how much you have sold.