

## Your Supplies:

In your watering pail, you will find your essential tools for growing your beans.

- ◆ 6 sheets of high quality paper (fair trade premium quality beans)
- ◆ 3 sheets of flimsy white paper (standard quality beans)
- ◆ 2 pairs of scissors
- ◆ 2 pencils
- ◆ 1 cocoa bean template



## Fair Trade Cooperative Farm



Your company is comparable to the  
*Kuapa Kokoo Cooperative in Ghana*

Date Established: 1993  
Number of Members: 35,000  
Annual Production: 58 containers of cocoa

### STATS:

14 million people are directly involved in cocoa production.  
Fair trade cocoa is produced by cooperatives representing 50,000 farmers.

In 2000, 89 million pounds of cocoa was produced by fair trade cooperative, but only 3 million pounds were sold at fair trade prices.  
(Transfair Canada, [www.global-ed.org](http://www.global-ed.org), 2003)

Adapted from: Pa Pa Paa!  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

### Benefits of the Kuapa Kokoo

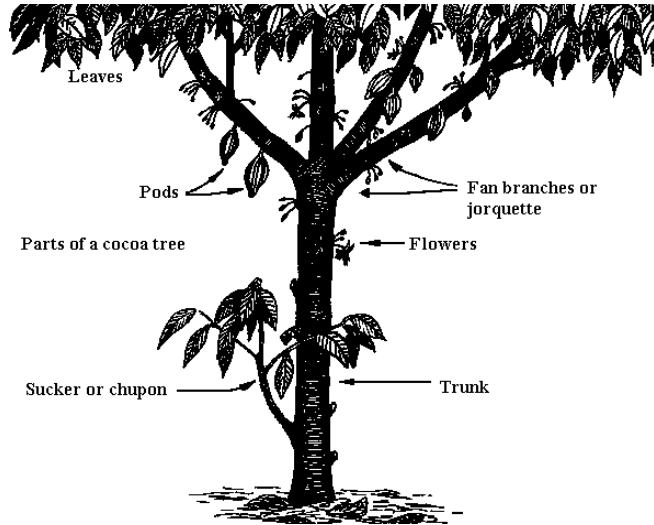
cooperative for small farmers:

- Access to credit and banking services
- Improvements to the community through the funding of community projects
- New equipment including scales that reduce farmers dependency on the scales of middlemen.

## FAIR TRADE COCOA FARMERS

### Your Job:

- Produce cocoa beans in Ghana and sell them to a chocolate company.
- As a group work together to make business decisions democratically.



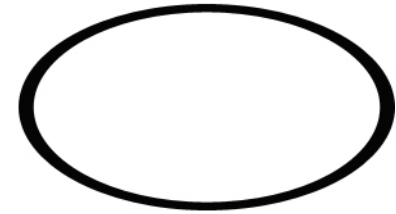
### Your Goal:

- You want to sell enough beans to ensure enough money to support your family and the coop.

### Your Product:

- There are three types of beans produced in this game. You only produce two of them, standard quality and premium quality Fair Trade (FT), using scissors and the paper provided.

**Standard Quality Beans**  
(on flimsy white paper)



**Fair Trade Beans Premium Quality**  
(on high quality paper)



- Your beans must be **exactly the same size and shape as the beans pictured above**, and the premium beans must have the same writing on them, like the example above.
- You can sell your beans to either of the two chocolate companies.
- It's important to find out early on what they're going to offer you.
- Remember that prices might vary from one season to the next, **so start selling as soon as possible!**



## Your Supplies:

In your watering pail, you will find your essential tools for growing your beans.

- ◆ 1 sheet of high quality paper (premium quality beans)
- ◆ 2 sheets of flimsy white paper (standard quality beans)
- ◆ 1 pairs of scissors
- ◆ 1 pencil
- ◆ 1 cocoa bean template



Adapted from: Pa Pa Paa!

Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

### STATS:

- 14 million people are directly involved in cocoa production.
- 90% of the world's cocoa is grown on small family farms of 12 acres or less.
- More than 33% of Ghana's export earnings come from cocoa revenues.
- Farmers get only 5 cents from every dollar spent on chocolate, while the trading organizations and the chocolate industry receives 70 cents—14 times more!

([www.global-ed.org](http://www.global-ed.org); [www.globalexchange.org](http://www.globalexchange.org))

## Independent Cocoa Farmer



**LOCATION:** WESTERN REGION OF GHANA

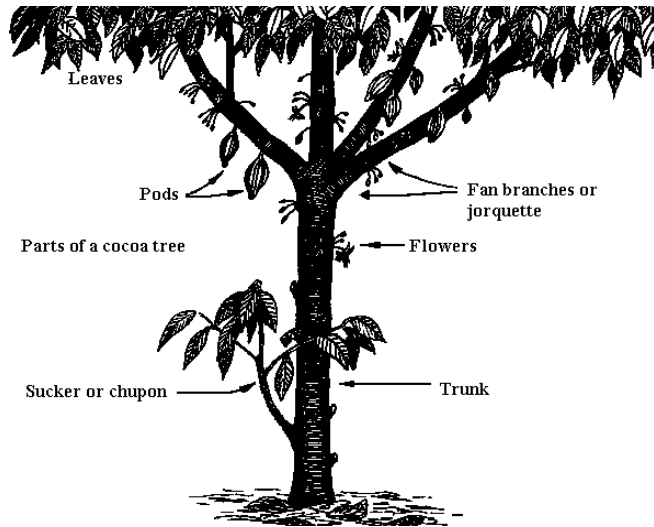
**TYPE OF FARM:** Small-scale family farm, less than 9 acres, 5 of those acres are dedicated to cocoa beans.

**FAMILY:** Spouse, and five children; two of your children are high school age, one goes to school, two are elementary school age, but only attend school on occasion, one is still an infant. During the harvest season everyone is in the field helping.

## INDEPENDENT COCOA FARMERS

### Your Job:

- Grow bean in Ghana on a small family farm
- Sell them to a chocolate company.



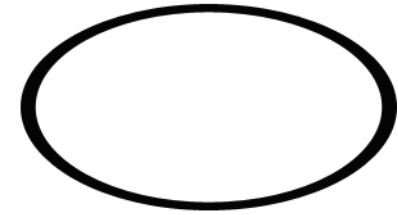
### Your Goal:

- You want to sell as many cocoa beans as possible, to make enough money to take care of your family.

### Your Product:

- There are three types of beans produced in this game. You only produce two of them, with the scissors and paper provided.

**Standard Quality Beans**  
(on flimsy white paper)



**Premium Quality Beans**  
(on high quality paper)

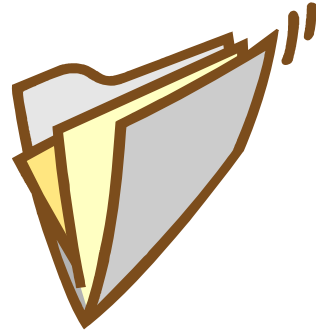


- Your beans must be **exactly the same size and shape as the beans pictured above**, and the premium beans must have the same writing on them, like the example above.
- You can sell your beans to either of the two chocolate companies.
- It's important to find out early on what they're going to offer you.
- Remember that prices might vary from one season to the next, **so start selling as soon as possible!**



## Your Supplies:

In your portfolio you will find what you need to start your business.



- ◆ 4 Sheets of high quality paper (for making your fair trade chocolate bars)
- ◆ 1 pair of scissors
- ◆ 2 pencils
- ◆ 1 ruler
- ◆ Paperclips
- ◆ \$1.50 in start up funds

### STATS:

Fair Trade cocoa is grown by 16 certified cocoa producer organizations, representing over 50,000 cocoa growers in 11 countries.

In Canada, there are only 20 companies that produce fair trade certified chocolate products.

In 2000, 89 million pounds of cocoa was produced by fair trade cooperative, but only 3 million pounds were sold at fair trade prices.

(Transfair Canada, [www.global-ed.org](http://www.global-ed.org), 2003)

Adapted from: Pa Pa Paa!

Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

# Feel Good Chocolates

## A FAIR TRADE CHOCOLATE COMPANY



### YOUR COMPANY IS COMPARABLE TO JUST US!

**SALES 2005:** 3,250,000 (CAN\$)

**EMPLOYEES:** 35 (FULL TIME)

**STORES:** 4

JUST US! IS WORKER OWNED COOPERATIVE DEALING IN FAIR TRADE COFFEE AND OTHER ASSOCIATED FAIR TRADE AND ORGANIC PRODUCTS, INCLUDING CHOCOLATE. JUST US! IS COMMITTED TO DEALING DIRECTLY WITH THE PRODUCERS THROUGH FAIR TRADE COOPERATIVES IN LATIN AMERICA, AFRICA AND ASIA.

## THE FAIR TRADE CHOCOLATE COMPANY

### Your Goal:

- To sell as many chocolate bars as possible, but because your chocolate is fairly traded, you want to get the best deal for the cocoa farmers too.

### Your Job:

- Buy cocoa beans from the farmers and make chocolate bars identical to the one below.
- Talk to the consumers and the supermarkets, encouraging them to buy fair trade chocolate, and explain why.

### How to buy cocoa beans?

- You pay the farmers **5 cents** per cocoa bean.
- You can only buy **15 cocoa beans** in each season, because you're a small company.
- You only buy premium quality **fair trade** beans, which have the letters 'FT' written on them (you cannot buy ones without 'FT' on them). They look like

this →



- Do not accept any cocoa bean that is not exactly the right shape or size.

### How to make your product:

You produce fair trade premium quality chocolate bars identical to the one below, using high quality paper and scissors.



- Each completed chocolate bar must have a premium quality fair trade (FT) bean attached to it with a paperclip.
- You must sell the bars to the supermarket in batches of 5.
- Make sure, at the end of each season, you pay the farmers a bonus of 0.5 cents for every chocolate bar you have produced.
- Keep track of your profits.



### Important Note:

Seasons will change, which will make things change, so watch out!

## Your Supplies:

In your cash register you will find the supplies you need to buy and sell!

- ◆ 1 pencil
- ◆ 1 calculator
- ◆ A \$5 float (to start buying chocolate bars right away!)



## Important Note:

Seasons will change, which will make things change, so watch out!

Adapted from: Pa Pa Paa!  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

# SEBOYS SUPERMARKET



Your company is comparable to  
Sobeys

**HEAD OFFICE:** STELLARTON, NOVA SCOTIA  
**TOTAL REVENUE 2005:** 12,853.30 (MILLION CAN\$)  
**EMPLOYEES IN 2006:** 32,000  
**NUMBER OF STORES:** HUNDREDS ACROSS CANADA, 42 IN NOVA SCOTIA ALONE.

([WWW.SOBEYS.COM](http://WWW.SOBEYS.COM); GOOGLE FINANCE, 2006)

# SEBOYS SUPERMARKET

## Your Job:

- Buy chocolate bars from either of the two chocolate companies.
- You **MUST** buy them in batches of 5, and each batch must be either all fair trade chocolate bars or all ordinary milk chocolate bars.
- Each chocolate bar must have a cocoa bean of the same colour attached with a paperclip.
- They should look like this (with a bean attached):



- Don't accept any bars that are not perfect or that don't have the proper writing on them!
  - Only buy chocolate bars, you can't buy beans on their own!

### You pay the companies:

\$2.50 per batch of standard chocolate  
\$3 per batch of premium quality  
\$\$3.50 per batch of fair trade 'FT'  
chocolate

You **CAN** do special deals with Companies, if you like!

### You sell the bars to the consumers at:

\$1 per bar of standard chocolate  
\$1.10 per bar of premium quality chocolate  
\$1.20 per bar of fair trade 'FT' chocolate

You **CAN** do special deals for the Consumers, if you like!

### Your Goal:

To make money. There is a rival supermarket and you want to make more money than them! Make sure to keep track of your profits.

## Your Supplies:

In your cash register you will find the supplies you need to buy and sell!

- ◆ 1 pencil
- ◆ 1 calculator
- ◆ A \$5 float (to start buying chocolate bars right away!)



## Important Note:

Seasons will change, which will make things change, so watch out!

Adapted from: Pa Pa Paa!  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

## Groceries'R'Us



Your company is comparable to  
*Atlantic* Superstore  
(Loblaw Companies Limited)

**HEAD OFFICE:** TORONTO, ONTARIO  
**TOTAL REVENUE 2005:** 27,801.00 (MILLION CAN\$)  
**EMPLOYEES IN 2006:** 126,000 (11,000 IN  
ATLANTIC CANADA)

([WWW.SUPERSTORE.CA](http://WWW.SUPERSTORE.CA); GOOGLE FINANCE, 2006)

# Groceries'R'Us

## Your Job:

- Buy chocolate bars from either of the two chocolate companies.
- You **MUST** buy them in batches of 5, and each batch must be either all fair trade chocolate bars or all ordinary milk chocolate bars.
- Each chocolate bar must have a cocoa bean of the same colour attached with a paperclip.
- They should look like this (with a bean attached):



- Don't accept any bars that are not perfect or that don't have the proper writing on them!
- Only buy chocolate bars, you can't buy beans on their own!

### You pay the companies:

\$2.50 per batch of standard chocolate  
\$3 per batch of premium quality  
\$3.50 per batch of fair trade 'FT' chocolate

You **CAN** do special deals with Companies, if you like!

### You sell the bars to the consumers at:

\$1 per bar of standard chocolate  
\$1.10 per bar of premium quality chocolate  
\$1.20 per bar of fair trade 'FT' chocolate

You **CAN** do special deals for the Consumers, if you like!

### Your Goal:

To make money. There is a rival supermarket and you want to make more money than them! Make sure to keep track of your profits.

## THE CONSUMER TWO



### Your Job:

- You are 12 years old, and you love chocolate.
- Since you rely on an allowance for cash, you have a limited budget (\$5 a season) for chocolate, so you need to get as much chocolate as you can for a reasonable price.
- You can buy chocolate bars from two supermarkets.



## THE CONSUMER ONE



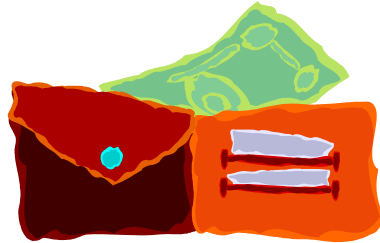
### Your Job:

- You are a wealthy entrepreneur who loves chocolate.
- You have a budget just for chocolate (\$10 a season), so you can buy as much chocolate as you can per season.
- You can buy chocolate from two supermarkets.



## Your Supplies:

In your wallet, you will find \$40, you can **only send \$10 a season.**



### Important Note:

Seasons will change, which will make things change, so watch out!

#### STATS:

Canadians consume 5.5 kg of chocolate per person per year.

In 2002, Americans ate 3.4 billion pounds and spent \$13.1 billion on chocolate.

Cocoa beans were first consumed by the Olmec people of Mexico (circa 1000 BC).

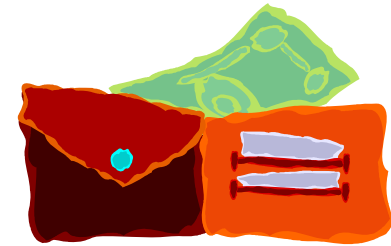
The English were the early pioneers of chocolate bars in the 1800's.

([www.globalexchange.org](http://www.globalexchange.org); [www.transfair.ca](http://www.transfair.ca))

**Adapted from: Pa Pa Paa!**  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

## Your Supplies:

In your wallet, you will find \$20, you can **only send \$5 a season.**



### Important Note:

Seasons will change, which will make things change, so watch out!

#### STATS:

Canadians consume 5.5 kg of chocolate per person per year.

In 2002, Americans ate 3.4 billion pounds and spent \$13.1 billion on chocolate.

Cocoa beans were first consumed by the Olmec people of Mexico (circa 1000 BC).

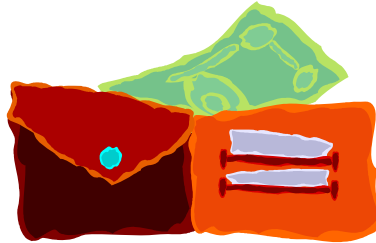
The English were the early pioneers of chocolate bars in the 1800's.

([www.globalexchange.org](http://www.globalexchange.org); [www.transfair.ca](http://www.transfair.ca))

**Adapted from: Pa Pa Paa!**  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

## Your Supplies:

In your wallet, you will find \$28, you can **only send \$7 a season.**



## Important Note:

Seasons will change, which will make things change, so watch out!

### STATS:

Canadians consume 5.5 kg of chocolate per person per year.

In 2002, Americans ate 3.4 billion pounds and spent \$13.1 billion on chocolate.

Cocoa beans were first consumed by the Olmec people of Mexico (circa 1000 BC).

The English were the early pioneers of chocolate bars in the 1800's.

([www.globalexchange.org](http://www.globalexchange.org); [www.transfair.ca](http://www.transfair.ca))

**Adapted from: Pa Pa Paa!**  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

## THE CONSUMER THREE



## Your Job:

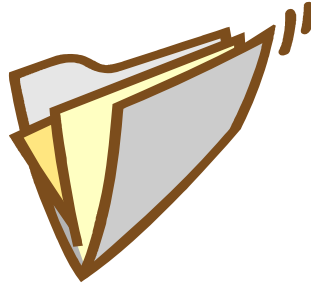
- You are a mother of three, who has to budget carefully each season, however you and your family love chocolate.
- You have a limited budget (\$7 a season) set aside for chocolate.
- You can buy chocolate bars from two supermarkets.



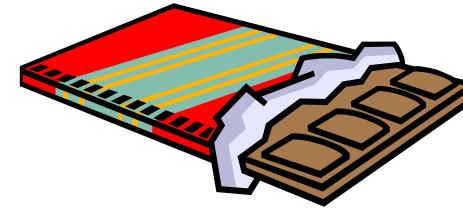
## Your Supplies:

In your portfolio you will find what you need to start your business.

- ◆ 1 sheet of high quality paper (for making premium chocolate bars)
- ◆ 5 sheets of flimsy white paper (for making standard chocolate bars)
- ◆ 3 pair of scissors
- ◆ 3 pencils
- ◆ 1 ruler
- ◆ 1 calculator
- ◆ Paperclips
- ◆ \$5 in start up funds



# THE GINORMOUS CHOCOLATE COMPANY



A large-scale multinational chocolate company

HEAD OFFICE: NEW YORK, USA

CEO: R.J. INDAMONY

YOUR COMPANY IS COMPARABLE TO  
**MARS, INCORPORATED**

TOTAL REVENUE: 18.00 BILLION (US DOLLARS)

EMPLOYEES: 39,000

MARS, INCORPORATED OPERATES IN OVER 65 COUNTRIES.

MARS PRODUCTS ARE AVAILABLE IN OVER 100 COUNTRIES IN 5 CONTINENTS. PRODUCTS INCLUDE M&M'S, UNCLE BEN'S, AND WHISKAS. MARS BUYS COCOA FROM THE WORLD CHOCOLATE COMMODITY MARKET. MOST OF THE WORLD'S COCOA IS PRODUCED IN WEST AFRICA AND LATIN AMERICA.

(MARS, INCORPORATED, [WWW.MARS.COM](http://WWW.MARS.COM); GOOGLE FINANCE, 2006)

### STATS:

The global confectionery market reached an estimated value of **\$73.2 billion** in 2001.

**60%** of all chocolate is consumed in the USA and the European Union – representing only **20%** of the world population.

(International Cocoa Organization, 2003)

Adapted from: Pa Pa Paa!  
Comic Relief 2005, [www.papapaa.org](http://www.papapaa.org)

# THE GINORMOUS CHOCOLATE COMPANY

## Your Job:

- Produce as many chocolate bars as you can at the cheapest possible price.
- Buy cocoa beans from the farmers in Ghana.

## How to buy Cocoa beans:

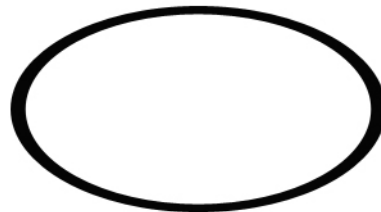
- Pay 2 cents for each standard cocoa bean and 3 cents for each premium quality and premium quality Fair Trade(FT) bean.
- Make sure that you only buy perfect beans. You can buy any beans (there are three kinds).
- This is what the beans must look like:

### Standard quality bean

~On flimsy white paper

### Premium quality beans

~On high quality paper



- Do not accept any cocoa bean that is not exactly the right shape and size.
- You **CAN** make special deals with the farmers when you buy their beans!

## Your Goal:

To make MONEY. Keep track of your profits!!

## How To make your product:

- You produce chocolate bars identical to the one below, using paper and scissors.
- The bars can be standard (white paper) or premium (high quality paper).



- Each completed chocolate bar must have a cocoa bean of the same paper attached to it with a paperclip.
- Sell your chocolate bars in batches of 5 to the supermarkets.



## Important Note:

Seasons will change, which will make things change, so watch out!