

Divine Chocolate's Poetry Competition

What could I write my poem about?

Divine is the only Fairtrade chocolate company owned by cocoa farmers – this is a chance to celebrate this unique company.

This guide explains how Divine began, what the company has achieved so far and what it means to be the only Fairtrade chocolate company owned by cocoa farmers.

The bean to bar story

Describe the journey from cocoa beans, grown by farmers in Ghana, to the chocolate bars we buy in the shops.

Celebrating with chocolate

Make a list of any special times in the year when you celebrate with chocolate. You may want to think about:

- Have you played any games that involve eating chocolate?
- Have you been given chocolate as a treat for doing something well? Or as a gift?
- Have you given chocolate to someone – what was it for?



Top tips

- Make sure your poem is based on the competition's theme: **Celebrate Divine Chocolate.**
- Focus on Divine Chocolate in your poem - not other chocolate products!
- Fairtrade is about empowering farmers so try to think beyond any stereotypes of developing countries.
- Artwork and design is not judged; however please make sure it is legible so the judges can read your poem!

What kind of poem shall I write?

You can choose any type of poem you like!

You could write a riddle about Divine Chocolate or a Kuapa Kokoo farmer. Think carefully about how you could describe the subject of your poem. Can anyone guess what your poem is about?

You could have a poetry slam in your school to find the best one.

Whatever poem you choose, try to use an interesting balance of poetic devices:

- Alliteration
- Rhythm and rhyme
- Similes and metaphors
- Onomatopoeia
- Kenning

How did Divine Chocolate begin?

In 1993 a cooperative of cocoa farmers in Ghana set up their own association called 'Kuapa Kokoo' – or 'good cocoa farmers' in their local language called Twi.

85,000 farmers are now members of Kuapa Kokoo.

In 1997, Kuapa Kokoo voted to set up their own chocolate company in the UK so they could share in the profits made by the chocolate industry.

In 1998, Divine Chocolate launched. Divine is based in London but now sells chocolate all over the world. The farmers of Kuapa Kokoo own a 44% share in the company.

Key words

- Divine
- Chocolate
- Kuapa Kokoo
- Pa Pa Paa
- Cocoa
- Chocolate
- Cooperative
- Ghana
- Empowering
- Democratic
- Social
- Enterprise
- Fairtrade
- Farmer-owned
- Unique
- British
- Fairness
- Share
- Power
- Celebrate
- Proud
- Justice
- Producer
- Consumer
- Delight
- Sustainable

What does it mean to be a Kuapa Kokoo farmer?

Fairtrade ensures farmers have a reliable income and provides them with funds to invest in better living conditions and working standards. It means they can afford to send their children to school and pay for medicines when they are ill. In addition to the money the farmers receive for their Fairtrade cocoa, they also receive a share of Divine's profits.

What else makes Divine unique?

Environmentally responsible

Preserving the rainforests is crucial to the future of cocoa farming. Kuapa Kokoo farmers actively conserve the tall forest trees and replace old cocoa trees with new seedlings.

Divine uses paper, cardboard and foil across its products and has removed most of the plastic.

Divine does not use palm oil in any products.

Empowering women

Divine Chocolate and the Kuapa Kokoo have always shared a commitment to empowering women. Together, they help women in cocoa farming develop the skills and confidence to grow better cocoa and thrive in business.

For more information about Divine visit:
www.divinechocolate.com/uk/about-us

For more Pa Pa Paa resources visit:
www.papapaa.org