

Divine Chocolate's Poetry Competition

Theme: How can chocolate change the world?

This guide is aimed at primary and secondary teachers and students looking for ideas on how to enter the competition.

What could I write my poem about?

Chocolate is enjoyed all over the world, but its production can also have some negative impacts – it's up to you what you choose to focus on. Here are some ideas to get you thinking:

How has the global cocoa industry changed the world?

- Use our ['Bean to bar' presentation](#) to find out how cocoa is grown and harvested.
- Use our ['Being a cocoa farmer' resources](#) to find out who grows cocoa, whether they are given a fair deal and what power they hold in the chocolate supply chain.
- Explore how Fairtrade helps to support farmers to get a fair price for their cocoa. You could even explore what further action needs to be taken to ensure cocoa farmers earn a living wage. [This was the focus of Fairtrade Fortnight 2019].
- Explore why sustainable cocoa farming essential to the future of our planet.

Which chocolate companies are changing the world for the better?

This year marks 20 years since a group of cocoa farmers in Ghana decided to set-up their own chocolate company – Divine Chocolate. Divine is the only Fairtrade chocolate company owned by cocoa farmers. Find out more on the next page or take a look at our Business Studies [Divine Chocolate Presentation](#).

How does chocolate change your world?

- What does chocolate mean to you? What does it stand for? When you give a piece to a friend or family member, or when a piece is given to you, what does it represent?
- How is chocolate a symbol of how the world is interconnected?

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 Fairtrade cocoa farmer. Think carefully about how you could describe the subject of your poem. Can anyone guess what your poem is about?

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

- Alliteration
- Rhythm, assonance and rhyme
- Similes and metaphors
- Onomatopoeia
- Poetic language and imagery.

Once everyone has written their poems, you could have a poetry slam in your school to find the best one.

Top tips

- Make sure your poem is based on the competition's theme: **How can chocolate change the world?**
- Fairtrade is about empowering farmers - focus on fairness rather than whether the farmers are impoverished or unhappy.
- Focus on Divine Chocolate in your poem - not other chocolate products!
- Artwork and design is not judged; however please make sure it is legible so the judges can read your poem!

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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.

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

Key words

- Kuapa Kokoo
- Pa Pa Paa
- Cocoa
- Chocolate
- Cooperative
- Ghana
- Empowering
- Democratic
- Fairtrade
- Farmer-owned
- Unique
- Fairness
- Share
- Power
- Proud
- Sustainable

living conditions and working standards. This 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 visit:

www.divinechocolate.com/uk/about-us

www.papapaa.org