

## Unwrapping the bar – teacher information

This resource involves exploring two different chocolate companies through a choice of activities.

Suitable for KS2 and KS3.

<b>England</b>	<b>PSHE Education Programme of Study</b> Core Theme 3: Living in the wider world - L1, L7 L12, L13 and L15.	<b>PSHE Education Programme of Study</b> Core Theme 3: Living in the wider world - L1 and L20.
<b>Northern Ireland</b>	<b>Personal Development and Mutual Understanding Progression Grid</b> Develop an understanding of our role and responsibility as consumers in society	<b>Learning for life and work: Local and Global Citizenship – KS3</b> Investigate an issue from a range of viewpoints and suggest action that might be taken to improve or resolve the situation.
<b>Scotland</b>	<b>Religious and Moral Education: Experiences and Outcomes, Second Stage</b> RME 2-02b	<b>Religious and Moral Education: Experiences and Outcomes, Third Stage</b> RME 3-02b
<b>Wales</b>	<b>Personal and social education framework</b> Understand that local actions have global effects because of connections between places and people	<b>Personal and social education framework</b> Understand the economic and ethical consequences of personal financial decision-making as a consumer

### What you'll need

- A copy of the student information (double-sided) for each student.
- Tablets to access QI codes (or watch as a class using hyperlinks)

## Unwrapping the bar – student information

### Introduction

The majority of the world's cocoa is grown in Côte d'Ivoire (39%) and Ghana (19%). Around 95% of cocoa is grown on smallholdings of less than four hectares (roughly 6 football pitches), most of these are family-run businesses.<sup>i</sup>

The global chocolate confectionery (sweets and chocolates) market was worth around £97.77 billion in 2016<sup>ii</sup>, whereas the global cocoa market is worth only £5 billion.<sup>iii</sup> So, even though chocolate is a very profitable product, there is very little money to be made from selling cocoa.



**Supporting video:** ['10 things you didn't know about cocoa' on Youtube](#)

### Company name: Nestlé

#### Key facts

A 46g Yorkie bar usually costs 60p.

In 2017

- Nestlé's global turnover was £72,000 million<sup>iv</sup>
- Nestle used 434,401 tonnes of cocoa beans globally
- 43% (186,358 tonnes) of the cocoa was traceable and 'responsibly' sourced through Nestlé's Cocoa Plan<sup>v</sup>

All Nestlé chocolate confectionery sold in the UK and Ireland is sourced through the Cocoa Plan.

#### How does the company support cocoa farmers?

When the Cocoa Plan was launched, Nestlé 'committed to investing £85 million from 2010-2019, about 0.001% of their global turnover each year.

The Cocoa Plan focuses on funds training for farmers in efficient and responsible farming practices; replacing unproductive cocoa trees with healthy, high yield trees and building and improving schools.

Nestlé works with UTZ and Fairtrade Foundation to try to ensure that the cocoa used is produced sustainably and sourced from farms with safe working conditions.

#### What about palm oil?

Nestle does use palm oil to make their chocolate. However, in 2017, 58% of the palm oil purchased by Nestle was responsibly sourced.



**Supporting video:** ['Better Farming' on Nestle Cocoa Plan website](#)

## Unwrapping the bar – student information

**Company name: Divine Chocolate**

### Key facts

A 35g bar of Divine Milk Chocolate usually costs £1.10

In 2016/17

- Divine Chocolate's turnover was £14 million
- Divine Chocolate used 953 tonnes of cocoa beans globally
- 100% of the cocoa was traceable and is certified Fairtrade.<sup>vi</sup>

All of the cocoa in Divine Chocolate is grown by two farmer cooperatives: Kuapa Kokoo in Ghana and CECAQ-11 in São Tomé.

### How does the company support cocoa farmers?

Divine Chocolate is the only farmer-owned chocolate company. Kuapa Kokoo own 44% of the company meaning it takes a share of the profits and forms part of the company's board<sup>vii</sup>. This means the farmers have an input into decisions about how the chocolate is produced and sold.

All of Divine's chocolate is certified Fairtrade. This means farmers benefit by receiving a fairer price for their cocoa and a Fairtrade premium.

### What about palm oil?

Divine does not use any palm oil in its chocolate; instead the company uses cocoa butter. This means the chocolate tastes better; the farmers get more money for their cocoa and the company does not contribute to the deforestation caused by palm oil plantations.



**Supporting video: ['Chocolate Makes The World Go Round'](#) on Vimeo**

### Key words

- **Fairtrade premium:** Farmers receive a top-up payment per sack of cocoa, which they must use to invest in their business or to support community projects.
- **Fairtrade price:** The amount farmers get for their cocoa often goes up and down, but for Fairtrade farmers it will never go below a certain price.
- **Profitable:** Something that makes a profit (the amount of money left after costs are deducted).
- **Smallholding:** A piece of land used for farming (smaller than a farm).
- **Tonnes:** One ton is equal to 1,000 kilograms.
- **Turnover:** The amount of money taken by a business, before costs are deducted.
- **UTZ:** a label and program for sustainable farming.

## Unwrapping the bar – teacher information

### Activities

Here are some suggested activities to explore the two companies.

#### Role play

- CEO meets a cocoa farmer
- Get into groups of 5 and assign roles: farmer, manufacturer, chocolate business, shop owner, consumer. Each role should make their case for their preferred chocolate company.
- Hot seat the chocolate companies to find out more about how they support their farmers or sustainable cocoa production.

#### Persuasive writing

Write a persuasive letter to the company. What changes should they make in order for you to continue to buy their chocolate?

#### Debate

Which company has the biggest positive impact on cocoa farmers?

#### Research task

KS2: Create an infographic to present some of the chocolate/cocoa facts and figures.

KS3+: Share the following statement:

The farmers aren't people who are beneficiaries of our benevolence and they aren't poor, helpless people. Even saying the word 'help' makes it sound as if they need our aid. It's about how they become protagonists in the story and [our company does that] by saying their names, using beautiful photography and highlighting their stories. It is a shift from benevolence to empowerment.<sup>viii</sup>

Which company do you think this statement is from? Can you find evidence of this from their products, website or marketing material?

Pa Pa Paa.  
Resources about fair trade and cocoa.  
<http://www.papapaa.org/>

Nestle: Cocoa Plan  
<http://www.nestleco.coaplan.com/>

Divine Chocolate.  
<http://www.divinechocolate.com/uk/about-us>

Fairtrade Schools.  
<https://schools.fairtrade.org.uk/>

Christian Aid: The chocolate trade game  
<https://www.christianaid.org.uk/schools/chocolate-trade-game>

<sup>i</sup> <http://www.nestlecoaplan.com/better-cocoa/>

<sup>ii</sup> <https://www.grandviewresearch.com/industry-analysis/chocolate-confectionery-market>

<sup>iii</sup> ICCO (September 2009) Personal communication

<sup>iv</sup> Converted from Swiss Francs. <https://www.nestle.com/media/pressreleases/allpressreleases/full-year-results-2017>

<sup>v</sup> <https://www.nestle.com/csv/raw-materials/nestle-cocoa-plan>.

<sup>vi</sup> Divine Annual Report, 2016-2017.

<sup>vii</sup> The other shares are owned by Twin Trading and international development finance institute Oikocredit.

<sup>viii</sup> <https://www.marketingweek.com/2019/01/04/divine-chocolate-marketing-focus-purpose-to-product/>