

The Cocoa Trading Game



From Ghana to Nova Scotia



Prepared by Just Us! Development and Education Society, 2006
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Adapted from Pa Pa Paa's The Trading Game - www.papapaa.org
Permission to adapt this game was granted by Dubble Fairtrade Chocolate,
Comic Relief and Trading Visions.

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Credits

Thank you to Kim Naylor/Comic Relief for the photographs of Kuapa Kokoo.

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Thank you to PaPaPaa, Dubble Fairtrade Chocolate, Comic Relief and Trading Visions for allowing us to adapt this game.

PaPaPaa – www.papapaa.org

Teach your way from bean to bar! For everything you need to teach your students about Fairtrade and cocoa go to www.papapaa.org. It's choc-full of free downloadable lesson plans and ideas.



Dubble Fairtrade Chocolate - www.dubble.co.uk

Sign up as a Dubble Agent on www.dubble.co.uk and join thousands of others to change the world, chunk by chunk, through Fairtrade! Unfortunately, non-UK residents cannot receive a Mission pack. However, if you sign up you will receive email updates and full access to the Dubble Agents only section of the website. So get on a mission for Fairtrade and sign up today!



Comic Relief – www.comicrelief.com

Comic Relief wants to help end poverty and social injustice, both in the UK and internationally, through the use of entertainment. In that time we have raised millions of pounds through campaigns that have persuaded people all over the UK to get involved and help to drive that change.

Comic Relief was launched from the Safawa refugee camp in Sudan, on Christmas Day 1985, in response to crippling famine in Africa. The aim was to take a fresh and fun approach to fundraising and, through events like Red Nose Day, inspire those who hadn't previously been interested in 'charity', to get involved.

Since then, the organization has gone from strength to strength, raising over £400 million, which has been used to change lives in the UK and in the world's poorest countries. There have been 10 Red Nose Days so far, the most recent - Red Nose Day 2005 - raised over £65 million. Comic Relief has also stretched its fundraising muscles into the world of sport. In 2006 more than 130,000 people took to the streets for the Sport Relief Mile. Comic Relief was also deeply involved in the Make Poverty History campaign and supports a range of campaigns, including Fairtrade, that aim to achieve long term change.



Trading Visions - www.tradingvisions.org

Trading Visions is an educational charity, established out of the popular education work undertaken by The Day Chocolate Company, Kuapa Kokoo cocoa co-operative and Comic Relief since 1999.

Our aim is to achieve social and economic justice for small-scale commodity farmers, starting with cocoa growers, by amplifying their voices through UK education and campaigns.

Divine - www.divinechocolate.com

Please note that Dubble Fairtrade chocolate is not available in Canada but Divine Fairtrade chocolate, made by the same company with Kuapa Kokoo's Fairtrade cocoa, is available from Ten Thousand Villages. For more information, please visit their website www.tenthousandvillages.com.



JUDES – www.judesfairtrade.ca

JUDES is an educational non-profit organization, based in Nova Scotia, dedicated to educating all ages about the social, environmental, and economic benefits of Fair Trade. JUDES uses a values-based approach to create resources and tools that help individuals and businesses make ethical purchasing decisions and live lightly and justly on the planet. JUDES is partially supported by our founding partner, the Just Us! Coffee Roasters Co-operative (www.justus.com).

About the Cocoa Trading Game:

Why play this game?

This game allows each participant to take on a role and experience what it might be like to be part of the cocoa trade. Experiential experiences like this allow for hands on learning and understanding. The idea of Fair Trade can be abstract, but through this game, it comes alive. Including a quality reflection and debrief at the end of this game will allow for real learning opportunities for the whole group.

Who can play this game and how many?

This game can be played with a variety of groups. It is ideal for high school age participants in a classroom setting, for adult community groups, and for youth groups, such as environmental youth camps. The game works best with a larger group (20 to 30), however it can be played with as little as 13 and as many as you are willing to accommodate for (it can get quite noisy).

Planning/adapting

This role-play game is intended to give participants a hands-on insight into the experiences of the different groups in the 'chocolate production chain' and will generate much activity, discussion and debate! Please note that this game simplifies the chocolate production chain for practical purposes, yet it is a very valuable learning experience, and will give your group a great deal to think about and discuss!

Warning! This is a noisy game!

You will need space to form up to 11 groups and to move between them. You may want to create a semi-circle of chairs with one desk per group. Everyone must be able to get up and move around the room easily.

Divide the large group into the following smaller sized groups (ideally your group will be between 25-30 participants). Some groups are repeats (e.g. there are 2 supermarket groups). This is intentional: quite a few groups play the same role as each other.

Here is a chart indicating group numbers you will need and the sizes of each group, according to the size of your group (this is just a guideline, you might have to play around with the numbers to best suit your group):

Groups/Numbers	13 to 20	21 to 27	28 to 36
Fair trade cocoa farmers	1 group of 2 to 3 people	1 group of 3 to 4 people	1 group of 5 to 6 people
Independent cocoa farmers	2 groups of 1 to 2 people	2 groups of 2 people	3 groups of 2 to 3 people
Fair trade Chocolate Company	1 group of 2 to 3 people	1 group of 3 to 4 people	1 group of 5 to 6 people
Multinational Chocolate Company	1 group of 3 to 4 people	1 group of 4 to 6 people	1 group of 5 to 6 people
Supermarket	2 groups of 1 to 2 people	2 groups of 2 to 3 people	2 groups with 2 to 3 people
Consumer	2 people, working independently	3 people, working independently	3 people, working independently

Allocate to each group the resources listed under Props in the Resource Section of this manual. Students may not have extra resources: the limitations imposed are supposed to replicate the limitations experienced by farmers/producers in real life!

Money: The money used in this game is fake. We suggested using different coloured poker chips, bingo chips or play money.

Hats: One addition to the prop list that we suggest is HATS! To liven up the game provide each group with different hats to wear to help them act as their character. Use baseball caps for the farmers, use top hats for the companies (black for the multinational corporation, colourful ones for the fair trade company), and visors for the supermarkets. We found great hats at a local costume store and in our closets. Be creative!

Print a copy of the Seasons and Prop list from the Resource Section. Print out handouts for each group. We suggest printing a copy for each participant, so that each person has the opportunity to read the instructions.

Start (10 minutes)

Explain to the participants that their instructions are on their information cards, and that it is important that they read through the whole thing. Explain that once the game starts things will become clearer!

Use the Introduction Notes to explain the game to your group.

Main Activity (30 minutes)

Start the activity by reading the first season card. The first season should run until most farmers have sold some cocoa beans to the cocoa buying companies and the companies have had time to produce a few bars.

Every time you announce a new season, give them a minute or two as notice.

At Season 3, you will need to take away half of the remaining paper resources from each of the farmer groups, and half of their unsold beans. Take half of the unsold bars from the chocolate buying companies too.

Debrief (30 minutes)

It is really important to allow for a good debrief. This discussion is critical to the experiential learning process. Use the Debrief Notes in this manual as a guide to facilitate your debriefing session.

If you have time and your group is motivated to continue, try out some of the extension activities. This challenges the group to take action about the issues that they just experienced!

Introduction Notes:

- Ⓢ **Introduction:** “For the next 30 minutes we will be acting out the cocoa trade from two different angles, the conventional system and the fair trade system. Each of you represents people along the path of the cocoa trade – from the farmers to the consumer.”
- Ⓢ **Introduce the Props:** “Each of you will be getting a package with all the supplies you need. Each person will get a card with all the information they need to play their part.” (Hold up a card and describe how each card has a ‘your job section’, ‘your goal section’, and ‘your supplies section’, as well as the note about weather and information about a like business or organization. Also hold up a supplies bucket as an example of what they will get.)
- Ⓢ **Optional:** You can limit the farmers from moving from their location to reflect real life. Farmers would not be able to go to Canada to approach the multinational corporation or the Fair Trade Company; these companies must approach the farmers.
- Ⓢ **Organizing and introducing the different groups:** Hand out the right number of cards, randomly to the group. Then ask them to sort themselves into their given groups. You can have tables marked for each group to gather around, or you can let them decide where they would like to sit. If you are in a classroom, you can make it more realistic by asking the farmers to gather on the floor, or around a table without chairs, while the multinational corporation can have a large grouping of desks with chairs, etc. As you hand out the hats and the packages give a little background on each:

“Over here we have our farmers.....

- 14 million people are directly involved in cocoa production according to the International Cocoa Organization. Most cocoa (90%), like coffee is grown on small family farms of less than 12 acres.

- Welcome to Ghana, a cocoa producing country. (Name people) will be representing these **farmers**. They have to work independently because their farms are quite far away from each other. Their primary concern is selling enough beans, to make enough money to buy food for their families. They make standard beans and premium quality beans.

- There is another group of farmers in Ghana, who are working together at a **Fair Trade Co-op**, they have combined their efforts and are meeting fair trade standards, in hopes of selling their beans at a fairer price and providing their families with a better life and more opportunities. (Names of people) represent this co-op, in Ghana. They produce premium quality fair trade beans,

and standard beans.

- The people who buy these beans (name the people), represent, one the **Ginormous Chocolate Factory**, head office in New York, and the other, the **Feel Good Chocolates**, a Fair Trade Workers Coop in Nova Scotia. They are both in the market for beans and both produce chocolate bars that they need to sell. Ginormous can buy from any of the farmers, while Feel Good can only buy from the fair trade co-op. Both companies will be looking for well produced beans.

- They both sell their beans to the two available grocery stores, **Groceries'r'us** and **Seboys**, both stores located in Nova Scotia. (Name the people representing the stores). They will buy well-made chocolate bars and sell them to consumers, in hopes of making a profit. They are in direct competition!

- The **Consumers** are (names). Represent the Canadian public, who love chocolate – eating on average 5.5 kg of chocolate per person per year. They will be visiting both grocery stores to buy as much chocolate as they can with the money they have. They purchase independently from each other, and have different amounts to spend.

- Some of you have money, as your start up funds, which include 1 cent, 2 cent, and 10 cent coins. There are also **dollar bills**. If you start with money, make sure you count it so you can figure out your profits at the end of the activity. You can use the **Record Sheet** to track how much you spend and how much you earn.

- For those of you making **beans or chocolate bars** to sell, it is important that you reproduce them as best as you can. The companies that you sell them too will be looking for **quality product**. If there is writing on the beans or the bar, you need to reproduce it in the exact same way. **(Hold up an example)**

- The **supplies** that you have been given are all you will need for your part and you cannot have anymore. This is the communal **pencil sharpener** that you can use anytime.

- There will be **seasons** that will affect your trading, so be aware of these changes. Seasons can affect the weather, consumer demand, etc. I will give you a bit of warning before I announce a season change and what has happened.

- It is important to **start trading as soon as the game starts**. If you are a farmer for example, you can start trading and making deals before you have produced all your beans.

- At the end of the game, each group will **report** on how they did, so **keep track of your profits**.
- Do you have any **questions**?
- You can begin trading and producing!”

Debrief Notes

1. When the game ends, ask each group to count their profits and write it up on the board (flip chart), and then form a circle.

2. **Reflection:** Position the board so that everyone can see the results. Once everyone is settled ask the group to think about how they felt about their role. Go around the circle to get everyone's feedback. This is an important step for the group to discuss, as it will generate some real feelings about fairness, personal value, global inequity, etc. Plan to spend a fair bit of time on this process, allowing everyone the opportunity to express how they felt.

3. **Debrief:** The discussion on how each group felt will most likely lead into this next discussion, on what was like the real world and what wasn't.

Using a flip chart discuss what was like the real world, what wasn't? This discussion will provide the opportunity to discuss and debate the differences between this experiential game and real life. Make note of the points that have already come up in the reflection. Have some examples of both sides in your back pocket to help get the discussion started if need be.

Here are some points that might come up or that you may want to bring up, if there is time.

- **Ghana and Kuapa Kokoo.** More information about Kuapa Kokoo can be found at www.papapaa.org. Only the Fair Trade Cooperative Farm and the Fair Trade Company will know about their relationship with each other and the partnership that exists, so have them explain it to the group, and compare it to the Fair Trade standards and the real life examples at Kuapa Kokoo. There might also be an opportunity to discuss cooperatives, in which case you can find more information at www.coopscanada.coop or www.ica.coop.

- **Child labour.** No roles for children working on cocoa farmers were specified in this game, however in real life many children work in agriculture, see www.globalexchange.org for more information.

- **Consumer demand.** It is important to discuss the way the consumers affected the game and if it reflects reality. You can talk about voting with your dollar, being a conscious consumer, educating others about fair trade, etc.

- **Cheating.** Was there cheating? Is there cheating in real life? Is that fair?

- **Seasons.** Information on the global cocoa market may not be available to farmers or consumers as quickly as the companies. The reality is that the market is dynamic and unpredictable.

4. Additional Discussion Questions:

- Ⓢ What were the main problems for the farmers, for the production companies, the supermarkets, etc?
- Ⓢ Were trading alliances established?
- Ⓢ Were any groups tempted to join together?
- Ⓢ What were the advantages of the standard beans/bars compared to the premium quality beans/bars?
- Ⓢ What was the impact of the changes in the value of products?
- Ⓢ What did these changes represent?
- Ⓢ How did consumers' choices affect the chain?
- Ⓢ Who had the power in the chain?
- Ⓢ How could the farmers earn more money/get more power?
- Ⓢ Is world trade fair????

Summarize by running through the potential benefits of fair trade for farmers using examples from the cocoa trade and coffee trade:

- Ⓢ Fair price for crops
- Ⓢ Empowerment
- Ⓢ Investment in business
- Ⓢ Improved quality
- Ⓢ Investment in community
- Ⓢ Potential health care and education improvements
- Ⓢ Improved quality of life and opportunity

If possible share a Fair Trade chocolate bar with the group. This is a sweet reward for their role playing and discussing. Depending on what kind of bar you share with the group (Divine Chocolate, Just Us! Chocolate) take a minute to explain where the chocolate comes from, where the fair trade logo is and organic logo (if available), and where they can purchase Fair Trade chocolate, and other Fairly Traded items (sugar, coffee, tea, clothes, etc.).

Extension Activities:

- Ⓢ Write a short story from the point of view of a cocoa farmer about the cocoa trading system and it's effect on daily life.
- Ⓢ Visit dubble.co.uk to learn more, play fair trade games and become a Dubble Agent.
- Ⓢ Research a fair trade campaign, to find out more about how to get involved.
- Ⓢ Take action by educating others (school or community) about fair trade (examples lobby to serve fair trade products, start a letter writing campaign, poster displays, presentations)

Resources

Seasons

There are four seasons that need to be announced throughout the game. Make sure to warn the group that this will happen throughout the game, and give them a 1 minute warning for each season.

Season 1 (10 minutes)

Follow your instructions.

Start producing beans and bars.

Start buying and selling as soon as possible.

Supermarkets and consumers start telling the company you buy from what you want!

Season 2 (5 minutes)

There has been a drop in the world cocoa price.

Many of the countries that grow cocoa beans have been producing more cocoa beans than ever.

Too many beans on the market.

Buyers (consumers and grocery stores) can afford to be choosy.

Fair trade company doesn't change their price BUT the big business does –

Now 1 cent for standard beans

2 cents for premium quality

Season 3 (5 minutes)

Black Pod disease has hit this seasons crop – destroying half (take half away)

Price goes up, because lots of people want cocoa but not much is being produced

Farmers can re-negotiate with companies.

Season 4 (5 minutes)

Consumers realize what a good thing Fair Trade is and start demanding it at their grocery stores.

Props

<p>Fair trade cocoa farmers (1 group of 5-6) In a watering pail:</p> <ul style="list-style-type: none"> Ⓢ 6 sheets of high quality paper Ⓢ 3 sheets of flimsy white paper Ⓢ 2 pairs of scissors Ⓢ 2 pencils Ⓢ 1 cocoa bean template Ⓢ 1 Record Sheet 	<p>Independent cocoa farmers (3 groups of 2) In a watering pail:</p> <ul style="list-style-type: none"> Ⓢ 1 sheets of high quality paper Ⓢ 2 sheets of flimsy white paper Ⓢ 1 pairs of scissors Ⓢ 1 pencils Ⓢ 1 cocoa bean template Ⓢ 1 Record Sheet 
<p>Fair trade Chocolate Company (1 group of 5-6) In a portfolio:</p> <ul style="list-style-type: none"> Ⓢ 4 sheets of high quality paper Ⓢ 1 pair of scissors Ⓢ 2 pencils Ⓢ 1 ruler Ⓢ One box of Paperclips Ⓢ \$1.50 in start up funds Ⓢ 1 Record Sheet 	<p>Multinational Chocolate Company (1 group of 5-6) In a portfolio:</p> <ul style="list-style-type: none"> Ⓢ 1 sheet of high quality paper Ⓢ 5 sheets of flimsy white paper Ⓢ 3 pair of scissors Ⓢ 3 pencils Ⓢ 1 ruler Ⓢ 1 calculator Ⓢ One box of Paperclips Ⓢ \$5 in start up funds Ⓢ 1 Record Sheet 
<p>Supermarket (2 groups of 2-3) In a grocery basket:</p> <ul style="list-style-type: none"> Ⓢ 1 pencil Ⓢ 1 calculator Ⓢ A \$5 float (to start buying chocolate bars right away!) Ⓢ 1 Record Sheet 	<p>Consumer (2-3) In three wallets put three different amounts:</p> <p>Consumer 1- \$20 Consumer 2- \$40 Consumer 3- \$28</p> <p>Give each consumer a combination of coins and bills.</p> 

Role Play Information Cards

The following information cards should be copied for each person. There are two different supermarket cards to use for the two supermarket groups. The consumers also have different cards, as they each work independently and represent different socio-economic groups.

Copy the information on both sides of the paper, and fold in half, like a card. All of the information cards should be copied this way, other than the consumer card. Their information should be copied onto ½ a page.

The order of the cards is as follows:

Fair trade cocoa farmer
Independent cocoa farmer
Fair trade chocolate company
Multinational chocolate company
Supermarket (1)
Supermarket (2)
Consumer (1)
Consumer (2)
Consumer (3)

Record Sheet		
Group	<input type="text"/>	
	Number sold x price for each= INCOME	Number bought x price for each= EXPENDITURE
Season 1		
Season 2		
Season 3		
Season 4		
Season 5		
Totals		
PROFIT=INCOME-EXPENDITURE		