

Ireland



Cadbury's is the largest chocolate producer in Ireland. Since Ireland joined the EU with the United Kingdom in 1973, Cadbury's has been prohibited from selling its chocolate throughout the European Union. At least, it could continue to make chocolate the way the Irish have enjoyed for over 100 years: lighter and creamier than the Belgian style of chocolate. When it joined the EU, the Irish worried that Cadbury's and other Irish chocolate makers would have to change their recipes since EU law stated that chocolate could only contain cocoa butter. Luckily, a deal was struck that would allow Cadbury's chocolate to stay the same as long as it wasn't sold outside of Ireland and the UK.

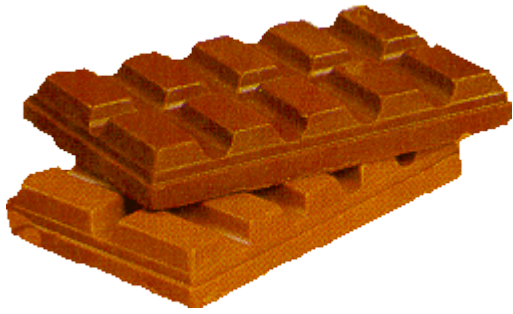
Irish chocolate is lighter and creamier because a little bit of vegetable oil is used in place of the cocoa butter. This type of chocolate is not *pure* chocolate according to chocolate traditionalists. If Irish chocolate is to be sold throughout the EU, they argue, it shouldn't be called chocolate at all. Some suggest it be called "Vegetate". That sounds just delicious, doesn't it?

Ireland has long struggled as one of the poorest countries in Europe. It has recently enjoyed a huge economic boom and people are far better off than they used to be. As a minister for Ireland, you would like to see the Irish economy continue to grow since the future of your job depends on it. If the Irish are happy, they'll be more likely to vote for your party in the next election.

At the same time, if the new chocolate law you will create in the simulation allows Cadbury's to sell its chocolate throughout the EU, it will produce more and hire more Irish citizens. Of course, it would probably help if Cadbury's could call its chocolate something nicer than Vegetate!

Because Ireland is a small country it's very important that you find out which other countries are in favor of "less-than-pure" chocolate. If you work together, you might be able to combine your votes to win a favorable outcome for Ireland.

The main question is whether to allow Denmark, Ireland, Austria, Portugal, Finland, Sweden, and the United Kingdom to sell their style of chocolate throughout the EU. The European Union is all about free trade and open markets. For that reason, the Commission - the executive branch - has proposed that a new law (called a "directive") be made that would allow free trade of chocolate. Now it is up to you all to work out the details of the law. Under what conditions should the "less than pure" chocolate, like Cadbury's, be sold?



The necessary ingredients in traditional *pure* chocolate bars:

- Cocoa powder (also sometimes called Cacao Liquor, Cacao Mass, Cacao Paste)
- Cocoa butter: More Cocoa Butter means a smoother, creamier, less bitter bar. Less Cocoa Butter means a sharper, dryer, more powdery, more flavorful bar.
- Sugar

The following are the major questions you will need to settle at the simulation. Before then, you'll need to try to figure out how different countries feel about these issues. Try to find other countries that agree with you so you can work together. Also try to convince those who disagree to see your point of view. Of the voting bodies, Ireland's vote has a weight of 1.15%. Use the space below each question to take notes as you learn more about where the other countries stand.

1. Consumers will want to know what kind of chocolate they are buying. Traditional Belgian-style chocolate should be called chocolate. But what should the Cadbury's style of chocolate be called?
2. Can anything containing just a bit of cocoa powder be called chocolate? In the U.S., chocolate must have at least 10% cocoa powder. Cadbury's has less than 10%, while much of the chocolate you sampled had 70%. What percentage of cocoa should the new law require?
3. Traditional chocolate is made with cocoa butter. Chocolate made in Denmark, Ireland, Austria, Portugal, Finland, Sweden, and the United Kingdom has vegetable fat added in place of the cocoa butter. Should there be a limit to how much vegetable fat is used? What percent of the total fat can be vegetable?
4. If chocolate contains vegetable fat it should say so on the label. But what should the label say? Is it enough just to list vegetable fat in the ingredients? Or should there be some sort of bold warning on the front?

