



Netherlands



The Netherlands was the first country to mass produce cocoa powder (for making chocolate drinks and baking) and chocolate bars. In 1828, Dutch* Chemist Coenraad van Houten invented a process for extracting cocoa butter, allowing for the extraction of cocoa powder. This made chocolate cheaper to produce.

The Netherlands has a long history of global trade. The Dutch began importing raw chocolate in the 1700s for political reasons. Spain, a long-time enemy of the Netherlands, controlled all of the very profitable chocolate trade at that time. The "Eighty Years' War" between the Netherlands and Spain was raging on and the Dutch saw the import and distribution of chocolate as an opportunity to weaken their opponent.

Chocolate trade remains a very important part of the Dutch economy. Chocolate is even listed on the Dutch stock exchange. The Netherlands is currently Europe's largest importer of raw cocoa beans. Dutch import companies make a lot of money selling the beans to chocolate factories throughout the European Union. They are worried that if Cadbury-style chocolate is allowed to be sold throughout the EU, the demand for cocoa will fall – hurting their business. That's because Cadbury-style chocolate uses less cocoa powder and replaces some of the cocoa butter with other types of fats.



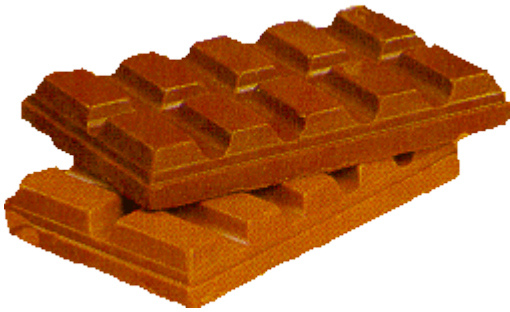
Your citizens are not so finicky about chocolate as their "chocolate purist" neighbors in Belgium. Being a major trading country, the Dutch are used to having a wide variety of items to choose from, including different varieties of chocolate.

As minister, you must decide what is more important to your country: protecting the chocolate-related businesses that provide jobs to your citizens or providing your citizens with a wide variety of chocolate products to choose from. See if you can negotiate a solution that does both.

* The people living in and things belonging to the Netherlands are called "Dutch". The Netherlands is sometimes called Holland. Holland is actually just an area in the Netherlands, similar to a state. People from Holland generally don't mind if you call the country Holland, but those living in other areas prefer The Netherlands. This would be like having the United States called Texas. People from Texas probably wouldn't mind, but the rest of the country might!

Visit the Droste chocolate company's website:
http://www.droste.nl/pages_en/home.php

The main question up for debate 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, The Netherland's vote has a weight of 4.24%. 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?