



Module 5



Comparison of juices

brand	price per litre	ingredients	content of vitamin C	taste	my choice
1) name: producer:					
2) name: producer:					
3) name: producer:					
4) name: producer:					
5) name: producer					



Bitter-sweet chocolate

You are a representative of commerce

- How many pieces of a total of 40 pieces of chocolate are you entitled to?
- Why?

You are a representative of the chocolate-enterprise

- How many pieces of a total of 40 pieces of chocolate are you entitled to?
- Why?

You are a representative of the suppliers of milk, packaging materials, etc.

- How many pieces of a total of 40 pieces of chocolate are you entitled to?
- Why?

You are a representative of the cocoa dealers, who buy cocoa from the farmers and resell it to the chocolate factory

- How many pieces of a total of 40 pieces of chocolate are you entitled to?
- Why?

You are a representative of the cocoa farmers

- How many pieces of a total of 40 pieces of chocolate are you entitled to?
- Why?

Bitter-sweet chocolate

A short history of chocolate

The basic substance which chocolate is produced of is cocoa. Cocoa is won from the cocoa-beans, which grow on trees. They are harvested manually.

Almost all of the harvest is bought by intermediaries or big enterprises as cheap as possible, and further processed in industrialised countries.

In these countries chocolate is produced in chocolate factories by processing the chocolate beans with milk, sugar, nuts, and spices...

In the factories the finished chocolate is wrapped in paper and aluminium-foil.

The enterprises invest in publicity in order to sell large quantities of their products.

The finished chocolate-products enter commerce and are sold to the consumer [7].

Solution of role-playing “bitter-sweet chocolate”

The repartition which corresponds to the true situation on the world-market is as follows:

commerce	12 pieces
chocolate company	16 pieces
suppliers	4 pieces
cocoa dealers	6 pieces
cocoa farmers	2 pieces

Kilometres of transportation of products

food	place of origin	distance of transportation in km
apple, Granny Smith	South Africa	10.000
apple juice, Jona Gold	Styria (Austria)	250
apple juice, biologic	Carinthia (Austria)	330
banana	Costa Rica	11.000
butter	Austria	300
butter	Ireland	2.000
corn flakes	England	1.700
Emmentaler	Austria	300
fresh cheese	Germany	1.000
fresh cheese, biologic	Austria	250
fruit tea	Africa	5.500
fruit tea, biologic	Lower Austria	70
breakfast egg	Austria	300
cereal flakes	Germany	1.000
Dutch Gouda cheese	Holland	1.000
honey	Hungary	400
yoghurt	Lower Austria	250
coffee	Latin America	10.000
cocoa	Ivory Coast, Ghana	5.500
crescent	Austria	20
kiwi	Italy	1.000
“Kornspitz”, crescent	Austria	20
lemonade	Austria	300
apricot marmalade	Austria	500
milk	Austria	250
orange, biologic	Italy	1.000
orange juice	Brazil	11.000
tomatoes	Austria	70
tomatoes	Spain	2.200
turkey bacon	Spain	2.200
Sauna bacon	Austria	300
black tea	Sri Lanka	7500
roll, whole meal bread	Austria	20



