

INTS300 Cocoa & Chocolate from a Global Perspective

M 1:15-3:55

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MCCook 216

X 2431

Cocoa and chocolate will serve as our entry to our global system. Beginning with a historical overview of cocoa's origin in the Americas, we will approach the topic from the perspective of production, distribution, consumption and thus gain an understanding of the manner in which different parts of the world are connected both through tangible and intangible links. Topics include the pre-colonial, colonial and postcolonial organization of cocoa production, the emergence of global commodity regimes and their governance, the centralization and concentration of production of chocolate, and the role of chocolate as a cultural sign in different contexts.

Principles:

- *Integrity* – we will conduct ourselves with authenticity, sincerity and wholeness.
- *Failure Leads to Success* – failures provide us with opportunities for learning, therefore, there are no failures, only outcomes and feedback.
- *Speak with Good Purpose* – we will speak in a positive sense, be responsible for honest and direct communication and avoid gossip and harmful communications.
- *This Is It* – we will focus our attention on the present moment and give each task our best effort.
- *Commitment* – we will follow through on promises and obligations and do whatever it takes to get the job done.
- *Ownership* – we will take responsibility and be accountable for our actions.
- *Flexibility* – we will be open to change and try a new approach if it helps us get to the desired outcome.
- *Balance* – We will keep our mind, body and spirit in alignment.

Policies:

- I expect you to be in class. If you must miss a class for a valid reason, please inform me beforehand either via email or telephone call. You may not miss more than two classes.
- Punctuality is important. Class begins at 1:15pm sharp. Please inform me beforehand if you must be late.
- All written assignments will be submitted electronically via the 'digital drop box' feature of Blackboard. They should be formatted as follows:
- Please read the sections regarding intellectual honesty in your student handbook. Plagiarism is a serious academic offense!

Requirements

Everyone will participate in the online discussion on a regular basis. The Blackboard discussion board provides an excellent possibility to exchange information, ask questions and explore ideas outside of the classroom. A minimum of two contributions per week is required and these must be made each week. One of these must problematize the reading assignments for each session and must be made by Tuesday night.

Each substantive class session will be organized by a team of two students. Based on the readings for each session, they will collaborate in developing activities that highlight the topic(s) of the week and the key issues raised by the readings. It is the responsibility of each pair to alert the rest of the class in a timely fashion of any additional preparation required for the session. Activities may include debates, role plays, multimedia, etc. The only requirement is that they productively engage the readings.

The rest of the requirements are based on your written work:

- You will write one 300-word reflection paper each week in which you respond to and integrate the readings.
- You will complete a semester project which is the equivalent of a 20-page paper.
- Finally, the course subject leaves us no choice but to actually sample chocolate and cocoa in its various forms. You will keep a journal of these samplings to keep track of the differences.

More information on the written assignments can be found in the assignments section of Blackboard.

The weight of each of the requirements is as follows: reflection papers-35%, term project- 35%, class conduct-15%, online participation-10%, chocolate tasting journal-5%,

Readings

The complete list of readings can be found at the Blackboard website for this class.

Course Outline

Jan. 22 Introduction

History

Jan. 29 Cocoa in Pre-Conquest Meso America
Readings: Coe, ch. 1-4, McAnany & Murata

Production

Feb. 5 Colonial and early Modern Cocoa Production
Readings: Coe, ch. 6, Gasco, Austin, Lewis, Maiguashca, Alence

Feb. 12 **Current Cocoa Production**
Readings: Walker, Walker, Pomp, Ruf, Boadu, Crook

Feb. 19 **The Manufacture of Chocolate**
Readings: Brenner, Coe, ch. 8, Jones, Cooper

Distribution

Mar. 5 **The Cocoa trade**
Readings: Smith, Dand, Maizels,

Mar. 12 **Commodity Regimes and Markets**
Readings: Morgan, Gilbert, ICCA (pp. 22-30), Common Fund (pp. 1-16)

Mar. 26 **Fair Trade Cocoa**
Readings: Ransom, Blowfield, John, IITA, [International Labor Rights Fund](#), Duodu

Consumption

Apr. 2 **What is it about Chocolate?**
Readings: Coe, ch. 5,7, Bruinsma, Mintz, ch. 2-3

Apr. 9 **Chocolate and Consumption Behavior**
Readings: Bonham, Greenberg, Shiv, Mintz, ch. 5

Apr. 16 **Constructing Tastes**
Readings: Elliot, Reed, Terrio, Mintz, ch. 6-8

Apr. 23 **Student Reports**

Apr. 30 **Student Reports**

Readings

Books:

Brenner, Joël Glenn. *The Emperors of Chocolate. Inside the Secret World of Hershey and Mars*. New York: Broadway Books, 2000.

Coe, Sophie and Michael Coe. *The True History of Chocolate*. New York: Thames and Hudson, 1996.

Mintz, Sidney. *Tasting Food, Tasting Freedom*. Boston: Beacon Press, 1996.

Ransom, David. *The No-Nonsense Guide to Fair Trade*. Oxford: New Internationalist Publications, 2006.

Articles:

Alence, Rod. "Colonial Government, Social Conflict and State Involvement in Africa's Open Economies: The Origins of the Ghana Cocoa Marketing Board, 1939-46." *The Journal of African History*, Vol. 42, No. 3. (2001)

Austin, Gareth. "Mode of Production or Mode of Cultivation: Explaining the Failure of European Cocoa Planters in Competition with African Farmers in Colonial Ghana." In: *Cocoa Pioneer Fronts Since 1800: The Role of Smallholders, Planters and*

- Merchants*, William Gervase Clarence-Smith (ed.). New York: St. Martin's Press, 1996.
- Blowfield, Mick. "Ethical Supply Chains in Cocoa, Coffee and Tea Industries." *Greener Management International* 43 (Autumn 2003).
- Boadu, Fred. "The Efficiency of Share Contracts in Ghana's Cocoa Industry." *Journal of Development Studies* 29, 1, 1992.
- Bonham, Pamela, et al. "Knowledge of Brand and Preference." *Psychological Reports* 76, 1995.
- Bruinsma, Kristen and Douglas Taren. "Chocolate: Food or Drug." *Journal of the American Dietetic Association* 99, 10, 1999.
- Common Fund for Commodities. "Basic Facts." Amsterdam, May 2003.
- Cooper, Gail. "Love, War, and Chocolate. Gender and the American Candy Industry, 1880-1930. In: *His and Hers. Gender, Consumption, and Technology*, Roger Horowitz and Arwen Mohun (ed.). Charlottesville: University Press of Virginia, 1998.
- Crook, Richard. "Politics, the Cocoa Crisis, and Administration in Cote d'Ivoire." *The Journal of Modern African Studies*, Vol. 28, No. 4.
- Dand, Robin. *The International Cocoa Trade*. New York: Wiley, 1996.
- Duodu, Cameron. "A Society Like Ours Has no Need of Slaves." *New African*, June 2001.
- Elliot, J. and Wootton, A. "Some Ritual Idioms of Gender in British Television Advertising." *Sociological Review* 1997.
- Gasco, Janine. "Cocoa and Economic Inequality in Colonial Soconusco, Chiapas, Mexico." *Journal of Anthropological Research* 52 (4), 1996.
- Gilbert, Christopher. "International Commodity Agreements: An Obituary Notice." *World Development* 24, 1, 1996.
- Greenberg, Joshua, et al. "Overlapping Addictions and Self-Esteem among College Men and Women." *Addictive Behavior* 24, 4, 1999.
- International Institute of Tropical Agriculture. "Child Labor in the Cocoa Sector in West Africa." August 2002.
- John, Angela. "A new Slavery?" *History Today* June 2002.
- Jones, Geoffrey. "The Chocolate Multinationals: Cadbury, Fry and Rowntree 1918-1939." In: *British Multinationals: Origin, Management and Performance*, Geoffrey Jones (ed.). Brookfield: Gower, 1986.
- Lewis, Kathleen Phillips. "The Trinidad Cocoa Industry and the Struggle for Crown Lands during the Nineteenth Century." In: *Cocoa Pioneer Fronts Since 1800: The Role of Smallholders, Planters and Merchants*.
- McAnany, Patricia and Satoru Murata. "America's First Connoisseurs of Chocolate." *Food and Foodways*, forthcoming.
- Mauguasga, Juan. "Ecuadorian Cocoa Production and Trade, 1840-1925." In: *Cocoa Pioneer Fronts Since 1800: The Role of Smallholders, Planters and Merchants*.
- Morgan, C.W., et al. "Price Instability and Commodity Futures Markets." *World Development* 22, 11, 1994.
- Pomp, Marc and Kees Burger. "Innovation and Imitation: Adaption of Cocoa by Indonesian Smallholders." *World Development* 23, 3, 1995.
- Reed-Danahay, Deborah. "Champagne and Chocolate. "Taste" and Inversion in a French Wedding Ritual." *American Anthropologist* 98, 4, 1996.

- Ruf, François, et al. "Smallholder Cocoa in Indonesia: Why a Cocoa Boom in Sulawesi?" In: *Cocoa Pioneer Fronts Since 1800: The Role of Smallholders, Planters and Merchants*.
- Shiv, Baba and Alexander Fedorikhin. "Hear and Mind in Conflict. The Interplay of Affect and Cognition in Consumer Decision Making." *Journal of Consumer Research* 26 (Dec. 1999).
- Smith, Adam. "The Cocoa Game." In: *The Money Game* New York: Random House, 1968.
- Terrio, Susan. "Crafting Grand Cru Chocolates in Contemporary France." *American Anthropologist* 98, 1, 1996
- United Nations Conference on Trade and Development. *International Cocoa Agreement*, 2001. Geneva: UNCTAD, 2001
- Walker, Ezekiel Ayodele. "Structural Change, the Oil Boom and Cocoa Economy of Southwestern Nigeria, 1973-1980s." *The Journal of Modern African Studies* 38, 1, 2000.
- Walker, Ezekiel Ayodele. "Happy Days are Here Again": Cocoa Farmers, Middlemen Traders and the Structural Adjustment Program in Southwestern Nigeria, 1986-1990s." *Africa Today*, 47, 2, 2000.