

Hello everyone! My name is Nori Endo.

Do you like chocolate? I think most everyone does. (Look around) I love it. As you may already know the main ingredient of chocolate is *cacao*. Today I would like to introduce a book called “Shinjitsu no Chokoreto.” The English title is called, “Bitter Chocolate– Investigating the Dark Side of the World’s Most Seductive Sweet.” If you read this book you can know where cacao comes from. In addition, you can find out how it is cultivated and harvested, and also learn dark secrets about the cacao market.

This book talks about the dark side of cacao production and the chocolate industry.

When I read the book, two questions came to my mind. First, I discovered that child labor is used in cacao farming. Many poor children are forced to work on cacao farms and this ignores the UN treaty that bans the use of child labor. Many cocoa producers do not follow the treaty. Why don’t they obey the UN? Who allows them to do this?

Next, when I read this book, I learned that the market for cacao is dominated by major–multinational companies who have headquarters in Europe and the United States. These corporate groups make a huge profit off of cacao. I also learned that local cacao farmers can’t improve and change their life. They barely make enough money just to survive, so they can’t afford to send their children to school. They live in an endless cycle of poverty.

In conclusion, I recommend you read this book, “Bitter Chocolate.”

The book explains where cacao is produced, tells how it is grown and harvested, and reveals some dark secrets about the cacao market. The book has made me reconsider my way of thinking about capitalism. This book has shown me that capitalism is really just exploitation of the poor by the rich.

Thank you for your attention.