

<p>DISCOVERY CHANNEL - HOW STUFF WORKS: CHOCOLATE WRITER/PRODUCER/DIRECTOR: ADRIAN MAHER</p>	
<p>ACT I</p>	<p>TEASE</p>
	<p>From rich Hershey Bars...to decadent truffles...to beautiful bon-bons, our world is koo-koo for coco. But there's more to this sweet confection than just the world's most popular flavor. Chocolate fueled the Aztec's lust for conquest, expanded the Spanish Empire, powered the Allies in World War II, introduced stimulants to the Western World, and today could save the rainforest! Everything you need to know is right here, now, on HOW STUFF WORKS.</p>
	<p>PRE-PRODUCED OPEN</p>
	<p>Chocolate is one of the most ancient, alluring, and richly complex foods on earth. More than 1200 individual organic compounds have been identified in its makeup.</p>
	<p>BARRY GLAZIER: Research and Development Manager, Mars Chocolate: #24569 "There's really no way to simulate chocolate in the lab."</p>
<p><u>Yes!</u></p>	<p>Through the ages, it's been used by emperors for sex, workers for</p>

	<p>energy, and by soldiers marching off to war. Billions of pounds of chocolate products are consumed every year all over the globe in every conceivable shape, size and seasoning. But beyond the massive candy factories that endlessly churn out this simply satisfying concoction, what is chocolate and where does it really come from?</p>
	<p>TRANSITION</p>
<p>Factoid: The U.S. is the third largest processor of cocoa beans behind the Netherlands and Ivory Coast.</p>	<p>In the United States alone, chocolate is a 13-billion-dollar-a-year industry with each American consuming an average of 12 pounds of the stuff a year. And to find its origins, you have to head south towards the equator.</p>
<p>SEGMENT TITLE # 1</p>	<p>CHOCOLATE GETS YOU DRUNK"</p>
	<p>It's harvest season in Belize. Time to grab some big lush cacao pods and whip up some wine. But where's the chocolate? Well, this is chocolate! It's just that the Mayans in these parts made cocoa wine way before they turned chocolate into food.</p>
<p>Factoid: A typical worker can collect up to 500 cacao pods per hour.</p>	<p>In the village of San Felipe, subsistence farmer Juan Cho harvests cacao pods off his four-acre farm and makes some of the Mayan moonshine with the help of his</p>

Formatted

	mother Cyrila.
	JUAN CHO: Cacao farmer, # 24447 "You are about to see us turning this fruity pod into a cocoa wine, an incredible cocoa wine."
	The cacao trees on a typical plantation like Juan's thrive under the comforting shadow of taller trees.
	BETH KIMMERLE: Author: Chocolate: The Sweet History - #24545 "It's an under-story plant, so it needs what they call shade trees or mother trees and it essentially needs an environment that's much like a tropical rainforest."
	Juan and his workers harvest cacao by picking the fleshy pods right off the trees, placing them in bags then dumping them in piles.
Juan throws pod up in the air and cuts it in half with a machete. #24460	Sound-up: Machete splitting lush cacao pod.
Juan holds split pod right up into camera #24460.	JUAN CHO: #24460 "This is a beautiful pod, has a shell around it, the pod, there's a poppy fruity flavor on outer part as well as chocolate on the inside."
Factoid: There are about 30-40 cacao beans in each pod.	Juan rips out the fleshy fruit pulp and places it in buckets to ferment for 90 days. He performs the process year round, and already has a load of the stuff ready for the final stage.
	JUAN CHO: 24450 "If you look clearly inside it is white stuff bubbling that shows you that that"

	fermentation turning it into wine is highly activated."
	Now it's time for a little sugar, stirred into the fizzing goo to add flavor and speed up the fermentation. Then Juan pours his custom-made jungle-juice through a screen to weed out the chunks of fruit.
	JUAN CHO: 24451 "It serves an important role in my tradition, my culture how it has been thousands of years ago, how it has been usedfor different occasions....before a harvesting season or the planting season.
	JUAN CHO: 24450 "After screening and sifting this wine..... we'll be drinking together in a communal ritual."
	JUAN AND CYRILLA CHO 24450 Note: They chant while lifting up a gourd of the cacao wine. (Also a backup version at 24451.)
	JUAN CHO: 24451 "I love cocoa wine"
	BETH KIMMERLE: 24545 "Chocolate wine can be pretty potent, you could get quite a buzz off of it."
Transition back to history	TIMELINE TRANSITION
	Several thousand years ago, in the lush, tropical jungles of the northwest Amazon Basin, an enterprising native first noticed some of these odd pods hanging from a clump of trees.
	MARICEL PRESILLA- Author: The New Taste of Chocolate #24555 "The cocoa fruit is very unusual. It grows straight from the bark of the tree and it comes in many wonderful

	colors and shapes.
	Cracking open the crusty shells revealed a first look at a whole other interior world: Chocolate.
	MARCY NORTON: Author: Sacred Gifts, Profane Pleasures, A History of Tobacco and Chocolate in the Atlantic World. #24546 "Inside those pods, there's a pulpy white mass and inside that there's little seeds and those are the cacao beans and it requires a particular environment, which is very humid and very hot."
	The early gourmands were thought to have first scraped and eaten the fleshy white fruit and used the beans for medicine. Eventually a budding genius left chunks of fruit pulp out in a bowl... soon it was time to party.
	CLAY GORDON: Editor: www.thechocolatelifelife.com #24439 "One of the great things about cacao is that it ferments all by itself...just let it sit in the sun for a couple of days and you've got cacao wine."
	At some point, the lush cacao pods in the Amazon began moving north, carried by primates, rudely transported by nature and carted by humans blazing new trade routes over land and by boat.
	About 4,000 years ago, the first

	traces of domesticated cacao begin showing up in Mesoamerica, now Central America.
	MARICEL PRESILLA: #24557 "We know that as early as 1900 BC farming people, sedentary people from the Pacific Coast were already using cocoa in some fashion to make a beverage."
	Archaeologists have discovered ancient pottery shards with traces of theobromine and caffeine, the chemical signatures of cocoa. The early drinking vessels had long, skinny spouts thought to be perfect for pouring cacao wine and filtering out the pulp.
	Centuries after its introduction, cacao becomes widely domesticated in the humid, lush lowlands of Juan's ancestors in Mesoamerica and is tightly woven into Mayan culture.
	To the Maya, the fecund cacao pod represents the wellspring of life, resonant with energy and vitality.
	MARK CHRISTIAN: The Cspot, #24550 "Cacao in some ways symbolizes sexual fertility, think about it, the pod is shaped and the way it hangs on the tree is like a breast and with its ridges and its smooth skin, some of them pigmented, those red creases, it suggests the vulva."
	But hey, let's hold off on the sex

	stuff for now. Juan just wants his wine-time.
	JUAN CHO: 24451 "It's something I love to consume myself..it something that I can make right off the trees"
	POD TO POD TRANSITION
	Soon after its introduction, cacao power begins spreading in Mesoamerica. The native cultures start drinking up its symbolism and meaning.
SEGMENT TITLE # 2	"CHOCOLATE INVENTS COUNTERFEITING"
	Okay, so we've sipped some cacao wine, but where's that darn chocolate bean? Juan and Cyrila know what you want. After being ripped from the cacao pod, the fleshy beans are placed in a fermentation box sealed with banana leaves for seven days.
Need stock footage of beans drying out on tarp under the sun.	JUAN CHO: 24451 "After the beans have been fermented...we remove them from the fermentation box in the open sun to be dried, spread wide open.
	After a week in the sun, the chocolate beans are dry and ready for roasting for several hours on top of a komol, a rudimentary open oven.
Juan holds up loosened bean up to camera.	JUAN CHO: 24451 "After it has been roasted both your index finger and your thumb together twisting gently, you'll experience cracklings you get ...the bean apart and the shells

	apart."
	Once the chocolate nibs are separated from the husk, they're sacrificed on a volcanic stone metate and ground with a rock roller. After an hour of elbow grease, the beans turn into a flaky powder, then a coarse paste and finally a pure chocolate liquid.
	JUAN CHO: 24452 "We'll be adding spices like all-spice, black pepper and cloves.
	Add a little hot water and sugar and soon, the ancient potion is ready to sip.
	(Cyrilla holds up gourd, chants and drinks. #24452)
	MARICEL PRESILLA: #24557 "The way of making chocolate among the Mayans...today shows no change from the methods used by...the classic Maya. Very simple procedures turn a very bitter seed into something amazingly delicious.
	But why and how did this unique pod get domesticated in Mesoamerica?
	CLAY GORDON: 24439 "Cacao is a tropical plant. It grows.....about 20 degrees north and south of the equator. It's native to the Americas.
Factoid: The bean's scientific name in Latin/Greek is "Theobroma-Cacao" which means "Food of the Gods-Chocolate Tree."	For cacao to thrive, it needs rich soil, steady rainfall and intense heat but also protection from the wind and sun.....perfect in the lowland rainforests of Central

	America. After eating the pulp and drinking its wine for centuries, the region's Maya finally stumbled onto the secret of the seed around 600 BC.
	HOWARD SHAPIRO: Director of Plant Size and External Research - Mars Inc. #24561 "They take the seed and say 'I wonder what this is.'.....they thought maybe let's roast it and see if the flavor changes...."
	And wow, was it a flavor to savor! It had a taste and smell that was other-worldly.
Factoid: Today, the bean is referred to as "cacao" before processing and "cocoa" afterwards.	MARCY NORTON: #24546 "Research so far suggests that the bean...was being taken, dried...fermented, crushed, ground, added with water and other ingredients and made into this wonderfully valued, delicious beverage known as chocolate."
	And it was a booster-shot with quite a bang.
	CLAY GORDON: 24439 "It's conjectured that the reason why they started working with the seeds in Mesoamerica is that there weren't the same access to stimulants in this part of the world and so they would have looked to the seeds as a source of stimulants."
	But what does all this have to do with counterfeiting? To understand, you've got to jump ahead a couple of thousand years.
	By the time the Aztec civilization took over most of Central America in the 14 th century, cacao had ascended

	to the divine.
	<p>CLAY GORDON: #24439 "One of the things that happened between Mayan culture and Aztec culture is that in Mayan times pretty much anybody could consume cacao. But by the time the Aztecs got to it, it had assumed a much more important religious and social meaning to people...they literally placed consuming chocolate with connecting with their gods.</p>
	<p>And communing with the gods by drinking chocolate was reserved for the powerful - the emperor, the aristocracy, the priesthood, the warrior and merchant classes. It's commonly thought that the Aztec Emperor Montezuma consumed up to 50 cups of chocolate a day before retiring to his harem.</p>
	<p>MARK CHRISTIAN: #24550 "There may have been 50 goblets, but those goblets would have been shared by the whole court, I mean otherwise....if Montezuma himself is drinking 50 goblets he's not spending time in bed, he's in the bathroom."</p>
	<p>Chocolate and blood were also seen as symbolically connected, bequeathed by Gods as a source of vitality and power.</p>
<p>(Note: XXXX means there is no spelling in transcript for the word spoken.)</p> <p>Factoid: The Aztecs</p>	<p>MARCY NORTON: #24547 "Cacao and blood had a very...tight relationship, the cacao pod was envisioned as a kind of heart. Chocolate was made to be red with the addition of achiote and XXXXX and the effects on the body were</p>

often sweetened their chocolate beverage with honey.	seen as a kind of blood-like force.....Some believe that chocolate and blood were combined together and....that was....a beverage that was consumed.
	But what the Gods giveth, the Gods taketh away. And for the Aztecs, supplying their deities with reciprocal offerings of blood and chocolate was a way to maintain a natural balance and order. The two were powerfully intertwined during the ritual of human sacrifice.
	MARK CHRISTIAN: 24550 "They would use cacao right prior to the sacrifice to embolden him....drink it as much as he could. He'd be feeling strong. Then they take him up the stairs of the pyramid....they whip out an obsidian blade....sever the heart, pull it out and just stick it up on a brasher.
	But the Aztecs faced a cocoa conundrum. There ain't none in the cold, dry highlands of Central Mexico where they were based.
	BETH KIMMERLE: #24545 "The Aztecs could not grow cacao....it grew in hot tropical regions...and it fueled their lust for conquests getting more of this cacao...it was sort of the oil of its time and it really propelled these military expansions as a result.
	Once the Aztecs took over a province, it was tax time. Payment was in cacao. Dried cacao beans were

	soon used as money throughout Mesoamerica.
Factoid: A prostitute could cost 50 beans and a slave or a turkey 100 beans.	MARCY NORTON: 24547 "Cacao was a very useful currency because it preserves well, it's very portable and it's very valuable."
	BETH KIMMERLE: 24545 "They were kept in store houses or vaults much like a bank....a worker was paid in cocoa beans...they were used for goods and services...an avocado or an egg, the value of those were two or three cocoa beans, whereas a rabbit might be worth ...ten...cocoa beans.
	CLAY GORDON: 24440 "With cacao, money literally grows on trees."
	And right behind those valuable beans came the counterfeiters.
	BETH KIMMERLE: 24545 "Some folks that didn't have access to beans would forge beans and they would make little beans out of clay or fill up beans with dirt."
	MARICEL PRESILLA: 24558 "Archaeologists have found clay cacao beans in tombs."
	Counterfeiters, and even commoners caught consuming the real stuff - well, let's say their future didn't look too bright.
	CLAY GORDON: 24440 "You broke a law...you were sacrificed."
	Cacao was the nervous system of Aztec civilization, its stratified rules and tentacles spreading into every level of society.
	MARCY NORTON: 24547 "It's hard to exaggerate the importance of chocolate in Aztec culture. It linked together ideas about Gods, about interactions between people,

	<p>the economy, it was a motive for military conquest. It was seen as one of the most delightful experiences that one could have. It was given as an award to successful warriors.</p>
	<p>Later, a band of pirates in the Caribbean save chocolate and the sweetmeat starts socialism in Europe.</p>
END ACT I	<p>But coming up next, strangers arrive in the New World and change chocolate forever.</p>
ACT II	<p>For thousands of years, the art and craft of consuming chocolate was only known in the Americas. But then, some Spaniards showed up.</p>
SEGMENT TITLE	<p>"CHOCOLATE CONTRIBUTES TO RISE AND FALL OF SPANISH EMPIRE."</p>
	<p>Today, America is a huge player in the world of cocoa beans - the globe's largest consumer and its third biggest processor. To understand its reach, let's take a gander at the cacao tanker deliveries at the South Jersey Port in Camden, New Jersey.</p>
Factoid: Each sling of 25 bags weighs about 1 ¼ tons.	<p>Shipments usually arrive in 8,000-ton batches from Africa and Indonesia. The deliveries come in</p>

	<p>pre-slung units of 25 bags per diaper that are fork-lifted on to waiting trucks and unloaded at two local warehouses.</p>
<p>Factoid: Roughly 43% of the world's annual production of cacao comes from Ivory Coast. An estimated 90% of that country's crop is picked by children.</p>	<p>JEFF WHEELER: Partner: Camden International Commodities Terminal #24529 "We're dedicated to the coco trade because it's such a high maintenance commodity to deal with, it doesn't allow for much attention to anything else. The bags kind of have a life of their own and there's quite a demand from the industry....it's twenty-four-seven.</p>
<p>Factoid: Each bag weighs about 150 pounds and carries about 60,000 cacao beans.</p>	<p>Today the process is lots easier on the lumbar - it's completely mechanized allowing 24 workers to unload and deliver more than 100 tons or about 1500 bags an hour into waiting warehouses. Within three days, the boat's whole 8,000-ton shipment is in storage.</p>
	<p>At Jeff Wheeler's 400,000 square foot facility in the nearby town of XXXXX, he's currently holding about 15,000 tons of cacao that's worth roughly \$50 million dollars.</p>
<p>Factoid: The United States is the largest consumer of cocoa beans -750,000 tons per year. Germany is second with 317,000 tons.</p>	<p>JEFF WHEELER: #24529 "Camden International handles about half of the U.S. imports of coco beans for processing...I would say there's a good chance that any chocolate bar that someone picks up off the store has probably come through as a cocoa bean through our facilities.</p>
<p>History Transition</p>	<p>But it wasn't always so. The Spanish</p>

	Empire discovered cacao in the New World and once had a complete monopoly on this coveted crop.
	In 1502, Christopher Columbus was on his fourth and last voyage to the New World. Off the coast of current-day Honduras, a canoe of Mayans approached his ship offering a tribute of cacao beans. But in the hand-off, they spilt the beans.
	MARK CHRISTIAN: 24551 "His son Ferdinand writes in his diary a couple of these guys fell into the water scrambling to pick up these beans... these things that he describes as almond shaped... as if he writes, 'Their own eyes fell out.'" ...
	Columbus' first cacao contact was a bust.
	MARK CHRISTIAN: 24551 "Truth be told, he missed the boat in terms of the value of those beans because he didn't know what they were, he really didn't recognize them."
	But in 1519, a far savvier and more brutal Spanish conquistador, Hernan Cortes, arrived in Mesoamerica hungering for precious resources.
	MARK CHRISTIAN: 24551 "When Cortes conquered Mexico he was the ultimate G unit...that's God, guns and gold, pretty much in reverse order when you think about it. Cortes said...'That we Spaniards suffer from a disease that only gold can cure'".
	And though the Aztecs had lots of gold, cacao was what counted.

	<p>HOWARD SHAPIRO 24561 "The value of the bean was so great that when Cortes showed up in what is now Mexico City and said...we want your gold they were so surprised by that because anybody could have gold; but only the Emperor Montezuma could have cocoa beans. So he offered him the six cargoes, big storage rooms of cocoa beans, and they didn't see any point to that.</p>
	<p>Following the Spanish conquest of Mexico, there was an influx of Jesuit priests, who picked up on the bean's bonanza. They soon become the prime conveyors of this mysterious new nectar.</p>
	<p>MARK CHRISTIAN: 24551 "They're going there to convert souls no doubt, but the Jesuits are very practically minded, ...want currencies that can fund their activities, but beyond that they're also scholars, they are botanists and jurists...they start investigating cacao for its medicinal benefits.</p>
	<p>Soon cacao is flowing back to Spain amid a tight network of monasteries. It's also adopted as a favorite confection by the Spanish court and elevated to an elite status once again.</p>
	<p>MARICEL PRESILLA: 24558 We have information that cocoa was often kept at the Royal Court...with the jewels. It was not placed in the same location as the produce or other foodstuffs, but it was kept under lock and key with the jewels.</p>
<p>Factoid: Within 100 years of the Spanish</p>	<p>To control their new empire, the</p>

<p>conquest of the Aztecs, Mesoamerica's population fell from 20 million to 1.6 million - mainly the result of European diseases.</p>	<p>Spaniards take over the cacao tribute system already set up by the Aztecs. But their harsh greed causes a collapse in the crop that is prone to blights.</p>
	<p>MARCY NORTON: 24548 "Because of epidemic disease in Meso-America and also over-production because of the tribute requirements, there's actually ecological disaster.</p>
<p>Factoid: African slaves were imported to work cacao and sugar plantations in the Americas because of the decimation of the native populations from such European diseases as smallpox.</p>	<p>As a consequence cacao production is transplanted to other areas of the Spanish Empire such as modern-day Venezuela, Cuba, the Dominican Republic and the Philippines. Initially cacao taxes paid to Spain strengthen the Empire. But as its production disperses, the faraway colonies start trading with each other and then directly with other countries in Europe.</p>
	<p>HOWARD SHAPIRO: 24562 "This starts to change the value of the Spanish Empire's annual income. All of a sudden those taxes aren't coming. Also the goods aren't coming in. It's one thing to pay a tax, it's another thing to have the goods come in too.</p>
	<p>Though the Spanish control the secret of chocolate for a century, by the 1600's the beans have been scattered. Other European colonial</p>

	<p>powers move in and set up plantations in the Caribbean.</p>
	<p>BETH KIMMERLE: 24545 "When Spain loses their monopoly on cacao, they essentially lose their empire and these two things coincide with one another and they happen concurrently...Spain losing cacao is Spain losing control...Losing cacao is a symbol of the fall of the Spanish Empire.</p>
	<p>In the mid-1600s chocolate houses start popping up in such European cities as London and Amsterdam.</p>
<p>Factoid: Dark chocolate has the highest concentration of antioxidants than any other food source including green tea, fruits and vegetables.</p>	<p>MARCY NORTON: 24549 "What many people don't realize is that chocolate was the first stimulant beverage consumed in Europe before coffee and tea and I think there's some suggestive evidence that chocolate was a gateway drug for those other beverages"</p>
<p>Transition to present day.</p>	<p>Currently, many of the ancient cacao plantations in Central America are being rejuvenated with the increasing demand for specialty, organic chocolate. The Toledo Cacao Growing Association in Punta Gorda, Belize, collects cacao from more than 1100 farmers that produce a nice hill of beans - more than 100,000 pounds annually.</p>
	<p>ARMENDO CHOCO: Manager- Toledo Cacao Growers Association #24458 "Farmers have realized now that as part of my subsistence farming there's one crop that I can depend on that will</p>

	<p>continuously generate income for me and that crop is cacao.</p>
<p>Factoid: More than 3.5 million tons of cacao beans are produced each year around the world.</p>	<p>The T.C.G.A is a cooperative that lobbies for better prices, improved transportation and more equipment for the growers. Several times a week, up comes the public bus and out jump the farmers to drop off their 150-pound bags, each filled with about 60,000 beans. Every bag fetches about 160 U.S. dollars. Managers give the beans a quick visual and smell test for levels of fermentation, dryness and lack of mold.</p>
	<p>ARMENDO CHOCO 24458 "First we probe it with a moisture meter and if it reads between four to seven point five in moisture it's acceptable...then we take a random sample...by taking twenty beans...out of a bag, split them open on a piece of board...we look at the color...you can tell the fermentation by the color of the beans and once it's acceptable by the inspector, then we proceed in weighing the beans.</p>
	<p>Once the pounds are tallied, the farmer gets his pay, and the bags stacked up in the warehouse. The TCGA does three separate shipments a year to chocolate manufacturers in Europe in allotments of roughly</p>

	35,000 pounds.
	ARMENDO CHOCO 24458 "Now when I go into the farm... farmers have harvesting knives...rather than...climbing the tree, now they can use a stick to harvest their cocoa beans.....I see improved fermentation boxes. These are investments that the farmers are doing in order to produce cacao.
	POD TO POD TRANSITION
	It's a sunny future for the Belize cacao trade. But near this former British Caribbean colony, many once reveled in chocolate's dark side.
	MARK CHRISTIAN: 24552 "How about Calico Jack?"
	A bunch of cutthroats once roamed these waters on the lookout for pay and prey.
SEGMENT TITLE	"PIRATES OF THE CARIBBEAN SAVE CHOCOLATE.
	By the late 1500s, Spain is shipping large resources from the New World back to the Old World via the Caribbean. Soon swarms of British buccaneers like Sir Francis Drake descend on the region hunting for bounty.
	MARCY NORTON: 24549 "There's a famous account of British pirates being extremely disappointed when they capture a vessel laden with cacao and to them it looked like sheep poop and so throwing it overboard.
	But by the early 1600s, as chocolate

	spreads throughout Europe's royal courts as a luxurious tonic, cacao's secret is cracked. Caribbean brigands are now on the lookout for the loot. And there was lots of it. Spanish treasure ships, fifty at a time, laden with gold, silver and cacao, heading back to Europe.
	MARK CHRISTIAN: 24552 "These are just huge sitting ducks on the water ripe for the opportunity to be taken down.
	HOWARD SHAPIRO: 24562 "It was money floating on the ocean."
	MARK CHRISTIAN: 24552 "The motives of the first pirates, it's the lifestyle...you're working hard...on the regular shifts of the crown...you can make in one take down what you can in the whole year as a regular sailor."
	Assisted by pirate seizures and trading, large cacao plantations start thriving in the British colonies of Trinidad, Barbados and Jamaica. But in Mexico, the cacao crop is collapsing from fungal diseases.
	MARK CHRISTIAN: 24552 "The pirates who were trading back and forth around the Caribbean brought certain strains back into the mainland to rejuvenate those groves...so in a sense, who knows, could very well be that the pirates of the Caribbean saved cacao... on the mainland.
	Coming up... chocolate creates

	socialism.
END ACT II	And then...chocolate goes to war and also transforms Hollywood.
ACT III	Who do we have to thank for universal education, health care, humane working hours and pensions? Franklin Roosevelt? The Swedes? Nope. Chocolate. In 1909, cocoa industrialist Milton Hershey built "Hershey-town" in Pennsylvania. Besides a gleaming production facility, he provided his candy workers with housing, stores, libraries, a hospital and even a zoo. Today, his factory churns out more than two million Hershey Bars and 25 million Hershey Kisses daily. But this deeply religious Mennonite wasn't the first to produce cocoa with some heart.
SEGMENT TITLE	"CHOCOLATE INVENTS MODERN SOCIALISM."
	In the early 1800s, a group of Quakers in England saw a perfect business opportunity. Their religious beliefs forbid them from any commercial activities involving

	banking, slavery or alcohol.
	MARK CHRISTIAN: 24552 "Chocolate is ideal for Quakers because hey if you don't drink and you don't smoke...you're not gonna get into a distillery and you're not gonna open up an ammunitions depot, what can you do? Joining a rock band is probably a century away in England, but you can make chocolate.
	BETH KIMMERLE: 24543 "Quaker chocolate was built by gentlemen who were concerned about social values as well as business, they wanted to make a difference in the world in <u>keeping with their religion....</u>
	Quaker families such as Fry, Cadbury and Rowntree soon became leading makers of chocolate beverages.
	BETH KIMMERLE: 24543 "Chocolate was a healthful drink, it kept people away from alcoholic beverages...it kept people healthy, it kept their workers strong and working in great conditions.
	In the 1830s, Richard Cadbury created his first cocoa factory in the town of Bournville, outside Birmingham. It was a company town, a social utopia set in a rural environment. In other words, a chocolate Camelot.
	BETH KIMMERLE: 24543 "To him it was a model town, it had no bars, it had reading rooms, libraries, parks, quaint little houses and a place for his employees to feel safe and good."
	CLAY GORDON: 24441 "They also took very, very good care of their workers, to some extent almost being the foundation of many precepts of the modern labor movement...the legacy of the Quakers lives on today. You can do well, make a

	profit and do good at the same time."
	Presently, Mast Brothers Chocolate in Brooklyn channels the spirit of the Quakers through their social practices and artisan-like products. Hey, they even look the part.
	RICK MAST: Co-Owner - Mast Brothers Chocolate, #24536 "We often look back to the ...simplicity of the way that they worked...that goes from sourcing the beans to handcrafting everything to hand-wrapping every bar, to treating our staff, our community with the respect...that was important to them and is important to us now."
	The brothers Rick and Michael Mast are a handy couple. They make or custom-order their own equipment, including the roasting ovens, the mixers and the molding machine. Since their start in 2008, the company has already topped one million dollars in sales of their fine, dark chocolate.
	STEPHANIE AULT: Chocolate Maker - Mast Brothers Chocolate: 24542 "What I enjoy most about the manufacturing process isthe beginning of the bean, cutting it open from the bag to the roasting to cracking it and then to watching it go into the conch and make beautiful melty chocolate.....we do every step, nobody is underneath or different than anyone else, we all do the same thing.
	And the winds of change keep blowing the brothers back into the 19 th century. Soon they'll be sailing their new boat to pick up the beans themselves from all over the world.
	RICK MAST: #24537 "We're really hoping that when somebody comes into our factory and buys one of our chocolate bars that.....they're transported from this urban mess, this chaos of New York City to these farms...in Central South America, African, Madagascar.... // 24536 "you should see the beans, you should smell the beans roasting, you should

	hear the beans being cracked."
History Transition	But back to the Quakers for a minute. They weren't just social mavericks. They were technical innovators and also jumped on the latest chocolate technologies of the time. In 1828, Dutchman Coenraad Van Houten got a patent for a hydraulic press that squeezed most of the cocoa butter out of the chocolate nib. That left a chocolate powder that could be more easily mixed with milk or water.
	MARK CHRISTIAN: 24552 "That was the same as splitting the atom in the chocolate world."
	BETH KIMMERLE: 24543 "What he developed opened up the world of drinking cocoa as we know it."
	MARK CHRISTIAN: 24552 "What it also does is it domesticates cacao and cocoa, it turns it into really kind of a kitchen thing, a female thing, a child thing."
	Soon after, Cadbury is marketing a captivating cocoa beverage. Then in 1847, Quaker Joseph Fry launched another revolution. He invented a method of collecting all the extra extracted cocoa butter and then reintroducing it in larger quantities back into the cocoa

	<p>powder. The resulting chocolate paste could then be molded into a solid.</p>
	<p>MARK CHRISTIAN: 24552 "It's rough and it's gritty, but it's an identifiable chocolate bar and from that point forward the world's not the same...chocolate no longer is just a beverage, chocolate now becomes the phenom we know as the chocolate bar...it can be eaten rather than drunk."</p>
<p>Factoid: In 1879, the Swiss Nestle Company created milk chocolate by using evaporated milk in their chocolate bars.</p>	<p>CLAY GORDON: 24441 "Cocoa beans naturally contain about 50% fat...but by adding more cocoa butter into it you make something which has got a much richer mouth feel. It melts more easily and is much more pleasurable on the tongue."</p>
	<p>Chocolate had come a long way. A bittersweet beverage once reserved for royalty was now a hard bar available to the masses.</p>
<p>Factoid: Also in 1879, Swiss inventor, Rudolph Lindt invented "conching" a means of heating, mixing and rolling chocolate to refine it.</p>	<p>The innovation and high-tech legacy of the Quakers is evident today in the mass production of chocolate at the Mars factories in the United States. And it's quite a trip to go all the way from bean to bar.</p>
	<p>At the Mars' sub-contracted New Jersey warehouse, the stored beans are poured from the bags and shipped out in bulk around the clock, many of them to the Mars Factory in Elizabethtown, Pennsylvania. The 300,000 square foot factory produces</p>

	<p>thousands of tons of finished product per week. Millions of bite-size Dove Promises are spit out of this plant daily.</p>
	<p>GARY KROOT: Plant Manager - Mars Chocolate, #24564 "We're about to see that whole process from beginning to end."</p>
<p>Note: Also use footage from New Jersey warehouse showing empty truck container with floorboards in action and moving.</p>	<p>Containers and containers of cocoa beans arrive at the plant everyday from all over the world. The trucks use a "walking floor trailer" with mechanized floorboards that disgorge the beans through an open ground slat down on to the factory floor. After being cleaned, the beans are fed into four separate 20-foot high roasters.</p>
	<p>GARY KROOT: #24564 "The roasting process takes moisture out of the cocoa bean and it does make it easier to remove the shell...it also develops the rich chocolaty flavor."</p>
	<p>Different winnowing machines suck up the bits according to size and discard the husks. The chocolate nibs are ground up in multi-ton milling machines that turn it into liquid.</p>
<p>Factoid: At least nine countries ship cacao beans to the Unites States</p>	<p>GARY KROOT: Plant Manager - Mars Chocolate, #24564 "Once we have chocolate liquor the next step is a mixing process. To make our Dove</p>

including Haiti.	Dark Chocolate we would take a variety of chocolate liquors that we've made here in this plant. We'd mix it with sugar...cocoa butter and other special flavors...we're making a ton of chocolate at a time and we make tens of tons of chocolate every single shift, three shifts a day.
	After mixing, the big bulky batch of chocolate liquid paste then gets shredded again in a machine called a five-roll refiner.
	GARY KROOT: #24564 "As it passes between rollers....the particle size has been reduced to such a fine texture that all the cocoa butter is actually reabsorbed back into the particles turning the chocolate from a liquid back into a solid.
	Mounds of solid particles are then dumped into dozens of enormous steel mixers called conches that stir the flaky chocolate for hours. Eventually 30 pounds of soy lecithin is added per 10,000 pounds of chocolate as a bonding agent. Extra cocoa butter and other flavors flood the mixers. The additives retransform the chocolate back into liquid that is then poured into molds.
	GARY KROOT: #24564 "We have to shake the mold and that makes the chocolate fill every part of the mold cavity...it also allows any air that's in the chocolate to come out so that the chocolate is silky

	smooth.
	The molded chocolate goes through a refrigerated cooling tunnel for 20 minutes and then they are ejected on to a conveyor belt. A high-speed machine wraps nearly 1,000 Dove Promises each minute.
	GARY KROOT: Plant Manager - Mars Chocolate, #24564 "The machines are so fast, it's hard to see with the naked eye."
	The wrapped Dove Promises are collected, slapped in bags and now ready for retailing.
	Just off the factory floor, a group of flavor fanatics monitors quality.
	BARRY GLAZIER: 24569 "We actually have onsite trained sensory panels and they're looking at everything from raw materials to end process material to finished products and what they're doing they're actually tasting things like chocolate liquor and they're looking for very specific flavors...to let us know if we've hit our targets."
	GARY KROOT: Plant Manager - Mars Chocolate, #24564 "We run 24 hours a day, seven days a week."
	Further ahead, chocolate transforms movies and television and saves the rainforest.
END ACT III	But next, chocolate wins World War II.
ACT IV	Guns, tanks, ammo - the typical

	tools of battle. But you'll be stunned to see how chocolate was a critical weapon waged in World War II and during the Cold War.
SEGMENT TITLE	"CHOCOLATE BEATS NAZIS AND COMMIS!"
<u>Start with contemporary soldiers marching/training</u>	Each soldier in the U.S. military currently totes a 1,000 calorie chocolate bar in their wartime ration kit. One of Napoleon's favorite maxims was 'An army marches on its stomach.' And even from the time of the Aztecs, warriors with chocolate carried a huge advantage.
	CLAY GORDON: 24441 "Chocolate is one of nature's perfect foods. It's proteins, carbohydrates. It's got fat. It's a very dense source of calories. It's very nourishing.
	Chocolate also has chemicals that improve alertness and energy that help during firefights or sentry duty. It's size and portability is perfect for a soldier's battle needs.
	When America went to war in 1941, the Hershey Company contracted with the U.S. government to supply their chocolate bars in soldiers' survival D-ration kits. At the height of production during WWII, Hershey was producing more than 25 million chocolate bars a week for soldiers

	overseas in extreme battle conditions.
	MARK CHRISTIAN: 24553 "Chocolate saves their lives in a more sentimental way, this is basically a little feeling of the home front now, it reminds them of their sweethearts, their sisters, their mothers.....now they've got something to fight for.....but on top of that victory no longer had the smell of rotting flesh and gunpowder, victory had the smell of chocolate."
	CLAY GORDON: 24441 "Americans would come into towns they had just liberated from the Germans and hand out chocolate bars as gestures of good will."
	By the end of the war, Hershey had manufactured and shipped more than three billion chocolate bars to the U.S. military.
	BETH KIMMERLE: 24543 "Hershey literally mobilized chocolate and sent it to war."
	And hard to believe, chocolate inadvertently created something else. During the war, British scientists developed the Magnatron, a tube that produces high voltage electricity used in radar technology. In 1945, an engineer at the Raytheon Corporation in New Jersey was working with the machine and noticed a bizarre effect.
	MARK CHRISTIAN: # 24553 "One of their technicians, Percy Lebaron

	<p>Spencer, one day he's playing around with this and he notices that this bar of chocolate in his pants, he basically wet his pants with chocolate, man. Thing melted out. What did he discover inadvertently?</p>
	<p>Spencer's proximity to the Magnatron's radar had quickly turned his chocolate bar into mush. The incident leads to the invention of high-intensity cooking in a metal box blasted with high-frequency electricity - the microwave oven. In 1971, only about 1% of the U.S. population owned a microwave oven. Today, more than 90% of households have one.</p>
	<p><u>But chocolate didn't stop after beating the Nazis. It went on to face down America's other great enemy the red menace!!!!</u> In June 1948, Soviet dictator Joseph Stalin blockades West Berlin, the first international crises of the Cold War. The Allies respond with the Berlin Airlift, moving more than 4,000 tons of food and fuel a day to the besieged city. The Berliners are kept alive but morale is low.</p>
	<p>MARK CHRISTIAN: # 24553 "Gail</p>

	<p>Halverson is...a Colonel in the United States Air Force and he's flying these...C-54s....they're these planes that you can open up your hatch and you can just make a drop....And one day he sees these kids on the edge of the tarmac and he uses his handkerchief as a parachute to start dropping chocolate bars down on them.</p>
	<p>Soon kids are running up to him on the tarmac asking for more chocolate. But with a plane landing every 90 seconds, they want to know how they can recognize the Colonel's plane.</p>
	<p>MARK CHRISTIAN: # 24553 "He says 'I'll tell you what, you'll know it's me because I'll wiggle my wings. I'll rock them back and forth....that crowd of kids gets bigger and bigger and bigger and so they end up calling him Uncle Wiggly Wings. So what we have is Uncle Wiggly Wings versus Uncle Joe....Down goes the dictator. Score one for the Candy Bomber."</p>
	<p>BETH KIMMERLE: 24543 "Here you have all these people that have been through a war and they're starving and all of a sudden chocolate bars are raining from the sky. I mean that to me just seems like it would have been magical."</p>
	<p>After 10 months, 200,000 flights and 13 million tons of supplies including three tons of candy delivered by the Allies, Joseph Stalin called off the blockade. His ploy hadn't worked. And Berliners</p>

	kept eating Hershey's Chocolate.
	BETH KIMMERLE: 24543 "When folks were introduced to Hershey Chocolate via the Berlin Airlift they understood the power of America and they understood the possibilities in America by tasting something sweet and wonderful....they understood America was behind them..."
	Fast forward to the Gulf War in 1991. Now we're talking heat. Up to 120 degrees in battlefield conditions. The U.S. military really needed a chocolate bar that would hold together. They approached Mars who created the Mars Bar.
	MARK CHRISTIAN: # 24553 "It was just a mega-energy, mega-calorie, mega-heat resistant.....it was tantamount to a chocolate bar on steroids."
	DEBORAH FENTON: Senior Research Scientist, Mars, Inc. #24565 "If you can incorporate moisture throughout the bar, what it does is it locks the sugar structures in the bar together then when it gets hot, the cocoa butter still melts but the sugar helps maintain the shape of the bar...// What I think is kind of interesting about the bar is we actually made them out at our factory in Henderson, Nevada...so we made a product for the desert in the desert, which I thought was kind of neat.
	Next, a war between chocolate

	companies transforms the movie and television industries.
END ACT IV	Later, we'll show you how chocolate can save the rainforest.
ACT V	So what does chocolate possibly have to do with movies and television? Well, let's just say they all like a good story with suspense, comedy and conflict.
SEGMENT TITLE	CHOCOLATE WARS CREATE MOVIES AND TELEVISION.
Factoid: The first Academy Award for "Best Picture" went to the movie "Wings."	For decades, in their early histories, Hershey and Mars had a kind of friendly competition. Since the 1920's, Mars sourced much of its chocolate from Hershey. But each company avidly pushed their own brands, such as Milky Way, Snickers, and Hershey's Kisses that are still prominently advertised today.
	But in the early days of chocolate promotion the handy candy starts popping up in unique places. The first sighting of an identifiable, branded piece of chocolate in a movie was in a film called "Wings"

	<p>starring Gary Cooper and Buddy Rogers in 1927. And what's there, right at the beginning?</p>
	<p>MARK CHRISTIAN: # 24553 "It appears in the opening scene, Cooper hands Rogers, who's the hero of the movie, a Hersheys Bar. The fact that it's a silent film heightens the whole drama. Furthermore, Cooper ends up getting killed. Rogers survives. What does that tell you?"</p>
	<p>BETH KIMMERLE: 24544 "That bar starts becoming iconic and if you can understand people are going to movies and they're seeing this bar and it really makes them want to run to the candy counter and go buy one....and this sort of in a way starts product placement."</p>
	<p>The sweet treat pops up again in the 1933 movie "Dinner at Eight" where actress Jean Harlow feeds her vanity and loneliness with a box of chocolates. By the 1950s it becomes a plot point in television episodes.</p>
	<p>MARK CHRISTIAN: # 24553 "We have that classic episode with "I Luv Lucy" called "Job Switching" where Lucy and Ethel get jobs at an assembly line of chocolate and they're just stuffing their breasts and their mouths with it cause they can't keep up...that was filmed at...See's Candy in Los Angeles."</p>
	<p>And then there's that famous shower montage made by a famous British director.</p>
	<p>MARK CHRISTIAN: # 24553 "Hitchcock's Psycho, the shower scene where all that bloody mess was actually chocolate syrup. It kind of takes us</p>

	<p>back to the Mesoamericans and the original usage and ritual participation of chocolate and human sacrifice.</p>
	<p>All the hype seemed friendly enough and Mars and Hershey even helped each other in rough times. As the winds of war began blowing back in 1937, Milton Hershey bought a massive amount of cacao beans as a hedge against dwindling future supplies for his factories.</p>
	<p>MARK CHRISTIAN: 24553 "People thought he was a sucker and a fool. Then comes World War II and he's sitting on all this cacao and cocoa, the raw material to make chocolate bars. No one else had it. It got so bad for Mars, for instance, they came to him for their cocoa.</p>
	<p>But by 1965 the chocolate plots start taking another turn. The Mars Company decides to halt their purchases of raw chocolate from Hershey, a practice that had gone on for decades. Within a few years, both companies beef up their advertising departments. Soon, the air war is on, employing some of the industry's most iconic phrases in television commercials and print ads.</p>
Create montage of	<p>BETH KIMMERLE: 24544 "Some of them</p>

<p>different ads back to back? (Assuming we can get rights? Or create animation?)</p>	<p>still stick with us today, I mean they're so memorable. 'Melts in your mouth not in your hands.' 'You got peanut butter in my chocolate.' 'The great American chocolate bar.' 'There's a smile in every Hershey Bar.''A Mars a day helps you work and play'....This weave of advertising symbolizes the two companies going neck to neck, but really what it does is create this body of memorable advertising for chocolate in America.</p>
	<p>MARK CHRISTIAN: # 24553 "The air wars just take off from there. 'Now the sweetest things on earth may be from Mars'... but ...'Hershey's is the All-American Chocolate Bar.'....'A Snickers a day, helps you with work, rest and play.' They go tit for tat, head to head on commercials."</p>
	<p>But the biggest chocolate marketing coup of all involves the movie E.T. in 1981. At the time, Stephen Spielberg approached Mars about using M&M's in his upcoming film. They blew him off.</p>
	<p>BETH KIMMERLE: 24544 "He moves on to Hershey and he asked for the iconic Hershey Kiss to be included and they said 'Well, you know, we're not so sure about a movie with an alien and our product...how about Reece's Pieces?"</p>
	<p>A Hershey executive, Jack Dowd, flies out to Universal Studios to seal the deal and offers a million dollars to help promote the movie. In return he wants to know how his product will be used in the film.</p>
	<p>MARK CHRISTIAN: # 24553 "They give</p>

	<p>him nothing. They don't even give him a photo of this monster. He goes back to Hershey's thinking 'hey, all I know is I got some ugly little alien who's going to turn into what, some kind of intergalactic python and eat this nine-year old?...He's able to persuade the rest of the management at Hershey's that he's got the right instincts to go with this project and so they sign on."</p>
	<p>In the movie, little Elliot lures ET into his bedroom by sprinkling Reece's Pieces along the carpet.</p>
	<p>MARK CHRISTIAN: # 24553 "All we do is see his fingers grab at the Reece's...put it in his mouth and then you hear this amplified cracking and crunching and at that point people are bolting from their seats going to the concession stand ...to get Reece's Pieces."</p>
	<p>Within two weeks of the movie's opening, sales of Reece's Pieces triple.</p>
	<p>BETH KIMMERLE: 24544 "One of the Hershey executives...claimed that this was the biggest marketing coup in history and was worth something like...twenty million dollars of free advertising for the company.</p>
	<p>MARK CHRISTIAN: # 24553 "From that moment on, product placement in Hollywood and TV just goes bananas."</p>
	<p>BETH KIMMERLE: 24544 "In a really significant way, chocolate transforms movies and television."</p>
END ACT V	<p>Next up, chocolate is our best hope for rescuing the rainforest.</p>
ACT IV	<p>The rainforests are the lungs of our</p>

	planet. They keep our atmosphere stable by moderating levels of carbon dioxide, a factor in global warming. But as clear-cutting of tropical trees continue, how can chocolate stop the destruction?
SEGMENT TITLE	CHOCOLATE CAN SAVE THE RAINFOREST.
	There's no question we're losing thousand of square miles of rainforest a year around the globe.
	MARK CHRISTIAN: 24554 "The rainforest is being encroached upon by several forces. Clearly the timber industry is in there and they're clear-cutting. Cacao, because it's an understory tree, gets crushed when the giants fall. A lot of that wood, you know what it's going for? Coffins up north....Once it's all cleared you get the cattle showing up. They're grazing for what? Steak dinners in LA or Tokyo.
	And once chopped down, the tropical soil where chocolate trees grow around the equator is fickle.
	HOWARD SHAPIRO: 24560 "This is not the beautiful Mississippi River Valley or the Great Plains of the Unites States or what's it's like in part of Ukraine where the soil is thirty feet, forty feet thick, this is shallow soil. This is the neo-tropics where it's being cut down and it loses its fertility very quickly.
	Without trees to anchor the soil, the thin fertile layer is easily washed away as farmers try to plant

	<p>new crops. But growing cacao can physically and economically bind the rainforest.</p>
	<p>MARICEL PRESILLA: 24560 "Where there is cocoa, there is life...Cocoa is a friend of other plants; coffee, yucca can grow under its shade. Cocoa itself is protected by tall trees. You have a community of plants working together allowing for animal life to thrive; for the proper insects that pollinate cocoa so it's a sound way of growing a plant with a wider ecology which is the rainforest.</p>
<p>Factoid: More than 10.5 billion dollars of cacao beans are produced and sold annually.</p>	<p>The majority of the world's cacao production is on four to five-acre family farms managed by more than six million small subsistence farmers.</p>
	<p>And instead of giant, mechanized farms bulldozed into lines of massive mono-crops, the cacao plantations are richly diverse and sprinkled throughout the rainforest.</p>
	<p>CLAY GORDON: 24445 "They...grow a wide variety of crops to add value to the land rather than to...slash and burn and grow only a single crop which they can sell only to market. In this way they can support themselves in part from the land. They might be growing rice and beans and corn...as well as some vegetables. And they're eating what they can...or trading the rest off to other families...that way they can create a very stable economy.</p>
	<p>But what do these small farms look</p>

	like, how are they managed and can they really protect the rainforest?
Clay Gordon at Eladio Pop's farm.	CLAY GORDON: 24445 "This is where chocolate begins. We're standing in the middle of a cacao farm.. it doesn't look anything like..the American conception of a family farm cause the trees aren't planted in rows. And in some respects what the farmer is doing is he's foraging. He's going through the forest looking at the trees and saying what's ripe today."
	The farmer also clears the underbrush with his machete and cuts off the branches, called 'chupons' that don't grow cacao pods.
	CLAY GORDON: 24445 "That kind of maintenance...is an important part of organic cocoa farming."
	JUAN CHO: 24459 "One of the most important things to my farm is I'm always cutting and pruning the other plants that are strangling my trees and my crops."
	CLAY GORDON: 24445 "You leave all the cuttings from the machete on the forest floor...you want them to decompose and turn into organic fertilizer... if you cleaned it up, you'd actually have to resort to expensive chemical fertilizers."
	The composting heaps of discarded cuttings create perfect patches for future cacao trees.
	JUAN CHO: 24459 "On my farm...I constantly keep on planting more cacao trees, as you can see this baby plant has just been planted and I want to plant it right next to an older tree which is providing shade to this baby cacao plant."
	In some ways, cacao is the diva of the plant world...a gorgeous, lush, multi-hued pod that needs constant

	attention but is vulnerable to fungal diseases.
	CLAY GORDON: 24442 "One of the ironies of cacao is...it likes a humid environment. But humid environments are breeding grounds for diseases...You can literally have one pod that gets infected, frost pod rot or black pod rot...you can actually infect an entire farm."
	HOWARD SHAPIRO: 24561 "In the late 1980s in Brazil...one disease, witches broom, wiped out the...production in the country. This was the second largest producer in the world.....In less than 24 months the production went from 400,000 metric tons to less than 80,000 metric tons which I would call a complete collapse.
	To protect against disease outbreaks, farmers use grafting procedures to grow a hardier crop.
	BETH KIMMERLE: 24544 "What you can do is take a strain of cacao that's disease resistant....root stock....and merge it with a strain of cacao that's incredibly productive...and you get a hardier, better cacao.
	Farmers consistently cut holes in branches of a strong cacao tree and insert an opposing strain of cacao seedling into it. For Juan, so far, so good, no signs of disease in the last few years.
	Cacao also needs just the right amount of shade mixed with sunlight. Each farmer must monitor the

	rainforest canopy and cut away the precise amount of foliage.
	JUAN CHO: 24460 "The cacao tree needs 75 percent of shade and twenty-five percent of sunlight...in order to flourish."
	So what is it about chocolate that ignites such passion?
	MARK CHRISTIAN: 24554 "It's by far the greatest ambassador that not only the rainforest has, but in a sense the earth has. I mean you see the bumper stickers - 'Save the earth, it's the only planet with chocolate.' Humans have a relationship with chocolate. We don't have it with oil...Nobody goes crazy over corncoobs...With chocolate...we have sonnets and poems written.
	CLAY GORDON: 24445 "One of the great things about working with chocolate is that it...not only has this religious significance and this historical significance, but it tastes good... It's got these brain chemicals... It makes people happy.
	BETH KIMMERLE: 24544 "The new movement in chocolate is really back to the future...farmers ... moving away from pesticides and machinery...more interesting flavors...letting consumers know where the beans are coming from...doing it in a way that is sort of ancient and honoring traditional methods...and...chocolate can save the rainforest.
	So do we agree that chocolate is more than just a hunky chunk of junk wrapped in tin foil? It's gotten us drunk, pumped us up with stimulants, started the human rights movement, beaten Commies and Nazis and made

	<p>some great movies and television. And it may just someday save the earth. So chew on that when you take your next bite!</p>
END ACT VI	