

The FIG Tree

Fair Trade Visitor Centre and Café

Garstang, UK

The World's First Fairtrade Town



The first in the world

The FIG Tree Visitor Centre will celebrate the international successes of the Fair Trade movement. It will inform the public about the history of trade justice and support communities both in the UK and in developing countries to develop their own responses in order to tackle poverty through fair trade. Most crucially, it will endeavour to link together international ethical trading supporters. The Centre's exhibition will illustrate the interdependence of the UK's trading heritage by focusing on a 'small scale story' which actually illustrates a wider global picture. The 'Garstang Story' encompasses the historical legacy of:

- How Garstang became the world's first Fairtrade Town and the growth of the fair trade and other grassroots movements in the UK as a response to global poverty
- The Atlantic slave trade and its abolition; nearby Lancaster was Britain's fourth largest slave trade port
- Quaker heritage, Garstang is located in '1652 country' where Quakers were founded
- Chocolate, especially through Garstang's link with the cocoa farming community of New Koforidua in Ghana.

Why Garstang?

At a public meeting in 2000 the people of Garstang voted to make their town the world's first Fairtrade Town. This inspired others and led to the creation of a new international movement consisting of almost 1000 Fair Trade Towns in 20 countries. Since then, Garstang has attracted many visitors from within the UK and overseas.

The inspiring 'Garstang Story' has been told far and wide and featured in several books, including that of the former prime minister, Gordon Brown; 'Britain's Everyday Heroes'. Where better for people and communities to celebrate Fair Trade and investigate achievements that can still be made... **than Garstang?**

Why so unique?

The first ever **museum, heritage and visitor centre** in the world that will focus exclusively on fair trade and trade injustice and seek to preserve this unique inheritance

- A **'hub' for linking communities together.**

Garstang's triangular link with the cocoa farming community of New Koforidua, Ghana and Media, the first Fair Trade Town in the USA will act as a best practice example to encourage other communities to forge similar links.

- An **educational outreach and learning centre:** the FIG Tree will use traditional learning techniques plus innovative 'hands on' methods (e.g. chocolate making workshops) to teach children and adults about the imbalance of the current trade system. Both national curriculum **and** more personalised learning targets can be met

- Facilities to promote local produce, **ethically traded and Fairtrade refreshments.** The FIG Tree will run its own **café** which will exclusively use delicious local and fairly traded products.

The town of Garstang has been a pioneering force in the Fairtrade movement. From being the world's first Fairtrade Town, to their special community link with the Kuapa Kokoo society of New Koforidua in Ghana, they provide a best practice example of how communities can work together for the benefit of society as a whole. The establishment of the FIG Tree international visitor centre is the logical next stage in maintaining Garstang as a beacon for Fairtrade. I wish them every success and support their efforts to raise the necessary funds to make their dream a reality.

Gordon Brown MP, former Prime Minister

We need final donations for The FIG Tree to be a success!

In order to fully realise this incredible vision we only need a small amount of funding! Whether you can offer a donation, regular contributions or an interest free loan **please contact us!**

Directors of The FIG Tree: Bruce Crowther MBE, Graham Hulme, Rita Verity and David Marle.

Patron: Joanne Harris

Contact Bruce Crowther at brucecrowther300@btinternet.com