



RASTAFARI ROOTZFEST™

CONCEPT NOTE

Rastafari In Inity Limited (RII) is a limited liability company, founded on principles of Indigenous self-determination and established with a mandate to use non-exploitative business strategies to build a Rastafari friendly and grassroots oriented social enterprise that is transparent, accountable and respected in the global cannabis industry. RII collaborates with like-minded groups in the Indigenous, Rastafari, grassroots, and business communities, to unlock economic opportunities for social and economic empowerment of Rastafari and other Indigenous and grassroots peoples.

In November 2015, RII staged the inaugural Rastafari Rootzfest™ in Negril, Jamaica and will be staging the 2nd Annual Rastafari Rootzfest™ in Negril from December 9-11, 2016. Rastafari Rootzfest™ is an Annual Ganja Festival, Consumer Expo, Trade Show, Ganja Conference and Competition. The goal is to produce a comprehensive, educational and well-organized Rastafari event that celebrates Indigenous and Rastafari ideology, livity and culture, tells the story of Rastafari and grassroots struggle for the legalization of ganja, and celebrates the decriminalization of ganja in Jamaica.

Rastafari Rootzfest™ aims to bring greater awareness of the importance of ganja and other sacramental and medicinal herbs to Rastafari and other Indigenous communities. Rastafari Rootzfest™ promotes understanding of the Rastafari traditional use of marijuana as the ultimate balance between the spiritual and material advancement of humanity. This year's festival is a rallying call for Indigenous communities from around the world who, like Rastafari, have been denied the free exercise of their rights, including sacramental rights. Rastafari Rootzfest™ provides a harmonious platform for bridging the gap between the ancient Indigenous world and the modern technological age.

By recognising the diversity and the traditional and ancestral nature of the cultures, histories and demographic, socio-economic and political circumstances of indigenous peoples, Rastafari Rootzfest™ aims to bring spiritual, cultural, social and economic healing to Jamaica and the world. One of the main themes of the festival is therefore wellness, facilitated through daily yoga, meditation, a healing circle, Indigenous experiences, exchanges and ceremonies, led by different Indigenous communities including Rastafari, Maroon, Taino, Kumina and Aboriginal peoples from Canada. This unique festival will also highlight the central importance of women to the preservation and advancement of Indigenous communities and the traditional ganja industries.

The event will have a music component each night featuring traditional drumming and chanting, as well as top local and international roots reggae performers and sound systems, offering a suitable complement to the other holistic components of the festival.



Through the Rastafari Rootzfest™ Ganja Conference, GanjaBiz Network and Ganja Awards Competition, Rastafari Rootzfest™ brings cannabis enthusiasts and business persons together to advance the emerging ganja industry in Jamaica. The Rastafari Rootzfest™ Ganja Awards Competition would include a dozen to twenty entries of exclusively Jamaican ganja, judged in different categories by local and international experts. The process of the Rastafari Rootzfest™ Ganja Awards will quantify and qualify the traditional and innovative Jamaican ganja strains that Jamaica is known for. The competition will climax with the Rastafari Rootzfest™ Ganja Awards Ceremony that will announce the winners of the 1st Annual Rastafari Rootzfest™ Ganja Awards.

Partnerships with the University of the West Indies and the University of Technology, Jamaica are expected to strengthen the testing of strains for the competition. The Event will also include educational and information forums with Jamaican government Ministries and agencies, such as Ministry of Justice, Ministry of Industry, Commerce, Agriculture & Fisheries, Ministry of Science, Energy & Technology, Ministry of Health, Ministry of Tourism, the Cannabis Licencing Authority and the National Council on Drug Abuse. Our continuing journey is to work with the Rastafari community and indigenous family globally, the government of Jamaica and civil society, to make Rastafari Rootzfest™ the most authentic, informative and grassroots-grounded Rastafari ganja event in the world.

The Event therefore features:

- Ganja conference, seminars, workshops, and panel discussions on Rastafari, ganja, the global cannabis industry and Indigenous experiences with ganja.
- A benefit sharing plan, including the majority of Rastafari mansions and organizations in Jamaica and the participation of the wider Rastafari community.
- Discussion of traditional and new cannabis cultivation techniques.
- Business forums and networking opportunities in cannabis and related industries.
- Rastafari Rootzfest™ Ganja Awards Competition.
- Roots rock reggae concerts, including musical celebration of herb.

The three-day festival, consumer expo, trade show and competition will be centred in Negril, one of Jamaica's most famous tourist resort towns. We envision up to 500 tourists coming to this event as well as a dozen to twenty booths from the U.S.A. and Canada. In that way, Rastafari Rootzfest™ continues to create significant economic opportunities for Jamaica through increased brand visibility, tourism, foreign exchange and investment. Rastafari Rootzfest™ 2016 will be a public relations boon for all concerned. Given the increasing popularity of our culture, the festival is expected to be covered by leading media from around the world. Rastafari Rootzfest™ continues this year to signal Jamaica and the Rastafari community's position in the international ganja movement, while maintaining the cultural integrity and grassroots legitimacy that Rastafari and Jamaica have to offer the world.