



E.A.T. JAMAICA

ECOLOGY AGRICULTURE TRADE (E.A.T)

Empowering Communities,
Sustaining Earth.

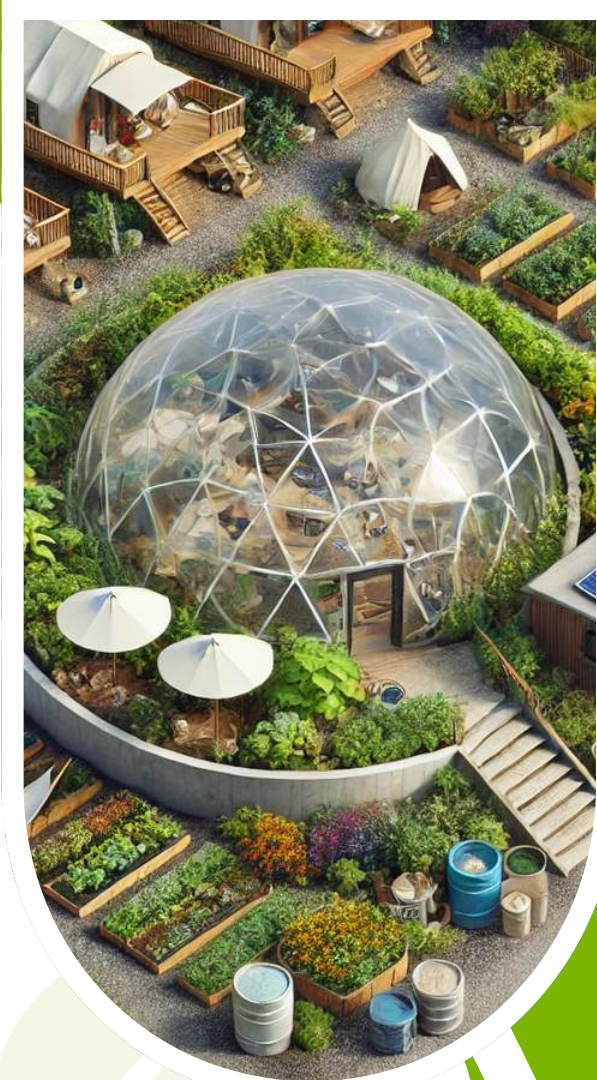
Presented by **Fan'aye SunLight Zena-Selassie**



Phone
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Website
www.eatjamaica.com



App Potential

This **multi-purpose e-commerce marketplace and App** is expected to generate **multi-million dollar revenues annually** as it grows to scale with member benefits.

These portals will serve as a **global marketplace** for authentic indigenous products and booking eco-friendly accommodation or professional services.

Users can:



Book professional services from members of the community



Sell or purchase handmade indigenous items with a review and comparison system



Hire local labor force members through integrated job postings

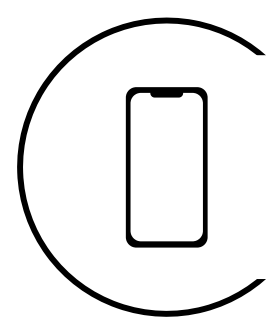


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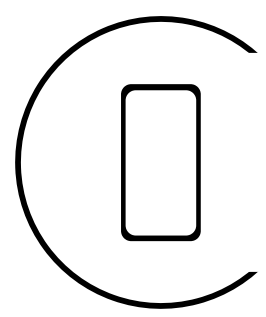
GLOBAL

Shop & Network. State-of-the-art technologies. Intertrade Global

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Download the **App Now**



Download the **App Now**



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Website
www.eatjamaica.com

Find & interlink with garden clubs to grow and share free food. Network.
#fairtrade



Vision



To reconnect humanity with the principles of sustainable living through the restoration of indigenous practices, ecological land preservation, and community intertrade. **The Good Neighbors Garden Club and E.A.T. Jamaica App** will be the heart of a global initiative fostering self-reliance and unity, starting with the pilot project in Redland, FL, and expanding to Jamaica in 2025.

Mission

E.A.T. (Ecology, Agriculture, Trade) seeks to inspire and empower individuals to grow local, trade fairly, and build sustainable communities worldwide. By merging ancient indigenous wisdom with modern technology, we aim to establish a clean, green, and healthy lifestyle as a way of life.



E . A . T . J A M A I C A

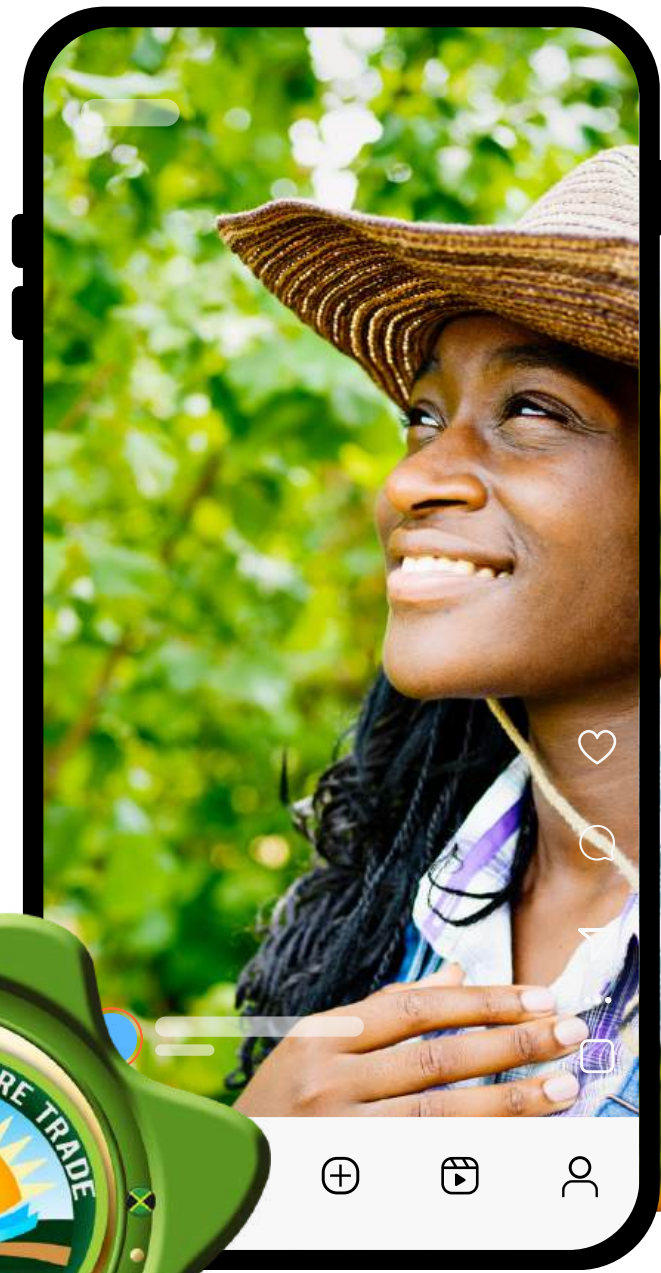
Good Neighbors Garden Club

It's simple. Find & interlink with garden clubs to grow and share free food. Network and share resources.



How it Works

Download the App



Refer Family and Friends



Sign up to become a member & share food.



Earn Credits Towards Gifts and Redemptions



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MY ECO HIVE #1: “SEMAYAWI” REDLAND, FLORIDA, USA

Accommodations:

- 25 ft Tiny Home
- 45 ft Shipping Container Home (with sauna, steam room, and jacuzzi)
- Dome Yurt Spa for wellness treatments
- 6 Glamping Sites with dome tents (capacity: 4-16 guests each)

Agriculture:

- A food forest supporting community-supported agriculture (CSA)
- Farm-to-table dining experience integrated into wellness retreats



Events and Rentals:

- Ideal for **retreats, weddings, workshops**, and film productions
- Collaborations with property owners for **preferential rentals** of their outdoor venue



My Eco Hive #1 **SEMAYAWI**

This **pilot project** in **Redland, FL**, will operate on ~ **one acre** of leased land, with **independent entrances** for E.A.T. and separate entrance for the property owners.





My Eco Hive #2 **Walkerswood** *St. Ann, Jamaica*

My Eco Hive #2 is a serene 1.5-acre property nestled in the lush, verdant countryside of Walkerswood, St. Ann, Jamaica. Perfectly suited for a food forest model, the land offers fertile soil and ample space for sustainable agriculture, blending harmony with nature. The property features a charming, small country cottage that holds the promise of cozy living with some remodeling updates pending.



***Sustainable Agriculture
& Food Forest***



***Host Community
Workshops***



***Eco-friendly Glamping
Retreats***



***Eco-Tourism
& Cottage Rentals***



My Eco Hive #3 Villa Lalibela

Villa Lalibela is strategically located less than 5 miles from Montego Bay Airport, offering seamless access for international travelers.

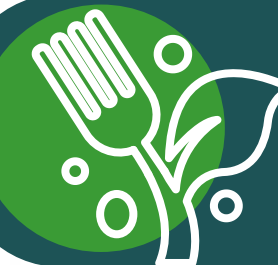
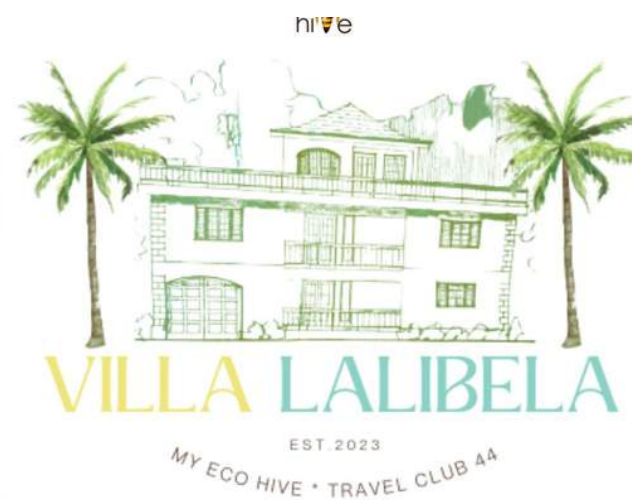
This location will serve as both a **seaview-chic vacation rental** and a **cultural retreat** space, generating significant income through **events, film productions, and personalized wellness experiences.**



3-story villa with a panoramic sea view



Rooftop wrap-around veranda for events and gatherings



Farm-to-table dining experience integrated into wellness programs



All-inclusive retreat packages including nature spa treatments

Phase 1

Pilot Project in Redland, FL



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The Good Neighbors Garden Club

“Cultivating Unity, Growing Sustainability.”

Objectives:

1. Create a vibrant community of local growers and gardeners.
2. Establish intertrade networks to promote self-reliance.
3. Test the E.A.T. Jamaica App as a prototype for global expansion.

Key Activities:

1. Launch The Good Neighbors Garden Club.
2. Organize workshops on gardening, sustainable living, and DIY survival skills.
3. Develop a network for exchanging local foods, botanicals, and services.
4. Partner with local vendors and service providers.

Phase 2

E.A.T. Jamaica App

Features:

1. **Finder Tools:** Locate local and international vendors, professionals, and tradespeople.
2. **Marketplace:** Buy, sell, trade, or barter goods and services.
3. **E.A.T. Network:** Connect members to garden clubs, events, and resources.
4. **Membership Benefits:** Refer-and-earn program, sponsorships, and affiliate opportunities.
5. **Knowledge Hub:** Clean, green, and healthy tips, DIY guides, survival skills, and Farmers Almanac updates.
6. **Self-Replicating Design:** Customizable for other regions.



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Phase 2

Revenue Model:



- 10% of all sales from the app.
- Membership dues for operational expenses.
- Sponsored content and affiliate marketing.

Launch Timeline:

1. **Month 1-2:** Complete app design and beta testing in Redland, FL.
2. **Month 3:** Pilot launch of the app and The Good Neighbors Garden Club.
3. **Month 4-6:** Expand app functionality based on feedback and integrate AI features.
4. **Month 7:** Launch E.A.T. Jamaica edition with My Eco Hive.

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Phase 3



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Websites:

Revamp of Online Presence

myecohive.com

- Minimalist, AI-inspired design with a clean and luxurious aesthetic.
- Highlight the My Eco Hive pilot project and global mission.
- Seamless navigation with a focus on storytelling through “Journey to My Eco Hive” short film.

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- Informational website and landing page to download the E.A.T. Jamaica App

projecteat.org

- Roots-inspired design to emphasize authenticity and heritage.
- AI tools for personalized member journeys and recommendations.
- Integration with the E.A.T. Jamaica App.

Phase 4



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Partnerships and Collaboration

Jamaica

- **Eco-Friendly Organizations:**
 - Farmup Jamaica
 - Jamaica Organic Agriculture Movement (JOAM)
 - National Environment and Planning Agency (NEPA)
 - Trees That Feed Foundation and more!
- **Community Groups:**
 - Local farming cooperatives and indigenous cultural groups.
 - Community Centers & Civic Leagues
 - Preservation Societies & Forestry
 - Faith-based, places of worship
 - Schools and youth programs for eco-education.

Globally

- Ethical trade organizations.
- Environmental NGOs like Greenpeace and Earth Day Network.
- International cooperatives promoting fair trade and sustainability.

Phase 5

2025 Campaign Launch



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Promotional Activities

1. **Short Film Premiere:** “*Journey to My Eco Hive*” – Share your personal story and vision.
2. **Social Media Movement:** Use hashtags #EATJamaica #CleanGreenHealthy #MyEcoHive #ProjecEAT to spark global engagement.
3. **Media Partnerships:** Collaborate with digital TV channels and influencers.
4. **Community Events:** Host gardening expos, workshops, and cultural festivals.

Key Messaging

1. Inspire a sense of belonging and unity.
2. Emphasize the importance of heritage, sustainability, and self-reliance.
3. Invite individuals to join The Good Neighbors Garden Club and download the app.

Phase 6

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Building Sustainable Communities

E.A.T. 8-Step Principles

1. **Grow Local:** Inspire home and community gardens.
2. **Trade Fairly:** Promote equitable exchanges of goods and services.
3. **Preserve Culture:** Celebrate indigenous traditions and divine wisdom.
4. **Preserve Resources:** Advocate for water, soil, and energy preservation.
5. **Empower Education:** Offer skill-building workshops and resources.
6. **Support Local Economies:** Invest in small businesses and cooperatives.
7. **Promote Health:** Share clean eating and wellness tips.
8. **Global Connectivity:** Interlink communities through the app and network.



Phase 6



Timeline for Community Rollout:

- Month 1-2**
Recruit garden club members and sponsors.
- Month 3**
Launch workshops and intertrade events.
- Month 4-6**
Expand network to new regions.
- Year 1**
Showcase Jamaica as the flagship model for global adoption.



Eco-friendly Automobile Partnership

Collaborate with four (4) eco-friendly automobile companies to promote sustainable transportation solutions, engage with a niche eco-conscious market, and test drive their vehicles in real-world conditions. **The goal is to identify the most eco-friendly model and dealership** while fostering brand loyalty and awareness.



How Automobile Partnership Works



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1. Test Drive Program:

- E.A.T. will test drive four eco-friendly cars, one per season, to evaluate their performance, sustainability, and user experience.
- Detailed reviews will be shared through E.A.T. media channels, including social media, My Eco Hive TV, partner platforms and newsletters.

2. Competition:

- The most eco-friendly vehicle and dealership will receive the title of “Official Vehicle for E.A.T.”
- The winning vehicle will be awarded a robust media campaign to promote their brand.

3. Incentives for Companies:

- Access to a unique niche market of eco-conscious consumers.
- Brand visibility through E.A.T.’s global network.
- Opportunity to build trust and loyalty within a growing community focused on sustainability.

4. E.A.T. Benefits:

- Keep the winning vehicle to support operations and potential to order a fleet for executives and field officers.
- Strengthen partnerships with eco-friendly brands.

A win-win for Dealerships

Join E.A.T. in pioneering sustainable solutions.

Be part of this transformative movement, gain access to a loyal customer base, and showcase your commitment to a greener future.



Timeline

1. **Month 1:** Reach out to potential automobile partners and finalize agreements.
2. **Month 2:** Begin the test drive program with the first vehicle.
3. **Months 3-12:** Rotate vehicles each season, conducting reviews and engaging the community.
4. **End of Year:** Announce the winner and launch the media campaign.



TEST Drive

TOYOTA GRAND HIGHLANDER HYBRID

This SUV provides a spacious interior with three rows of seating, accommodating up to eight passengers. Its hybrid powertrain achieves approximately 36 mpg combined, balancing performance with efficiency.



TOYOTA



TEST Drive

HONDA ODYSSEY

This minivan seats up to eight passengers and delivers a combined fuel economy of 22 mpg. While not as efficient as hybrid models, it remains a reliable choice with a strong reputation for family-friendly features.



HONDA

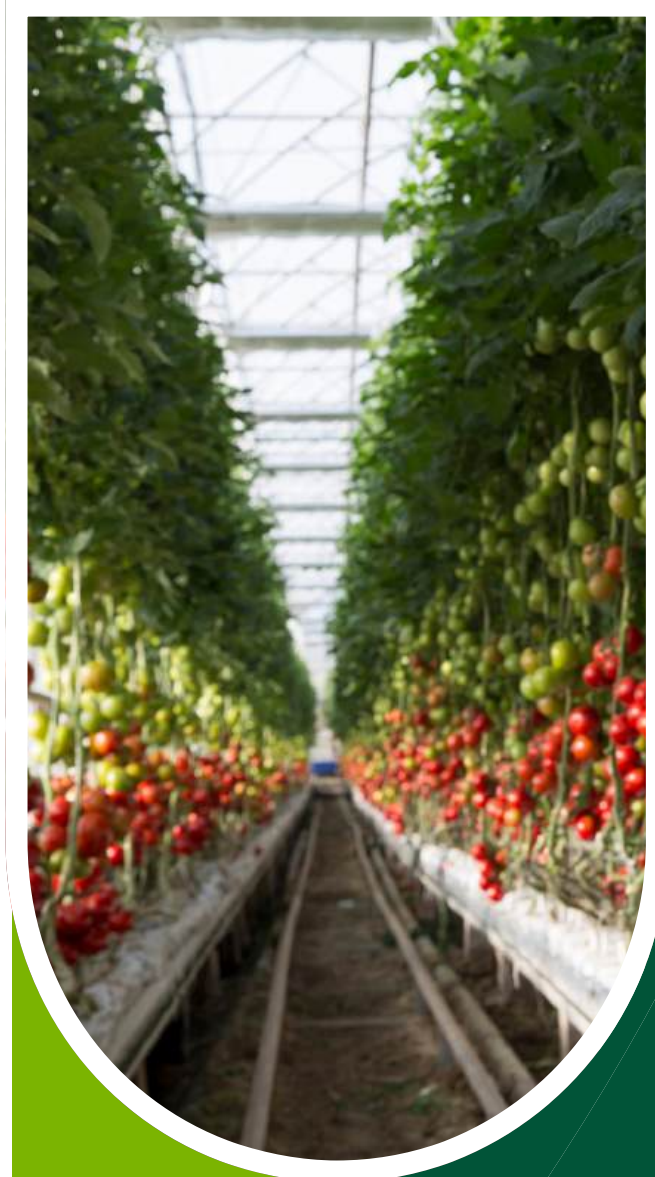
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TEST Drive

KIA SORENTO HYBRID

Offering seating for up to seven, the Sorento Hybrid stands out with its fuel efficiency, achieving up to 37 mpg combined in front-wheel-drive configurations. Its compact size doesn't compromise on interior versatility.



KIA

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TEST Drive

FORD TRANSIT PASSENGER VAN

- **Type:** Full-Size Van & Seating up to 12 passengers
- **Engine:** 3.5L V6 EcoBoost
- **Fuel Efficiency:** Approximately 17-19 mpg combined

Why it's great: A flexible option for large groups with efficient turbocharged engines. The Transit is known for its practicality and reliability.



FORD

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Thank You

For your attention



Together, We Grow Clean Food, Build Healthy Communities, and Create a Legacy for Posterity.



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