

The Virgin Islands Consortium

Beres Hammond Set To Ignite St. Croix Once More At Food For Your Soul Music Fest During Agfair Weekend

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ST. CROIX -- The annual Agricultural Fair is set to be the highlight of the Virgin Islands this weekend, as people from around the Caribbean descend on the Rudolph Shulterbrandt Agricultural Complex in Estate Lower Love, for a vast mix of everything agriculture and more.

There's another tradition that has become a mainstay during the weekend of activities: The Food for Your Soul Festival, this year being the fifth annual show, featuring a mixture of local and foreign artists with the main act being Beres Hammond -- the ubiquitous reggae star that has released some of the biggest reggae titles in the world. Think [Rock Away](#), and [They Gonna Talk](#).

The event takes place on the grounds of the former Carib Home Center across from Sunny Isle, on February 18 and 19 from 8:00 p.m. until. Mr. Hammond will perform on the 18, while the second night, called Dub For Your Soul, takes place on the 19.

According to Shawn Baptiste, the show's producer, eventgoers should expect a "very live, sophisticated" show. Mr. Hammond, he said, has been to St. Croix many times before, and has always been a crowd favorite with pulsating performances that keep the audience wanting more.

The Food For Your Soul Music Festival, according to Mr. Baptiste, was created to compliment the Agricultural Fair. He said that while growing up on the island, he noticed that there were not many events after the fair -- which ends about 7:00 p.m. each night -- so he set out to change that with the music festival.

"When people come to the fair, they come to party; they don't come to stay home and relax," Mr. Baptiste said. He said the festival and the fair works hand-in-hand, in that the two events benefit each other.

Over the years, the show has seen artists such as Kassav, Carimi, Burning Flames, Onion, KrossFyah, Tarrus Riley, Lady Saw and Richie Spice, among others.

The Dub For Your Soul event, a new addition to the festival, sees a group of all reggae local talent performing throughout the night, according to Mr. Baptiste. He said the idea is to showcase to the world the creativity of Virgin Islands artists, with the hope of opening them up to more opportunities.

The actual location of the event is behind the former Carib Home Center building, where customers would pickup their lumber. Mr. Baptiste said the area had not only been secured, but adorned for the occasion, including a V.I.P. section. "Everybody knows that when I put something together it's really professional," said Mr. Baptiste, known by many as Cigar, short for his promotions company, Cigar Promotions.

And the show, he said, will start on time, as Mr. Hammond wants to give St. Croix a long and energetic performance. "So come early," Mr. Baptiste said.

Tickets for the first night, which includes Mr. Hammond, are \$50 for general admission and \$125 for the V.I.P. section. For the second night, tickets cost \$20 in advance and \$25 at gate.

For event updates, visit the [Facebook page](#). To view the video promotion, go [here](#).