Cannabis, in the "historical region" of its cultivation in the High Central Rif in Morocco for centuries, was considered a legal economic product for national consumption, even during Spanish colonialism, until the countries independence (1955/56). The ancestral plant was traditionally used not only for recreational but also for industrial and medicinal purposes until Morocco signed the Convention with the UN (1961). After the prohibition of Cannabis cultivation the tribes had no economic alternatives then to sell their crops to the international drug traffickers.

The change of law had only undesirable effects on the development of the affected region. It caused a situation of repression and persecution by the national authorities while innocent members of the tribe were captured and penalized. Since then, the only beneficiaries of the situation are the drug traffickers, while the small farmer lives in poverty. Due to a progressive abandonment, the region has not experienced significant infrastructural and socio-economic development compared to other regions in Morocco. Parallel to a growing international demand for drugs and the lack of ideas and initiatives towards an effective alternative development in the affected region by national and international authorities, the tribe is obliged to withstand a situation of social instability, fear and an unpredictable future. The population in the historic Cannabis cultivating region is not only affected by demographic and geographic factors, they suffer in addition the competition of farmers in new crop regions in the Rif where fields are more easily cultivable. In the periphery of the Central High Rif began the cultivation of imported and non-autochtonous varieties from the end of the years 70, whose morphology does not allow a tender exploitation of the plant and which endanger the genetics of the ancestral plant that was developed for centuries and was historically fully exploited.

We therefore only fight against the importation and cultivation of genetics that are designed for high resin production, which are exclusively destined for drug trafficking and are not adapted to the conditions of the land, causing problems of environmental decay.

Currently the abandonment of the region by national and international authorities is absorbed exclusively by activities of the civil society and the voluntary efforts of their international partners. Our objective is to promote the cultural heritage, the human potential and physical environment of the historical region of Cannabis cultivation, including the exploitation of ancestral and autochtonous Cannabis.