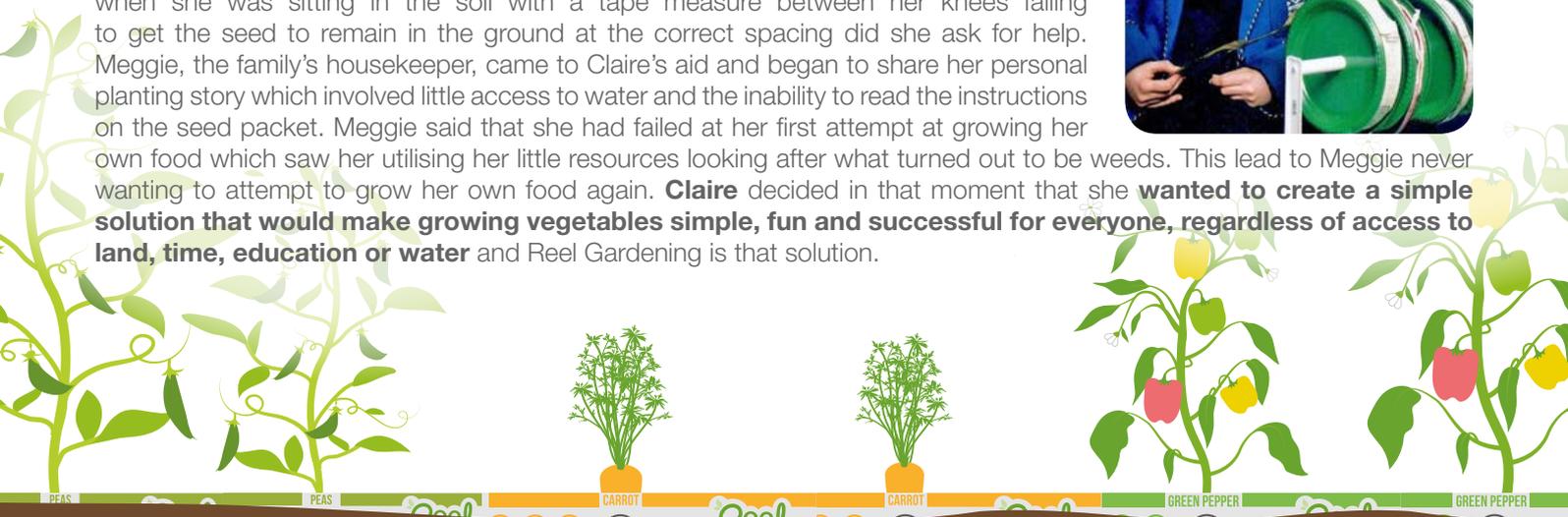


Be Authentic, Re-Connect,
Get Grounded & Grow

Reel Gardening is a South African Social Enterprise that manufactures a patented biodegradable, pre-fertilised seed tape that enables people with little knowledge or resources to plant successfully. The Reel Gardening Seed Tape holds seeds at the correct distance apart and anchors seeds at the correct depth for optimum germination. All you need to do is make a furrow in the soil, plant the tape, water and watch it grow!

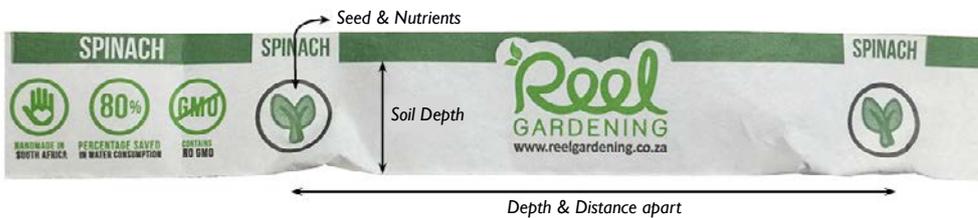
The Reel Story

The concept of **Reel Gardening** was developed by **Claire Reid** at the age of 16 in response to the issues she faced when trying to grow her own organic vegetables at home to sell to her parents for additional pocket money. She felt overwhelmed when having to choose the correct seed and fertilizer for her region and month of planting. She was then angered by the volume she was required to purchase even though she only had a few square meters available to plant. But it was only when she was sitting in the soil with a tape measure between her knees failing to get the seed to remain in the ground at the correct spacing did she ask for help. Meggie, the family's housekeeper, came to Claire's aid and began to share her personal planting story which involved little access to water and the inability to read the instructions on the seed packet. Meggie said that she had failed at her first attempt at growing her own food which saw her utilising her little resources looking after what turned out to be weeds. This led to Meggie never wanting to attempt to grow her own food again. **Claire** decided in that moment that she **wanted to create a simple solution that would make growing vegetables simple, fun and successful for everyone, regardless of access to land, time, education or water** and Reel Gardening is that solution.



The Reel Product

Reel Gardening is a **patented pre-fertilised biodegradable seed tape which anchors the seed and nutrients at the correct depth and distance apart.** To plant it, you need to place the paper vertically in the soil with the coloured portion visible above the soil. The plants will emerge correctly spaced, differentiated from weeds and the paper eventually decomposes to produce compost in the soil.



1. Plant strip with colour visible above soil.

2. Water every day.

3. Watch your garden grow!

Reel Gardening hosts a variety of benefits such as:

80% Saving in 80% water consumption

The **paper protects the seed and emerging plant** from pests such as cutworm

GMO Seed is natural, **NON GMO**

Time saving, with a household garden taking **5 minutes to plant**

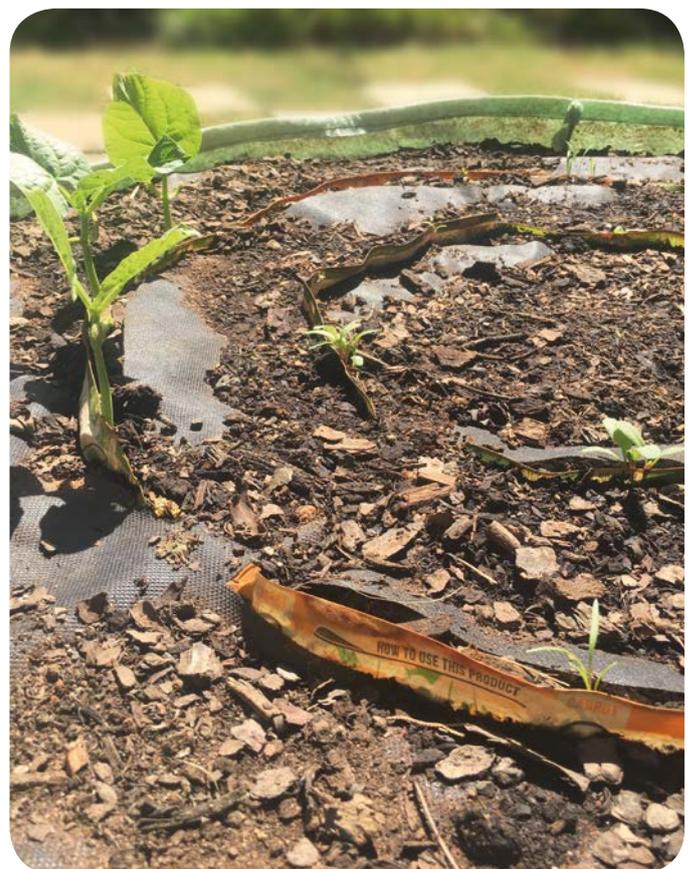
Product is **handmade**, creating local employment for mothers

It is fun to plant and takes all the guess work out of starting your own food garden

The Team

The Reel Gardening team is made up of 9 people, all based in Johannesburg, 8 of these people are women, 4 of whom manufacture the product in our in house workshop.

We also have a team of 6 national trainers who we have upskilled through a train the trainer programme and have equip with tablet technology. We call on these trainers when we need local skills to implement our school and community projects as part of staff wellness or CSI programmes.



The Reel Gardening Grow Pod is a compact, complete, easy-to-use school Vegetable Garden solution.

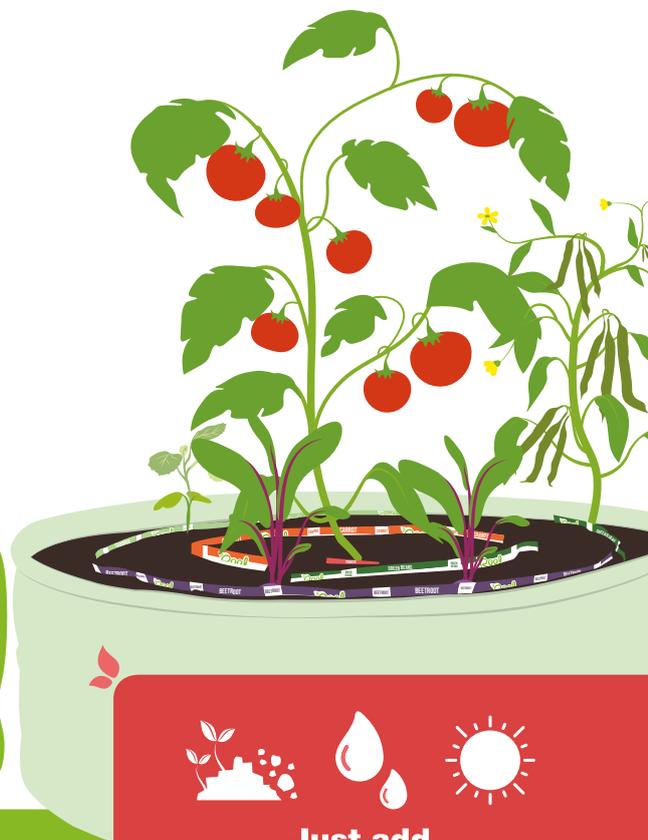
Over the past 6 years, Reel Gardening has helped hundreds of schools around South Africa make growing a part of the learning experience.

Some schools have linked the gardens to an **Environmental Club** whilst others have used them as **outdoor classrooms**; bringing their Life Orientation, Life Sciences and Natural Sciences curriculum's alive.

- **Learners are taught about responsibility and the cause and effect of their actions.** They will need to water everyday if their vegetable garden is going to survive.
- With hard work and dedication, learners will see the fruits of their efforts, but only after 3 months. **It is a lesson in patience!**
- Many things will go wrong. Nature is unpredictable. **A vegetable garden is an exercise in problem-solving.**
- **It is a self-confidence booster** when things go well **and a lesson in disappointment** when they don't.
- By reconnecting with the earth and understanding the hard work and energy that goes into the production of just 1 carrot, or a few tomatoes, **learners come to appreciate the environment.**
- **Learners will see that natural vegetables are skew, strangely coloured and imperfect.** They'll discover that we don't need supermodel food. The misfits are just as valuable.

In today's fast-paced, chaotic, immediate-gratification lifestyle, we could all use some help reconnecting with a simpler, slower, less superficial time.

Whether you're 5, 15 or 35 years old, caring for a vegetable garden will teach you to **RECONNECT, BE AUTHENTIC, GET GROUNDED AND GROW.**



Each Grow Pod Kit Comes Complete With:



1m diameter x 30cm tall grow bag

Made from a breathable, UV Stabilized material of recycled cold drink bottles



9 units Reel Gardening Seed Tape, packed according to month and place of planting



Weed Guard Cover to prevent water evaporation & weeds



Reel Easy Guide to Growing



Access to The Planting Revolution Mobile Application through Virgin Mobile Sim Card (if approved by school and parent)

School Grow Pod



Learning by growing

Reel Gardening has created an app called The Planting Revolution that each student will be able to access for free and earn free data through as they progress through their planting journey. The app is interactive and adaptable so we are able to draw information from the app pertaining to the feedback the teacher wants be it responsibility, execution of tasks or problem solving. We are wanting to work with schools to enable us to offer self assessments which the teachers are able to use in the classroom.



Give the Gift of Growing, The Reel Way!

Reel Gardening is a social enterprise focused on creating positive social change. We have worked with disadvantaged schools for over 6 years through CSI funding however we would like to create more lasting meaningful connections and our hope is to connect privileged learners with underprivileged learners through the Grow Pod, with both learning through the the same growing journey and both benefiting from the connection to each other and the vital life lessons that both are able to teach and learn.



Pricing

1 x Grow Pod - **R 300 (incl. VAT & delivery)**

1 X Grow Pod with One Grow Pod Gifted to a local school - **R 410 (incl. VAT & delivery)**