



**WE HELP TEACHERS TO USE THE GARDEN AS A TEACHING TOOL**

*Teaching the next generation to be food secure*



# SCHOOL & ECD GARDENS

**Reel**<sup>TM</sup>  
GARDENING  
THE PLANTING REVOLUTION

Reel life NPC and Reel Gardening (Pty) Ltd have been implementing school gardens for over a decade. The focus in the past was on the school growing produce to feed the pupils however with the huge increase in food insecurity, it is impossible for the school to take on this responsibility solely. While our larger 200sqm gardens enable the sustainable harvest for 50 meals per day, this is just the tip of the iceberg when it comes to the actual need from a food security perspective in the communities we serve.

Furthermore, teachers want to be enabled to teach the next generation to take food security into their own hands. Schools want to be places for learning and skills transfer and so we created our learn and grow kits to cater for exactly what the teachers needed. We have then taken it one step further, enabling each learner to take home their own small learning garden. The growing of this garden is then linked into the school work while enticing the household to expand their garden by joining the household garden programme.

Reel Life's Goal is to enable 125 000 Households to get growing in the next three years. This will enable the sustainable food security for 500 000 people.

## THE LARGER SUSTAINABLE ECO SYSTEM CREATED BETWEEN ALL REEL GARDENING PROJECTS :

While Reel Gardening's focus in this proposal is on the implementation of teaching gardens at schools and ECD's, its larger focus is creating a link between all of its gardens to enable the activation of a larger ecosystem with an ultimate goal of leapfrogging townships and rural towns from the tragic pressure that comes from a fast declining economy, having no new industries and no interest from investors, to an era of change; entrepreneurship; and agripreneurship.

Reel Gardening's patented seed tape kits enable anyone to start a growing journey. The simple technology led process, takes someone from seed to harvest in a simple, daily step by step process which enables a greater chance of success with limited resources. This positive experience with growing crops fosters confidence and an appetite to take the leap from learner take home garden to sustainable homestead gardener to commercial contract grower.

This is where our agri-hub partners step in, selecting the most promising household farmers to embark on a journey to grow into commercial contract growers for offtake agreements.

This partnership enables Reel Gardening's households to aspire to be commercial growers while enabling the agrihub partners to have a better success rate with the future farmers that they enroll as the Reel Gardening growing process identifies the most promising candidates.

**3 YEAR GOAL = 125 000 HOUSEHOLDS HELPED : 500 000 BENEFICIARIES**



## PHASE 1A

### SCHOOL EDUCATION GARDEN



Schools and ECD gardens are established with a focus on teaching the next generation to grow their own food at home. The Reel Gardening CAPS curriculum linked books enable the teachers to utilise the garden as a teaching tool.

## PHASE 1B

### HOUSEHOLD GARDENS



Households are enabled to join the programme, either directly through our community implementation partners or through the schools implemented in phase 1A.

Schools, ECD's or community partners are used as distribution and reporting nodes.

## PHASE 2

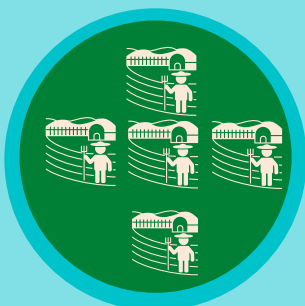
### AGRIHUB



Once 1000 households within a 5km radius are growing with surplus to sell, an Agrihub is set up to facilitate the procurement, aggregation, processing and sale of household grown produce for off-take agreements.

## PHASE 3

### AGRIPRENURES



Households that show ongoing commitment to their gardens via the Reel Gardening App and the desire to expand their gardens to grow dedicated space for off-take agreements are enabled to join our Agrihub partners Agriprenure programme. The programme equips the entrepreneur to thrive as a small scale grower.

## PHASE 4

### EMERGING FARMERS

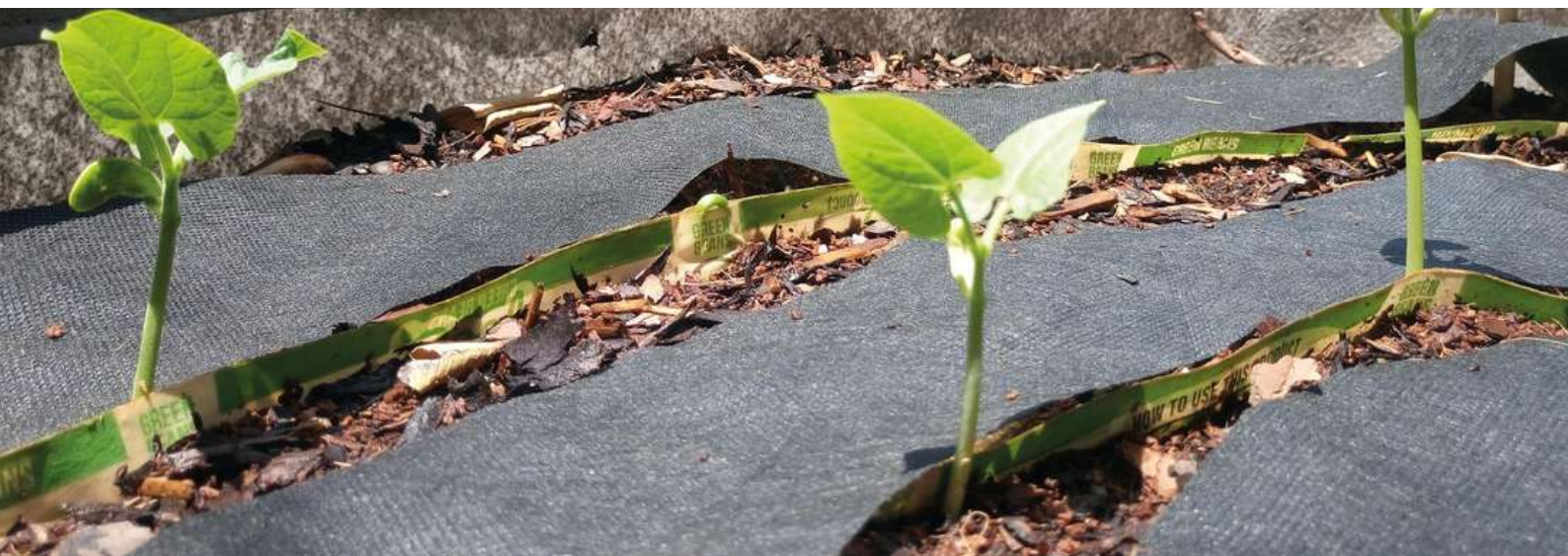


Agriprenures which excel and show the ability to transition from small scale grower to large commercial grower are profiled to funding partners who enable the next step.





# THE PATENTED REEL GARDENING SYSTEM

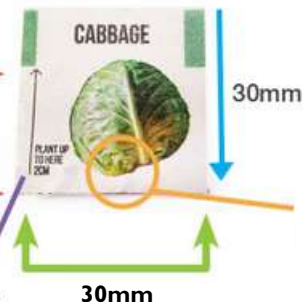


## SEED TAPE



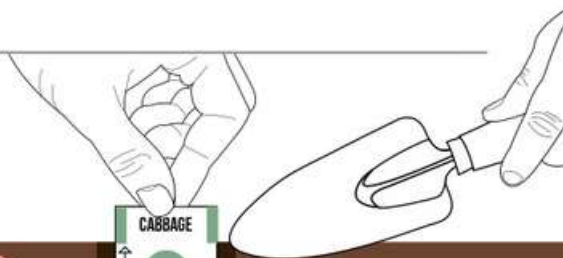
Reel Gardening is a South African Social Enterprise that manufactures a patented biodegradable, seed tape. The Seed Tape is planted vertically with the colour tab above the soil. This holds seeds at the correct depth for optimum germination. Once planted you can always see your seed label and will know exactly what you planted and where you planted it. No need to water the whole garden because you can see exactly where the seed is and where your plant will sprout from. The tape also stays damp longer and holds water around the seed.

Plant vertically with this section below the soil (Depth depends on the variety for optimum germination)



Seed inside biodegradable, seed tape

Picture based for ease in varietal identification.



**CORRECT DEPTH**



**ROOTS GROW THROUGH PAPER**



Contains top quality, open pollinated, heirloom seed and fertiliser.



Saves up to 80% water consumption.



Birds and pests can't get to the seed.



Pre-mixed according to companion planting and season.



Saves time.



It is fun and children enjoy getting involved.



Paper biodegrades to produce nutrients in the soil.



Seed is natural, NON GMO





## 200M<sup>2</sup> SCHOOL GARDEN IN A BOX

The kit will provide one serving of vegetables a day for 50 people for 4 months.

Packed according to the area of planting.

We make the planting process as simple as just adding water.

Crop rotation and companion planting is taken into account.

1  
per school.



Each Box Plants 50m<sup>2</sup>

Four are packed in the outer '200sqm' box



Packed according to month. Clearly Marked with Label

**OUR COMMUNITY PARTNERS HELP WITH THE IDENTIFICATION OF SCHOOLS WHO ARE READY AND WILLING.**

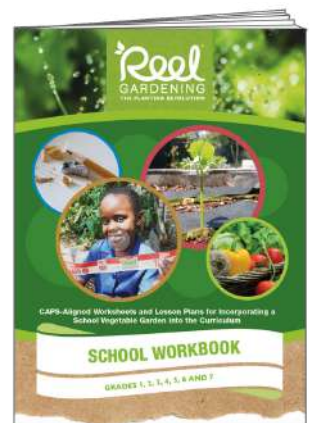
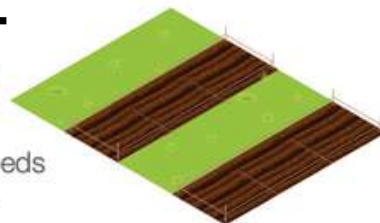
**WE HAVE A NATIONAL FOOTPRINT.**

## EACH SCHOOL GARDEN BOX CONTAINS :



Tape Measure and String to measure out the area.

- Enough seed to plant 7 beds (1m x 5m) of vegetables.
- Companion flowers for each bed to attract bees and other pollinators and repel pests.
- Clear printout of layout and planting instruction.
- Access to the app, and all training videos.
- Startgro packet for each bed







## LEARN & GROW KIT - 1M<sup>2</sup> CLASSROOM GARDEN

The kit will enable the teacher to place a learning garden in close proximity to the classroom.

Packed according to the area of planting.

We make the planting process as simple as just adding water.

Contains CAPS aligned guides and workbooks.

15  
per school.







## LEARNER GARDEN - 4M<sup>2</sup> TAKE HOME GARDEN

The kit will enable the teacher to send a garden home with each learner as homework which is then incorporated back into the classroom lessons.

Packed according to the area of planting.

We make the planting process as simple as just adding water.

Households are encouraged to expand their gardens by joining the household gardening programme.

600  
per school.

**CAN BE  
BRANDED!**



**Seed for 60 Plants inside each box. 4 varieties per pack.**

**Will grow enough food for 4 servings of vegetables a day for a month.**



## Physical



**IN PERSON TRAINING IS DONE  
AT THE SCHOOLS BY  
COMMUNITY PARTNER**

## Digital



### DIGITAL TRAIN THE TRAINER

(For school champions  
/ implementation partners )

- TRAINING VIDEOS
- WORKBOOKS
- IN-GARDEN CHECKLISTS
- TUTORIALS
- TESTS
- CERTIFICATE OF RECOGNITION

## Digital



**APP TELLS YOU EXACTLY  
WHAT YOU NEED TO DO IN  
YOUR GARDEN DAILY  
ACCORDING TO WHAT YOU  
PLANTED AND WHEN.**

**REMINDERS ARE SENT  
DAILY TO WATER.**

**APP ENABLES DAILY  
TRAINING AND  
ACCURATE REPORTING**

We understand how critical it is to transfer the critical skills and knowledge needed to successfully take a garden from planting to harvest. While we do as much as we possibly can in the design of our kits to enable planting success, the garden still has to be maintained and cared for daily.

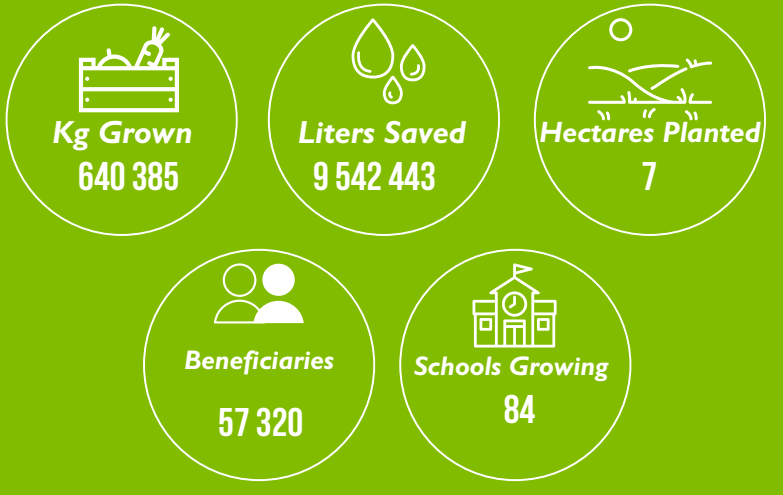
In-person training is done at the school and this is re-inforced by a simple 'how to' video accessed on a mobile device by scanning the QR code on the box.

The teachers are then urged to download the Reel Gardening App from their google play or apple app store. This app guides them through the growing process daily.

The growth of the produce is carefully monitored through the Reel Gardening application, enabling grounded M&E results.

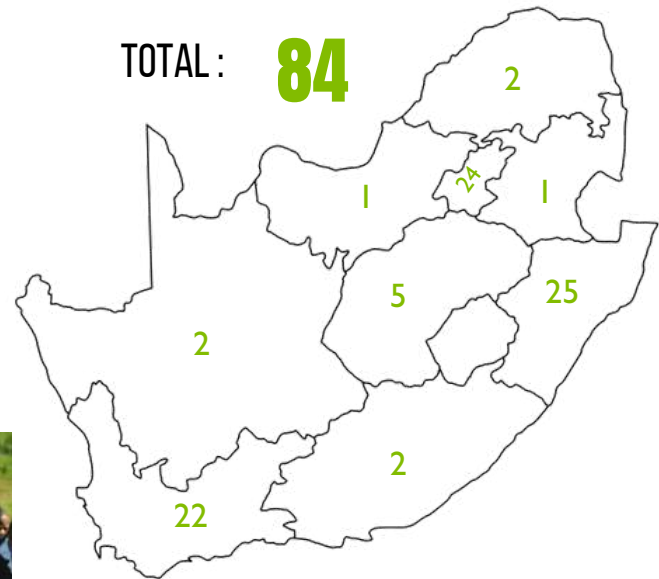


# IMPACT Q1 - Q4 2021



## SCHOOL GARDEN KITS

TOTAL : **84**



### IMPLEMENTING PARTNERS

