



Reel Gardening : South Africa

Rather teach a man to fish than give a man a fish

Project description

Reel Gardening is a simple, cost effective and convenient means of growing vegetables, herbs, and flowers from seed. Reel Gardening enables and empowers communities to implement their own sustainable food projects throughout South Africa through a user-friendly and educational medium which can contribute to alleviating food shortages and promote self-sustaining communities.



Business model

Claire Reid Reel Gardening (Pty) Ltd is a start-up business specialising in hand-made vegetable seed strip products created and patented by Claire Reid, the company founder. These products include 10 vegetables; 10 herbs; and 3 companion planting flowers.

Reel Gardening is an environmentally-friendly organic product which has been taken up positively by consumers from diverse walks of life. Reel Gardening markets its products in a three tier approach: Retail, Social development initiatives and Corporate gifting.



Scaling up activities in 2011

- Implement 5000 community gardens and establish a retail base of 150 retail outlets.
- Export product to Zimbabwe, Congo, Nigeria, Kenya, Tanzania, Australia and UK.
- Increase employment and hire previously unemployed mothers.
- Increase brand awareness through marketing efforts in South Africa and beyond.

Immediate needs

- Introduction to Corporate Social Investment networks.
- Assistance with funding to expand production.
- Exploring export opportunities and the strong interest from UK, Zimbabwe and Tanzania.
- Increasing brand awareness in South Africa and beyond.



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Partnership

- **Label Pak** helps with research and development and product expansion with regard to printing process.
- **Anglo Zimile** provides loans as well as mentoring and guidance in the business start-up process.



Social, environmental and economic impacts

Social impact: Community gardens are a vital element in the development of rural communities. Reel Gardening implements its gardens with a focus on skills transfer and sustainable development. The initiative has 9 full-time employees from the community - previously un-employed mothers with children.

Environmental impact: Reel Gardening saves up to 80% water. Uses organic fertiliser (worm castings). The paper and ink are biodegradable. The manufacturing process does not use any electricity. Reel Gardening aids in the reduction of leaching and soil erosion.

Economic impact: Reel Gardening growers can benefit from the selling of the produce. Reel Gardening itself is also looking to implement a programme to enable the individuals in the rural area to buy reel gardening directly at a much reduced price and then to sell it on within the community thus providing the vendor with a profit while assisting in local food security.

Contact

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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