

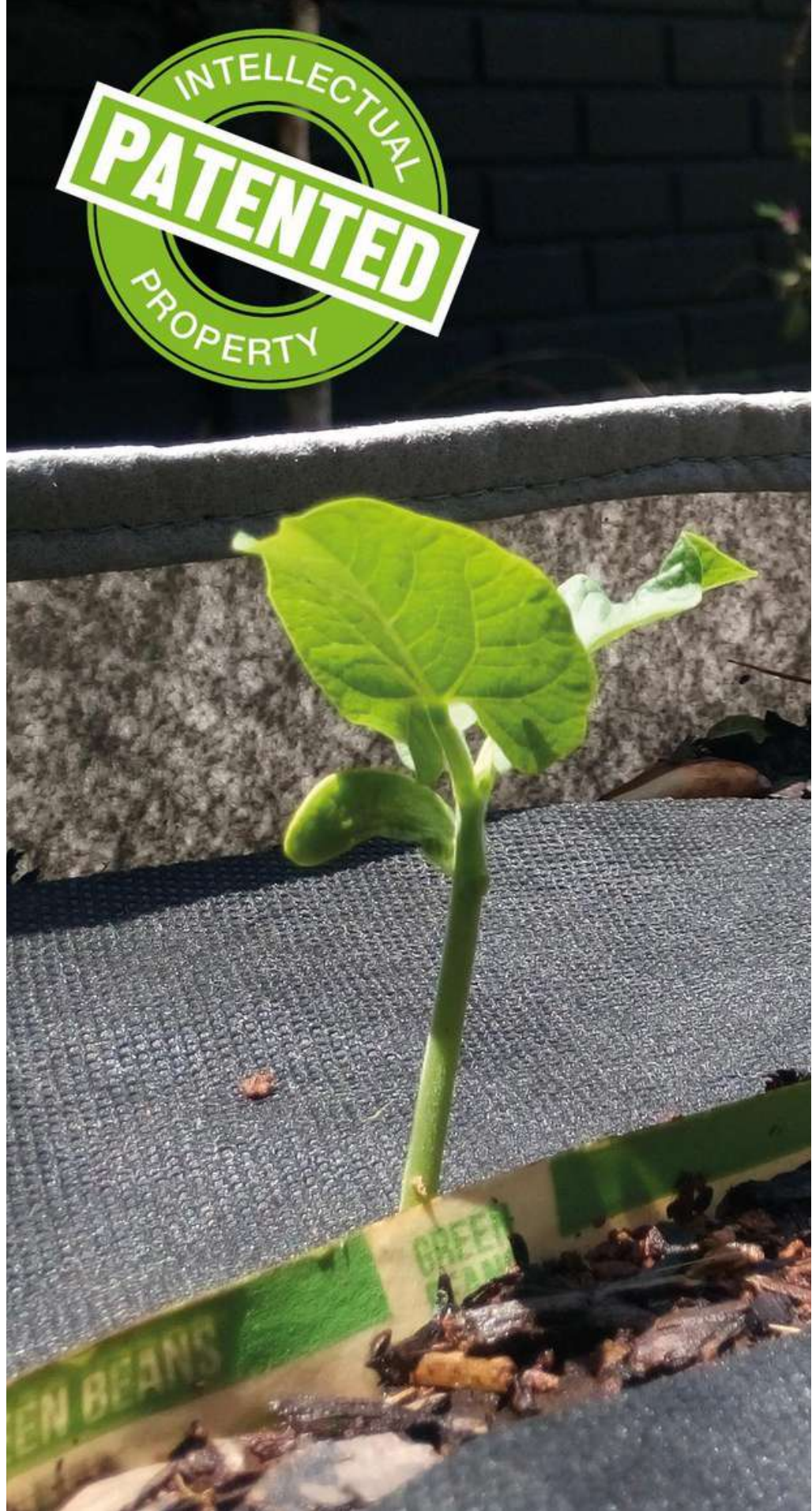


WE HELP PEOPLE TO GET GROWING & BUILD RESILIANCE

SCHOOL HOUSEHOLD COMMUNITY.....

ReelTM
GARDENING

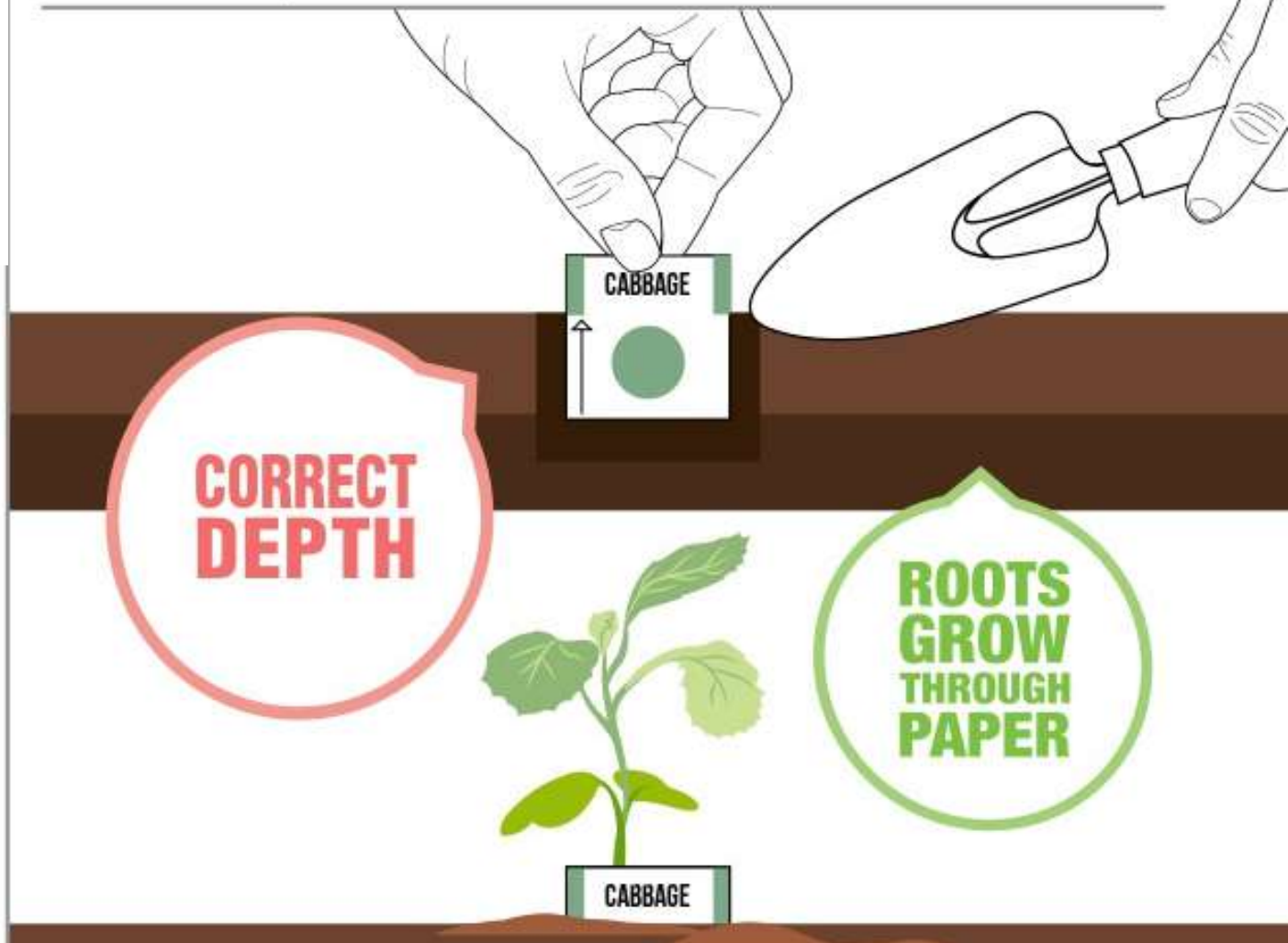
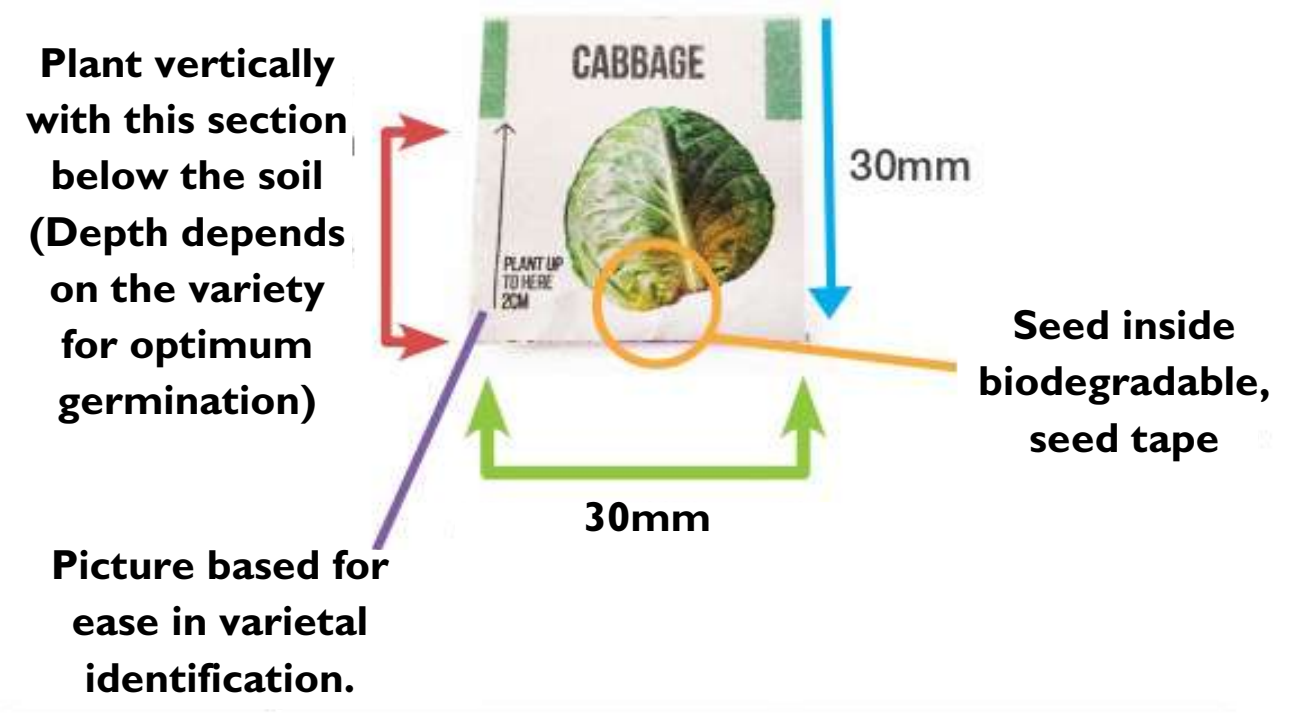
GROW FOOD ANYWHERE. JUST ADD WATER!



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.



TRAINING AND SKILLS TRANSFER

Physical



**IN PERSON TRAINING DONE
BY OUR PARTNER NGO'S**

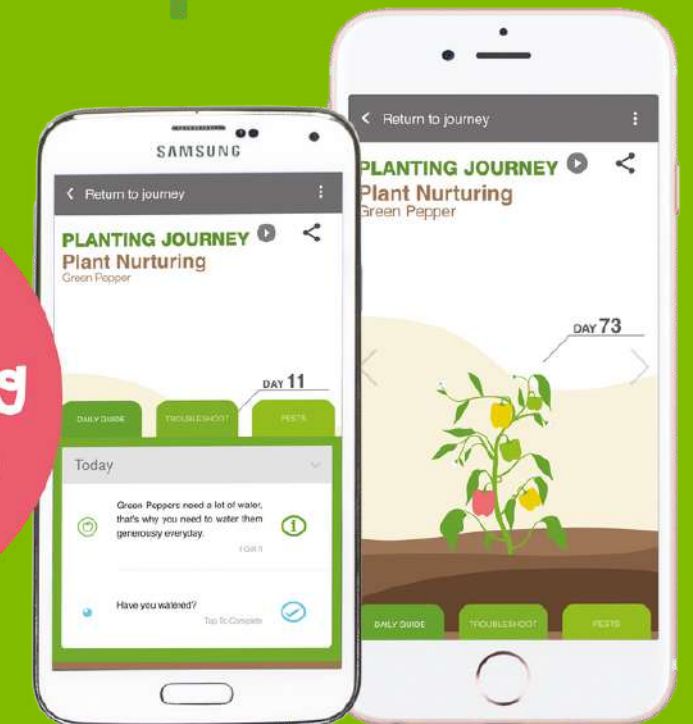
Digital



DIGITAL TRAIN THE TRAINER

- 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



SCHOOL GARDEN KITS



200 SQM GARDEN IN A BOX

Pre-Packed School Garden
Packed according to
province and month



LEARN & GROW KIT

Pre-Packed Classroom Garden
Can be placed anywhere
Contains CAPS aligned workbooks



LEARNER TAKE HOME GARDEN

The kit will provide one serving of vegetables
for a month.



HOUSEHOLD GARDEN KITS



**SEED TO FEED
A FAMILY OF 4
FOR A YEAR**



**12 PACKS,
ONE TO PLANT
PER MONTH**



**FERTILIZER
& WATERING
SPOUT**



1 BOX TO PLANT TO EAT.

The kit will provide one serving of vegetables a day for 4 people for a whole year.



**ONE CASH CROP PER MONTH CAN BE INCLUDED*
WHICH CAN BE SOLD THROUGH THE AGRIHUB.**

60+ offtake agreements are currently in place with the Win-Win Trading Group. Crops such as Tomatoes, Chilli, Basil and Coriander. However off take can only occur through an agrihub which confirms quality.

*Once Agrihub is established





COMMUNITY GROWING TOGETHER



- AGGREGATION
- PROCESSING
- PACKING
- DISTRIBUTION



The Agrihub is a fully integrated farming and food supply hub that grows vegetables on site, contracts urban farmers to farm, buys these vegetables and then sells the vegetables to Spaza shops and beyond.

An industrial kitchen for community feeding, sauces and more will be set up as part of the Agrihub.

Hub aggregates produce initially from Reel Gardening Household gardens for aggregation and sale. As the agriprenures and emerging farmers grow within the community, the Agrihub will then be instrumental in the route to market.

PHASE 1

SCHOOL EDUCATION GARDEN & HOUSEHOLD GARDENS



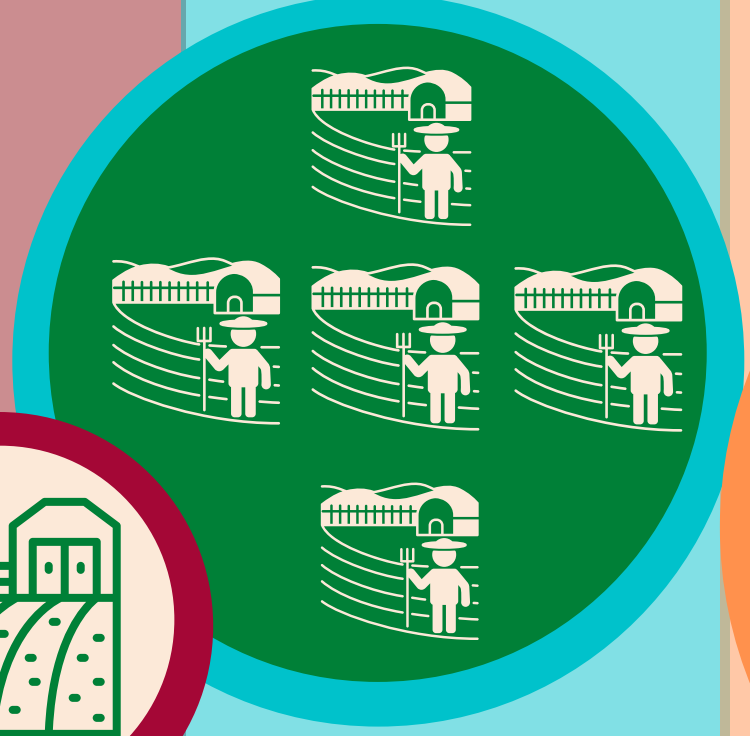
PHASE 2

AGRIHUB



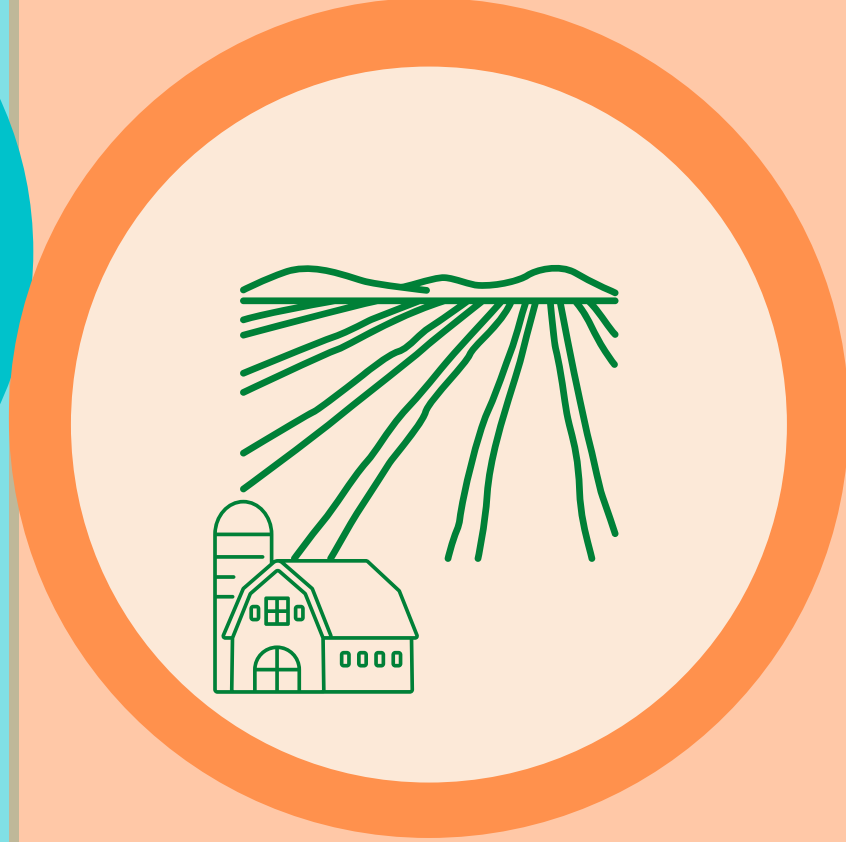
PHASE 3

AGRIPRENURES



PHASE 4

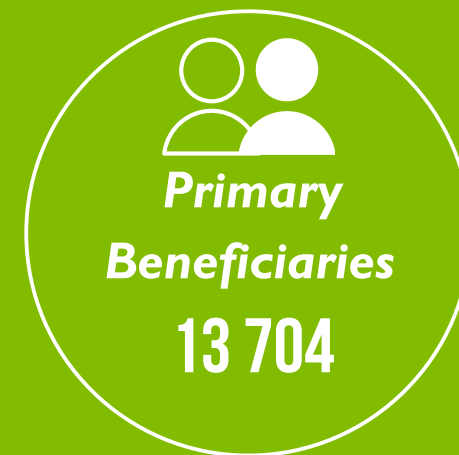
EMERGING FARMERS



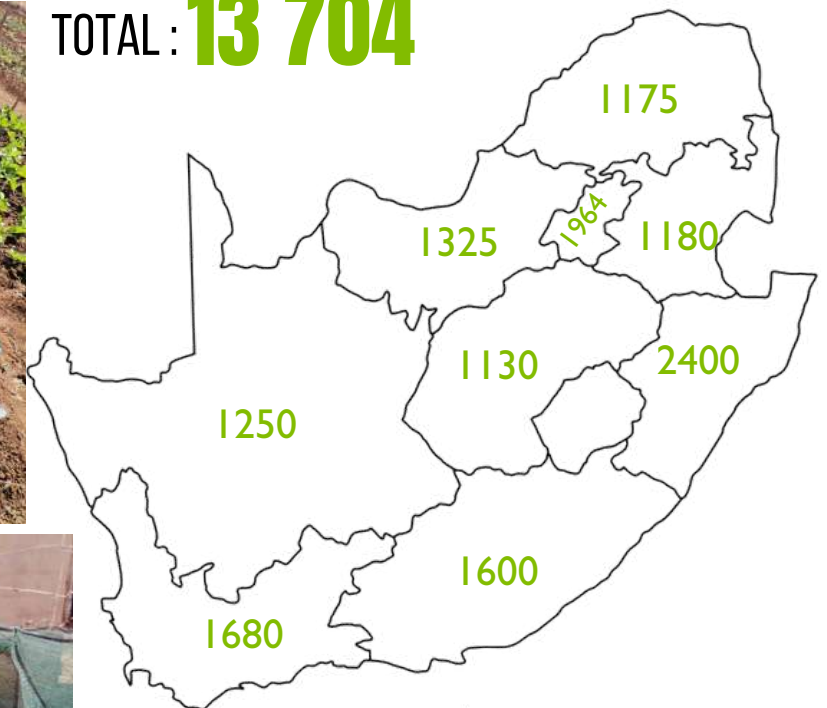


YEARLY HOUSEHOLD GARDEN PROGRAMME

HOUSEHOLDS IMPACTED OVER PAST
18 MONTHS :



TOTAL: **13 704**



IMPLEMENTING PARTNERS **ReelLife**



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

