Reel Gardening
*Improving Water Efficiency and Reusing Wastewater*

**PROJECT**
Reel Gardening

**TYPE**
Social Enterprise

**REGION**
South Africa

**CHALLENGE**
Planting a home garden can be a daunting task requiring access to large volumes of water, startup capital, and at least some gardening knowledge. For many low-income communities, committing precious resources to seeds, fertilizer, and water just to have a garden fail can be a deterrent to growing your own produce, which can feed a family or be sold for extra income.

**SOLUTION**
Reel Gardening makes growing your own food easy, affordable and accessible by offering a pre-fertilized, biodegradable, organic paper seed tape that anchors seeds at the correct depth in the soil and distance apart for improved germination. The color indicators ensure accessibility across language and literacy barriers. This simple product uses up to 80% less water in the germination phase compared to traditional planting methodologies and eliminates seed and fertilizer waste.

**GOALS**
- Reduce agricultural water consumption

www.reelgardening.co.za
- Enhance volume of produce grown
- Increase adoption by consumers/households of Reel Gardens