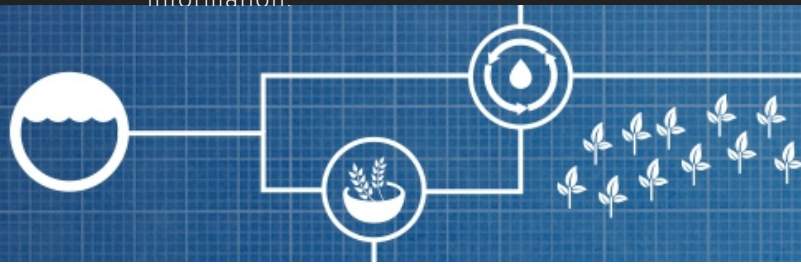


Desal Prize Semi-Finalists have been announced! Visit the Desal Prize page for more details and information. ×

SECURING WATER FOR FOOD:

A GRAND CHALLENGE
FOR DEVELOPMENT



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Securing Water for Food 2014 Innovator

Reel Gardening

Improving Water Efficiency and Reusing Wastewater

BACK TO ROUND 1
AWARD NOMINEES

PROJECT

Reel
Gardening

CHALLENGE

Planting a home garden can be a daunting task requiring access to large volumes of water, start-up 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.

TYPE

Social
Enterprise

REGION

South Africa

MORE INFO

www.reelgardening.co.za

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



- Enhance volume of produce grown
- Increase adoption by consumers/households of Reel Gardens



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