

# SEEDS OF SUCCESS

Claire Reid's innovative seed strips look set to revolutionise the way people plant vegetables. They've also put the fun back into gardening

**E**ver tried to grow your own vegetables? Claire Reid has, but she found the process complicated, time-consuming and costly and that's what led her to come up with Reel Gardening. A natural problem solver with a love of design, her solution – conceived while still a high school student – was to place pre-fertilised seeds, correctly spaced apart in strips of biodegradable paper that could be planted directly in the ground and watered.

The idea was simple, yet brilliant, and soon attracted the attention of the scientific community for its ability to solve food and water shortages (the seed strips were found to reduce water wastage by up to 80 percent), earning Claire awards such as the Stockholm Junior Water Prize.

Today, Claire is an entrepreneur working in conjunction with Labelpak to make Reel Gardening's seed strips commercially available.

## What was your initial intention with the seed strip?

My product was developed to help people who didn't have the financial

ability, education and water needed to start a vegetable garden.

## Who is your product aimed at?

Anyone who wants to grow their own vegetables, herbs or flowers; it's a method of planting that's easy, cost-effective and fun.

## What is included in the Reel Gardening range?

There are 10 vegetables (tomato, beetroot, spinach, onion, sweetcorn, beans, lettuce, cabbage, carrot and peas), nine herbs and three types of flowers – all currently available at selected stockists and directly from the company website. We sell strips at R10 per metre. We also have specific packs, like the Vegetable Starter Garden and the Salad and Soup Garden. There are instructions in seven of our official languages with colour coding and drawings to help.

## Are there plans to take Reel Gardening overseas?

We're in the process of investigating exporting the product as there has been an overwhelming favourable response from Europe.



CLAIRE REID



## Do you grow your own veggies?

Yes of course – now that it's simple, fun and I don't have to have bags of seeds and fertiliser floating around my flat.

## And what is your aim now?

I want corporate companies to sponsor gardens in communities and Reel Gardening to feed school children and people at clinics and churches. I want nurseries to stock the product as an alternative to seed packets. And I want children to get excited about planting vegetables, because growing a garden teaches patience and responsibility. **GH**

## SOURCE

For more information, visit [www.reelgardening.co.za](http://www.reelgardening.co.za), e-mail [info@reelgardening.co.za](mailto:info@reelgardening.co.za) or call 011 022 8680.

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