

EMPOWERING WOMEN WITH THE KNOWLEDGE AND WISDOM FOR A HEALTHY AND BALANCED LIFESTYLE

# WOMEN'S CHOICE

SEPTEMBER 2013

Guidelines to manage  
**your migraines...**

Tips for Eco-friendly  
**Cooking**


Before meets  
**After...**

**Migraines  
& Women...**

**Stop attracting  
Emotional Retards part 2**



**AN EXCLUSIVE INTERVIEW WITH  
Claire Reid**



COVER FEATURE

*W*ith Spring on our doorstep, this month's featured cover is Claire Reid, the founder of Reel Gardening and a former student from the University of Pretoria.

She is the youngest woman to grace our cover and the reasons were quite obvious.

WOMEN'S CHOICE SEPTEMBER 2011

## COVER FEATURE

**S**he spent 5 years obtaining her Masters in Architecture but discovered that not only does her passion lie with design but it also brought her to realise her love for plants and gardening.

"We asked Claire about the industry and what motivated her to become the young successful woman she is today...."

**Q: Why did you choose this as a career?**

Claire: At first I've always known that I wanted to become an architect; only later in my life I discovered my true passion.

**Q: What inspired and encouraged you to start your own company?**

Claire: I was fortunate enough to obtain a research and development loan from Anglo Zimile in September of 2008. Whilst doing my internship year between undergrad and post grad programs, this loan enabled me to start the process of getting reel gardening into a position where it could be a commercially available product.



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**Q: Please give us some information on how and why you got into this particular area of expertise?**

Claire: I wanted to plant a vegetable garden when I was 16 so that my parents would buy the veggies from me for extra pocket money. I underestimated the initial expense associated with starting a garden, the surplus wastage and I struggled to get the seeds and fertiliser to stay in the ground where they were supposed to be – Reel Gardening was invented to help me solve this problem. I then used it as a school science project and it just took off.

**Q: What are the benefits of investing in your product?**

Claire: Reel Gardening saves 80% water during the germination phase. The seeds are correctly spaced apart and depth wise. There is also organic fertiliser alongside the seed.

The paper shows you what you planted and where to water and it slowly decomposes to create mulch in the soil. It deters birds from eating the sprouting seeds and most of all it is fun, easy and simple.



## COVER FEATURE

### **Q: Is your job worth it?**

Claire: Most definitely! Reel Gardening planted 25 gardens in March all around the country for the IDT and soon all of those children in the communities will benefit. Besides it being cost effective it adds nutritional value towards our children's diet and growth.

### **Q: Do you belong to any Association or support any other Organisation?**

Claire: I am a puppy walker for the guide dogs and support their organisation.

### **Q: What other experience, childhood or training have you had which might have contributed to your success?**

Claire: I have extremely driven parents who made me always think of more creative ways of doing things and giving up was never an option – I had to always find a way around the problem.

### **Q: How has your family assisted, or impacted, your career?**

Claire: I would not be who I am today, or where I am today if it was not for the guidance and support of my, 'rather large' family.



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## COVER FEATURE

**Q: Do you have a life partner who supports your career?**

Claire: Yes, Sean and I have been dating for over 5 years. He quit his job working as a consultant at Liberty Life, at the height of the recession. He encouraged and helped me to start 'Reel Gardening'. Today he is one of the directors of Reel Gardening and deals with the operational side of the business. Besides all the pressure of starting Reel Gardening; he enabled me to focus on my studies while he stayed dedicated to the Business.

**Q: What inspires you?**

Claire: Everyday acts of kindness.

**Q: What advice can you offer our readers?**

Claire: Try to make a difference in someone's life every month, the repercussions are amazing!



For more information visit our website: [www.reelgardening.co.za](http://www.reelgardening.co.za)  
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