



# GROWING HOUSEHOLD FARMS INTO BUSINESSES

## Phase 1 : Reel Gardening

Households receive 2 Gardens in a Box; 1 to plant for eating & 1 to plant for selling. The Planting Revolution application enables daily education, monitoring and evaluation for increased success.

## Phase 2 : U Can Grow

Selected Households from phase 1 expand their gardens using the UCanGrow Farm in a Box. They are supported to grow, with off-take agreements while digitally earning an accreditation and monthly income.



U Can Grow Africa and Reel Gardening are leapfrogging townships and rural towns from the tragic pressure that comes from a fast declining economy, having no new industries and no interest from investors, to an era of change; entrepreneurship; and agripreneurship.

We are driving multiple programs on moving communities from poverty to prosperity through growing existing businesses, introducing new solutions and ensuring that they are linked together through technology.

This team focuses on the importance of cell phones in Micro-learning, Micro-jobbing, Micro-Rewards and Micro-financing for both farming and urban programs.

Reel Gardening's patented seed tape kits enable anyone to start a growing journey. The simple technology led process, takes someone from seed to harvest in a simple, daily step by step process which enables a greater chance of success with limited resources. This positive experience with growing crops fosters confidence and an appetite to take the leap from backyard grower to commercial contract grower.

This is where U Can Grow steps in. U Can Grow selects the most promising household farmers to embark on a journey to grow into commercial contract growers, using the U Can Grow Business in a Box kit, technology, mentoring and micro finance.

This partnership enables Reel Gardening's households to aspire to be commercial growers while enabling U Can Grow to have a better success rate with the future farmers that they enroll as the Reel Gardening growing process identifies the most promising candidates.



# HOUSEHOLD FARM IN A BOX



**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 month for 4 people daily for a whole year.

**&**

**1 BOX TO PLANT FOR SELLING.**

The kit will enable the planting of produce which could provide estimated \$1000 in income when sold.



# GARDENING EDUCATION



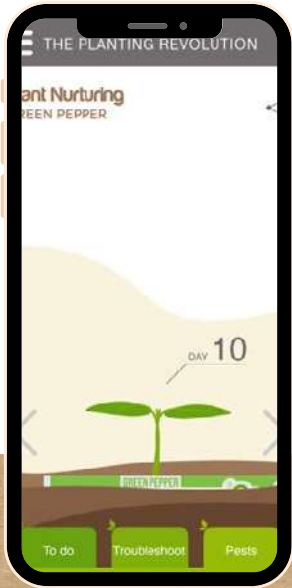
## APP ENABLES DAILY TRAINING AND WEEKLY VIDEOS

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 is reverse data charge enabled. So users will not need to have any data. Donor is charged for the data consumed by the user in the Application.





# DIGITAL M&E

INFORMATION IS GATHERED AT EVERY STAGE OF THE GROWING PROCESS.

WE ARE ABLE TO DRAW REPORTS FROM THE BACK END SHOWING THE FOLLOWING INFORMATION IN REAL TIME

- GEO LOCATION OF GARDEN
- AREA PLANTED
- VARIETALS PLANTED
- DATE OF PLANTING
- TASKS THAT HAVE BEEN COMPLETED
- KILOGRAMS HARVESTED
- RAND VALUE OF HARVEST



# AGRIHUBS



## HUB AGGREGATES PRODUCE FROM REEL GARDENING'S HOUSEHOLDS FOR PROCESSING & SALE

SURPLUS HOUSEHOLD PRODUCE GROWN USING THE REEL GARDENING HOUSEHOLD BOX IS BROUGHT TO LOCAL AGRIHUB FOR :

- AGGREGATION
- PROCESSING
- PACKING
- DISTRIBUTION

Agrihubs are currently located in **Ekurhuleni, Diepsloot, Langa & Orange Farm**. Mobile Agrihub to travel nationally is in development.

**TOP PREFORMING HOUSHOLDS ARE SELECTED TO JOIN THE U CAN GROW PROGRAMME, SHOULD THEY WANT TO.**



# GROWING FOR OFF-TAKE

## Shared value supply chains

a structured contract farming and benefaction participation model that locks in off-take agreements to power **shared value supply chains** that help de-risk and micro-finance small holder farmers.



## Grower programs

Bringing together of smallholder farmers in a larger program linked into **out-grower programs** with existing farms in the greater area unlocks bulk buying power, selling power and shared access to infrastructure.



# TECHNOLOGY

U Can Grow focus on the use of cell phones to partake in **Micro-learning, Micro-jobbing, Micro-Rewards and Micro-financing** (4M) for both farming and urban programs.

With the concept of micro-jobbing, people in urban and remote areas can use a dynamic mobile platform that allows them to complete tasks. They are then rewarded for their efforts through a verification system. Money is then transferred from manufactures to the farmers via their phones. This system also ensures traceability of the product as today's consumers want authenticity, fairness and trust. Consumers also want to know that producers are benefitting from their purchases. It is not just about the product any more but the stories about the product that are becoming valuable.

It is against this backdrop that U Can Grow Africa provides a wholistic approach to establishing collectives of small-growers that together create economic scale to source primary inputs, involve experienced supporting farmers and thereby supply into the formal supply chains. This is underpinned by our technology. Our objective is to break the downward poverty cycle of rural communities through the creation of a shared value vertical supply chain for high value agricultural production systems. We use this supply chain to empower and enable rural subsistence farmers to become successful agripreneurs linked from "Seed to Label" into the mainstream local and export market. We focus on complimentary high value and rotational crops such as essential oils, pharmaceutical and medicinal crops, superfood crops, etc. Vegetable crops and animal husbandry are also introduced and organised to contribute to food security and childhood nutrition in these rural areas in order to create robust frameworks for sustainable livelihood creation.

**The objective of this program is to unlock and harness the enormous untapped potential of food systems to drive rural agro-industrial development, boost small-scale farmers' productivity and incomes, and create additional employment in expanding segments of food supply and value chains.**



# U CAN GROW APP

## Training

Training and provision of ongoing field agent farmer mentoring to build capacity and establish a self-sustaining and self-sufficient local economy.

## Technological solutions

Cutting-edge technological solutions that link individual farmers into a cooperative that works, making it easy to achieve quality gateways, link into markets, and receive capacity and skills development.



# HOUSEHOLD FOOD GARDEN KIT

## IN DETAIL

**R250**

PER BOX  
EXCL VAT



FRONT OF BOX



BACK OF BOX



**1**

Garden Guide.  
Tells you how to lay out your garden and what to plant where each month.

**2**

12 envelopes.  
One for each month of a year.  
Each packed with 60 seed tapes.  
Packed according to province of planting

**3**

Fertiliser Sticks

**4**

Watering Spout for  
2 litre plastic bottle

# 1

## GARDEN GUIDE.

Some plants take a lot of nutrients out of the soil, some don't take much at all and others actually give nutrients.

In order to ensure that the soil stays healthy we need to make sure that we don't plant heavy feeders after heavy feeders in the same spot, to give the soil a break. This is called CROP ROTATION.

**HEAVY FEEDERS**  
TOMATOES, CHILLIES, BEETROOT, SPINACHES, CABBAGE, BROCCOLI, SWEETCORN

**MEDIUM FEEDERS**  
BASIC CARROTS, ONIONS, BROCCOLI, POTATOES, SWEETCORN

**LIGHT GIVERS**  
LETTUCE, SPINACH, BROCCOLI, MARCHIONNI, BEANS, PEAS, CORN CROPS

**HOW TO LAYOUT YOUR GARDEN**

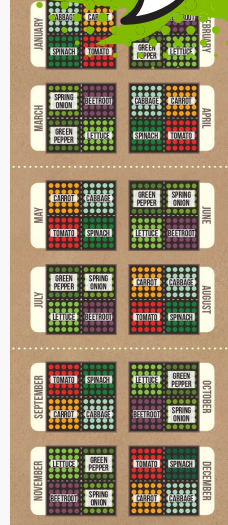
To get the maximum harvest from your garden you will need 4 garden beds that each have a planting area of 2m<sup>2</sup>. Each garden bed will be split into 4 quadrants to plant 4 different crops in each quadrant to give you a constant food growing while you rotate your crops. This means you will have 1 garden bed each month.

PLANT MONTH 1	CROP 1	CROP 2	PLANT MONTH 2
	CROP 4	CROP 3	
PLANT MONTH 3	CROP 1	CROP 2	PLANT MONTH 4
	CROP 4	CROP 3	

If we plant a different garden bed each month this means after 4 months you will be back to planting the first garden bed on month 5. When you plant this bed again the crop in each quadrant will change to create the rotation. This can be seen on the following page with a detailed diagram of which crop to plant in each quadrant month by month.

EACH HOUSEHOLD GARDEN BOX REQUIRES

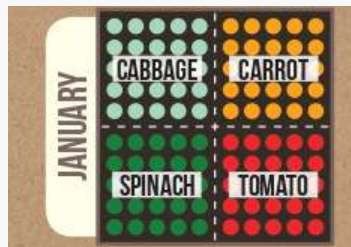
16M<sup>2</sup>



2 METERS



2 METERS



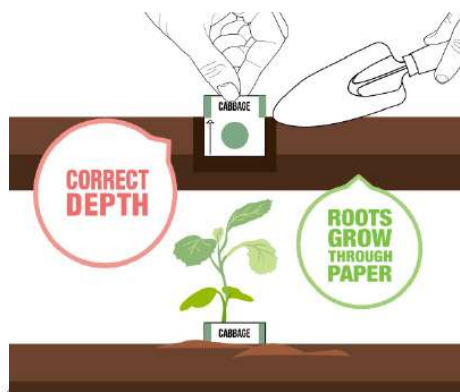
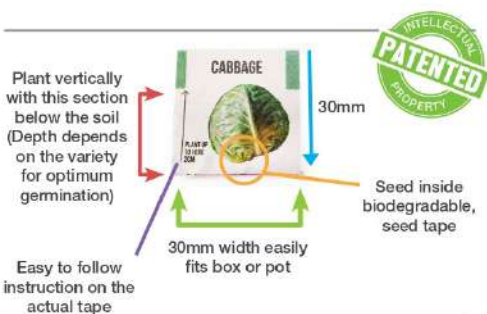
- Total garden needs to have 4 x 4sqm area
- 4 square meters planted each month.
- Month 5 will be planted in area that Month 1 was planted in once Month 1 is harvested. This creates a continuous harvest year round.

2

## SEED TAPE.



- 12 envelopes, each marked with month of planting.
- Box is packed according to province of planting so all seed is correct for month of planting in specific area.
- Each envelope has 4 different kinds of vegetables or herbs.
- 15 seed sachets of each so 60 total in each envelope.



720 SEED TAPES IN BOX

**3**

## FERTILISER STICKS.

- Quick and easy plant food.
- Stuck in soil if and when plant needs it.

**4**

## WATERING SPOUT.



- Each monthly 4sqm gardens needs 2 litres of water a day.
- Water spout screws onto any 2 litre plastic 'coke' bottle. can be placed next to your garden to make watering daily easy and limit wastage

# FARM BUSINESS IN A BOX



**R50 000**  
PER BOX  
EXCL VAT

Description	Cost
CUBOT Quest 5.5 inch 4G Rugged Smartphone	R3 000
Annual Software License	R 600
Training	R12 000
Business of Winning Mentorship	R12 000
Rewards	R1 199
Impact Software Poverty to Prosperity	R 600
Grow Reels, seeds etc. <i>(compost excluded)</i>	R20 600
<b>Total</b>	<b>R49 999</b>

