

Rhodes Quality initiative looks to grow food gardens at 60 SA schools

Food brand Rhodes Quality has launched a new initiative in partnership with social enterprise Reel Gardening, called Grow with Goodness, with the aim of growing sustainable food gardens for 60 South African schools.



Source: Supplied

Each time customers buy a 1-litre Rhodes Quality 100% fruit juice over the summer period, they will be helping Rhodes Quality feed local vulnerable communities and most specifically hungry children.

“We are very excited to kick-off the summer with such a meaningful initiative and that’s why we’ve partnered with Reel Gardening to help us grow school gardens filled with goodness this summer,” says Tamara Patel, brand manager for Rhodes Quality at RFG.

“A portion of this summer’s juice sales will be funding the growth of community gardens at 60 schools around the country,” she explains. “We’re working hard to assist vulnerable communities and feed hungry children and we’re asking all South Africans to join us as we plant gardens around South Africa.”

“South Africa’s deteriorating food security issues have been exacerbated by the Covid-19 pandemic, roughly 11% of our population are suffering from hunger,” Patel says. “Our new summer brand campaign is centred around ‘go with goodness’ which effectively means that we want to provide fresh, wholesome nutrition to as many schools as possible.”



Source: Supplied

Educational empowerment

The partnership will also see Reel Gardening teaching the school children about planting and growing produce in an accessible, sustainable and fun way.

“We couldn’t have asked for a better partner to help us bring this initiative to life. A business started by Claire Reid at age of 16 has grown into an innovative, award-winning social enterprise that delivers a real planting revolution with a focus on getting people grounded. Since their inception they have reached almost 3,000 schools and communities, and we look forward to our journey with them,” Patel says.

Reel Gardening founder, Claire Reid, comments, “Growing food not only impacts a person’s ability to take control of their food security. It has a myriad of other benefits, including instilling a connection to nature, responsibility, patience, relaxation and problem-solving. Whether a few pots on your windowsill or a whole veggie patch in the garden, the process of growing food will improve your quality of life.”



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How it works

- Shoppers purchase any 1L Rhodes Quality 100% fruit juice.
- Reel Gardens then visit 60 schools around the country and delivers everything needed to start a wholesome vegetable garden.
- Volunteers and teachers are trained to care for the garden. From planting to harvest, school children can get involved in and excited about the process.
- Schools are now ready to tend their gardens, watch goodness grow and reap the nutritious rewards.

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