



press release



Chris Beardshaw



Kim Wilde



Matthew Wilson



Helen Yemm

Celebrities Signing up with Harrod Horticultural!

Whilst Harrod Horticultural is synonymous with providing superior products to “grow your own”, its quest is to also offer its customers all the hints, tips and advice they need online for successful organic growing. So who better to ask than a panel of well-known gardening personalities who can draw on their experiences and write a series of exclusive articles that cover the hottest gardening topics?

Matthew Wilson

First on board was Matthew Wilson, RHS Head of Gardens Creative Development and a long time friend of Harrod Horticultural. With typical gusto that's a feature of his writing and presenting style, Matthew explains all the compelling **benefits of raised bed growing** and describes just how easy it is to enjoy a bigger harvest with less effort. In his article on **crop protection**, Matthew stresses just how important it is that gardeners don't put off protection of their young plants and finally offers some great advice on **choosing the right gardening tools** for the job including the consideration of height, weight and balance.

Kim Wilde

Kim's path into gardening after a hugely successful 1980s pop career is an

inspiration to all, making her the perfect choice to engage gardeners of all levels but particularly beginners. Stemming from her quest to provide fresh fruit and vegetables for her family she has gone on to write books, co-present shows and has even won a Chelsea Flower Show garden design award among others. Her enthusiasm for **eco-gardening** has been captured perfectly in her intriguing written piece about **water conservation** whilst her invaluable tips on **children's gardening** are a welcomed read by all parents who wish for their little ones to get the gardening bug too!

Chris Beardshaw

Chris' infectious love for gardening and hugely informed views has made him a leading light in the world of gardening. What else would you expect from someone whose achievements include designing multi-award winning show gardens, TV presenting, a writer of fascinating books, not to mention his popular weekly Daily Mail column! For the Harrod Horticultural website, his expertise on the **organic approach to pest control** are enlightening, encouraging us all to understand the lifecycle of pests so that we prevent the problems in the first place. This links directly to another engaging article he has written on **attracting beneficial insects** that highlights how it is the most natural and

efficient way to remove pest species whilst maintaining the balance of wildlife in the garden environment too. In his final installment, Chris dispenses **advice on harvesting** and delivers thirst quenching views on the time honoured tradition of fruit pressing too.

Helen Yemm

As a real muddy-gloves-and-wellies gardener, Helen who from her garden writing is probably best known for her weekly Telegraph Gardening 'Thorny Problems' column, rounds up our celebrity expert panel. In her much loved de-bunking and de-mystifying style, Helen tackles the often over complicated **theme of composting** proving that we all should and could be recycling our garden and household waste. Those that want to make the most of small spaces will really appreciate Helen's guide to **successful patio growing** showing that no matter what room you have to garden in, it's easy to make a great success of growing delicious varieties of salads, herbs, vegetables or fruit.

So with a little help from our expert friends in the gardening world, there's even greater reasons to visit www.harrodhorticultural.com which proves it has everything that gardeners could possibly need to grow their own.

For more information please contact
Victoria Read, Harrod Horticultural

Tel: 0845 218 5301
Email: victoria@harrod.uk.com