Currently in production for its 12th season with 13 episodes slated for an October 2021 launch, Growing a Greener World® (GGW) is an award-winning public television series, distributed by American Public Television, airing on PBS stations across the country and on CREATE TV, focused on organic gardening, sustainability, and green living. Airing 52 weeks a year in 175 markets across the United States, the series features accessible and cutting-edge topics, compelling and expertly-told stories, and stunning visual imagery for its ever-growing network of broadcast and web communities.

Joe Lamp’l (a.k.a. Joe gardener), a recognized leader in organic gardening and authority within the sustainability movement, serves as host and executive producer of this inspiring journey. His vast expertise and engaging personality make him ideally suited to connect with audiences. Thanks to multiple TV series, websites, and podcasts, Joe has become a trusted go-to resource for millions in the fields of organic gardening, environmental and eco-friendly living, urban homesteading, farm-to-table growing, harvesting, and preserving the harvest.

With nearly 200 episodes already in the archives, the Growing a Greener World® crew travels across the country, from its headquarters north of Atlanta to gardens and farms in nearly every state and beyond. The team captures remarkable stories of visionary people and unique places changing our world for the better, each in their own impactful way.

While Growing a Greener World® appeals to traditional audiences with educational content and visually rich storytelling, there is also a noticeably fresh energy in each episode that deeply resonates with younger viewers. The series makes a point of embracing next-gen issues that are relevant to the daily lives of this segment of the audience as well as presenting relatable DIY projects that allow viewers to put the latest green practices into action.

Even after the credits roll, GGW continues to engage with web-savvy millennials and Gen-Xers by maintaining a strong presence on multiple social media platforms. This online initiative furthers the GGW experience in real time through a robust and responsive website; a back catalog of on-demand episodes; interactive Facebook, Twitter, and Instagram profiles; a popular blog; a growing subscription-based newsletter; hours of downloadable podcasts; and exclusive videos featuring bonus content.

Joe’s weekly podcast on his companion site (joegardener.com) reinforces his belief that the planet needs more gardens as well as more gardeners. There, he interviews experts from across the country and covers hands-on topics ranging from composting and attracting pollinators to growing tomatoes and gardening in raised beds.

In short, Growing a Greener World® has shattered the mold of conventional gardening programming. By incorporating the humble backyard garden into the larger topic of global green living and by successfully integrating its on-air and online presence, GGW is attracting a broader audience that’s younger, more eco-minded, and more passionate about helping to grow a greener world for us all.
Joe Lamp’l’s infatuation with gardening and nature began somewhat accidentally as a child. After an unfortunate run-in with his parents’ favorite shrub, he panicked and jammed the broken branch into the ground. A few weeks later, it had taken root. Young Joe was not only relieved; he was also irreversibly hooked on horticulture.

That moment of wonder led to a lifetime of learning and is now being shared regularly with a nationwide audience. As one of the most recognized and trusted personalities in gardening and sustainability today, Joe combines his national television experience, gardening and horticulture expertise, and passion for living a greener lifestyle as creator, host, and executive producer of Growing a Greener World®. Previously the host of Fresh From the Garden on DIY Network, Joe now also frequently shares his know-how on NBC’s TODAY, ABC’s Good Morning America, The Weather Channel, and through his many books, popular podcast series, nationally syndicated newspaper column, and more.

The American Horticultural Society has selected Joe as a recipient of the B.Y. Morrison Communication Award, which recognizes effective and inspirational communication through print, radio, television, and online media. Joe is also a multi-award winner for Best On-Air Talent by the Association for Garden Communicators and by The Taste Awards for: Breakout Storyteller of the Year; Best Environmental Television Series, Film, or Video; and Best Branded Television Series in 2016. In 2018, the series won a Daytime Emmy Award for Best Lifestyle Program.

Off-camera, Joe is deeply committed to growing a greener world through his weekly podcast series, The joegardener® Show, which features dynamic interviews with experts on topics ranging from “Attracting Pollinators to Your Garden” to “Composting Guide A to Z.” Joe is also the author of The Green Gardener’s Guide and Over the Fence with joegardener®.
Todd Brock – Consulting Producer, Writer, On-Air DIY Guy
A member of the GGW team since its inception, Todd has over twenty-five years of experience in television production, overseeing 800+ episodes of a live morning magazine-style show at a network affiliate in one of the country’s Top 10 TV markets. A freelance writer since 2001, Todd’s resume includes the DIY Network hit series Mega Dens as well as highly-rated series for HGTV, PBS, The Weather Channel, and other networks both domestically and internationally. In addition, Todd has authored several titles in the popular For Dummies book series, including 2010’s Building Chicken Coops for Dummies and 2019’s Backyard Homesteading All-in-One for Dummies.

Brie Arthur – Foodscaping & Landscape Design Correspondent
As a garden industry communicator, Brie is leading the national suburban Foodscape movement; a model of community development that incorporates sustainable food production. As an on-air correspondent for GGW, she shares practical advice from her one-acre suburban foodscape, encouraging everyone to embrace home gardening. She is also the author of The Foodscape Revolution, published in 2017. Brie is so passionate about her craft that her entire yard is one beautiful but edible foodscape that’s filled solely with plants she’s propagated herself. Originally from southeastern Michigan, Brie studied landscape design and horticulture at Purdue University. Admired and respected nationwide as a plant propagator, she has worked at some of the top nurseries in the Southeast.

Carl Pennington – Director of Photography, Editor
Carl’s many years of experience working in various facets of the film and broadcast television industry make him ideally suited for his dual role with GGW. As an award-winning director of photography, he has produced over 600 episodic series as well as commercials for national television networks. Since 2003, his work includes directing, filming, and editing episodes for GardenSMART - a national series on PBS. Previously, Carl has worked for Dick Clark Productions and been a freelance broadcast editor for other production companies, including various broadcast TV stations. Carl is the founder and president of 212 Films and an original member of the GGW production team.

Amy Prentice – Producer, Online Marketing
Amy Prentice is the one of newest members to join the Growing a Greener World team. With a professional background in online marketing, communications, and digital content management, Amy helps support the team during production of the show and helps get the word out through our email newsletter and social media channels. In her free time, she loves hiking, camping, growing herbs and vegetables in her raised bed garden, and photographing plants and wildlife. As a lifelong gardener and plant lover, she fits right in with the GGW crew.
ABOUT THE FEEDBACK

From our peers
“In an era of window-dressing and soundbites, the GGW team is the real thing: experts who live the sustainable life they depict. That’s why they’re able to translate it with such intimacy and insight, informing and also inspiring each of us to dig a little deeper ourselves every day.”
- Margaret Roach, host of A Way to Garden podcast, author, and leading garden writer for 25+ years at Martha Stewart Living and Newsday

“Growing a Greener World is must-see TV. Joe’s impeccably-produced, lusciously-filmed, HD-video 30-minute weekly show is a top-notch visual treat, but it’s the content that has me so excited… Joe Lamp’l is my new hero. He’s created an entertaining, watchable way to bring the essential message of intelligent, beautiful, productive, earth-friendly gardening to a mass audience.”
- Billy Goodnick, Fine Gardening blog

“All I can say is ‘Wow! You really got it!’ I love the way Growing a Greener World is edited and I so appreciate the fact that you communicate the message so effectively. I know how hard that is to do, from both perspectives - behind the camera and in front of it. But you did it perfectly! Thank you, thank you, thank you!”
- Nan Sterman, host of A Growing Passion (PBS) and garden writer

“Now I’m hooked and this is the first time I’ve ever watched this program!”
- The Inadvertent Farmer blog

From our viewers
“Endless praise is deserved. This is a wonderful, great intro to learning to live a better, simpler life. If enough people learn to think like this, then this truly can be ‘the decade of hope’ for Americans.”
- Patrick M.

“What a website! What a treat! What a lift! What a resource your show is!”
- Maureen T.

“I just wanted you to know that I love this show on PBS and look forward to watching it every week to see what the rest of the country is doing to grow a better and greener world. I have learned so much by watching even though I have been gardening organically for 40 years. Thank you and keep up your great work.”
- Cretta B.

“Thanks for the program Growing a Greener World. We love it. It’s clear, always interesting, and educational about this beautiful green world we live on.”
- Paul S.

“Thank you so much for having something like this. It is so wonderful when we can use the power of the media for good. Thank you for inspiring and for showing us how simple and easy it is to transform our lives and the world.”
- Rae L.
Growing a Greener World spotlights amazing people and places dedicated to leaving a lighter footprint on our planet. But it’s more. It’s about sharing good old-fashioned, backyard gardening know-how and about cutting-edge, global trends in the environmental and eco-friendly movements. It’s about all of us learning to live a little more sustainably in our own cities, neighborhoods, and homes. This award-winning series travels to every corner of the country in search of compelling, inspirational, and entertaining stories about people making a positive impact through organic gardening, sustainable living, farm-to-table cooking, natural conservation, large-scale farming, and small-scale urban homesteading.

Drawing from a long personal history of organic horticulture as well as his endless fascination with finding new techniques for better results in the garden, host Joe Lamp’l engages and connects with first-time gardening rookies and veteran green thumbs alike.

**SHOW DETAILS**

- Weekly television series
- Airs on PBS stations accross the country and on CREATE TV
- 30 minute episodes
- 230 episodes produced to date
- 13 episodes produced each season

Currently re-airing season 10 and season 11 episodes
Season 12 begins airing October of 2021
Airing in 48 states in the USA.

**COVERAGE GROWTH**

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<th>Year</th>
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117% 2015-2019 INCREASE IN AIRINGS

11% INCREASE IN STATION CARRIAGE
Growing a Greener World is currently carried in 49 of the top 50 markets in the United States. Additionally, the series is carried in 96% of top 100 markets.

1201: Growing Epic Tomatoes
There’s nothing like a homegrown tomato... unless, perhaps, that tomato is EPIC. We’re talking the biggest, prettiest, tastiest heirloom tomatoes in varieties that you simply won’t find at the big box store. Come along with bestselling author and master tomato grower Craig LeHoullier for innovative techniques that you can also use to grow tomatoes that are truly epic.

1202: In Susan’s Garden
It’s always fun to visit a perfectly-manicured botanical garden, but the best learning often comes in everyday gardens grown by regular folks just like us. Today we travel to the Pacific Northwest to visit the personal garden of Susan Mulvihill, a master gardener, author, and blogger whose beautiful blooms and smart improvisations just might inspire you, too.

1203: The Spark in Sparta
This tiny Georgia town was one of many that never fully recovered after the boll weevil decimated the cotton industry in the South. But the future is looking brighter after one couple provided an unlikely spark, and accidentally started an urban farming revolution smack in the middle of downtown... from front yard gardens to a mushroom-growing warehouse.

1204: Fall Garden Chores
The decisions you’re making in the garden as this growing season winds down are already affecting next season’s success! Joe invites viewers to tag along as he puts the Garden Farm to bed in the fall and demonstrates the simple steps you can take now that will pay off with bigger, better results when next spring’s planting season rolls around!
1205: New Ways of Growing Vegetables
Gardeners tend to go with what’s tried and true. A growing season is too precious to roll the dice on some wacky experimental technique that may or may not work. In this episode, foodscape correspondent Brie Arthur—basically a rocket scientist when it comes to growing things—thinks outside the pot to show unorthodox methods that can produce big results in the home garden.

1206: Redeeming Your Ground
Sprucing up a corner of your yard is one thing. It’s quite another, though, to totally transform a property and compensate for years of neglect. “Redeeming the ground” is what one amazing family set out to do when they moved into a home no one wanted. They changed their landscape into something truly special. And in the process, they changed their whole life.

1207: Small-Space Gardening
No space is too small or too oddly-shaped for a thriving garden! Whether you have a zero-radius lot, an intimate patio, or just a balcony several stories off the ground, you might be surprised at some of the clever design tricks you can use to create growing space almost anywhere. From cramped and narrow side yards to growing vertically along flat walls, nothing is off-limits.

1208: Locavores and Yard-sharing
Eating local and seasonal is more than just a foodie trend. While some people have the time or the land to grow their own food, and some have the expertise, few people have it all. That’s given birth to a cottage industry that creates win-win partnerships and reaches far beyond in-town garden plots. Meet the young urbanites who are changing the way we grow and eat.

1209: Abundant Harvest
How do you get the most out of your garden? In this episode, we share tips for achieving a truly abundant harvest and answer some of the tough harvesting and preserving questions that every gardener faces. Along the way, we’ll meet a gardener whose picture-perfect homegrown fruits and vegetables actually live forever on film in the pages of Cooking Light magazine!

1210: Year-Round Growing with Eliot Coleman
“Four-season growing” is the ultimate goal for many gardeners. Eliot Coleman has mastered it, and he’s doing it in one of the farthest corners of the country, in weather that often makes gardening in even one season a challenge. The methods Eliot and his wife use to grow year-round in Zone 5 are ones you can use to extend your season, too, no matter where you live.

1211: Hope for Heroes: The Farmer Veteran Coalition
This is the inspiring story of a growing legion of farmers who are putting down roots and feeding their country... after defending it in uniform. These second-career farmers routinely find renewed purpose in continuing to serve their communities even after their military duty ends. But it also takes a tireless corps of passionate individuals to support these dedicated veterans.

1212: Greening Up the Places We Call Home
Growing a greener world isn’t something that happens in the garden alone. Living more in concert with our environment has to extend to the places we call home, too. We’ll go off the grid to take a tour inside one next-gen home that was constructed almost entirely out of repurposed materials, and then visit a unique suburban subdivision that puts nature first.

1213: Sonoma Valley Worm Farm: Where Are They Now?
Jack Chambers traded one career in the clouds for a new one in the dirt. This former airline pilot became hooked on the power of worms after watching them work their magic in his own yard. Now he runs an entire operation centered around these multitasking garden helpers. From worm castings to vermicompost tea, we’ll see what Jack and his wigglers have been up to.