

Feed the Soil.™



Contact: Amy Grimes
Amy.grimes@Terravesco.com
707-935-3900

TerraThrive partners with TV organic expert Joe Lamp'l to introduce climate-friendly **Regenerative Gardening**

Sonoma, CA: TerraVesco, a leader in California's sustainable agriculture movement, is out to transform the way America gardens.

New TerraThrive is a soil amendment made from organic worm castings that provides Regenerative Microbes intended to make plants – and our climate – thrive.

The company has partnered with gardening expert, Joe Lamp'l, to teach home gardeners the principles of Regenerative Gardening.



According to Joe Lamp'l, "Regenerative Gardening enhances soil biodiversity to improve a plant's nutrient uptake and vitality – while enabling carbon sequestration that reduces carbon in the atmosphere."

The product's roots are in sustainable agriculture. TerraVesco's founder, Jack Chambers adds. "TerraThrive has long been feeding the soil in California's organic vineyards and orchards. We want to make a bigger impact by bringing the benefits of greater nutrient density to America's home gardeners, too."

This comes amidst a macro-shift to climate-friendly Regenerative farming practices such as biodiverse soil, low-till and cover cropping. The Biden Administration is working to create a Carbon Bank that will provide credits to farmers for carbon sequestration and lowering greenhouse gas emissions.

TerraThrive organic Vermicompost and liquid Vermi-extract are available now exclusively at Tractor Supply Co. stores nationwide. TerraThrive's ultimate mission is: Healthier soil, more vigorous plants, more nutritious food, a healthier climate... and healthier people.



Catch Joe's TV series, Growing A Greener World on PBS, The joegardener Show Podcast, and The Online Gardening Academy.

www.terrathrive.com



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Larger Veggie Roots | More Vigorous and Resilient Plants
More Beautiful Blooms | Better Tasting Veggies & Fruit