

Peat-free Partnership highlights RocketGro in the first of its 'hort shorts'

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British brand, RocketGro is in the spotlight this week, as the Peat-free Partnership debuts its new Hort Shorts series, showcasing peat-free success stories from within the industry.

In the first episode, filmed at RocketGro's site in North Somerset, Managing Director Toby Thomas explains why "peat free was a choice" from the very inception of the business, which is one of the very few growing media producers in the UK to have "never touched peat".

[The film](#), which was shot last month, is being released by the Peat-free Partnership on April 1st and is part of a series of shorts celebrating businesses in the peat-free forum, as the organisation continues to push for legislation to end peat sales.

Supported by the hashtag #endpeatsales, the video will be hosted on the Peat-free Partnership's [YouTube channel](#) and its website, as well as being shared across all social media platforms, including Instagram, TikTok, Facebook, LinkedIn and BlueSky. It will also be promoted in the organisation's April Newsletter.

RocketGro was delighted to be part of the project and welcomed the chance to offer a closer look at its operation – which now boasts a carbon capture plant on the 6,000-acre farm – whilst discussing a topic the team feels passionately about.

Managing Director Toby Thomas commented: "I was very happy to take up the Peat-free Partnership's offer to feature in their first Hort Short and really enjoyed having them down to film at our site. People are finally waking up to the realisation that we cannot continue mining peat and can see the detrimental effect it is having on the environment, so it is important that legislation catches up!

"RocketGro is already doing its bit by offering a truly sustainable peat-free alternative and we are on course to be the World's first climate positive compost producer this year, which is why it's great that we, and other like-minded professionals in the horticulture industry, are being given the opportunity to share our journey." "As I said in the film, 'we all want to do what's right for the environment, we all have a common purpose... and peat-free is a no-brainer!'"