

Tony O'Neill

Vegetable Growing Expert · Award-Winning Author · Founder of GrowTrack

tonyoneill.com simplifygardening.com usegrowtrack.com

AT A GLANCE

455K+

YouTube Subscribers

35.4M+

Total YouTube Views

400+

Media Citations

19

Books & Guides

No.1

Amazon Bestseller

BIOGRAPHY

Tony O'Neill is one of the UK's most widely cited vegetable growing authorities, reaching a combined audience of over 455,000 YouTube subscribers and millions of annual readers through Simplify Gardening. He began growing food at the age of seven under the guidance of his grandfather Walter Edward O'Neill on an allotment in the Rhondda Cynon Taff valley, South Wales.

He trained at agricultural college and has served with South Wales Fire and Rescue Service since 2007, currently as Watch Manager on White Watch at Tonypanyd Fire Station. His book *Simplify Vegetable Gardening* debuted at No.1 on the Amazon bestseller list in both the UK and USA in February 2024, and won the GardenComm Silver Laurel Media Award 2025 in the General Readership Book category.

Across 19 books, a weekly newsletter, and one of the most trusted vegetable growing channels in the English-speaking world, Tony's approach is consistent: practical first, honest always, and built around what actually works in real gardens with real growers.

In 2025 Tony founded GrowTrack Systems Ltd, a registered UK company operating usegrowtrack.com, an AI-powered garden management platform featuring Rowan, an AI assistant that gives personalised, garden-specific advice. Trademark applications are pending in both the UK and USA.

PHOTO ASSETS

High-resolution headshots and location photography available on request. Contact: tony@tonyoneill.com

KEY CREDENTIALS

- 2025** GardenComm Silver Laurel Media Award — General Readership Book
- 2024** No.1 Amazon Bestseller UK & USA — Simplify Vegetable Gardening
- 2024** Featured by Epic Gardening — World's largest gardening channel
- 2024** Founder, GrowTrack Systems Ltd (registered UK company)
- 2021** Ezoic Publisher of the Year
- 2007** Watch Manager, South Wales Fire and Rescue Service
- 2007** Simplify Gardening founded
- 1981** Began growing, age 7 Rhondda Cynon Taff, South Wales

"Tony O'Neill is one of the most knowledgeable and trusted voices in vegetable growing. His content is genuinely expert, practical, and respected by millions of growers worldwide."

Kevin — Epic Gardening, World's Largest Gardening Channel

PLATFORMS & REACH

YouTube — @SimplifyGardening

455,000+ subscribers and 35.4 million total views. Tony covers the full breadth of vegetable growing — from soil preparation and composting to pest management, seasonal planning, and everything in between. Regular collaboration with leading UK and US gardening creators.

Newsletter — GreenThumb Digest

Weekly email newsletter covering practical vegetable growing advice, published consistently since Simplify Gardening was founded in 2007.

Books — 19 titles

Simplify Vegetable Gardening — No.1 Amazon bestseller UK & USA, GardenComm Silver Laurel Award 2025. **Composting Masterclass** — Feed the Soil, Not Your Plants. **Your First Vegetable Garden**. Plus 15 specialist ebooks and the Potato Database Tool.

GrowTrack — usegrowtrack.com

AI-powered garden management platform featuring Rowan, an AI assistant that gives personalised advice based on each grower's specific beds, soil records, and planting history. Free plan available.

TOPICS & TALKING POINTS

- Vegetable growing — all skill levels
- Soil health and composting
- Raised bed and container growing
- Pest and disease management
- Seed sowing and propagation
- Seasonal planning and crop rotation
- Allotment growing and management
- Greenhouse and polytunnel growing
- AI and technology in gardening
- Food growing for self-sufficiency

AUDIENCE

- Primary** UK and USA home growers and allotment holders
- Secondary** Australia, Canada, New Zealand, Ireland
- Age range** Predominantly 35 to 65
- Experience** Beginners through to experienced growers

FEATURED AND CITED IN

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|--------------|----------------|-----------------|-----------------|------------------------|
| Forbes | Yahoo | Homes & Gardens | Livingetc | Suttons |
| The Guardian | Country Living | House Beautiful | Gardeners World | Better Homes & Gardens |

CONTACT & MEDIA ENQUIRIES

MEDIA ENQUIRIES

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 Response within 24 hours

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SIMPLIFY GARDENING

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