

THE SEED CO

GROWING IN DORSET

PRESS RELEASE

The Seed Company attends its first Dorset Farmers' Market

Cold pressed rapeseed oil grown in Dorset and bottled by The Seed Company of Sherborne, Dorset, joined the local lamb, beef, cheese, preserves, bread and cakes at the Dorset Farmers' Market in Sherborne for the first time on Friday 20th March.

“We are thrilled to be part of Dorset Farmers' Markets and hope that we will be able to offer customers at the Farmers' Market a new flavour to try. Cold pressed rapeseed oil is now widely recognised by chefs and cooks as versatile culinary oil which can be used for all types of cooking. We tested many different types of rapeseed before choosing a variety which we really felt had an exceptional flavour and even better, it performed really well in baking, frying, dressings and roasting,” explained Aimee Rose of The Seed Company.

The Seed Company rapeseed is pressed gently to extract the oil, without the addition of heat or other chemicals so it's totally natural, high in Omega 3, 6 and 9 and low in saturated fat. Shoppers at Dorset Farmers' Markets will be able to taste the oil before they buy as this is how many people are converted.

“The flavour of rapeseed oil is quite different to olive or sunflower oil. It tastes light and pea-poddy. It makes amazing roast potatoes and we have made a moist Dorset Apple Cake with the oil instead of butter,” said Aimee.

Steve Oxford, Chairman of Dorset Farmers' Markets welcomed The Seed Company; “Supporting the local agricultural economy and local producers is our core purpose and we are extremely pleased to be welcoming The Seed Company as a new member of Dorset Farmers' Markets. The Seed Company is part of Pearce Seeds of Sherborne, a Company which is well respected by farmers in the South West. This is a shining example of bringing a product to market that has real provenance and local distinctiveness and will benefit many local farmers.”

The Seed Company single variety rapeseed oil has complete traceability from seed to bottle and its provenance is firmly in Dorset. As well as being available at Farmers' Markets (see

www.dorsetfarmersmarkets.co.uk for dates and venues) The Seed Company rapeseed oil is available from farm shops, delis, independent retailers and by mail order on 08458 737 222.

For further information please call Aimee Rose on tel 08458 737 222 or visit www.theseedcompany.co.uk

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