

Press Release



The Seed Co. secures selection for the Real Food Festival 2009

The Seed Company from Sherborne, Dorset has successfully made it through the final round of selection for the **Real Food Festival 2009**. Set to take place at **London's Earls Court 8-10 May 2009** this hugely prestigious event bills itself as the largest Farmers' Market in the country where only the very best produce and ingredients producers are **hand-picked** to show off their wares.

The Seed Company's premium quality, Dorset grown rapeseed oil is pressed from one single variety of rapeseed, selected for flavour, versatility as an ingredient and importantly, its nutritional profile. The resulting clear, golden rapeseed oil, is high in Omega 3, 6 and 9 and low in saturated fat, in fact half the saturated fat of olive oil.

"The Seed Company is all about real food and we are thrilled to be taking part again in the Real Food Festival in its second year. Our rapeseed oil ticks all the boxes as far as consumers are concerned; it tastes light and nutty, has complete traceability from seed to bottle, its provenance is firmly in Dorset plus it has recognised nutritional benefits," said Paul Roberts of The Seed Company.

As well as being used as a key ingredient, chefs are using The Seed Company oil as a healthy alternative to traditional culinary oils because of its versatility for dipping, dressing, shallow frying and high temperature roasting. Home cooks are also recognising the benefits of cooking with rapeseed oil and its adaptability in many recipes where butter, cream or other fats and oils would normally be used. With a high smoke point of 230 degrees, rapeseed oil doesn't burn off in cooking, meaning 'less is more' and cooks can happily add around half the amount they'd usually use of olive oil.

Over 500 small producers who follow the **Festival's remit of producing delicious, healthy food and drink ethically, fairly and sustainably** have been **hand-picked** by the Real Food selection committee and are **subsidised to take part**. This subsidy is unique and gives each producer a unique opportunity to sell their delicious products to a much wider range of customers.

Eco icon **Zac Goldsmith** is just one of the well-known names acting as an ambassador for the Festival, *'The Real Food Festival not only offers an extraordinary variety of delicious food and drink, it **actively champions traditional farming methods, bio-diversity and a return to the human scale**. At a time of volatile oil prices and rising food security concerns, it makes sense on every level to reduce the distance between producer and consumer.'*

Visitors to the event will be able to touch, taste, smell and buy all of the fabulous artisan produce at the Festival. They can watch chef demonstrations, discover the origins of the food on sale, participate in cookery workshops, get involved in leading debates about how our food is produced, see real livestock and talk to the producers themselves. The Real Food Festival is an **ideal day out for food lovers, families and those that really care about the future of our food**: it is unique in bringing the producer and the consumer closer together.

Visit the Festival's website www.realfoodfestival.co.uk to find out more about The Seed Co. and it's participation in this fabulous food event.