



## **P R E S S   R E L E A S E**

### **Dorset farmers form golden pathway**

A team of agronomists (crop experts) from Pearce Seeds in Sherborne, Dorset has entered into a new partnership with farmers in Dorset to grow a specially selected rape seed. The specific seed is being grown by farmers around the West Dorset area and it is then bought back by Pearce Seeds to make a premium quality, cold pressed rapeseed oil under the name The Seed Company.

The Seed Company's Rapeseed Oil, which has been created from a seed chosen for its subtle flavour, culinary versatility and nutritional benefits, has complete traceability from seed, to farmer, to finished oil.

"This traceability and provenance is a major part of our new oil," explained Ken Tuffin, MD of The Seed Company, "our experience of producing seed stretches back over 40 years and this vast knowledge of growing and selecting has enabled us to pick the very best seed for our rapeseed oil. Effectively we have created a golden path throughout Dorset. We sell the seed to Dorset farmers, who grow it for us in Dorset, then we buy the rape back and press it for our oil, which is then distributed for us by Dorset company – Olives Et Al. This really is keeping things close to home and it gives us complete confidence in the traceability of our oil."

For culinary use, The Seed Company's Cold Pressed Rapeseed Oil has distinct advantages. It can be used at high temperatures (230 degrees smoke point) for deep frying, without burning or spoiling and the oil is ideal for baking, roasting and stir-frying. As

an alternative to hard fats, the oil can be used for cake making and has a pleasant, mild and nutty flavour when used in dressings or marinades. Unlike more robust flavoured oils, The Seed Company's Cold Pressed Rapeseed Oil is lightly flavoured and it is therefore suitable for dipping or spreading in place of butter or spreads.

Rapeseed oil has high levels of Omega 3 and 6, and it is a recognised source of essential fatty acids which can help to reduce cholesterol. Additionally, the oil has significant amounts of Vitamin E which is a powerful antioxidant, and has lower levels of saturated fat.

The Seed Company's Cold Pressed Rapeseed Oil is available from delis, farm shops, and good independent retailers or by mail order from The Seed Company with an RRP of £8.00 for a 500 ml bottle, tel **08458 737 222** or visit [www.theseedcompany.co.uk](http://www.theseedcompany.co.uk)

*For further press information or images please contact Joanne Myram at Positive PR on Tel 01935 389497 or email [joanne@positivepr.co.uk](mailto:joanne@positivepr.co.uk)*

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**Note – recipe available for fabulous Coffee and Walnut Cake made with The Seed Company Cold Pressed Rapeseed Oil.**