



P R E S S R E L E A S E

Export success for Dorset Oil

The Seed Company of Sherborne, Dorset is celebrating its first export order to send a pallet of Dorset grown rapeseed oil to Ireland. This is a great result for the Company and for farmers in Dorset who grow the single variety of seed, selling the resulting crop back to The Seed Company to cold press and bottle as fully traceable, premium culinary oil.

“This order amounts to 720 bottles of Dorset rapeseed oil and it’s a brilliant start to 2008 for us. We are extremely proud to be supplying Sheridan’s, who first tasted our oil alongside other rapeseed oils at a fine food exhibition we attended in September last year. Sheridan’s is a family owned business that works with artisan producers, so it is good to be working with a company that understands the provenance of our Dorset grown oil,” explained Ken Tuffin of The Seed Company.

“This new export order to Ireland comes at the end of a very busy twelve months development for The Seed Company, which has included cookery demonstrations at London’s Fortnum & Mason, working with other Dorset producers who have selected our rapeseed oil as an ingredient and supplying a growing number of independent deli’s and farm shops nationwide. All in all, we have exceeded our expectations for our first complete year of production. This was a new venture for us and we are extremely pleased with the results,” said Ken Tuffin.

A new web site www.theseedcompany.co.uk has been designed to explain the health and culinary benefits of The Seed Company's rapeseed oil. Along with explanations about the nutritional value of the rapeseed oil, there are several recipes including delicious cakes.

For more information please contact Paul Roberts on Tel 08458 737 222 or visit www.theseedcompany.co.uk

For further press information please contact Joanne Myram, Positive PR, Tel 01935 389497 or email joanne@positivepr.co.uk

(009) February 2008