



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

Dorset seed expert lectures at national conference

Ken Tuffin, MD of Sherborne-based Pearce Seeds has just returned from speaking at a national conference which was attended by scientists, technologists and analysts from around the world. The Healthy Fats and Oils Conference, which took place at Leatherhead Food International, examined the distinction between fats that are seen as 'good' and those that are less healthy. In particular, Ken focused on developments and future trends in rapeseed oil which is a product driving the healthy oils market at the moment.

"The subject of fat in the diet is becoming increasingly important as new oils and fats enter the market. Pearce Seeds is working at the forefront of seed development for the production of culinary oils and we were asked to address the conference, and discuss the work we are doing to trial specific seed varieties. The growth of this 'good oil' sector is considerable and delegates at the conference, many of whom were development nutritionists, were looking at the way types of good fat and oil could be included in new product development," said Ken Tuffin. "I addressed the audience on the comparative health properties and components of varying plant oils, the history of British seed and oil cultivation and, in particular, the market potential for cold pressed rapeseed oil", he added.

Pearce Seeds is working with local farmers in Dorset to grow a single variety of rapeseed which is then crushed by cold pressing and bottled under the brand The Seed Company. The oil, which is high in Omega 3, 6 and 9, has fifty per cent less saturated fat than olive oil and a subtle nutty flavour. It is a healthier alternative to traditional culinary oils whilst

retaining all the taste and versatility that good cooks appreciate. The success of the first season's oil and the response from consumers, food producers and chefs has been encouraging and plans are now in place to develop The Seed Company's own crushing and bottling facilities in Sherborne.

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