



## **P R E S S   R E L E A S E**

### **Dorset Farmers work with Dorset seed specialists to produce single variety English Oil**

The Seed Company of Dorset has launched its first ever product – a new, premium quality, cold pressed, single variety rapeseed oil.

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 the story behind The Seed Company which is owned by Pearce Seeds of Dorset, a company which is well respected amongst farmers and growers throughout the South West.

“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. This really is keeping things close to home and it gives us complete confidence in the traceability of our oil,” explained Ken Tuffin, MD of The Seed Company.

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.

The Seed Company's Cold Pressed Rapeseed Oil is available from Olives Et Al, at a trade price of £5.75 per 500 ml bottle with a RRP of £7.85.

For further information please contact Tel 08458 737 222 or [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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