Mellow Yellow Shortlisted In The Grocer Gold Awards 2015

Monday 27 April, 2015

Related Sectors:

Food & Drink ::

Scan Me:

Farrington's Mellow Yellow's commitment to environmentally sustainable farming has been recognised in The Grocer Gold Awards 2015, the most prestigious awards in the food and drinks industry. The brand, which is celebrating 10 years, has been shortlisted as finalists in The Green Initiative of the Year category. The awards focus on key business areas including innovation and customer satisfaction and this is a new category for 2015 recognising "specific and material achievements".

Farrington's Mellow Yellow launched in 2005 but it was two years before its launch in 2003 that farmer Duncan Farrington decided to become a LEAF Demonstration Farm and planted his rapeseed crops under the LEAF Marque standard. This decision to grow and produce his brand of cold pressed rapeseed oil to the highest environmental standards, raised the bar of British produced culinary oils as he led the growth of the sector within the UK.

Duncan has taken a long term approach to environmentally sustainable farming, changing the ethos of his family farm and making a commitment to continual trial, learning and development. Duncan joined LEAF in 1993 and has played a vital role in the wider organisation as a dedicated LEAF farmer.

One of the unique aspects of being a LEAF Demonstration Farm is the accessibility people have to the farm. From the nationwide Open Farm Sunday event to visits from local schools or Woman's Institutes for example; Duncan regularly hosts farm walks. It is on these walks that you learn how agriculture and the environment go hand in hand and Farrington's, like many other farmers, create the produce on your local supermarket shelf. Duncan's personal passion is how he looks after his soils, using the very latest technologies, combined with traditional practices learned over centuries. Indeed, Duncan's mantra is "From healthy soils, we produce healthy oils".

Cold pressed rapeseed oil continues to grow in popularity and is much loved by chefs and home cooks alike who appreciate its culinary and health properties. Duncan Farrington said "Farrington's Mellow Yellow is the only LEAF Marque branded cold pressed rapeseed oil, and highlights our unique approach to quality production that is at the core of our trusted brand. We are delighted to be recognised in The Grocer Gold Awards 2015."

ENDS

Editors notes:

Farrington Oils, founded by farmer Duncan Farrington in 2005, was Britain's first seed-to-bottle producer of cold pressed rapeseed oil and is grown to LEAF Marque standards on the family farm in Northamptonshire. Duncan has led the growth of the cold pressed rapeseed oil sector within the UK and the company has won many awards for its products and innovation. With a smoke point of 230°C, cold pressed rapeseed oil is a wonderful high temperature cooking oil. It has the lowest saturated fat content of any widely available culinary oil and contains high balanced levels of omega 3, 6 and 9, as well as being a good source of vitamin E. The brand has expanded its range to include infused oil, dressings and mayonnaise, all made using Mellow Yellow rapeseed oil and free from additives.

LEAF (Linking Environment and Farming) is a proactive and inclusive charity which brings together thousands of individuals, NGOs and companies to deliver a shared vision for the future of farming and food. LEAF's vision sees farmers flourishing in their roles as food producers and stewards of the countryside with consumers enjoying nutritious foods – confident that it has been produced in an environmentally and socially responsible way.

Available from Waitrose, Sainsbury's, Ocado, Midland Co-op, Booths, 500ml oil RRP £4.30.

Editorial Contact: Kelly Castelete: 01933 622809 / kelly@farrington-oils.co.uk

Farrington Oils: www.farrington-oils.co.uk Twitter:@RapeseedOilman / @RapeseedOilFans

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk