



PRESS RELEASE ISSUED BY BWYD CALON LÂN COMPANY, LLANGEFNI

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NORTH WALES IS THE FIRST TO EMBRACE CAMELINA OIL

One month on from launching Camelina cooking oil at the Anglesey Oyster festival, Calon Lân is rapidly gaining ground in kitchens across North Wales. The company this week revealed their plans for 2007.

Having just started trading in October, the innovative new cooking oil can be purchased from over 20 delicatessens and healthy food shops in Gwynedd, Conwy and Anglesey.

“Very few people have heard about Camelina,” explained Geraint Hughes, one of the co-founders of Calon Lân Cyf. “Even though it’s known since the Iron Age, extra virgin Camelina Oil has been forgotten nearly everywhere except in Russia and Scandinavia. Calon Lân is the first to sell it in the UK.”

Camelina oil is promoted as a versatile cooking ingredient and as a healthy alternative to other oils on the market.

“Our priority is making sure people enjoy Camelina. It can be drizzled on salads, potatoes or rice, or used for making pasta sauces and classic vinaigrettes,” added Geraint Hughes. “What makes it even more exciting is that it’s even healthier than olive oil, with less saturated fats and a high level of omega-3 essential fatty acids and vitamin E. With Christmas approaching, it could be a nice stocking surprise for foodies.”

“After receiving requests from customers to sell Camelina seed, the source of the oil, we have started to sell 250g packs of pure Camelina seed for people to sprinkle on their salads or breakfast cereals.”

Calon Lân was established in partnership with Menter Môn under the Leader+ European programme.

With the company expecting to sell their thousandth bottle over the New Year, Calon Lân is looking forward to 2007.

“Plans are underway to grow local Camelina crops in 2007. It’s a fairly straight forward crop to cultivate, and we’re hoping it will provide an option to local farmers in the long-term,” revealed Geraint Hughes. “January will see the launch of 2 new oils to the Calon Lân range. Having avocado oil and hemp oil will help us market the brand to a more extensive customer base.”

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NOTES FOR THE EDITOR

1. Menter Môn was established in 1995 to administer the European Leader II programme. It is now an established enterprise agency which employs 60 members of staff on environmental, community, language and agricultural projects. The aim of the agricultural innovation project that has supported Calon Lân is to encourage farmers to adopt new methods of farming.
2. Geraint Hughes, 27 years of age, lives in Pwllheli on the family's dairy farm. He established his own agricultural consultancy company, Madryn Cyf last November after working for 5 years at the School of Agricultural and Forest Sciences, University of Wales Bangor. Geraint offers expertise in alternative crops and functional foods through Madryn Cyf.
3. Calon Lân's short-term aim is to market camelina oil. Avocado oil and hemp oil will be launched in January 2007 to extend the range.
4. Calon Lân is a functional food brand. The long-term aim is to produce and process a wide range of functional foods locally.
5. Functional foods offer health benefits beyond what is expected from normal day to day foods. Scientifically, functional foods have been defined as "affecting beneficially one or more target functions in the body beyond adequate nutritional effects in a way that is relevant to either an improved state of health and well-being and/or reduction of risk of disease." Functional foods and drinks therefore have health benefits beyond their nutritional value.
6. Known to man since the Iron Age, Camelina Oil or Gold of Pleasure has been forgotten nearly everywhere except Russia and Scandinavia, but is quickly being rediscovered. It is one of the best vegetative sources of omega-3 essential fatty acids and vitamin E, and the oil includes an excellent combination of polyunsaturated fatty acids and beneficial antioxidants.
7. The oil is extracted from camelina seeds. Camelina grows well in most parts of Wales. The crop is sown in April and harvested end of August hence its reference as a '100 day crop.' Seeds are cold-pressed to ensure the temperatures stay below 50°C. Low pressing temperatures ensures that the oil's purity is maintained. Nothing is added or removed from the oil, making it extra virgin.
8. The oil can be drizzled on salads, rice and potatoes, or used for dressings, soups and sauces. Camelina oil can be enjoyed on its own or as a dipping oil with freshly baked bread. Camelina is a versatile cooking ingredient, but very high temperatures such as deep-frying should be avoided.
9. **Photographs of camelina seed or the crop, Calon Lân bottle or of Geraint and Dafydd (Calon Lân Directors) can be supplied on request.**
10. Geraint Hughes can be contacted on 01758 612621, 07740 721109 or geraint@madryn.co.uk,

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