



DUCHY ORIGINALS

DUCHY ORIGINALS LAUNCHES ORGANIC SEED RANGE

Duchy Originals, the organic food and drink company established by HRH The Prince of Wales in 1990, has launched an exclusive range of organic vegetable and herb seeds aimed at organic gardeners.

The new Duchy Originals Organic Seed range comprises 51 different varieties of vegetables, herbs, peas and beans including: Derby Day Cabbage, Old English Winter Thyme, Waltham Butternut Squash and Guardsman Spring Onion. The seeds have been produced in partnership with Thompson & Morgan, one of the UK's premium seed packet producers, and have been selected for their high quality flavour and vigour, as well as their natural pest and disease resistance.

Duchy Originals has launched the new seed range in response to the rising popularity of grow-your-own vegetables and herbs in the UK, spurred on by the rising number of allotment and kitchen garden enthusiasts.

Andrew Baker, CEO of Duchy Originals said: "At a time when people are increasingly concerned about eating healthily and reconnecting with the land, it makes perfect sense to grow-your-own organic produce. It is a great way to introduce consumers to the concept of organic gardening, and the pleasure of raising one's own tomatoes or green beans from plot to plate. I hope that the launch of the seeds will help generate more funds for The Prince's Charities Foundation to which Duchy Originals donates its profits."

The Duchy Originals Organic Seed range is certified organic by the Soil Association and features FSC (Forest Stewardship Council) approved packaging made from 75% recycled content. The seed packets include useful culinary suggestions.

To celebrate the launch of the Duchy Originals Organic Seed range the first 500 visitors to visit the new Duchy Originals website and sign up to the newsletter will receive a free packet of organic Wild Rocket seeds.

The Duchy Originals Organic Seed range is priced from £1.99 a packet and can be purchased in garden centres across the UK or online at www.duchyoriginals.com or www.thompson-morgan.com. To locate your nearest stockist please call 01473 688821.

For further information please contact:

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Editor's Notes:

- Duchy Originals was founded in 1990 by HRH The Prince of Wales to promote sustainable farming and food production through the manufacture of a range of premium organic food.
- Duchy Originals works in partnership with over 30 UK producers to create its products.
- Duchy Originals donates its profits to The Prince's Charities Foundation. To date, the company has raised over £7.5 million for the Foundation since its inception. Visit www.princescharities.org for more information about the Foundation.