

# Hemp: The Ultimate Green Food in the UK

## **GOOD for everyone**

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Braham & Murray, pioneers of the GOOD brand of hemp food products, including their delicious and healthy GOOD OIL, GOOD DRESSINGS and GOOD MAYONNAISES, have established the supply chain for hemp in the UK. The ethics of this supply chain are self-perpetuating. For hemp food products to be competitively priced for consumers, every stage of production relies on a balance between gain and benefit. Consumers will only buy the products if they are affordable. And for the products to have a place in their kitchen, there must be a benefit over established foods, the nutritional benefits of hemp seed oil have been reviewed by Kings College Dept of Nutritional Science. For a farmer to make a profit growing hemp seed for the GOOD brand all the crop must be used. Every year we teach new farmers to grow seed directly for us under contract. Likewise, for us as manufacturers, all the co-products of the seed must be used. Nothing is wasted.

More recently, hemp has become the champion of low carbon consumers. It is a highly efficient carbon sequester, requires no chemical weed control or mechanical weed control, further reducing fuel consumption on the farm. The seed is used for our food products and the straw is used for insulation and thermally efficient building products, which help lock the carbon captured by the growing crop. This material is already being used to build 250 social eco houses in 2010. Typically, a bottle of GOOD OIL made in the UK causes enough hemp to be grown to lock the same amount of carbon produced by a 40mi car journey. Hemp as a mainstream food ingredient can be used as an oil or a protein. It now has the potential to enter our diets as olive oil did 25 years ago – but with significantly greater health and environmental benefits. GOOD OIL contains half the saturated fat of olive oil and 25 times more omega 3. GOOD for you, GOOD for the planet!

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### **Notes to Editors:**

Braham & Murray are experts in hemp for food and nutrition. They are the largest producers of hemp products in Europe. Their food products are available throughout the UK in supermarkets Waitrose, Sainsbury's, Tesco, Morrisons, Co-Op and good independent retailers.

1. GOOD OIL is a delicious, versatile culinary oil. Use it as you would an olive oil: drizzle it on salads and vegetables, pour on pasta or baked potatoes. Add to soup, smoothies, use to roast potatoes or just eat with crusty bread, on its own or with Balsamic
2. With zero trans fats and approximately half the Saturated Fat of olive oil, GOOD OIL is one of the healthiest (and tastiest) culinary oils on the market
3. GOOD OIL is rich in polyunsaturated fatty acids, including essential omega-3 and omega-6
4. Hemp is an excellent Carbon Sequester so it is great for the environment.
5. The hemp used in Good Oil contains no THC (the psychoactive substance in Cannabis). All the hemp used is grown under license from the Home Office.