

Seagreens®

Seaweed Becomes The Healthy Alternative to Salt

As you routinely reach for the salt mill to season your meal do you hesitate and think of your doctors' warnings about the harm too much salt in the diet causes? The current interest in salt and what it does (or does not do) to our health has prompted the creation of a new low sodium alternative.

Called 'Seagreens' its takes a new angle, combining the benefits of a low sodium substitute with 15 vitamins and all the minerals and trace elements our bodies need - all discovered within the natural product of seaweed.

People have probably always eaten seaweed. It is depicted in Babylonian and Egyptian hieroglyphs. In China it was food, medicine and fertiliser for thousands of years. Even Mrs Beeton gave it a mention in her cookbook describing its use as 'sometimes given in the forms of soups and jellies to patients'. Seagreens is made from wild wrack seaweed, harvested from crystal clear arctic waters amongst hundreds of

uninhabited islands over 100km from the Norwegian coast. The plants continue to grow and no damage is done to the natural environment.

With its very low sodium content (typically less than 2%) yet salty flavour, the seaweed, once dried and processed, is a perfect salt substitute for day to day cooking. You can buy it either as a table condiment to fill an ordinary salt or pepper grinder, or in granulated form for cooking and baking. When baked, cooked or fried, Seagreens has a subtle nutty taste and texture and is perfect for use in bread, biscuits, seafood, pasta and casseroles. Seagreens is vegetarian and is certified organic by the Soil Association.

Longborough Farm Shop, near Moreton-in-Marsh, will be the first shop in the Cotswold area to supply Seagreens wild wrack seaweed products. An 85g pack of the Table Condiment costs £3.99 and the Culinary Ingredient costs £2.99 for a 100g pack.

Low-sodium salt

THE Cotswolds may be miles from the sea, but green salt made from seaweed has arrived there this week.

Longborough Fruit Farm, near Stow-on-the-Wold, is the first outlet in Gloucestershire to stock the green condiment.

Seagreens is made from wild wrack seaweed from arctic waters near uninhabited islands. It has a very low sodium content and a nutty, salty taste.

Farm spokeswoman, Diana Acland, said: "You read so much about the risks of having too much sodium so it seemed a good product for healthy eating. It can be ground straight over the food from a grinder or added in a granulated form."

Cotswold Standard 4 Feb 99

WHAT THE PRESS SAY...

Moreton Messenger Feb 99

A new salt, but try throwing it over your shoulder for luck

A NEW alternative to salt is now being marketed by Longborough Farm Shop, near Moreton.

Produced from wild wrack seaweed harvested from the Arctic Ocean north of Norway, Seagreens is a low sodium substitute containing 15 vitamins and various minerals and trace elements.

Eating seaweed is nothing new as it has been depicted in Babylonian hieroglyphs.

It has a salty flavour, but less than a 2% sodium content.

Seagreens can be bought as a table condiment for ordinary salt or pepper grinders and also in granulated form for cooking and baking.

Longborough Farm Shop is the first shop in the Cotswolds to sell the product, which has been certified organic by the Soil Association.

Cotswold Journal 25 Feb 99