



We Love Holl

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HOLL: A BETTER RAPESEED OIL NATURALLY

What is HOLL in rapeseed oil?

HOLL refers to a range of winter rapeseed oil (WOSR) varieties with a HIGH OLEIC AND LOW LINOLENIC (HOLL) fatty acid oil profile. It was achieved by conventional breeding methods to provide a rapeseed (OSR) oil with a specific fatty acid profile benefiting food processors, foodservice operators and consumers.

It has one of the lowest level of saturated fats compared to most vegetable oils providing a good option to reduce the daily intake of "bad fats". It has only trace amounts of trans fats. It has a good natural vitamin E content.

4 good reasons to grow HOLL OSR

- Access to specialist food oil market with potential premium earning opportunities.
- Comprehensive agronomic and quality assurance support.
- V316OL consistent performance in AHBD recommended list trials with top agronomic package.
- V316OL exceptional yield and quality performance year after year on farm.

"V316OL delivering a major step forward in Yield, excellent HOLL oil quality and to be honest it's a great variety with performance as good as any standard double low variety. I also gain a lot of satisfaction from producing a quality British food oil product for a major blue chip company."

Andrew Ward MBE, Lincolnshire Farmer & McDonald's flagship farmer

CONTACT OUR EXPERTS TO LEARN MORE >

LEARN ABOUT THE BENEFITS OF GROWING OSR

WE DEVELOPED OSR SOLUTIONS TO TACKLE A VARIETY OF CHALLENGES

Countering club root damage [Learn more](#)

Maximising output at harvesting [Learn more](#)

Reducing the impact of pests [Learn more](#)

Managing problem weeds and volunteers [Learn more](#)

Protecting against leaf and stem diseases [Learn more](#)



