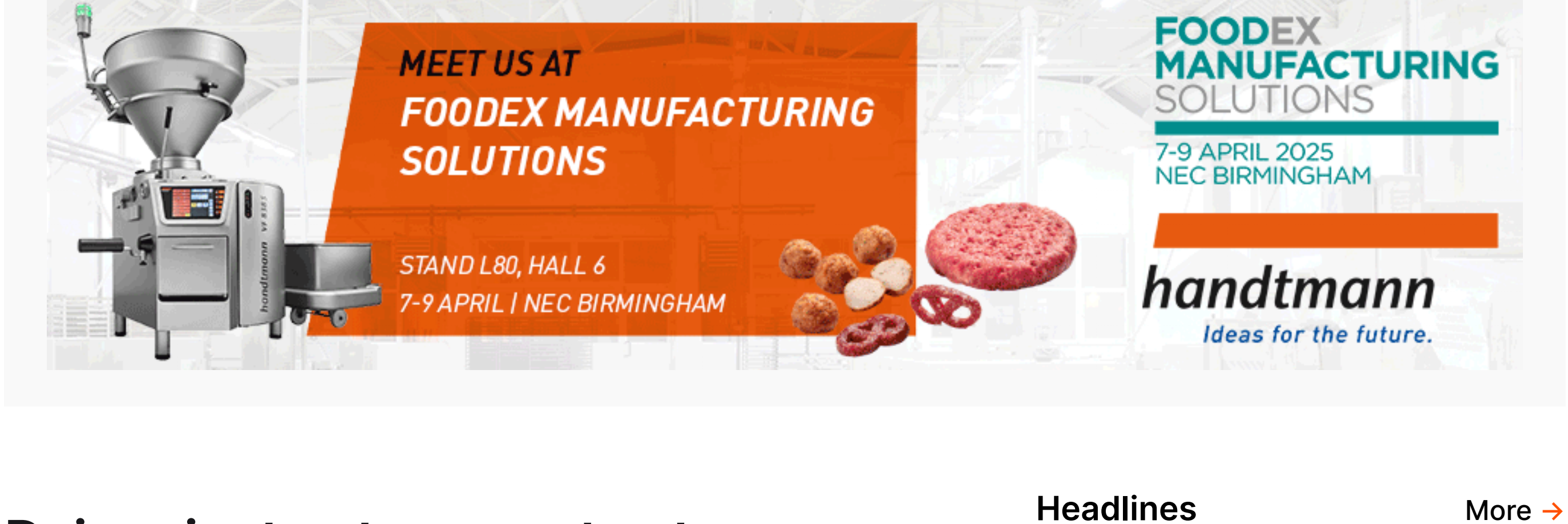
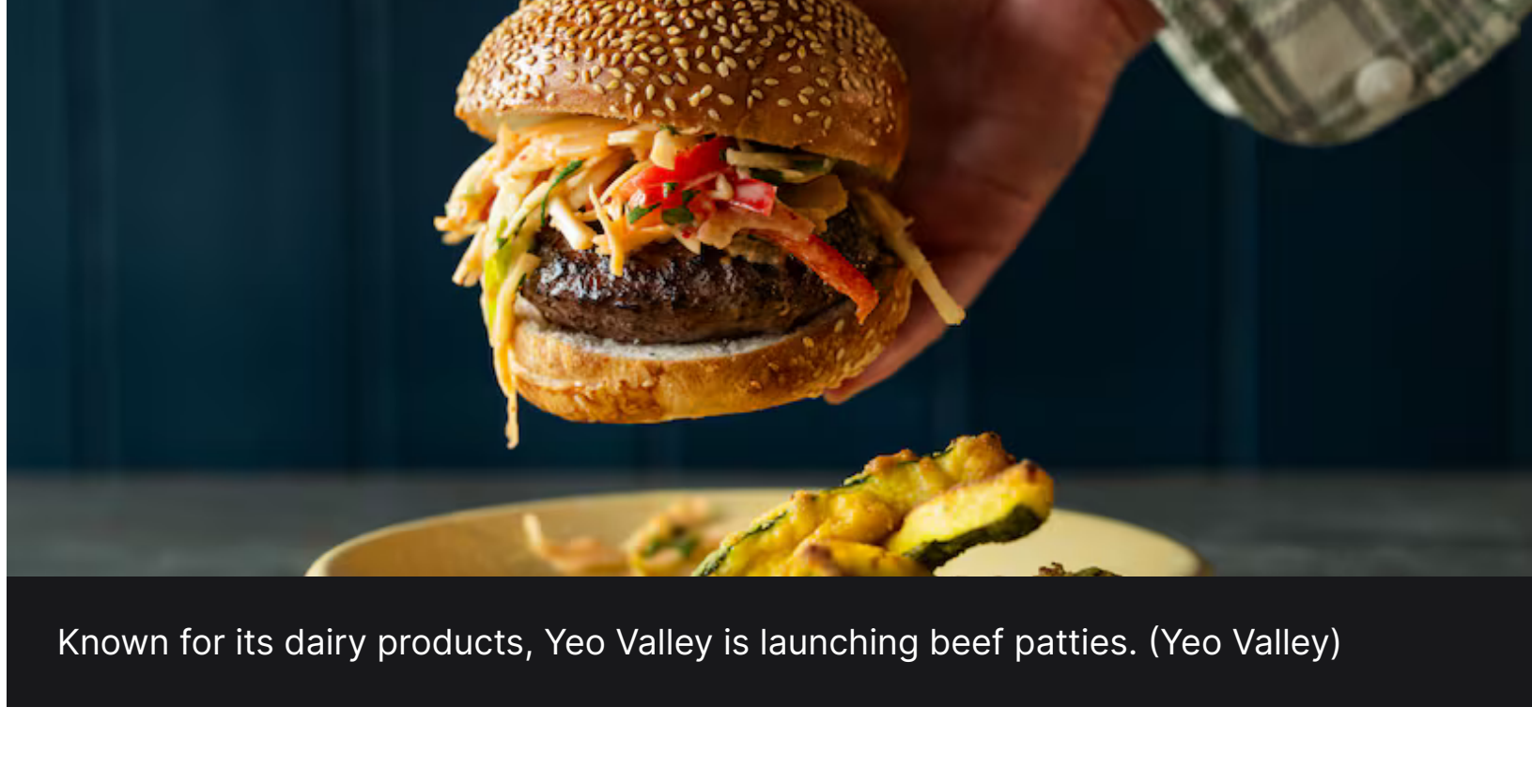




Dairy giant enters meat category

By Bethan Crylls
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Yeo Valley has taken another step outside the dairy aisle, introducing new grass-fed organic beef burgers.

Established in 1994, the British company, best known for its dairy products which range from yoghurts to milk, cheese and butter, first ventured into non-dairy with its organic soups and dips in 2022.

Now, Yeo Valley has unveiled its 100% British, free-range, organic grass-fed beef which will go on sale in 362 Tesco stores and online nationwide later this month.

The company describes the burgers as ‘natural’ patties and come following an increasing interest in health and ‘simple’ ingredient lists, alongside demands for improved animal welfare and authenticity across the food and drink sector.

This was a trend identified in [Food Manufacture's recent Future of Meat webinar](#), where the experts shared that welfare and quality were among the top demands of today’s consumers. Whilst the red meat category has seen downturn in volumes and consumer’s, those focused on the aforementioned areas are likely to win out, especially if they drum home high protein content.

Yeo Valley which is based in Somerset spans 2,000 acres, with two organic farms and its own herd of British Friesian cows. The Mead family – which own Yeo Valley – have kept British Friesians since 1961, a dual breed that are good for both dairy and beef. The family also produce oats, barley, peas, beans and lambs from their organic farming system.

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Jonny McIver, senior brand manager at Yeo Valley, described the launch as an “*exciting new chapter for Yeo Valley and organic farming*”.

“*After 30 years of being an organic brand, we’re excited to branch out beyond dairy in a way that supports the whole regenerative organic farming system. Animals play a key role in soil health and the health of the ecosystem, so by offering free-range, organic beef, we’re championing a more ethical and more sustainable farming system.*

“*Families want top-quality, high-welfare meat that matches their ethics and principles, without compromising. That’s why we’re proud to offer a burger made with just a few simple ingredients, including 100% British organic grass-fed beef. It’s a tasty, no-fuss choice for those who care about great taste and responsible sourcing.*”



Yeo Valley's new burgers will go sale from 26 March 2025 at a RRP £5 / 2x 130g. (Yeo Valley)

The category expansion also comes a week after [Yeo Valley's acquisition of premium yoghurt brand, The Collective](#).

Offering analysis, Mark Field, director and founder of Prof Consulting Group told Food Manufacture: “*Yeo Valley's latest launch of Organic Burgers into mainstream retail looks an exciting move and a logical step for one of the UK most recognisable organic brands.*

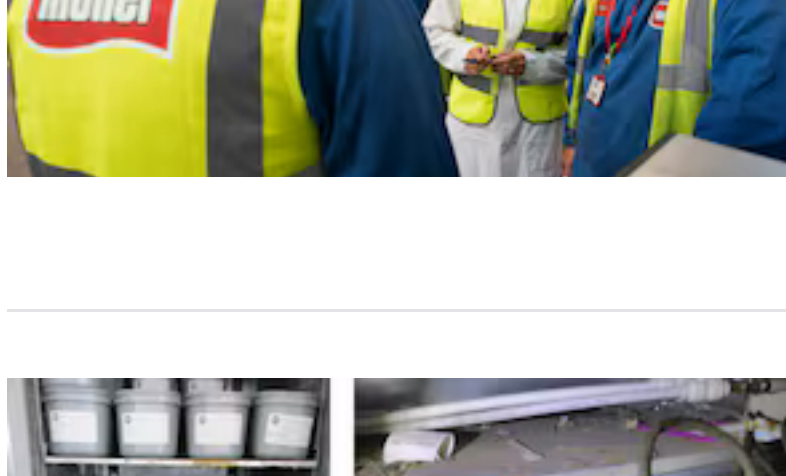
“*As the growth in premium food continues (driven by factors such as in home eating vs less eating out or changing diets with consumers reducing meat intake), expanding the brand’s reach into the meat aisle – an area dominated by private label and low levels of potential competition from premium brands – should resonate well.*

“*Yeo Valley is clearly accelerating its growth strategy following the recent acquisition of The Collective and understand the complexities of building brands in the UK. As the brand continues to expand, the pace of innovation will be important to maintain momentum, whilst also raising the question where next – fresh produce, expanded meat range or entering into grocery sector of the store with long life organic products consumers? One to watch closely through 2025.*”

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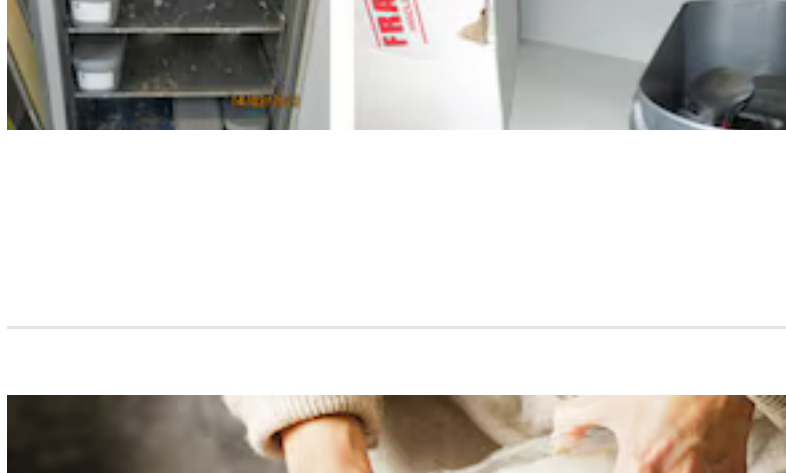
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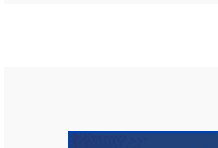
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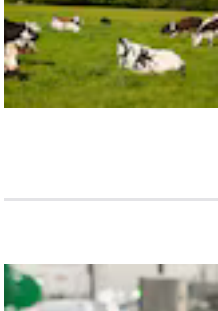
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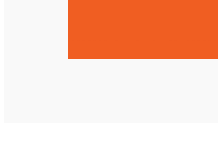
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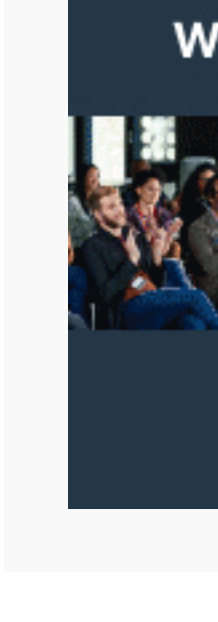
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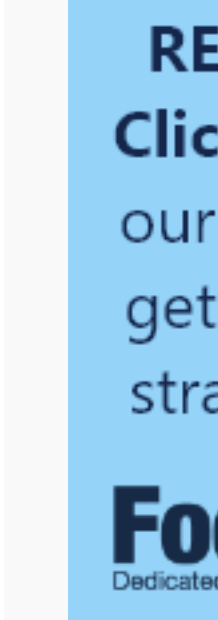
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