

# Visit Exmoor & Visit Somerset working together with Yeo Valley to support local producers

July 2020

Visit Exmoor and Visit Somerset are delighted to announce a fantastic new relationship with Yeo Valley.

The three have worked together previously to deliver the hugely successful *Exmoor & Somerset Producer Excellence* event, which was held in December of last year. The event which showcased many of the area's award-winning local producers was created by Visit Exmoor and Visit Somerset, in partnership with Yeo Valley, and was hosted at Yeo Valley's café in Queensway, London.

The partnership has been formed in order to support local businesses across Somerset and Exmoor within a variety of product areas. The collaboration presents more opportunities to increase awareness of the local offering and really push forward the supporting local and buying British produce messaging.

Emma Thomasson, Director of Visit Exmoor commented, *"We are delighted to be working together with Yeo Valley with a long-term strategy in place to support our local producers. Across Somerset and Exmoor, we have some outstanding producers, and we see this as a wonderful opportunity to showcase and celebrate the very best of Exmoor and Somerset."*

*"It could not be a more important time to be working together to support and promote local produce. During the pandemic we have seen more people supporting their local producers and businesses, we want this to continue, and encourage a long-term commitment to supporting and buying local."*

John Turner, CEO of Visit Somerset commented, *"We are really seeking to define Somerset and Exmoor producers, and take people on a journey to find out more about the wonderful array of local produce on offer. This is a chance for us to promote top local, artisanal, and organic produce. We have something unique here in the area, and we are really excited to be working with Yeo Valley, to raise awareness, and support our incredible local producers."*

Emily Salvidge, Head of Partnerships for Yeo Valley Marketing, commented, *"Somerset is our home, workplace and the backdrop and inspiration for everything we do. We're really excited about working with Visit Somerset and Exmoor and building better relationships with the producers and businesses they represent. As a national brand, we have a large and loyal audience and we're looking forward to developing plans to engage and open up opportunities for Visit Exmoor and Somerset, through our loyalty scheme, Yeokens. We're proud to support and champion great local produce to an even wider audience."*

## About Yeo Valley

Yeo Valley are the largest organic brand in the UK, with 2,000 acres of farmland and 400 British Friesian cows. Supporting British Family Farms is at the heart of everything they do, which includes buying British produce where they can. Yeo Valley make everything from yogurts, better, milk and cream to compote and ice-cream. Yeo Valley is the 14th biggest-selling online grocery brand in the UK according to The Grocer. They employ over 1,700 people in the South West.

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