

Yeo Valley's Organisational Behaviour

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YEO VALLEY'S ORGANISATIONAL PROFILE



YEO VALLEY FAMILY FARM

- YEO VALLEY WAS ESTABLISHED IN 1961
- IT IS A FAMILY-RUN FARM AND DAIRY BUSINESS
- ORGANICAL FARMING IS IMPORTANT TO THE ENVIRONMENT
- YEO VALLEY'S VALUES AND MISSION
- GREAT CULTURE HELPS TO STRENGTHEN THE FUTURE



Yeo Valley products



[Yeo Valley products](#)

- **SUSTAINABLE APPROACH TO PUT NATURE FIRST**
- **MORE GREEN ENERGY WILL BE INTRODUCED**
- **OBJECTIVE AND HIGH-LEVEL GOALS OF THE COMPANY**
- **THE VISION FOR THE NEXT FIVE YEARS**
- **MEASURE THE KEY PERFORMANCE INDICATOR**



[YEO VALLEY SOLAR PANEL](#)



[YEO VALLEY](#)



[Holt farm: Perennial Meadow](#)

- **COMPETITIVE ADVANTAGE THROUGH SUSTAINABILITY**
- **SUSTAINABILITY DEVELOPMENT IN 2022**
- **SUSTAINABILITY IS THE STRENGTH OF THE BUSINESS**
- **IT IS A GREAT WAY TO BALANCE THE PLANET AND PROFIT**



[YEO VALLEY](#)



***WHAT IS THE RELATIONSHIP BETWEEN THE
ORGANISATION'S STRUCTURE AND IT'S PERFORMANCE?***

Organizational Structure and Culture are directly linked to
Organizational Performance.

The right structure plays a big role in organization's performance!

Improves operational efficiency

Better coordination and communication

Effective resource utilization

Provides clarity to employees

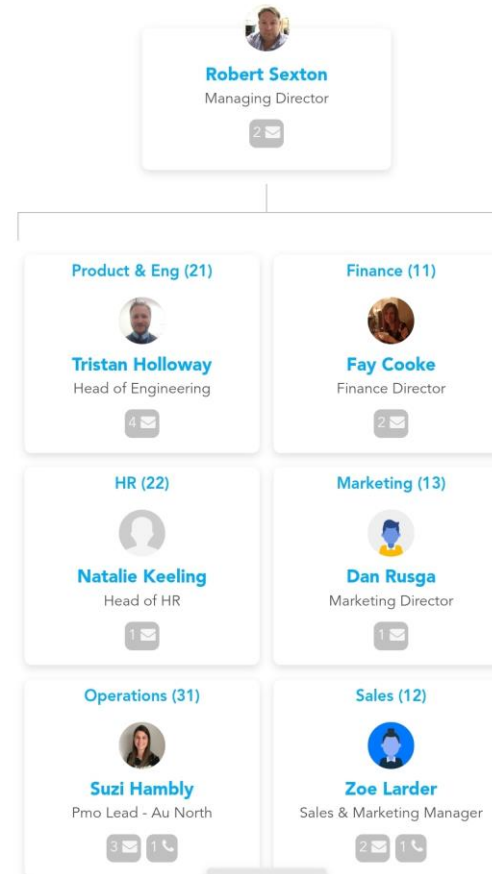
Departments perform better, concentrating time and energy on productive tasks

Gives the company the flexibility to respond better to demands and developments

Yeo valley company structure is centralized

- Family owned
- Over 1500 employees
- Implementing new managerial approaches
- Hiring creative and environmentally conscious leaders and workers

Yeo Valley Farms (Production)
Ltd Org Chart



Centralized Organizational Structure



Fig.1 [Yeo Valley Farms \(Production\)](#)

[Ltd Management Team | Org Chart \(rocketreach.co\)](#)

Fig.2 [Startup Organizational Structure: Which is Better? Horizontal? Or Hierarchical? \(hierarchystructure.com\)](#)

Some of the advantages of centralized structure are:



The company follows consistent strategy thus making it easier to control and manage different divisions.



Provides better decision making .



Reduction in cost

Tasks and skills that are needed to run the company

- Good leadership
- Problem solving and delegating
- Communication and negotiation
- Networking
- Financial management
- Marketing and sales



Tim Mead, the visionary behind Yeo Valley

The managing Director Tim Mead is also one of the owners of the company.

He is a trained accountant and a hands down farmer.

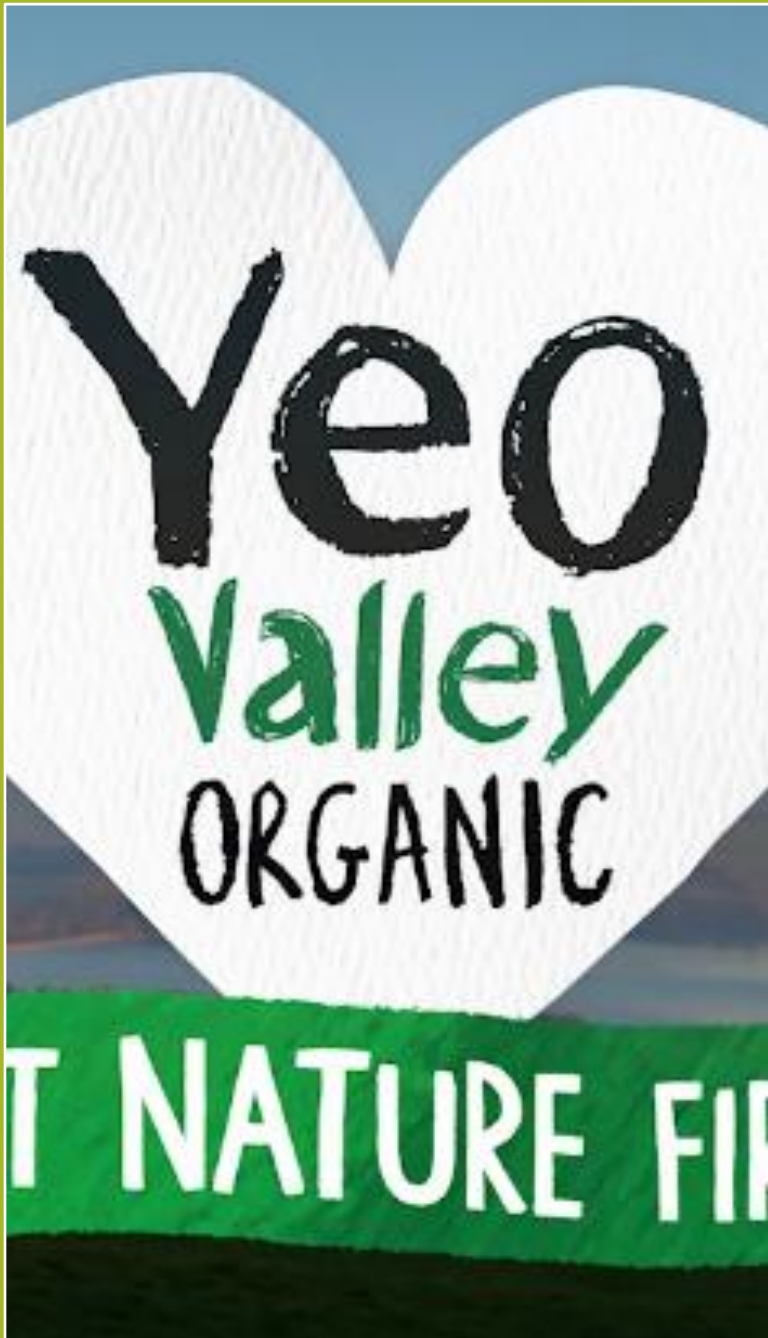
Leading and expanding the business into the organic market

Under his reign the company receives many awards and becomes the biggest organic dairy producer in the UK

Photo source: [We talk regenerative farming with Yeo Valley Organic owner Tim Mead - Spinneys UAE](#)



" Live for today but farm for tomorrow" T.Mead



Qualities of a leader

Tim Mead proves to be a good leader

Innovative and environmentally conscious

Ambition to lead the organic market in the UK

Providing good and fair working conditions with lots of perks

Implementing social corporate responsibility

“Arla’s farmer-owned credentials are aligned to the values and ethos that the Yeo Valley brand is based on – “Supporting British Family Farms” T. Mead



- After a long and very intense rivalry Arla Foods Limited will acquire Yeo Valley Dairies Limited, a subsidiary of the Yeo Valley Group Limited.
- To meet the growing demands of consumers requires investment in innovation.
- The contract means that Yeo Valley will continue focusing on its core business of yoyogurtdesserts, and ice cream while remaining independent and family-owned.

Leadership is leading always starts in the Future



- Arla Foods is established 1881.
- Production facilities in 11 countries
- Fifth largest dairy producer with 1118 000 employees.
- Yeo Valley -Family owned since 1961.
- Largest family owned dairy company in the UK.

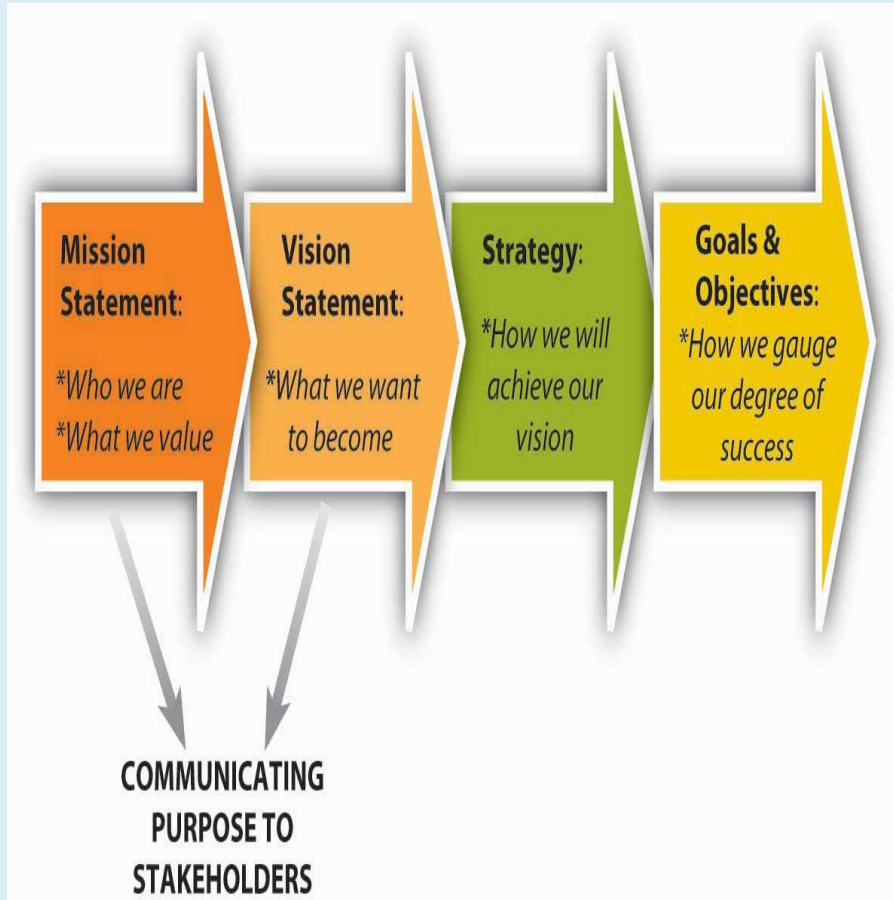
Focus on motivating and inspiring people

Yeo Valley founders Roger and Mary



Leadership development

Rich Greaves - Assistant Farm Manager



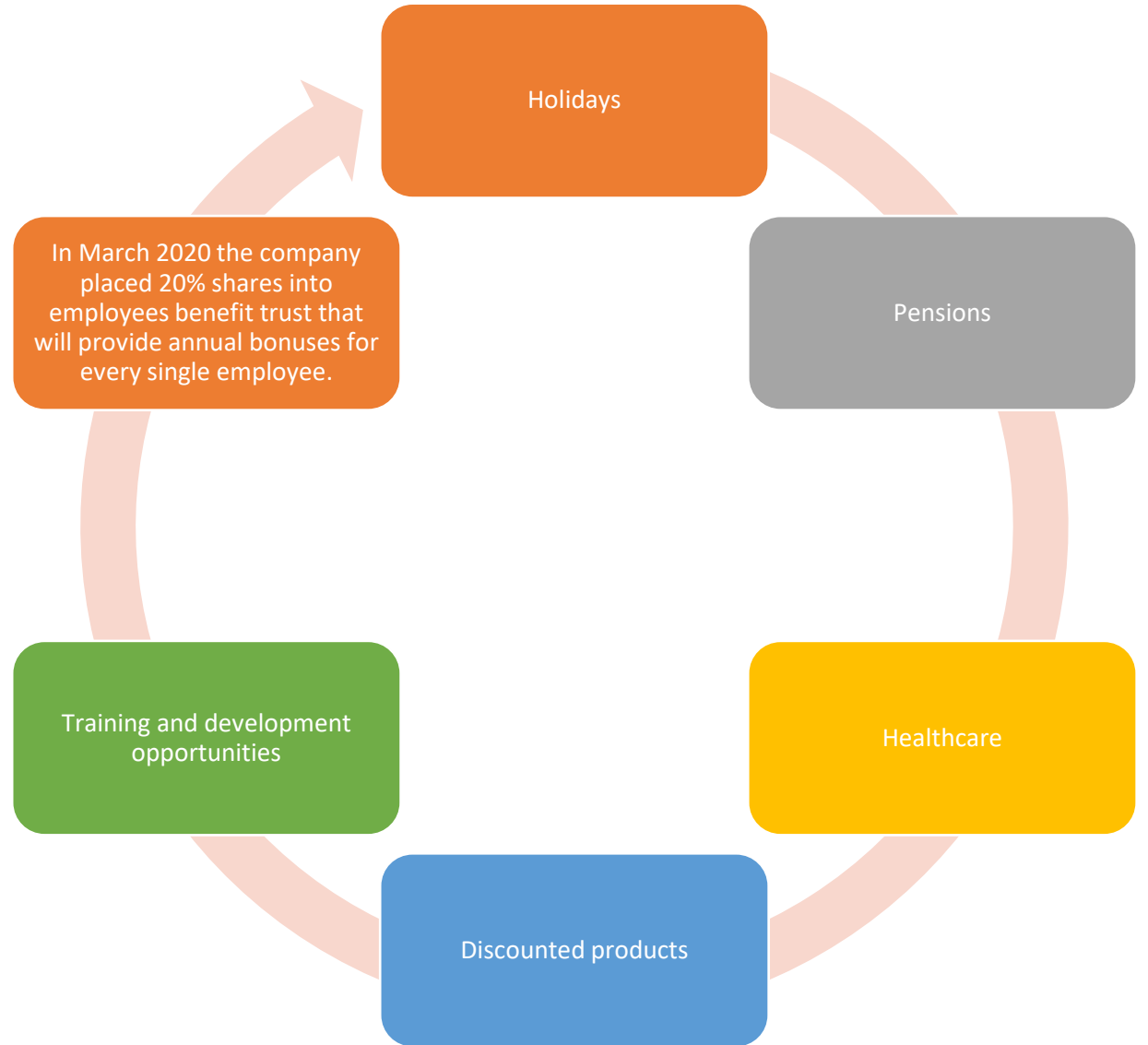
Factors influencing group and team behaviours

Passionate
people doing the
right things

- Interdependence
- Social interaction
- Perception of a group
- Commonality of purpose
 - Favoritism



Yeo Valley's approach to keep happy employees





All together save the planet

- Cycle to work scheme
- Electric vehicle scheme
- Sustainable packaging
- Reduced carbon emissions
- Reduce food waste

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