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CASE STUDY, DOCUMENT

Village Dairy / Llaeth y Llan: PDF

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A FAMILY-RUN dairy supplying schools across Wales is reformulating its yoghurt range to cut sugar and support the next generation of healthier children – while preparing to double production capacity as part of a major expansion.

Village Dairy / Llaeth y Llan, based in Llannefydd, Conwy, supplies primary schools in 20 local authority areas and produces millions of pots of yoghurt each year for the education sector.

Now, in response to new Welsh Government Healthy Eating in Schools regulations coming into force this autumn, the business is adapting its recipes to further reduce sugar while maintaining its signature taste.

Sean Brown, National Account Manager, said: “We are producing millions of pots of yoghurt each year for schools alone, so it’s crucial we retain that award-winning quality and flavour. “At the same time, we recognise how important school food is - particularly as, for some children, this may be their most nutritious meal of the day.”

The company, which uses only natural ingredients including fruit purées and no artificial sweeteners, colours or additives, is also trialling new dual-flavour yoghurts to enhance taste naturally.

Combinations including strawberry and banana, mango and peach, and blueberry and blackcurrant will be tested with consumers later this spring.

Cadi Mars-Jones, Brand Marketing Manager, said:

“We already have a very healthy fantastic product range, but our aim is to lower sugar even further while retaining the high levels of taste that have made our yoghurts so popular with school children and customers nationwide. “It’s a challenge, because our products are tried and tested, but we are working hard to make our fantastic flavours even better.”

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The yoghurts are low in fat and calories, rich in bio-live cultures and packed with micronutrients that support gut health and immunity, making them a valuable part of balanced school meals.

The reformulation project is a key priority for the firm, which has taken on new staff dedicated to the work.

It comes alongside ambitious growth plans, including a proposed factory extension that will double capacity and support expansion into new formats such as drinks and pouches.

David Wylie, Project Manager delivering the scheme for Business Wales said:

“Village Dairy is a trailblazing Welsh business, family-run, community-focused and forward-thinking. “Their work shows how producers across Wales are rising to the challenge of modern diets, helping to deliver healthier choices for children while supporting local supply chains.”

The changes align with wider Welsh Government efforts to improve the nutritional quality of school food and increase the use of locally sourced produce, ensuring healthier, more sustainable options reach pupils across the country.

Having celebrated 40 years in business last year, Village Dairy continues to build on its roots as a small farm diversification – now evolving to meet the needs of future generations while expanding its reach across Wales and beyond.

For more information, visit the website: Village Dairy / Llaeth y Llan. You can also follow them on social media: Facebook | Instagram

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