

This Morning presenter Alison Hammond lands job on Gloucestershire farm

TV star Alison Hammond recently swapped the sofa on *This Morning* with Phillip Schofield and Holly Willoughby to spend the day milking cows at an organic milk farm in Gloucestershire.

The presenter is featuring in a new television advert by NatWest and ITV offering support for businesses – and spent the day working on the farm as part of the campaign.

The advert, which will go live on ITV on Christmas Day during the festive episode of *The Larkins*, shows Ms Hammond working on Jess' Organic Milk Farm in Hardwicke.

The *Big Brother* and *Loose Women* star went behind the scenes of the dairy farm, which is run by third-generation farmer Jess Vaughan and her dad Mike.

She helped Ms Vaughan get the cows ready to be milked, before mucking out stables and helping with feeding. She also swapped her wellies for a stint in the processing factory at the farm where the milk is turned into an array of award-winning products.

The advert is part of the *Backing Business* campaign, which is offering SMEs the chance to access discounted TV advertising, match-funded by ITV, to help promote their company. A mini documentary of Ms Hammond's day at the farm is also being made available on NatWest's *Backing Business* webpage.

She said: "Jess and her family didn't just inherit a farm from their grandfather; they inherited the love that he had for it too. I mean it's a gorgeous place and they are rightly proud

of it.”

Ms Vaughan knows each of her 80 cows by name, many of whom are descended from the three her grandfather bought in 1955.

She said: “Fifteen years ago the future was looking pretty bleak so me and my dad thought we’d do something different. NatWest supported us to create our own brand, Jess’ Ladies Organic Milk, which preserved our future in dairy farming.”

NatWest has committed to helping create an extra 50,000 new businesses by 2023, 75% of which will be outside of London and the South East.

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