



Department
for Environment,
Food & Rural Affairs

Baroness Hayman of Ullock
Parliamentary Under Secretary of State

Seacole Building
2 Marsham Street
London
SW1P 4DF

T: +44 (0) 3459 335577
E: correspondence.section@defra.gov.uk
W: gov.uk/defra

Rt Hon Alistair Carmichael
MP
Chair, Environment, Food &
Rural Affairs Committee
House of Commons
Westminster
SW1 OAA

19 January 2026

Dear Alistair,

Thank you for your questions about Defra's internal quarterly attitude tracker and its insight into awareness of rules for personal imports of meat and dairy products.

I have just been made aware of an inadvertent data interpretation error in the government response to the Committee's third report. Please accept my sincere apologies for this.

I can now clarify that in August 2025, fewer than 90% of 446 respondents who had travelled to Europe since April 2025 indicated awareness of the rules: 12% thought they could bring back meat and/or dairy products. However, 6% responded 'don't know' and we did not capture this in our response. Equivalent figures for November 2025 among 699 respondents who had travelled to Europe since April 2025 were 15% and 4%.

I understand that there are challenges in measuring public awareness of personal import rules via the current approach. We will improve the measurement of public awareness of these rules going forward so that we can keep you informed and include socio-demographic details of respondents.

In the meantime, we are continuing to promote awareness of these rules to the travelling public and extending our reach through partnership channels across government and with industry.

Yours sincerely,

BARONESS HAYMAN OF ULLOCK

MINISTER FOR ANIMAL WELFARE AND BIOSECURITY