



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

4 June 2026

Dear Alistair,

I am pleased to inform you that Defra has published the summary and technical reports of a survey project to establish a nationally representative baseline of public awareness and understanding of the personal import rules introduced in April 2025.

The reports are available on Defra's science and research project database at <https://randd.defra.gov.uk/ProjectDetails?ProjectId=21979>

Defra continues to work in partnership with other government departments, the devolved governments and the travel industry to raise public awareness and understanding of these personal import rules. Examples of partnership progress since the baseline survey, include:

- Establishing that DFDS ferries provides direct communications to customers about the personal import rules, as Eurostar and LeShuttle do.
- The Foreign, Commonwealth & Development Office sharing Defra's personal import rules communications with its Travel Aware Partners network.
- Border Force agreeing to display Defra's personal import rules communications on digital screens in coach passenger queuing areas at Calais and Dunkirk ports.
- Defra engagement with the Department for Transport's National Air Transport Facilitation Committee on personal import rules communications.

Additionally, Defra and APHA have continued to issue social media drumbeat communications about personal import rules, particularly ahead of holiday periods.

Yours sincerely,

BARONESS HAYMAN OF ULLOCK

MINISTER FOR ANIMAL WELFARE AND BIOSECURITY