



Department  
for Environment  
Food & Rural Affairs

Seacole Building  
4th Floor  
2 Marsham Street  
London  
SW1P 4DF

T: 03459 33 55 77  
helpline@defra.gov.uk  
[www.gov.uk/defra](http://www.gov.uk/defra)

[REDACTED]  
By e-mail: [REDACTED]

Our ref: FOI2023/10624  
25 July 2023

Dear [REDACTED],

**REQUEST FOR INFORMATION: Defra spend on meat and dairy industries**

Thank you for your request for information of 2 June 2023 about Defra spend on meat and dairy industries. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

*I seek to understand the level of funding that has been allocated by DEFRA to advertising for the meat and dairy industries and promotion of the consumption of meat and dairy within the United Kingdom. Could you please provide the following:*

1. *The total amount of money DEFRA has spent on advertising for meat and dairy products for each fiscal year from 2020 to the present.*

Defra contributed £410k to the 'Milk Your Moments' campaign run by the Agricultural and Horticultural Development Board (AHDB) in 2020. The 'Milk Your Moments' campaign was run by AHDB to address the drop in liquid milk demand caused by the closure of foodservice outlets due to the Coronavirus pandemic. The campaign was funded by AHDB, Dairy UK, Defra, and the Scottish, Welsh and Northern Ireland Governments and ran from 13 May 2020 to 31 July 2020.

2. *Any documents, including but not limited to invoices, contracts, emails, and meeting minutes, that show how these funds were allocated and used.*

Following a search of our paper and electronic records, we can advise you that the information that you have requested is not held by Defra.

However, under our duty to advise and assist applicants pursuant to section 16 of the FOIA, we can advise that the information may be held by the AHDB. They can be contacted at [info@ahdb.org.uk](mailto:info@ahdb.org.uk).

3. *Any analyses or reports about the effectiveness of these advertising efforts, including data on increased sales or consumption of meat and dairy products as a result of these advertising campaigns.*

We attach an evaluation pack that AHDB provided to Defra about the campaign at Annex C.



We have decided that some of the information within Annex C should be withheld as it falls under the exemption at section 43(2) of the FOIA, which relates to information which if disclosed would, or would be likely to, prejudice the commercial interests of the third parties involved.

In applying this exemption, we have had to balance the public interest in withholding the information against the public interest in disclosure.

We recognise that there is a public interest in disclosure of information concerning transparency of discussions with businesses and organisations working with government, which can facilitate accountability and fairness. We also recognise that release of such information would further public understanding of the issues surrounding the operation of slaughterhouses.

However, there is a stronger public interest in withholding this information because Defra needs to ensure that third parties are not discouraged from engaging with Defra for fear that the information they provide will become public and in doing so risk damage to legitimate commercial activities. In some cases, disclosure of such information would be to the detriment of the third parties as the detail it contains is of commercial value to them and the disclosure of this could cause economic harm to these third parties and commercial advantage to others not privy to the information. Release of the information would therefore prejudice the commercial interest of the third parties that have chosen to engage with Defra on this issue and we have concluded that in all the circumstances of the case, the information should be withheld.

In addition, AHDB did do a news release about the results of the campaign, which is publicly available at <https://ahdb.org.uk/news/milk-your-moments-delivers-for-dairy-sector>.

As the information is reasonably accessible to you by other means, section 21 of the FOIA exempts Defra from providing a copy of the information with this response to your request.

Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on GOV.UK, together with any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, explaining the copyright that applies to the information being released to you, and Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter, please contact the address below.

Yours sincerely

**[REDACTED]**  
**Information Rights Team**  
[InformationRequests@defra.gov.uk](mailto:InformationRequests@defra.gov.uk)

## **Annex A**

### **Copyright**

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

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## **Annex B**

### **Complaints**

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 11 of the EIRs, as applicable, within 40 working days of the date of this letter.

Please write to Andrew Mobsby, Head of Information Rights via email at [InformationRequests@defra.gov.uk](mailto:InformationRequests@defra.gov.uk) and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure.

The ICO can be contacted using the following link:

<https://ico.org.uk/make-a-complaint/official-information-concerns-report/official-information-concern/>