

Raw drinking milk consumer insight report 2018

Area of research interest: [Behaviour and perception](#)

Study duration: 2018-01-01

Planned completion: 20 February 2018

Conducted by: Community Research

The FSA permits the restricted sale of raw drinking milk (RDM) in England, Wales and Northern Ireland. In July 2015, following a policy review, the FSA board agreed with recommendations to continue with existing controls on the production, sale and consumption of raw milk against a back-drop of relatively low numbers of producers, low volume of sales and minimal incidents with the product.

The evidence review comprised a wide range of consumer research which was one element of the evidence used to underpin the recommendations to the FSA Board. Part of this evidence were the findings from an online survey conducted in 2012 with 1,333 adults across England, Northern Ireland and Wales to understand more about consumption of and attitudes to raw drinking milk.

Research report

England, Northern Ireland and Wales

PDF

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