

Supplementary Table

Supplementary Table 1. Measured items

Supplementary Table 2. Survey Response Rates

Supplementary Table 3. Country difference in the levels of interest in sustainable cheeses, cured meat, meat and fruits and vegetables certifications between China, Denmark, France, Germany, Italy and the USA according to gender and age

Supplementary Table 3. Country difference in the changes in reported consumption of cheeses, cured meat, meat and fruits and vegetables associated with climate change between China, Denmark, France, Germany, Italy and the USA according to gender **A)** Men **B)** Women and age group.

Supplementary Table 4. Country difference in the purchasing frequency of fresh cheeses, aged cheeses, cured meat, pork, beef, fruits and vegetables between China, Denmark, France, Germany, Italy and the USA according to gender: **A)** Men **B)** Women and age group.

Supplementary Table 1

Measure	Items
Purchasing frequency	How often do you purchase each of the following products from the European Union? 1. Cheeses 2. Cured meat 3. Meat 4. Fruits 5. Vegetables Interval scale (1= Never to 7= more than 5 timer <i>per</i> week)
Climate change impact	Compared to the food categories that you find below, please indicate if your consumption is changing and how much has changed because of climate change. 1. Cheeses 2. Cured meat 3. Meat 4. Fruits 5. Vegetables Interval scale (1= Much less to 5= Much more)
Sustainable certification	How important is it for you a certified or guaranteed sustainable agri-food products in the following categories? 1. Cheeses 2. Cured meat 3. Meat 4. Fruits and vegetables Interval scale (1= not important at all to 10= extremely important)

Source (s): Authors' compilation

Supplementary Table 2

Country	Respondents	Non-Respondents	All	Response Rate
China	1000	1778	2778	36%
Denmark	1000	3000	4000	25%
France	1000	1381	2381	42%
Germany	1250	2538	3788	33%
Italy	1250	644	1894	66%
USA	1000	1041	2041	49%

Supplementary Table 3

	Men												Women											
	Cheeses			Cured meat			Meat			Fruits and Vegetable			Cheeses			Cured meat			Meat			Fruits and Vegetable		
Elderly	mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD	
China	8.07	2.04	a	7.47	2.06	a	8.41	1.53	a	8.60	1.29	a	8.16	1.77	a	7.75	1.99	a	8.26	1.55	a	8.53	1.39	a
Denmark	5.54	3.01	c	4.90	3.02	b	6.45	2.73	d	6.48	2.75	c	5.68	2.78	c	4.91	2.83	bc	7.05	2.52	abc	7.45	2.48	abc
France	6.33	3.08	abc	4.50	2.43	ab	4.83	2.40	cd	7.17	1.84	abc	6.55	2.62	c	4.75	2.88	c	6.99	2.33	bc	7.11	2.43	c
Germany	6.52	2.62	b	6.65	2.73	a	7.06	2.65	bcd	7.04	2.41	bc	6.89	2.77	bc	6.33	3.12	b	6.84	3.21	c	7.69	2.52	bc
Italy	7.44	1.90	ab	7.58	1.88	a	7.88	1.84	ab	7.97	1.79	a	7.58	2.34	ab	7.53	2.35	a	7.91	2.35	ab	8.10	2.11	ab
The USA	7.17	2.82	ab	6.45	3.04	a	7.68	2.50	abc	7.64	2.53	ab	6.52	2.99	c	5.22	2.92	c	6.65	2.92	c	7.19	2.66	c
Adults																								
China	8.26	1.92	a	7.97	2.21	a	8.61	1.62	a	8.77	1.44	a	8.18	1.92	a	7.97	2.12	a	8.43	1.59	a	8.70	1.56	a
Denmark	6.55	2.66	c	6.23	2.87	c	7.13	2.52	d	7.32	2.45	b	5.94	3.05	c	5.33	3.09	d	7.02	2.77	c	7.60	2.49	c
France	7.04	2.43	bc	6.11	2.76	c	7.31	2.23	cd	7.55	2.10	b	6.90	2.34	b	5.52	3.06	d	6.93	2.69	c	7.62	2.11	c
Germany	7.27	2.46	b	6.91	2.73	b	7.25	2.70	cd	7.59	2.39	b	7.35	2.63	b	6.92	2.87	bc	7.65	2.63	b	8.13	2.19	b
Italy	7.38	1.86	b	7.43	1.84	ab	7.74	1.90	bc	7.59	1.89	b	7.38	2.14	b	7.41	2.16	ab	7.84	2.11	b	8.14	1.63	b
The USA	8.18	2.27	a	7.92	2.31	a	8.21	2.16	ab	8.37	1.08	a	7.36	2.81	b	6.66	3.16	c	7.51	2.80	bc	7.82	2.53	bc
Young																								
China	7.89	2.20	a	7.47	2.19		8.37	1.60	a	8.68	1.62	a	8.22	1.82	a	7.67	2.22	a	8.39	1.56	a	8.98	1.24	a
Denmark	6.64	2.85	b	6.51	2.80		7.29	2.51	b	7.49	2.56	b												
France	6.00	2.84	b	5.94	2.81		6.79	2.48	b	6.79	2.47	b	6.81	2.54	ab	5.14	3.37	b	7.00	2.69	ab	7.77	2.29	ab
Germany													6.91	2.68	b	5.91	3.09	b	6.67	3.10	b	8.00	2.06	ab
Italy	6.54	2.10	ab	7.15	1.62		7.62	1.77	ab	7.50	1.70	ab	7.15	2.18	ab	7.13	2.21	a	7.60	2.17	ab	7.92	1.51	b
The USA	7.31	2.64	ab	6.48	3.00		7.34	2.86	ab	7.48	2.57	ab	6.83	2.97	b	6.22	3.19	ab	6.92	3.00	b	7.53	2.74	b

Sustainable certification Interest Scale: 10= Extremely interested, 9= Very interested; 8= Quite interested, 7= Somewhat interested; 6= Slightly interested; 5= Neither interested nor uninterested, 4= Slightly uninterested; 3= Somewhat uninterested; 2= Very uninterested, 3= Somewhat uninterested; 1= Extremely uninterested. Different letters indicate statistical differences related to gender differences obtained using a least significant difference test (P < 0.05). P-values were adjusted using Bonferroni's method.

Supplementary Table 4

A)

	Cheeses			Cured meat			Men Meat			Fruits			Vegetables		
Elderly	mean	SD		mean	SD		mean	SD		mean	SD		mean	SD	
China	3.45	1.12	a	3.32	1.11	a	3.59	1.06	a	4.02	0.84	a	4.04	0.77	a
Denmark	3.04	0.64	c	2.68	0.91	b	2.84	0.71	b	3.37	0.66	b	3.47	0.76	b
France	2.83	0.41	abc	2.67	0.52	ab	2.83	1.17	ab	3.50	0.84	ab	3.50	0.84	ab
Germany	3.15	0.73	bc	2.69	0.90	b	2.65	0.86	b	3.46	0.69	b	3.55	0.71	b
Italy	3.00	0.68	c	2.71	0.86	b	2.62	0.92	b	3.62	0.76	b	3.71	0.77	b
The USA	3.37	0.90	ab	2.95	0.99	ab	3.31	0.99	a	3.65	0.94	ab	3.76	0.90	ab
Adults															
China	3.67	0.98	a	3.47	1.00	a	3.66	0.91	a	4.05	0.76	a	4.04	0.78	a
Denmark	3.25	0.90	bc	3.02	1.05	b	3.05	1.06	b	3.57	0.86	b	3.67	0.91	b
France	3.35	0.89	b	3.10	1.11	b	3.14	1.06	b	3.63	0.89	b	3.66	0.87	b
Germany	3.38	0.87	b	3.07	1.15	b	3.06	1.09	b	3.56	0.88	b	3.63	0.82	b
Italy	3.15	0.82	c	2.96	0.90	b	2.99	0.93	b	3.60	0.81	b	3.68	0.77	b
The USA	3.87	1.08	a	3.55	1.13	a	3.71	1.06	a	3.98	0.98	a	3.97	0.92	a
Young															
China	3.47	1.14		3.28	1.11		3.86	0.92	a	3.93	0.88		3.96	0.91	
Denmark	3.55	1.14		3.41	1.15		3.44	1.20	ab	3.64	1.05		3.80	1.06	
France	3.29	1.17		3.03	1.27		3.65	1.20	ab	3.79	1.01		3.79	0.91	
Germany															
Italy	3.08	0.74		3.04	0.82		3.00	0.90	b	3.73	0.83		3.54	0.81	
The USA	3.63	1.06		3.13	1.26		3.53	1.05	ab	3.89	0.99		3.82	1.05	

5= Much more, 4= A little more, 3= Same as before 2= A little less, 1= Much less. Different letters indicate statistical differences related to gender differences obtained using a least significant difference test ($P < 0.05$). P-values were adjusted using Bonferroni's method.

B)

	Cheeses			Cured meat			Women Meat			Fruits		Vegetables		
Elderly	mean	SD		mean	SD		mean	SD		mean	SD		mean	SD
China	3.57	0.85	a	3.53	1.07	a	3.65	1.02	a	3.93	0.97	a	3.76	0.89
Denmark	2.68	1.04	bc	2.27	1.16	bc	2.64	1.09	bcd	3.50	0.51	ab	3.86	0.77
France	3.14	0.76	bc	2.49	0.94	bc	2.63	0.99	bc	3.41	0.87	b	3.47	0.83
Germany	2.97	0.67	c	2.32	0.97	c	2.21	0.95	d	3.41	0.84	b	3.54	0.78
Italy	2.98	0.71	c	2.54	0.83	bc	2.44	0.84	cd	3.62	0.83	b	3.68	0.85
The USA	3.22	0.91	b	2.70	0.98	b	2.94	0.93	b	3.46	0.89	b	3.57	0.87
Adults														
China	3.75	1.00	a	3.51	1.07	a	3.78	1.07	a	4.19	0.80	a	4.23	0.79 a
Denmark	2.97	0.74	d	2.68	0.92	c	2.68	0.97	d	3.48	0.89	d	3.65	0.87 b
France	3.18	0.83	bc	2.73	1.11	c	2.70	1.08	d	3.52	0.87	cd	3.58	0.87 b
Germany	3.32	1.07	b	2.86	1.18	bc	2.96	1.24	c	3.70	0.94	b	3.72	0.91 bc
Italy	3.06	0.87	cd	2.80	1.00	c	2.84	1.01	cd	3.68	0.83	bc	3.80	0.82 bc
The USA	3.59	1.03	a	3.07	1.23	b	3.42	1.12	b	3.79	0.97	b	3.80	0.93 c
Young														
China	3.53	0.92	ab	3.61	1.06	a	3.69	0.81	a	4.10	0.81		4.08	0.89
Denmark														
France	3.12	0.76	abc	2.79	1.13	b	2.79	1.08	b	3.65	0.95		3.65	0.81
Germany	2.99	1.15	c	2.71	1.23	b	2.67	1.21	b	3.83	0.99		3.83	0.92
Italy	3.18	0.92	bc	3.00	1.17	b	2.87	1.12	b	3.75	0.89		3.79	0.85
The USA	3.63	0.99	a	2.99	1.16	ab	3.64	1.07	a	3.78	0.92		3.90	1.02

5= Much more, 4= A little more, 3= Same as before 2= A little less, 1= Much less. Different letters indicate statistical differences related to gender differences obtained using a least significant difference test ($P < 0.05$). P-values were adjusted using Bonferroni's method.

Supplementary Table 5

A)

Elderly	Fresh cheeses			Aged cheeses			Cured meat			Men			Pork			Beef			Fruits			Vegetables		
	mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD				
China	4.24	1.72	ab	4.05	1.69	ab	3.62	1.90	ab	4.49	1.51	a	4.46	1.31	a	5.22	1.40	ab	5.46	1.75	a			
Denmark	3.79	1.16	bc	3.56	1.25	bc	3.43	1.29	a	4.24	1.16	a	4.45	1.06	a	4.86	0.93	b	4.92	0.91	b			
France	4.00	1.55	abc	4.00	1.67	abc	3.83	1.47	abc	3.67	1.63	abc	4.00	1.67	ab	5.17	0.41	abc	4.67	0.52	abc			
Germany	4.39	1.21	a	4.07	1.33	ab	4.38	1.26	bc	3.60	1.50	b	3.60	1.42	b	4.96	1.05	b	4.96	1.01	ab			
Italy	4.64	0.86	a	4.45	0.86	a	4.46	0.95	ab	4.31	1.06	a	4.53	0.92	a	5.50	0.85	a	5.42	0.94	ab			
The USA	3.65	1.62	c	3.29	1.70	c	3.11	1.67	c	3.01	1.79	c	3.35	1.83	b	3.91	2.01	c	3.87	1.95	c			
Adult																								
China	4.61	1.52	ab	4.42	1.49	a	4.21	1.82	c	5.03	1.25	a	4.88	1.23	a	5.28	1.30		5.43	1.38	a			
Denmark	4.35	1.38	b	4.02	1.43	b	4.00	1.56	c	4.34	1.54	bc	4.60	1.39	ab	5.12	1.17		5.18	1.11	ab			
France	4.60	1.26	ab	4.44	1.34	a	4.34	1.36	bc	4.06	1.60	c	4.50	1.27	b	5.18	1.13		5.21	1.09	ab			
Germany	4.83	1.23	a	4.48	1.29	a	4.71	1.36	a	4.34	1.48	bc	4.42	1.46	b	5.11	1.03		5.12	1.04	b			
Italy	4.77	0.88	a	4.47	0.91	a	4.59	0.92	ab	4.53	0.96	b	4.65	0.91	ab	5.24	0.96		5.32	0.87	ab			
The USA	4.77	1.53	a	4.45	1.68	a	4.33	1.70	bc	4.25	1.83	bc	4.65	1.62	ab	5.06	1.62		5.06	1.62	b			
Young																								
China	4.23	1.57		4.25	1.47		3.77	1.70		5.14	1.23	a	4.84	1.16		5.49	1.18		5.82	1.31	a			
Denmark	4.65	1.45		4.54	1.47		4.45	1.53		4.62	1.53	bc	4.82	1.44		5.19	1.20		5.18	1.32	b			
France	4.62	1.07		4.35	1.48		4.47	1.50		3.91	1.78	c	4.56	1.67		5.15	1.21		4.94	1.01	b			
Germany																								
Italy	4.81	0.94		4.65	1.06		4.69	1.09		4.69	1.05	b	4.69	0.88		5.50	0.86		5.58	0.95	ab			
The USA	4.42	1.77		4.00	2.00		3.87	1.95		4.11	2.00	b	4.48	1.77		5.06	1.66		4.89	1.66	b			

B)

Women																					
Elderly	Fresh cheeses			Aged cheeses			Cured meat			Pork			Beef			Fruits			Vegetables		
	mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD		mean	SD	
China	4.17	1.61	a	3.98	1.60	ab	3.44	1.78	b	4.57	1.43	a	4.31	1.47	a	5.00	1.45	ab	5.31	1.68	a
Denmark	3.68	1.39	ab	3.27	1.61	bc	3.36	1.33	ab	3.82	1.10	abc	4.50	1.14	a	5.14	0.56	ab	5.18	0.59	a
France	4.26	1.20	ab	4.03	1.13	ab	3.89	1.29	ab	3.52	1.38	bc	4.16	1.26	a	5.08	1.13	ab	5.16	1.07	a
Germany	4.36	1.11	b	3.78	1.35	b	4.10	1.35	a	3.19	1.54	c	3.05	1.31	b	5.06	0.90	b	5.03	0.87	a
Italy	4.73	0.97	bc	4.34	1.02	a	4.29	1.14	a	3.89	1.27	b	4.25	1.16	a	5.48	1.03	a	5.41	1.00	a
The USA	3.32	1.65	c	2.78	1.62	c	2.43	1.49	c	2.49	1.56	d	3.21	1.83	b	3.88	2.04	c	3.89	2.02	b
Adult																					
China	4.57	1.53	ab	4.41	1.53	a	4.08	1.77	b	4.99	1.25	a	4.86	1.18	a	5.47	1.16	a	5.72	1.22	a
Denmark	3.92	1.31	c	3.63	1.45	b	3.45	1.57	c	3.78	1.51	cd	4.19	1.38	c	5.17	1.00	b	5.40	0.89	b
France	4.43	1.19	b	4.19	1.29	a	3.93	1.41	b	3.63	1.60	d	4.09	1.38	c	5.12	1.06	b	5.13	1.04	c
Germany	4.74	1.31	a	4.29	1.60	a	4.53	1.49	a	3.96	1.77	bc	4.21	1.71	bc	5.46	1.05	a	5.41	1.06	b
Italy	4.76	1.04	a	4.46	1.11	a	4.51	1.17	a	4.23	1.28	b	4.48	1.18	b	5.48	1.12	a	5.54	1.05	ab
The USA	4.32	1.57	b	3.75	1.83	b	3.50	1.85	c	3.65	1.85	cd	4.16	1.68	bc	4.83	1.63	c	4.88	1.63	c
Young																					
China	4.49	1.35		4.55	1.42	a	4.06	1.59	ab	5.55	0.88	ab	4.73	1.10	a	5.76	0.99	a	5.98	0.86	a
Denmark																					
France	4.12	1.18		4.19	0.98	ab	4.14	1.30	ab	3.72	1.55	ab	4.07	1.06	ab	5.14	0.94	b	5.12	0.93	bc
Germany	4.50	1.61		4.03	1.59	ab	4.07	1.79	ab	3.28	2.04	b	3.72	1.70	b	5.35	0.98	ab	5.41	1.00	b
Italy	4.62	1.07		4.53	1.10	a	4.63	1.21	a	4.28	1.38	a	4.60	1.26	a	5.38	0.82	ab	5.31	0.91	b
The USA	4.56	1.40		3.75	1.84	b	3.74	1.78	b	4.15	1.72	ab	4.40	1.25	a	4.99	1.23	b	4.72	1.48	c

7= More than 5 times *per* week, 6= 3- 5 timer *per* week, 5= 1-3 times *per* week, 4= Once a month, 3= Once a year, 2= Special occasions, 1= Never. Different letters indicate statistical differences related to gender differences obtained using a least significant difference test ($P < 0.05$). P-values were adjusted using Bonferroni's method.