

No need for meat as most customers do not leave canteens on Veggie Days

Supplementary material

Supplementary Table A- 1: Average number of sold dishes on Regular Thursdays and Veggie Thursdays per site, dish category, customer group and Veggie Day from 2017-2019, standard errors in parentheses

Number of sold dishes	Guests		Students	
	Regular Thursday	Veggie Day	Regular Thursday	Veggie Day
Conventional: Regular Thursdays N= 113; Veggie Days N=14				
Vegetarian Main Dishes	166.2 (6.0)	356.6 18.2	525.8 (24.9)	942.7 101.4
Main Dishes	444.8 (7.0)	356.6 18.2	1101.9 (39.3)	942.7 101.4
Buffet	112.8 (2.2)	129.9 7.1	227.6 (6.9)	216.3 18
Cafeteria	89.8 (2.1)	145.9 8.8	479.9 (14.8)	556.6 51.4
Sausages	16.1 (0.6)	35.1 3.1	83.4 (3.1)	118.4 13.5
Total Sales	647.4 (7.7)	632.4 16.3	1809.4 (57.1)	1715.6 161.7
Green I: Regular Thursdays N= 125; Veggie Days N=20				
Vegetarian Main Dishes	60.7 (2.2)	111.3 (9.3)	359.5 (19.8)	623.2 (83.0)
Main Dishes	134.4 (2.9)	111.3 (9.3)	702.0 (32.6)	623.2 (83.0)
Buffet	22.4 (1.2)	24.6 (4.0)	41.5 (4.2)	53.9 (20.1)
Cafeteria	21.4 (0.9)	33.8 (3.1)	287.0 (12.8)	336.9 (33.1)
Sausages	5.0 (0.3)	10.7 (1.0)	70.9 (3.5)	99.7 (10.8)
Total Sales	178.2 (3.2)	169.7 (12.1)	1030.6 (44.5)	1014 (120.4)
Green II: Regular Thursdays N= 112; Veggie Days N=21				
Vegetarian Main Dishes	85.3 (3.2)	164.6 (8.0)	428.2 (20.2)	760.6 (58.6)
Main Dishes	189.5 (4.3)	164.6 (8.0)	767.8 (26.5)	760.6 (58.6)
Buffet	55.2 (1.5)	57.8 (3.2)	82.4 (4.0)	71.7 (7.7)
Cafeteria	41.6 (1.2)	61.6 (2.2)	427.8 (13.2)	540 (35.5)
Sausages	4.0 (0.3)	9.9 (0.8)	53.7 (2.1)	94.4 (7.8)
Total Sales	286.4 (5.3)	284.0 (9.6)	1278 (39.0)	1372.2 (89.4)

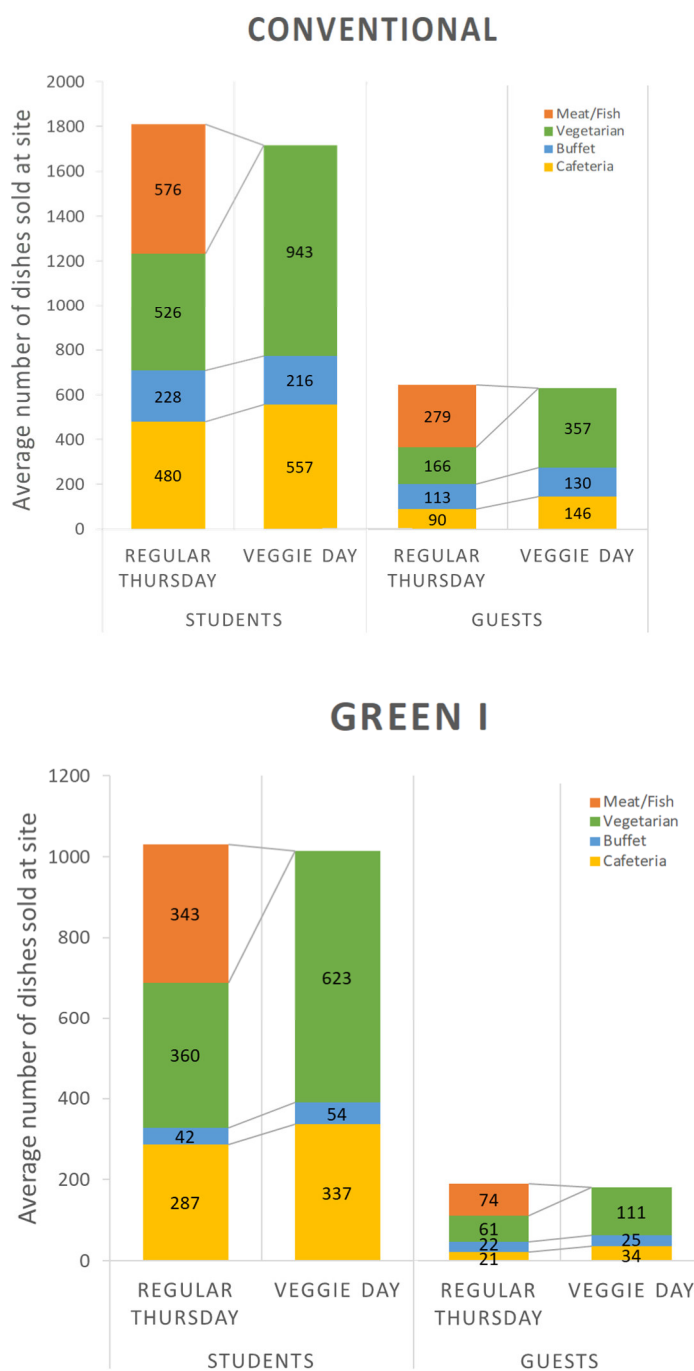
Supplementary Table A- 2: Average number of sold dishes on regular Wednesdays and Wednesdays before Veggie Days per site, dish category, and customer group from 2017-2019, standard errors in parentheses

Number of sold dishes	Guests		Students	
	Regular Wednesday	Wednesday before Veggie Day	Regular Wednesday	Wednesday before Veggie Day
Conventional: Regular Wednesdays N= 130; Wednesdays before Veggie Days N=12				
Vegetarian Main Dishes	131.4 (5.6)	131.1 (15.7)	427.4 (19.2)	436 (79.7)
Main Dishes	455.7 (8.4)	417.0 (16.4)	1105.6 (38.9)	1043.7 (130.7)
Buffet	113.9 (2.4)	117.7 (4.8)	250.6 (7.5)	238.6 (20.8)
Cafeteria	83.3 (2.6)	80.8 (6.8)	503.3 (16.5)	448.9 (44.4)
Sausages	14.0 (0.6)	12.1 (1.4)	81.4 (3.6)	59.5 (7.0)
Total Sales	652.9 (8.3)	615.4 (18.7)	1859.4 (56.8)	1731.2 (189.1)
Green I: Regular Wednesdays N= 122; Wednesdays before Veggie Days N=19				
Vegetarian Main Dishes	48.8 (2.0)	56.2 (6.8)	298.6 (15.7)	294.7 (50.0)
Main Dishes	145.8 (3.8)	149.6 (7.9)	708.9 (32.5)	728.7 (90.6)
Buffet	25.4 (1.5)	21.8 (2.3)	52.4 (5.7)	31.6 (8.1)
Cafeteria	24.2 (1.3)	24.4 (2.4)	304.5 (13.0)	277.8 (32.1)
Sausages	5.8 (0.3)	6.3 (1.0)	74.1 (3.6)	68.1 (10.5)
Total Sales	195.3 (3.8)	195.8 (8.6)	1065.8 (44.9)	1038.1 (121.3)
Green II: Regular Wednesdays N= 111; Wednesdays before Veggie Days N=18				
Vegetarian Main Dishes	81.1 (3.7)	87.7 (6.1)	398.3 (17.8)	418.2 (41.7)
Main Dishes	206.0 (4.5)	201.9 (7.2)	800.6 (23.9)	810.6 (57.2)
Buffet	56.5 (1.6)	59 (3.7)	83.5 (3.9)	83.7 (8.4)
Cafeteria	37.6 (1.4)	38.9 (2.7)	432.4 (13.8)	412.6 (30.7)
Sausages	4.5 (0.4)	4.3 (0.6)	57.0 (2.5)	51.0 (5.3)
Total Sales	300.1 (5.4)	299.8 (10.4)	1316.5 (36.6)	1306.8 (83.8)

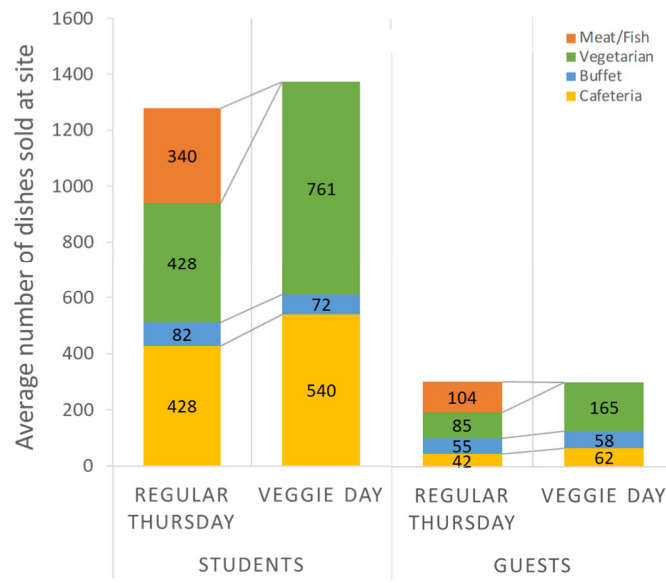
Supplementary Table A- 3: Average number of sold dishes on regular Fridays and Fridays after Veggie Days per site, dish category, and customer group from 2017 to 2019, standard errors in parentheses

Number of sold dishes	Guests		Students	
	Regular Friday	Friday after Veggie Day	Regular Friday	Friday after Veggie Day
Conventional: Regular Fridays N= 126; Fridays before Veggie Days N=14				
Vegetarian Main Dishes	86.3 (3.9)	88.9 (11.8)	258.2 (11.1)	242.4 (31.5)
Main Dishes	336.5 (6.2)	331.1 (16.6)	725.9 (23.0)	674.0 (65.0)
Buffet	99.7 (2.2)	97.6 (5.1)	193.3 (5.8)	184.4 (14.9)
Cafeteria	92.1 (2.6)	93.3 (9.4)	401.7 (10.6)	342.9 (25.9)
Sausages	16.1 (0.6)	13.8 (1.6)	64.1 (2.1)	54.5 (6.3)
Total Sales	528.3 (7.0)	522.1 (18.2)	1320.9 (34.6)	1201.4 (88.4)
Green I: Regular Fridays N= 119; Fridays before Veggie Days N=20				
Vegetarian Main Dishes	31.2 (1.3)	29.7 (2.7)	171.5 (8.9)	155.8 (18.0)
Main Dishes	95.8 (2.2)	99.2 (6.5)	432.9 (18.8)	436.9 (50.9)
Buffet	14.0 (1.1)	14.9 (2.4)	27.7 (3.7)	32.6 (12.0)
Cafeteria	19.8 (0.8)	18.6 (2.0)	210.3 (8.5)	200.3 (23.6)
Sausages	5.5 (0.3)	5.1 (0.7)	58.8 (2.8)	50.2 (7.4)
Total Sales	129.6 (2.4)	132.7 (7.9)	670.9 (26.0)	669.8 (71.3)
Green II: Regular Fridays N= 107; Fridays before Veggie Days N=21				
Vegetarian Main Dishes	49.7 (2.2)	46.1 (4.3)	234.6 (10.7)	233.0 (25.6)
Main Dishes	148.8 (3.0)	151.0 (5.8)	549.5 (15.9)	571.0 (34.9)
Buffet	39.5 (1.1)	40.3 (2.5)	67.0 (3.2)	69.7 (8.0)
Cafeteria	32.1 (1.2)	32.4 (2.1)	280.3 (7.8)	286.4 (17.2)
Sausages	3.7 (0.2)	4.3 (0.4)	36.0 (1.5)	36.2 (3.2)
Total Sales	220.4 (3.7)	223.7 (7.6)	896.7 (21.7)	927.1 (51.7)

Supplementary Figure A- 1: Number of dishes sold on a Regular Thursday (left bars) and on Veggie Days (right bars) between students (left side) and guests (right side) for the different sites (from top to bottom: Conventional, Green I, and Green II).



GREEN II



Supplementary Table A- 4: Coefficients from OLS-regression for the log of the sales of vegetarian main dishes at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.872*** (0.07)		0.692*** (0.06)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.402*** (0.09)		0.335*** (0.10)
Veggie Thursday		0.917*** (0.07)		0.729*** (0.06)
Week	-0.001 (0.00)	-0.001 (0.00)	-0.001 (0.00)	-0.001 (0.00)
Lecture period	0.101 (0.06)	0.074 (0.06)	0.796*** (0.06)	0.773*** (0.06)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.333*** (0.07)	0.311*** (0.07)	0.171* (0.08)	0.153* (0.07)
2019	0.115 (0.08)	0.136 (0.07)	0.031 (0.08)	0.049 (0.08)
Constant	4.874*** (0.08)	4.846*** (0.07)	5.630*** (0.08)	5.606*** (0.08)
N	145	145	145	145
R ²	0.384	0.464	0.585	0.619

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis

Supplementary Table A- 5: Coefficients from OLS-regression for the log of the sales of vegetarian main dishes at site Green I for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.588*** (0.10)		0.553*** (0.09)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.492*** (0.10)		0.298* (0.14)
Veggie Thursday		0.633*** (0.11)		0.580*** (0.09)
Week	-0.002* (0.00)	-0.002* (0.00)	0.000 (0.00)	0.000 (0.00)
Lecture period	0.179* (0.08)	0.151* (0.07)	1.126*** (0.09)	1.109*** (0.09)
Year				
2017	ref.	ref.	ref.	ref.
2018	-0.089 (0.09)	-0.079 (0.08)	0.018 (0.10)	0.023 (0.10)
2019	-0.151 (0.09)	-0.134 (0.09)	0.072 (0.11)	0.082 (0.11)
Constant	4.125*** (0.10)	4.108*** (0.09)	4.932*** (0.12)	4.922*** (0.12)
N	145	145	145	145
R ²	0.236	0.307	0.575	0.586

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 6: Coefficients from OLS-regression for the log of the sales of vegetarian main dishes at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.723*** (0.07)		0.651*** (0.08)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.392*** (0.11)		0.258* (0.12)
Veggie Thursday		0.751*** (0.07)		0.670*** (0.08)
Week	-0.001 (0.00)	-0.002 (0.00)	-0.003 (0.00)	-0.003 (0.00)
Lecture period	0.250* (0.10)	0.226* (0.10)	0.657*** (0.12)	0.641*** (0.12)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.307** (0.11)	0.307** (0.11)	0.436** (0.14)	0.436** (0.14)
2019	0.384** (0.12)	0.392*** (0.11)	0.580*** (0.14)	0.586*** (0.14)
Constant	4.078*** (0.11)	4.065*** (0.10)	5.353*** (0.12)	5.345*** (0.12)
N	133	133	133	133
R ²	0.333	0.357	0.422	0.428

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; *N* refers to the number of days included in the analysis.

Supplementary Table A- 7: Coefficients from OLS-regression for the log of the sales of main dishes at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.212*** (0.05)		-0.122* (0.05)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.064 (0.04)		-0.018 (0.06)
Veggie Thursday		-0.219*** (0.06)		-0.124* (0.05)
Week	-0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)
Lecture period	0.145*** (0.03)	0.150*** (0.03)	0.781*** (0.04)	0.782*** (0.04)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.135*** (0.03)	0.139*** (0.03)	0.015 (0.05)	0.016 (0.05)
2019	0.111*** (0.03)	0.108** (0.03)	-0.048 (0.05)	-0.049 (0.05)
Constant	5.924*** (0.04)	5.928*** (0.04)	6.514*** (0.05)	6.515*** (0.05)
N	145	145	145	145
R ²	0.337	0.348	0.755	0.755

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 8: Coefficients from OLS-regression for the log of the sales of main dishes for different at site Green I classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.254** (0.10)		-0.154 (0.08)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.045 (0.07)		-0.116 (0.13)
Veggie Thursday		-0.258** (0.10)		-0.164* (0.08)
Week	-0.001* (0.00)	-0.001* (0.00)	0.001 (0.00)	0.001 (0.00)
Lecture period	0.225*** (0.05)	0.228*** (0.05)	1.132*** (0.07)	1.139*** (0.08)
Year				
2017	ref.	ref.	ref.	ref.
2018	-0.092 (0.05)	-0.093 (0.05)	0.023 (0.08)	0.021 (0.08)
2019	-0.169*** (0.05)	-0.171*** (0.05)	-0.001 (0.09)	-0.005 (0.09)
Constant	4.918*** (0.05)	4.919*** (0.05)	5.596*** (0.09)	5.600*** (0.09)
N	145	145	145	145
R ²	0.287	0.289	0.661	0.663

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 9: Coefficients from OLS-regression for the log of the sales of main dishes at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.134** (0.05)		-0.013 (0.05)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.092 (0.07)		-0.094 (0.08)
Veggie Thursday		-0.140** (0.05)		-0.020 (0.06)
Week	-0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)
Lecture period	0.187*** (0.05)	0.192*** (0.05)	0.565*** (0.05)	0.571*** (0.05)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.208*** (0.06)	0.208*** (0.06)	0.293*** (0.07)	0.293*** (0.06)
2019	0.340*** (0.06)	0.339*** (0.06)	0.416*** (0.06)	0.415*** (0.06)
Constant	4.919*** (0.06)	4.922*** (0.06)	6.047*** (0.06)	6.050*** (0.06)
N	133	133	133	133
R ²	0.341	0.346	0.595	0.598

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 10: Coefficients from OLS-regression for the log of the sales of buffet at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.150** (0.05)		-0.003 (0.07)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.027 (0.05)		-0.070 (0.06)
Veggie Thursday		0.153** (0.05)		-0.011 (0.07)
Week	0.000 (0.00)	0.000 (0.00)	-0.000 (0.00)	-0.000 (0.00)
Lecture period	0.021 (0.04)	0.019 (0.04)	0.487*** (0.05)	0.492*** (0.05)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.146** (0.05)	0.144** (0.05)	-0.010 (0.06)	-0.007 (0.06)
2019	0.150*** (0.04)	0.151*** (0.04)	-0.101 (0.06)	-0.105 (0.06)
Constant	4.587*** (0.05)	4.585*** (0.05)	5.150*** (0.06)	5.155*** (0.06)
N	145	145	145	145
R ²	0.127	0.129	0.444	0.448

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 11: Coefficients from OLS-regression for the log of the sales of buffet at site Green I for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.090 (0.12)		-0.137 (0.23)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.011 (0.13)		-0.272 (0.27)
Veggie Thursday		0.089 (0.12)		-0.161 (0.23)
Week	0.001 (0.00)	0.001 (0.00)	0.005** (0.00)	0.005** (0.00)
Lecture period	0.162 (0.09)	0.163 (0.09)	0.889*** (0.14)	0.904*** (0.15)
Year				
2017	ref.	ref.	ref.	ref.
2018	-0.210 (0.12)	-0.211 (0.12)	-0.451* (0.19)	-0.456* (0.19)
2019	-0.410*** (0.10)	-0.411*** (0.10)	-0.742*** (0.16)	-0.752*** (0.16)
Constant	3.065*** (0.12)	3.066*** (0.12)	2.781*** (0.18)	2.790*** (0.18)
N	145	145	145	145
R ²	0.120	0.120	0.331	0.336

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 12: Coefficients from OLS-regression for the log of the sales of buffet at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.056 (0.07)		-0.105 (0.10)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.158 (0.11)		-0.301 (0.15)
Veggie Thursday		0.045 (0.07)		-0.127 (0.10)
Week	0.000 (0.00)	0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)
Lecture period	0.091 (0.06)	0.101 (0.06)	0.371*** (0.09)	0.389*** (0.09)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.133 (0.07)	0.133* (0.07)	0.111 (0.10)	0.111 (0.10)
2019	0.145** (0.05)	0.141** (0.05)	0.165 (0.10)	0.159 (0.10)
Constant	3.832*** (0.07)	3.836*** (0.07)	4.022*** (0.12)	4.031*** (0.12)
N	133	133	133	133
R ²	0.077	0.093	0.153	0.172

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 13: Coefficients from OLS-regression for the log of the sales of cafeteria at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.498*** (0.06)		0.156* (0.07)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.226*** (0.06)		0.037 (0.08)
Veggie Thursday		0.523*** (0.06)		0.160* (0.07)
Week	0.002*** (0.00)	0.002*** (0.00)	0.001 (0.00)	0.001 (0.00)
Lecture period	-0.026 (0.04)	-0.041 (0.04)	0.508*** (0.04)	0.506*** (0.04)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.179*** (0.05)	0.166*** (0.05)	-0.013 (0.05)	-0.015 (0.05)
2019	0.219*** (0.04)	0.231*** (0.04)	0.042 (0.05)	0.044 (0.05)
Constant	4.226*** (0.05)	4.210*** (0.05)	5.744*** (0.05)	5.741*** (0.05)
N	145	145	145	145
R ²	0.404	0.464	0.503	0.505

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 14: Coefficients from OLS-regression for the log of the sales of cafeteria at site Green I for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.447*** (0.11)		0.231** (0.09)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.337* (0.16)		0.046 (0.16)
Veggie Thursday		0.477*** (0.12)		0.236** (0.09)
Week	-0.000 (0.00)	-0.001 (0.00)	0.002** (0.00)	0.002** (0.00)
Lecture period	0.131 (0.10)	0.112 (0.10)	0.939*** (0.10)	0.936*** (0.10)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.359** (0.12)	0.365** (0.12)	0.295** (0.11)	0.296** (0.11)
2019	0.568*** (0.12)	0.580*** (0.12)	0.417*** (0.11)	0.419*** (0.11)
Constant	2.627*** (0.15)	2.615*** (0.14)	4.501*** (0.13)	4.499*** (0.13)
N	145	145	145	145
R ²	0.240	0.263	0.514	0.515

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 15: Coefficients from OLS-regression for the log of the sales of cafeteria at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.410*** (0.04)		0.231*** (0.05)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.153 (0.08)		0.034 (0.10)
Veggie Thursday		0.421*** (0.05)		0.233*** (0.05)
Week	0.001* (0.00)	0.001* (0.00)	0.001* (0.00)	0.001* (0.00)
Lecture period	0.169*** (0.05)	0.160*** (0.05)	0.510*** (0.04)	0.508*** (0.04)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.137* (0.06)	0.137* (0.06)	0.095 (0.05)	0.095 (0.05)
2019	0.283*** (0.05)	0.286*** (0.05)	0.277*** (0.05)	0.277*** (0.05)
Constant	3.379*** (0.06)	3.375*** (0.06)	5.460*** (0.05)	5.459*** (0.05)
N	133	133	133	133
R ²	0.448	0.461	0.617	0.617

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 16: Coefficients from OLS-regression for the log of the sales of sausages at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.819*** (0.10)		0.395*** (0.09)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.315** (0.12)		0.170 (0.10)
Veggie Thursday		0.854*** (0.10)		0.414*** (0.09)
Week	0.001 (0.00)	0.001 (0.00)	-0.000 (0.00)	-0.000 (0.00)
Lecture period	0.026 (0.06)	0.005 (0.06)	0.499*** (0.06)	0.487*** (0.06)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.098 (0.09)	0.081 (0.08)	-0.017 (0.07)	-0.026 (0.06)
2019	-0.059 (0.08)	-0.042 (0.08)	-0.187** (0.07)	-0.177** (0.07)
Constant	2.620*** (0.09)	2.598*** (0.09)	4.132*** (0.07)	4.120*** (0.07)
N	145	145	145	145
R ²	0.287	0.336	0.421	0.437

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 17: Coefficients from OLS-regression for the log of the sales of sausages at site Green I for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.747*** (0.11)		0.453*** (0.11)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.487* (0.23)		0.058 (0.34)
Veggie Thursday		0.791*** (0.11)		0.458*** (0.12)
Week	-0.001 (0.00)	-0.001 (0.00)	0.001 (0.00)	0.001 (0.00)
Lecture period	0.019 (0.11)	-0.009 (0.11)	1.017*** (0.15)	1.014*** (0.16)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.210 (0.13)	0.219 (0.13)	0.351* (0.18)	0.352* (0.17)
2019	0.337* (0.14)	0.355** (0.13)	0.462* (0.18)	0.464* (0.18)
Constant	1.494*** (0.15)	1.478*** (0.15)	3.046*** (0.23)	3.044*** (0.22)
N	145	145	145	145
R ²	0.198	0.235	0.349	0.349

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 18: Coefficients from OLS-regression for the log of the sales of sausages at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	0.879*** (0.10)		0.608*** (0.11)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.260 (0.17)		0.324* (0.13)
Veggie Thursday		0.898*** (0.10)		0.631*** (0.11)
Week	0.002 (0.00)	0.002 (0.00)	0.002 (0.00)	0.002 (0.00)
Lecture period	0.158 (0.11)	0.142 (0.11)	0.400*** (0.09)	0.380*** (0.09)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.010 (0.12)	0.010 (0.12)	0.164 (0.14)	0.163 (0.14)
2019	0.079 (0.12)	0.084 (0.12)	0.236 (0.14)	0.243 (0.14)
Constant	1.202*** (0.15)	1.194*** (0.15)	3.290*** (0.22)	3.280*** (0.22)
N	133	133	133	133
R ²	0.287	0.296	0.234	0.247

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; *N* refers to the number of days included in the analysis.

Supplementary Table A- 19: Coefficients from OLS-regression for the log of total sales at site Conventional for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.009 (0.03)		-0.023 (0.05)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.010 (0.02)		-0.012 (0.06)
Veggie Thursday		-0.010 (0.03)		-0.024 (0.05)
Week	0.000 (0.00)	0.000 (0.00)	-0.000 (0.00)	-0.000 (0.00)
Lecture period	0.091*** (0.02)	0.091*** (0.02)	0.664*** (0.03)	0.664*** (0.03)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.152*** (0.02)	0.152*** (0.02)	0.010 (0.04)	0.011 (0.04)
2019	0.136*** (0.02)	0.136*** (0.02)	-0.027 (0.04)	-0.028 (0.04)
Constant	6.300*** (0.03)	6.300*** (0.03)	7.061*** (0.05)	7.062*** (0.05)
N	145	145	145	145
R ²	0.382	0.382	0.724	0.724

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 20: Coefficients from OLS-regression for the log of total sales at site Green I for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.088 (0.08)		-0.018 (0.07)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		0.001 (0.06)		-0.065 (0.12)
Veggie Thursday		-0.088 (0.08)		-0.023 (0.07)
Week	-0.001 (0.00)	-0.001 (0.00)	0.002** (0.00)	0.002** (0.00)
Lecture period	0.169*** (0.04)	0.169*** (0.04)	1.022*** (0.07)	1.026*** (0.07)
Year				
2017	ref.	ref.	ref.	ref.
2018	-0.065 (0.04)	-0.065 (0.04)	0.057 (0.07)	0.055 (0.07)
2019	-0.140** (0.04)	-0.140** (0.04)	0.059 (0.08)	0.056 (0.08)
Constant	5.182*** (0.05)	5.182*** (0.05)	5.989*** (0.08)	5.992*** (0.08)
N	145	145	145	145
R ²	0.208	0.208	0.669	0.670

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; *N* refers to the number of days included in the analysis.

Supplementary Table A- 21: Coefficients from OLS-regression for the log of total sales at site Green II for different classifications of Veggie Days, standard errors in parentheses

	(1) Guests	(2) Guests	(3) Students	(4) Students
Veggie Thursday	-0.003 (0.04)		0.069 (0.04)	
Thursdays				
Regular Thursday		ref.		ref.
No-beef Thursday		-0.063 (0.05)		-0.058 (0.07)
Veggie Thursday		-0.008 (0.04)		0.064 (0.04)
Week	0.000 (0.00)	0.000 (0.00)	-0.000 (0.00)	-0.000 (0.00)
Lecture period	0.146*** (0.03)	0.150*** (0.03)	0.528*** (0.04)	0.531*** (0.04)
Year				
2017	ref.	ref.	ref.	ref.
2018	0.175*** (0.04)	0.175*** (0.04)	0.207*** (0.05)	0.207*** (0.05)
2019	0.279*** (0.03)	0.278*** (0.03)	0.345*** (0.05)	0.344*** (0.05)
Constant	5.373*** (0.04)	5.375*** (0.04)	6.589*** (0.05)	6.591*** (0.05)
N	133	133	133	133
R ²	0.434	0.439	0.649	0.651

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 22: Coefficients from OLS-regression for the log of the sales of vegetarian main dishes on Wednesdays/ Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1) Guests	(2) Guests	(3) Students	(4) Students	(5) Guests	(6) Guests	(7) Students	(8) Students	(9) Guests	(10) Guests	(11) Students	(12) Students
Wednesday	-0.034 (0.14)		-0.066 (0.12)		0.116 (0.11)		-0.035 (0.12)		0.154 (0.08)		0.084 (0.08)	
Friday		0.017 (0.12)		-0.081 (0.12)		-0.011 (0.10)		-0.020 (0.10)		-0.068 (0.10)		-0.051 (0.11)
Week	0.001 (0.00)	0.001 (0.00)	0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)	-0.002 (0.00)	0.002* (0.00)	-0.002 (0.00)	0.001 (0.00)	0.002 (0.00)	0.001 (0.00)	-0.001 (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.073 (0.10)	0.252** (0.08)	-0.118 (0.09)	0.053 (0.07)	-0.185 (0.09)	-0.041 (0.12)	-0.084 (0.11)	0.092 (0.13)	0.013 (0.10)	0.129 (0.10)	0.165 (0.09)	0.214* (0.09)
2019	0.357*** (0.09)	0.339*** (0.08)	0.094 (0.08)	0.100 (0.09)	0.060 (0.09)	0.021 (0.13)	0.206* (0.10)	0.154 (0.14)	0.301*** (0.09)	0.499*** (0.08)	0.479*** (0.08)	0.499*** (0.08)
Lecture period	-0.052 (0.08)	0.073 (0.07)	0.644*** (0.07)	0.593*** (0.07)	0.079 (0.08)	0.247* (0.10)	0.895*** (0.09)	0.946*** (0.12)	0.042 (0.09)	0.178* (0.09)	0.442*** (0.08)	0.393*** (0.07)
Constant	4.621*** (0.12)	4.060*** (0.09)	5.544*** (0.09)	5.099*** (0.10)	3.878*** (0.10)	3.368*** (0.12)	4.763*** (0.12)	4.429*** (0.14)	4.061*** (0.12)	3.371*** (0.11)	5.310*** (0.10)	4.931*** (0.09)
N	142	140	142	140	140	139	140	139	129	128	129	128
R ²	0.117	0.133	0.393	0.382	0.077	0.074	0.465	0.395	0.111	0.234	0.364	0.336

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 23: Coefficients from OLS-regression for the log of the sales of main dishes on Wednesdays/ Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1) Guests	(2) Guests	(3) Students	(4) Students	(5) Guests	(6) Guests	(7) Students	(8) Students	(9) Guests	(10) Guests	(11) Students	(12) Students
Wednesday	-0.055 (0.04)		-0.045 (0.06)		0.027 (0.05)		-0.008 (0.07)		0.008 (0.04)		0.026 (0.05)	
Friday		-0.010 (0.05)		-0.062 (0.07)		0.025 (0.06)		0.013 (0.08)		0.017 (0.04)		0.041 (0.05)
Week	-0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)	-0.001* (0.00)	-0.001 (0.00)	0.001 (0.00)	-0.000 (0.00)	0.001** (0.00)	0.001 (0.00)	-0.000 (0.00)	-0.001** (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.141*** (0.04)	0.076 (0.04)	-0.051 (0.05)	-0.099 (0.05)	-0.140* (0.07)	-0.068 (0.05)	-0.036 (0.09)	-0.001 (0.07)	0.210*** (0.04)	0.112** (0.04)	0.247*** (0.05)	0.166*** (0.05)
2019	0.107** (0.04)	0.088* (0.03)	-0.130** (0.05)	-0.088 (0.05)	-0.153** (0.06)	-0.108* (0.05)	-0.005 (0.09)	0.050 (0.07)	0.275*** (0.04)	0.233*** (0.04)	0.377*** (0.04)	0.319*** (0.04)
Lecture period	0.159*** (0.03)	0.141*** (0.03)	0.765*** (0.04)	0.594*** (0.04)	0.288*** (0.05)	0.233*** (0.04)	1.076*** (0.08)	0.955*** (0.06)	0.061 (0.03)	0.154*** (0.03)	0.406*** (0.04)	0.391*** (0.04)
Constant	5.929*** (0.05)	5.666*** (0.04)	6.570*** (0.06)	6.290*** (0.07)	4.964*** (0.08)	4.508*** (0.06)	5.662*** (0.10)	5.351*** (0.08)	5.019*** (0.05)	4.726*** (0.04)	6.164*** (0.05)	5.940*** (0.05)
N	142	140	142	140	141	139	141	139	129	128	129	128
R ²	0.234	0.168	0.724	0.628	0.255	0.226	0.597	0.676	0.364	0.351	0.593	0.574

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 24: Coefficients from OLS-regression for the log of the sales of buffet on Wednesdays/ Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Guests b/se	Guests b/se	Students b/se	Students b/se	Guests b/se	Guests b/se	Students b/se	Students b/se	Guests b/se	Guests b/se	Students b/se	Students b/se
Wednesday	0.070 (0.04)		-0.010 (0.06)		-0.066 (0.10)		-0.230 (0.12)		0.087 (0.07)		0.043 (0.10)	
Friday		0.031 (0.05)		0.003 (0.05)		0.123 (0.11)		0.047 (0.18)		0.026 (0.06)		0.027 (0.11)
Week	-0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	-0.001* (0.00)	0.000 (0.00)	-0.001 (0.00)	0.004** (0.00)	0.002 (0.00)	-0.001 (0.00)	0.000 (0.00)	-0.002 (0.00)	-0.001 (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.145** (0.05)	0.233*** (0.05)	-0.021 (0.06)	0.018 (0.05)	0.035 (0.12)	0.063 (0.14)	-0.335 (0.17)	0.035 (0.19)	0.281* (0.11)	0.106 (0.06)	0.254* (0.13)	0.114 (0.11)
2019	0.100* (0.04)	0.066 (0.04)	-0.106 (0.06)	-0.115* (0.05)	-0.272* (0.12)	-0.282* (0.13)	-0.608*** (0.16)	-0.333* (0.15)	0.345*** (0.10)	0.192** (0.06)	0.444*** (0.12)	0.254* (0.10)
Lecture period	-0.073 (0.04)	0.066 (0.04)	0.444*** (0.05)	0.431*** (0.04)	0.178 (0.10)	0.130 (0.11)	1.142*** (0.14)	0.696*** (0.14)	0.052 (0.08)	0.084 (0.06)	0.361*** (0.09)	0.176 (0.10)
c	4.685*** (0.05)	4.468*** (0.05)	5.286*** (0.06)	5.086*** (0.06)	3.074*** (0.17)	2.566*** (0.17)	2.740*** (0.20)	2.463*** (0.18)	3.808*** (0.08)	3.469*** (0.06)	3.997*** (0.10)	3.934*** (0.12)
N	142	140	142	140	141	139	141	139	129	128	129	128
R ²	0.090	0.186	0.410	0.475	0.087	0.079	0.405	0.192	0.125	0.100	0.216	0.079

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 25: Coefficients from OLS-regression for the log of the sales of cafeterias on Wednesdays or Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Guests	Guests	Students	Students	Guests	Guests	Students	Students	Guests	Guests	Students	Students
Wednesday	-0.024 (0.06)		-0.132 (0.07)		0.029 (0.11)		-0.052 (0.10)		0.049 (0.07)		-0.022 (0.06)	
Friday		0.001 (0.08)		-0.133 (0.07)		-0.088 (0.11)		-0.062 (0.10)		0.047 (0.08)		0.047 (0.07)
Week	0.003*** (0.00)	0.002*** (0.00)	0.001 (0.00)	0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	0.003*** (0.00)	0.001 (0.00)	0.001* (0.00)	0.001 (0.00)	0.002*** (0.00)	-0.001 (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.197*** (0.06)	0.428*** (0.05)	-0.049 (0.07)	0.099* (0.05)	0.247* (0.12)	0.407** (0.12)	0.232 (0.13)	0.352** (0.12)	0.066 (0.07)	0.284** (0.10)	0.198*** (0.05)	0.235* (0.10)
2019	0.458*** (0.05)	0.555*** (0.06)	0.133* (0.06)	0.081 (0.05)	0.578*** (0.11)	0.669*** (0.12)	0.372** (0.13)	0.481*** (0.12)	0.254*** (0.06)	0.560*** (0.09)	0.293*** (0.06)	0.306*** (0.08)
Lecture period	-0.030 (0.04)	-0.023 (0.04)	0.500*** (0.05)	0.350*** (0.04)	-0.050 (0.09)	0.129 (0.10)	0.852*** (0.11)	0.911*** (0.11)	0.221*** (0.05)	0.118 (0.09)	0.455*** (0.05)	0.372*** (0.09)
c	3.959*** (0.06)	3.976*** (0.06)	5.759*** (0.06)	5.675*** (0.06)	2.846*** (0.15)	2.562*** (0.14)	4.574*** (0.16)	4.319*** (0.15)	3.263*** (0.07)	3.005*** (0.09)	5.421*** (0.06)	5.212*** (0.10)
N	142	140	142	140	141	139	141	139	129	128	129	128
R ²	0.455	0.540	0.456	0.361	0.184	0.230	0.411	0.476	0.239	0.272	0.536	0.259

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 26: Coefficients from OLS-regression for the log of the sales of sauages on Wednesdays or Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	Guests	Guests	Students	Students	Guests	Guests	Students	Students	Guests	Guests	Students	Students
Wednesday	-0.078 (0.15)		-0.257* (0.10)		0.094 (0.15)		-0.063 (0.16)		0.033 (0.15)		0.037 (0.12)	
Friday		-0.139 (0.14)		-0.158 (0.11)		-0.096 (0.15)		-0.293 (0.25)		0.182 (0.13)		0.107 (0.12)
Week	0.002** (0.00)	0.002* (0.00)	0.000 (0.00)	-0.003*** (0.00)	-0.001 (0.00)	-0.002 (0.00)	0.002* (0.00)	-0.001 (0.00)	0.002 (0.00)	0.001 (0.00)	0.003 (0.00)	-0.000 (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.113 (0.09)	0.436*** (0.09)	-0.108 (0.09)	-0.037 (0.07)	-0.015 (0.16)	0.150 (0.14)	0.351 (0.19)	0.380 (0.20)	0.002 (0.15)	0.284* (0.13)	0.281 (0.18)	0.324 (0.20)
2019	0.036 (0.09)	0.311*** (0.09)	-0.242** (0.09)	-0.183** (0.07)	0.298* (0.13)	0.348** (0.13)	0.446* (0.19)	0.499** (0.18)	0.098 (0.13)	0.410** (0.14)	0.327 (0.18)	0.412* (0.18)
Lecture period	-0.034 (0.07)	0.010 (0.07)	0.448*** (0.07)	0.325*** (0.06)	-0.073 (0.12)	0.140 (0.11)	0.927*** (0.16)	0.974*** (0.16)	0.258* (0.12)	0.044 (0.12)	0.323* (0.14)	0.234 (0.15)
c	2.393*** (0.10)	2.337*** (0.11)	4.146*** (0.08)	4.188*** (0.07)	1.751*** (0.18)	1.602*** (0.15)	3.070*** (0.24)	3.028*** (0.22)	1.169*** (0.17)	1.040*** (0.15)	3.252*** (0.23)	3.046*** (0.23)
N	142	140	142	140	141	139	141	139	129	128	129	128
R ²	0.074	0.226	0.287	0.309	0.052	0.077	0.280	0.294	0.052	0.099	0.086	0.075

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 27: Coefficients from OLS-regression for the log of total sales on Wednesdays or Fridays, standard errors in parentheses

	Conventional				Green I				Green II			
	(1) Guests	(2) Guests	(3) Students	(4) Students	(5) Guests	(6) Guests	(7) Students	(8) Students	(9) Guests	(10) Guests	(11) Students	(12) Students
Wednesday	-0.036 (0.03)		-0.068 (0.05)		-0.004 (0.04)		-0.051 (0.07)		0.020 (0.03)		0.011 (0.04)	
Friday		-0.001 (0.03)		-0.070 (0.04)		0.010 (0.05)		-0.014 (0.07)		0.015 (0.03)		0.028 (0.04)
Week	0.000 (0.00)	0.000 (0.00)	-0.000 (0.00)	-0.001 (0.00)	-0.001 (0.00)	-0.000 (0.00)	0.002*** (0.00)	0.000 (0.00)	0.001*** (0.00)	0.001** (0.00)	0.000 (0.00)	-0.001** (0.00)
Year												
2017	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.	ref.
2018	0.159*** (0.02)	0.161*** (0.03)	-0.041 (0.04)	-0.018 (0.04)	-0.118* (0.05)	-0.012 (0.05)	-0.030 (0.07)	0.079 (0.06)	0.196*** (0.03)	0.133*** (0.03)	0.220*** (0.04)	0.183*** (0.04)
2019	0.155*** (0.03)	0.159*** (0.02)	-0.050 (0.04)	-0.039 (0.04)	-0.134*** (0.03)	-0.043 (0.04)	0.016 (0.08)	0.122 (0.07)	0.269*** (0.03)	0.265*** (0.03)	0.345*** (0.04)	0.297*** (0.04)
Lecture period	0.088*** (0.02)	0.100*** (0.02)	0.646*** (0.04)	0.495*** (0.03)	0.191*** (0.04)	0.194*** (0.04)	0.965*** (0.07)	0.901*** (0.06)	0.094** (0.03)	0.120*** (0.02)	0.426*** (0.03)	0.354*** (0.03)
Constant	6.282*** (0.03)	6.073*** (0.03)	7.116*** (0.05)	6.906*** (0.05)	5.282*** (0.05)	4.779*** (0.05)	6.083*** (0.08)	5.743*** (0.07)	5.400*** (0.04)	5.120*** (0.03)	6.636*** (0.04)	6.448*** (0.04)
N	142	140	142	140	141	139	141	139	129	128	129	128
R ²	0.381	0.395	0.705	0.644	0.256	0.196	0.642	0.696	0.481	0.541	0.669	0.617

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; N refers to the number of days included in the analysis.

Supplementary Table A- 28: Representative menus for a Regular Thursday, a No-beef Thursday, and a Veggie Day

	Exemplary dishes menus	Type of dish	GHG emissions/ 100 portions in gCO ₂ equ
Regular Thursday	Meatball	Beef	302
	Grilled sausage*	Pork	47
	Oven vegetables with basil-yogurt dip	Vegetarian	43
	Oriental lentil-pear-pumpkin soup	Vegan	18
	Green coconut vegetable curry	Vegan	81
No-beef Thursday	Turkey thigh	Poultry	155
	Grilled sausage*	Pork	47
	Oven vegetables with basil-yogurt dip	Vegetarian	43
	Oriental lentil-pear-pumpkin soup	Vegan	18
	Green coconut vegetable curry	Vegan	81
Veggie Day	Vegetable patty	Vegan	46
	Stuffed pasta with spinach*	Vegetarian	77
	Oven vegetables with basil-yogurt dip	Vegetarian	43
	Oriental lentil-pear-pumpkin soup	Vegetarian	18
	Green coconut vegetable curry	Vegan	81

* Only at Conventional site