

Supplementary Material

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Supplement Table 1. Search Strategies

<p>MEDLINE PubMed 19/10/2020</p>	<p>((("Food Preferences"[MeSH Terms] OR "preference*" [Title/Abstract] OR "Consumer Behavior"[MeSH Terms] OR "choice*" [Title/Abstract] OR "view*" [Title] OR "expectation*" [Title] OR "attitude*" [Title/Abstract] OR "knowledge*" [Title] OR "belief*" [Title] OR "accepta*" [Title] OR "perception*" [Title] OR "opinion*" [Title] OR "perspective*" [Title] OR "consumer*" [Title] OR "Diet surveys"[MeSH Terms]) AND ("Meat"[MeSH Terms] OR "Meat" [Title] OR "red meat" [Title/Abstract] OR "processed meat" [Title/Abstract] OR "meat product*" [Title/Abstract] OR "sausage*" [Title/Abstract] OR "ham" [Title/Abstract] OR "hams" [Title/Abstract] OR "bacon" [Title/Abstract] OR "salami" [Title/Abstract] OR ("Meat" [Title/Abstract] OR "meats" [Title/Abstract] OR "Food" [MeSH Terms] OR "Feeding Behavior" [MeSH Terms] OR "diet, food, and nutrition" [MeSH Terms]) AND ("beef" [Title/Abstract] OR "mutton" [Title/Abstract] OR "horse" [Title/Abstract] OR "bovine" [Title/Abstract] OR "veal" [Title/Abstract] OR "lamb" [Title/Abstract] OR "goat" [Title/Abstract] OR "pork" [Title/Abstract]))) 5826</p>
<p>Ovid Embase <1974 to 2019 Week 23> 01/08/2020</p>	<p>1 exp food preference/ 2 exp consumer attitude/ 3 preference*.ti,ab. 4 choice*.ti,ab. 5 view*.ti. 6 expectation*.ti. 7 attitude*.ti,ab. 8 knowledge*.ti. 9 belief*.ti. 10 accepta*.ti. 11 perception*.ti. 12 opinion*.ti. 13 perspective*.ti. 14 consumer*.ti. 15 1 or 2 or 3 or 4 or 5 or 6 or 7 or 8 or 9 or 10 or 11 or 12 or 13 or 14 16 exp meat/ 17 meat.ti. 18 red meat.ti,ab. 19 processed meat.ti,ab. 20 meat product*.ti,ab. 21 sausage*.ti,ab. 22 ham.ti,ab. 23 hams.ti,ab. 24 bacon.ti,ab. 25 salami.ti,ab.) 26 16 or 17 or 18 or 19 or 20 or 21 or 22 or 23 or 24 or 25 27 meat.ti,ab. 28 meats.ti,ab. 29 exp food/ 30 exp feeding behavior/ 31 27 or 28 or 29 or 30 32 beef.ti,ab. 33 mutton.ti,ab. 34 horse.ti,ab. 35 bovine.ti,ab. 36 veal.ti,ab. 37 lamb.ti,ab. 38 goat.ti,ab. 39 duck.ti,ab. 40 pork.ti,ab. 41 chicken*.ti,ab. 42 poultry.ti,ab. 43 turkey.ti,ab. 44 hen.ti,ab. 45 goose.ti,ab.</p>

	46 rabbit.ti.ab. 47 32 or 33 or 34 or 35 or 36 or 37 or 38 or 39 or 40 or 41 or 42 or 43 or 44 or 45 or 46 48 31 and 47 49 26 or 48 50 15 and 49 5733
AGRI 12/10/2020	(preference OR ("consumer behavior" OR (choice OR (view OR (expectation OR (attitude OR (knowledge OR (belief OR (accepta* OR (perception OR (opinion OR (perspective OR consumer)))))))))) AND ((meat OR (processed OR (sausage OR (ham OR (bacon OR salami)))))) OR ((meat OR (food OR (beef OR (mutton OR (horse OR (bovine OR (veal OR (lamb OR (goat OR pork)))))))))) AND (meat OR (food OR ("feeding behaviour")))) AND adults 1192
FSTA 09/10/2020	S1 DE "CONSUMER RESPONSE" 41,38 S2 TX preference* OR choice* OR view* OR expectation* OR attitude OR knowledge OR belief* OR accepta* OR perception* OR opinion* OR consumer* 176,759 S3 S1 OR S2 176,759 S4 DE "meat specific" 10,135 S5 TX meat* OR sausage* OR ham* OR bacon OR salami OR beef OR mutton OR horse OR bovine OR veal OR lamb OR goat OR pork OR duck OR chicken OR poultry OR hen OR goose OR rabbit 238,946 S6 S4 OR S5 238,946 S7 DE "nutrition" Expanders 27,328 S8 TX diet OR nutrition* 289,898 S9 S7 OR S8 289,898 S10 S3 AND S6 AND S9 7858
CAB Abstracts (CAB Direct) 09/10/2020	((ab:("red meat" OR "processed meat") OR title:("red meat" OR "processed meat" OR sausage* OR ham OR hams OR bacon OR salami OR meat) OR "meat") OR (("eating behaviour" OR title:(meat OR meats)) AND (title:(beef OR mutton OR horse OR bovine OR veal OR lamb OR goat OR duck OR pork OR chicken* OR poultry OR turkey OR hen OR goose OR rabbit)))) AND (title:(preference* OR choice* OR attitude* OR view* OR expectation* OR knowledge* OR belief* OR accepta* OR perception* OR opinion* OR perspective* OR consumer*) OR ("feeding preferences" OR "consumer attitudes" OR "consumer behaviour")) 6938
Web of science 10/08/2020	(TS= (Food Preferences)) OR (TI= (preference*)) OR (TS= (Consumer Behavior)) OR (TI= (choice*) OR (view*) OR (expectation*) OR (attitude*) OR (knowledge*) OR (belief*) OR (accepta*) OR (perception*) OR (opinion*) OR (perspective*) OR (consumer*)) OR (TS=(Diet surveys)) AND (TS= (Meat)) OR (TI= (meat) OR (red meat) OR (processed meat) OR (meat product*) OR (sausage*) OR (ham) OR (hams) OR (bacon) OR (salami)) OR (TI=(meat) OR (meats) OR (TS=(Food) OR (Feeding Behavior) OR (Diet, Food, and Nutrition)) AND (TI=(beef) OR (mutton) OR (horse) OR (bovine) OR (veal) OR (lamb) OR (goat) OR (duck) OR (pork) OR (chicken*) OR (poultry) OR (turkey) OR (hen) OR (goose) OR (rabbit)) 3171

Supplement Table 2. Quantitative Data Extraction Form

Variable
Researcher identification
1. Surname, name
2. Date
Study identification
3. Id
4. Organization
5. Country
6. Conflict of interest
Study objectives or research questions
7. Objectives or research questions
Study population
8. Study setting
9. Participants socio-demographic characteristics
10. Participants health status
11. Participants meat consumption behaviour
12. Sample size
13. Sampling strategy
14. Recruitment process
Study design and methods
15. Study design
16. Study period
17. Choice of measurement instrument
Risk of Bias
18. <u>Selection of participants (Risk of bias 1)</u> Was an appropriate study sample selected from the sampling frame? (Consider: is the study sample representative for the target population? Choose the option you think is the most appropriate one for this question)
19. <u>Missing data (Risk of bias 2)</u> Was the response rate sufficiently high to minimize the risk of bias? (To consider: was the response rate $\geq 60\%$?)
20. <u>Measurement instrument (Risk of bias 3)</u> Did the researchers pilot the measurement techniques on a subset of the target population? Was the instrument validated? Was the instrument reliable?
Findings
21. Main findings
22. Authors' interpretation
23. Authors' conclusions

Supplement Table 3. Qualitative Data Extraction Form

Variable
Researcher identification
1. Surname, name
2. Date
Study identification
3. Id
4. Organization
5. Country
6. Conflict of interest
7. Qualitative approach
Study population
8. Study setting
9. Participants socio-demographic characteristics
10. Participants health status
11. Participants meat consumption behaviour
12. Sample size
Risk of Bias
<p>13. <u>CASP checklist question 1</u> Was there a clear statement of the aims of the research? HINT: Consider</p> <ul style="list-style-type: none"> • What was the goal of the research? • Why it was thought important? Its relevance <p>Please consider the goal of the research and whether it is clearly defined.</p>
<p>14. <u>CASP checklist question 2</u> Is a qualitative methodology appropriate? HINT: Consider If the research seeks to interpret or illuminate the actions and/or subjective experiences of research participants Is qualitative research the right methodology for addressing the research goal?</p>
<p>15. <u>CASP checklist question 3</u> Was the research design appropriate to address the aims of the research? HINT: Consider If the researcher has justified the research design (e.g., have they discussed how they decided which method to use)?</p>
<p>16. <u>CASP checklist question 4</u> Was the recruitment strategy appropriate to the aims of the research? HINT: Consider If the researcher has explained how the participants were selected</p> <ul style="list-style-type: none"> • If they explained why the participants they selected were the most appropriate to provide access to the type of knowledge sought by the study. <p>If there are any discussions around recruitment (e.g. why some people chose not to take part) Please also consider:</p> <ul style="list-style-type: none"> • Who was included in the study? • Who was excluded from the study? <p>Is the sample appropriate in terms of its ability to meet the aims of the study, the depth of data that it is enables to be collected, and its breadth?</p> <ul style="list-style-type: none"> • How was the sample selected? Were there any factors that influenced how the sample was selected (e.g. access, timescale issues)?
<p>17. <u>CASP checklist question 5</u> Was the data collected in a way that addressed the research issue? HINT: Consider If the setting for data collection was justified</p> <ul style="list-style-type: none"> • If it is clear how data were collected (e.g. focus group, semi-structured interview etc.) • If the researcher has justified the methods chosen • If the researcher has made the methods explicit (e.g. for interview method, is there an indication of how interviews were conducted, or did they use a topic guide)?

<ul style="list-style-type: none"> • If methods were modified during the study. If so, has the researcher explained how and why? • If the form of data is clear (e.g. tape recordings, video material, notes etc.) <p>If the researcher has discussed saturation of data Inappropriate methods, such as closed questions in interviews and surveys; inappropriate combination of qualitative design with quantitative design</p> <ul style="list-style-type: none"> • What data collection methods were used? • Over what period did the data collection take place?
<p>18. <u>CASP checklist question 6</u> Has the relationship between researcher and participants been adequately considered? HINT: Consider</p> <ul style="list-style-type: none"> • If the researcher critically examined their own role, potential bias and influence during <ul style="list-style-type: none"> (a) Formulation of the research questions (b) Data collection, including sample recruitment and choice of location <p>How the researcher responded to events during the study and whether they considered the implications of any changes in the research design Please also consider: Are the researcher's /researchers' own position, assumptions and possible biases outlined? If any, indicate how they could affect the study in terms of analysis and interpretation of the data</p>
<p>19. <u>CASP checklist question 7</u> Have ethical issues been taken into consideration? HINT: Consider</p> <ul style="list-style-type: none"> • If there are sufficient details of how the research was explained to participants for the reader to assess whether ethical standards were maintained • If the researcher has discussed issues raised by the study (e.g. issues around informed consent or confidentiality or how they have handled the effects of the study on the participants during and after the study) <p>If approval has been sought from the ethics committee Please also consider:</p> <ul style="list-style-type: none"> • Was ethical committee approval obtained? • Was informed consent obtained? • Does the study address ethical issues adequately? • Has confidentiality been maintained?
<p>20. <u>CASP checklist question 8</u> Was the data analysis sufficiently rigorous? HINT: Consider</p> <ul style="list-style-type: none"> • If there is an in-depth description of the analysis process • If thematic analysis is used. If so, is it clear how the categories/themes were derived from the data? • Whether the researcher explains how the data presented were selected from the original sample to demonstrate the analysis process • If sufficient data are presented to support the findings • To what extent contradictory data are taken into account <p>Whether the researcher critically examined their own role, potential bias and influence during analysis and selection of data for presentation Please also consider (you don't have to answer the questions one-by-one):</p> <ul style="list-style-type: none"> • How are the data analysed? • How adequate is the description of the data analysis? • Is adequate evidence provided to support the analysis (e.g. use of original data, iterative analysis, efforts to establish validity and reliability)? • Is the study set in context in terms of findings and relevant theory? <p>Are the findings substantiated by the data and has consideration been given to any limitations of the methods or data that may have affected the results?</p>
<p>21. <u>CASP checklist question 9</u> Is there a clear statement of findings? HINT: Consider</p> <ul style="list-style-type: none"> • If the findings are explicit • If there is adequate discussion of the evidence both for and against the researchers' arguments • If the researcher has discussed the credibility of their findings (e.g. triangulation, respondent validation, more than one analyst)

If the findings are discussed in relation to the original research question	
22. CASP checklist question 10	How valuable is the research?
HINT: Consider	
<ul style="list-style-type: none"> If the researcher discusses the contribution the study makes to existing knowledge or understanding e.g. Do they consider the findings in relation to current practice or policy? Or relevant research-based literature? If they identify new areas where research is necessary 	
If the researchers have discussed whether or how the findings can be transferred to other populations or considered other ways the research may be used	
Findings	
24. Main findings	
25. What are the themes/codes/topics?	
26. Authors' interpretation	
27. Authors' conclusions	

Supplement Table 4. Critical Meta-narrative Synthesis: From Quantitative Data to Narratives

Systematic profiles			Critical questions
Technique	Focus	Example	
Modal profile	The most and different occurring attributes	If the majority of study participants reported to consume meat, they were described as omnivores.	<ul style="list-style-type: none"> What is the study trying to say about participants values? Are participants' values explicitly identified? If so, what are they? How do participants' answers to the question on their willingness to change/reduce meat consumption? Are there other individual or contextual factors (such as age, gender, education, socioeconomic status) that influence participants' values? How different are participants' perspective on meat consumption?
Average profile	Average of a particular variable	"Almost 50% of the respondents agree, and 24% disagree, that it is a good idea for the environment to have a meat-free day per week. In comparison, only 14% of the respondents claim to actually have reduced their consumption of meat due to environmental reasons and 34% of the respondents find it hard to reduce their meat consumption". <u>This finding was transformed as follows:</u> "Although participants agreed/believed that a reduction of meat intake would benefit the environment, most of the participants who reported to have reduced their intake in the past did not do it for environmental reasons."	
Comparative profile	A comparison of key outcomes	Participants were asked to rank the importance of different aspects when buying meat. The higher the mean score, the greater the importance. Ratings were made on a seven-point scale anchored by "Not important at all" to "Extremely important": <ol style="list-style-type: none"> Low price 4.32 (0.78) Freshness 5.57 (0.79) Food Safety 5.61 (0.76) No medicine residues 5.39 (0.79) Environmentally friendly production 4.76 (1.00) Taste 5.52 (1.60) Animal welfare orientated production 4.87 (1.18) Natural production 4.73 (1.16) Healthy product 5.55 (1.17) <u>This was transformed as follows:</u> "When participants were asked to report which meat attribute was important when buying/consuming meat, the environment was not considered the most important characteristic, other aspects were considered as important or more important."	
Holistic profile	A combination of the modal, average and comparative profiles	"Regarding the statement: 'To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products and eggs)': <ul style="list-style-type: none"> No significant difference in degree of agreement on the statement was found between male and female respondents ($\chi^2 = 3.21$; $P \geq 0.05$) No significant difference in degree of agreement on the statement was found between age groups ($\chi^2 = 7.86$; $P \geq 0.05$) No significant difference in degree of agreement on the statement was found between socio-economic groups ($\chi^2 = 2.85$; $P \geq 0.05$) No significant difference in degree of agreement on the statement was found between low meat eaters (≤ 1 portion of meat/d) and high meat eaters (> 1 portion of meat/d) ($\chi^2 = 1.29$; $P \geq 0.05$)". It was transformed as follows: <i>Socio-economic status, meat consumption behaviour and gender were not associated</i> 	

		<i>with peoples' belief that eating less meat would reduce the influence climate change</i>	
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Supplement Table 5. Excluded Studies and Reasons for Exclusion (N=359)

Study ID	Reason
Aker 2004	Conference abstract
Antunes 2016	Conference abstract
Gardini 2015	Conference abstract
Jensen 2012	Conference abstract
Lawrence 2017	Conference abstract
Randel 2014	Conference abstract
Resano 2010	Conference abstract
Richmond 2015	Conference abstract
Sanderson 2015	Conference abstract
Thaxton 2016	Conference abstract
Touillaud 2012	Conference abstract
ICoMST 2009	Editorial
Joo 2010	Editorial
Kowalkowska 2015	Exclusion criteria (at least 30% teenagers)
Gorecka 2009	Exclusion criteria (functional food and content of fat in meat)
Mauracher 2013	Exclusion criteria (meat alternatives)
Napolitano 2010	Exclusion criteria (meat alternatives)
Allen 2003	Exclusion criteria (meat composition)
Flight 2003	Exclusion criteria (meat composition)
Pourová 2002	Exclusion criteria (meat composition)
Hartmann 2015	Exclusion criteria (meat quality)
Wilmer 2010	Exclusion criteria (meat quality)
Nantes 2014	Exclusion criteria (Outside EU/USA/Australia/Canada: study from Brazil)
Schnettler 2008	Exclusion criteria (Outside EU/USA/Australia/Canada: study from Chile)
Hong 2018	Exclusion criteria (Outside EU/USA/Australia/Canada: study from China)
Xu 2019	Exclusion criteria (Outside EU/USA/Australia/Canada: study from China)
Yin 2020	Exclusion criteria (Outside EU/USA/Australia/Canada: study from China)
Lai 2017	Exclusion criteria (Outside EU/USA/Australia/Canada: study from China)
Sonoda 2018	Exclusion criteria (Outside EU/USA/Australia/Canada: study from Japan)
Zlaoui 2014	Exclusion criteria (Outside EU/USA/Australia/Canada: study from Tunisia)

Arenas de Moreno 2020	Exclusion criteria (Outside EU/USA/Australia/Canada: study from Venezuela)
Munni 2017	Exclusion criteria (Outside EU/USA/Australia: diabetic pregnant women from Bangladesh)
Davaasuren 2017	Exclusion criteria (Outside EU/USA/Australia: Mongolian population)
Jen 2015	Exclusion criteria (Outside EU/USA/Australia: Taiwanese meat consumers)
Delanoue 2014	Exclusion criteria (safety)
Salminen 2002	Exclusion criteria (Specific population =cancer survivors)
Pribis 2010	Exclusion criteria (Specific population =Seventh day Adventist (SDA) religious group).
Roos 2001	Exclusion criteria (Specific population =variation in occupational groups)
Bovell-Benjamin 2013	Exclusion criteria (Specific population= cancer survivors)
Maskarine 2001	Exclusion criteria (Specific population= cancer survivors)
Bonne 2006	Exclusion criteria (Specific population=Muslim/halal meat).
Elmubarak 2004	Exclusion criteria (Specific population=Sudanese Americans).
Hu 2003	Exclusion criteria (Specific population=Sudanese Americans).
Bohm 2015	Exclusion criteria (teenager/ children)
Firetti 2010	No exposure of interest
Hulya 2011	No exposure of interest
Karakaya 2014	No exposure of interest
McCarthy 2004	No exposure of interest
Protino 2013	No exposure of interest
Santos 2011	No exposure of interest
Altintzoglou 2011	No exposure of interest (fish /seafood)
Clonan 2011	No exposure of interest (fish /seafood)
Hall 2013	No exposure of interest (fish /seafood)
Honkanen 2009_1	No exposure of interest (fish /seafood)
Jaffry 2004	No exposure of interest (fish /seafood)
Morales 2018	No exposure of interest (fish /seafood)
Pieniak 2010_1	No exposure of interest (fish /seafood)
Pieniak 2010_2	No exposure of interest (fish /seafood)
Stefani 2012	No exposure of interest (fish /seafood)
Thong 2016	No exposure of interest (fish /seafood)
vanDijk 2011	No exposure of interest (fish /seafood)
Verbeke 2005	No exposure of interest (fish /seafood)
Verbeke 2007	No exposure of interest (fish /seafood)
Schlup 2018	No exposure of interest (insects)

Verbeke 2014_2	No exposure of interest (insects)
Morales 2018	No exposure of interest (fish /seafood)
Clonan 2011	No exposure of interest (fish /seafood)
Hall 2013	No exposure of interest (fish /seafood)
Jaffry 2013	No exposure of interest (fish /seafood)
Stefani 2012	No exposure of interest (fish /seafood)
Schlup 2018	No exposure of interest (insects)
Emberger-Klein 2018	No exposure of interest (it is about food in general)
Rani 2013	No exposure of interest (mutton meat)
Bryant 2019	No exposure of interest (plant-based meat)
Bierman 2020	No exposure of interest and no findings of interest (food in general and not focused on V&P regarding EC)
Joyce 2008	No exposure of interest (nutritional knowledge)
Lee 2016	No exposure of interest (nutritional knowledge)
Bodnar 2010	No exposure of interest (game meat)
Adamski 2017	No findings of interest
Ali 2017	No findings of interest
Allen 2000	No findings of interest
Altintzoglou 2010a	No findings of interest
Altintzoglou 2010b	No findings of interest
Andrade 2013	No findings of interest
Apostolidis 2016	No findings of interest
Aral 2013	No findings of interest
Arica 2017	No findings of interest
Armağan 2005	No findings of interest
Arthur 2011	No findings of interest
Azevedo 2016	No findings of interest
Backer 2014	No findings of interest
Bailey 2014	No findings of interest
Balcombe 2016	No findings of interest
Ballantyne 2006	No findings of interest
Barrena 2009	No findings of interest
Bell 2017	No findings of interest
Bennett 2002a	No findings of interest
Bennett 2002b	No findings of interest
Bennett 2012	No findings of interest
Bergstra 2017	No findings of interest
Berndsen 2004	No findings of interest
Berndsen 2005	No findings of interest
Blake 2007	No findings of interest
Blasco 2017	No findings of interest
Bouwman 2009	No findings of interest
Bovell-Benjamin 2009	No findings of interest
Bratanova 2011	No findings of interest

Brscic 2013	No findings of interest
Burger 2009	No findings of interest
Butterworth 2005	No findings of interest
Büyükkaragöz 2014	No findings of interest
Caklova 2014	No findings of interest
Campbell 2016	No findings of interest
Caracciolo 2016	No findings of interest
Carlsson 2007	No findings of interest
Cerjak 2011	No findings of interest
Chea 2020	No findings of interest
Christensen 2006	No findings of interest
Clonan 2015	No findings of interest
Corcoran 2001	No findings of interest
Cox 2016	No findings of interest
Dagevos 2014	No findings of interest
DeBarcellos 2011	No findings of interest
deBoer 2016	No findings of interest
DeBoer 2007	No findings of interest
DeHouwer 2007	No findings of interest
Deimel 2010	No findings of interest
deJonge 2013	No findings of interest
deJonge 2014	No findings of interest
delCoz 2006	No findings of interest
Dentoni 2010	No findings of interest
Derell 2016	No findings of interest
Dockès 2011	No findings of interest
Dreezens 2005	No findings of interest
Ebewore 2015	No findings of interest
EFSA 2011	No findings of interest
EFSA 2012	No findings of interest
El-Abbadi 2017	No findings of interest
El-Naga 2015	No findings of interest
EuropeanCommision 2007	No findings of interest
EuropeanCommision2005	No findings of interest
Feeley 2014	No findings of interest
Fishman 2003	No findings of interest
Fotea 2012	No findings of interest
Frewer2005	No findings of interest
Gaspar 2016	No findings of interest
Gittelsohn 2003	No findings of interest
Graca 2015	No findings of interest
Gracia 2013	No findings of interest
Grunert 2003	No findings of interest
Gutkowska 2011	No findings of interest
Hamlin 2016	No findings of interest
Haper 2001	No findings of interest

Hayley 2015	No findings of interest
Heid 2011	No findings of interest
Heleski 2004	No findings of interest
Heleski 2006	No findings of interest
Henchion 2017	No findings of interest
Herzog 2009	No findings of interest
Hilverda 2016	No findings of interest
Hobbs 2005	No findings of interest
Hoek 2010	No findings of interest
Hong 2006	No findings of interest
Hovi 2003	No findings of interest
Hsu 2014	No findings of interest
Hung 2016	No findings of interest
Hunter 2016	No findings of interest
Hygreeva 2014	No findings of interest
Inoue 2006	No findings of interest
Ippolitov 2015	No findings of interest
Izmirli 2010	No findings of interest
Jacobs 2015	No findings of interest
Juma 2010	No findings of interest
Kalof1999	No findings of interest
Kennewell 2001	No findings of interest
Kjaernes 2007	No findings of interest
Klöckner 2016	No findings of interest
Knight 2004	No findings of interest
Koizumi 2000	No findings of interest
Koritar 2017	No findings of interest
Kosicka-Gebska 2013	No findings of interest
Krystallis 2009	No findings of interest
Kulkarni 2009	No findings of interest
Kumar 2014	No findings of interest
Lagerkvist 2006	No findings of interest
Lassen 2016	No findings of interest
Lea 2008	No findings of interest
Lepore 2014	No findings of interest
Liljenstolpe 2008	No findings of interest
Lipoeto 2001	No findings of interest
Lopez Osorino 2007	No findings of interest
Loughnan 2010	No findings of interest
Love 2008	No findings of interest
Mäkinemi 2014	No findings of interest
Marin 2016	No findings of interest
Matwiejczyk 2016	No findings of interest
Mayfield 2007	No findings of interest
McCarthy 2005	No findings of interest
McIntyre 2009	No findings of interest

McKendree 2014	No findings of interest
Mejia 2012	No findings of interest
Mijatovic 2012	No findings of interest
Miranda-de la Lama 2017	No findings of interest
Mooney 2001	No findinigs of interest
MoraisSato 2014	No findings of interest
Muringai 2016	No findings of interest
Nanni 2007	No findings of interest
Narchi 2008	No findings of interest
Nath 2010	No findings of interest
Neo 2016	No findings of interest
Ngapo 2004	No findings of interest
Nielsen 2009	No findings of interest
O'Rouke 2004	No findings of interest
Oakes 2006	No findings of interest
Ogut 2008	No findings of interest
Olewnik-Mikolajewska 2016	No findings of interest
Oliveros 2012	No findings of interest
Olsen 2008	No findings of interest
Oteku 2006	No findings of interest
Ozawa 2004	No findings of interest
Özen 2009	No findings of interest
Patil 2004	No findings of interest
Paul 2000	No findings of interest
Petroka 2016	No findings of interest
Pfeiler 2017	No findings of interest
Pfeiler 2018	No findings of interest
Phillips 2012	No findings of interest
Piqueras-Fiszman 2016	No findings of interest
Pirsich 2016	No findings of interest
Popescu 2013	No findings of interest
Popluga 2010	No findings of interest
Povey 2001	No findings of interest
Preylo 2008	No findings of interest
Prunty 2013	No findings of interest
Pufpaff 2014	No findings of interest
Qing 2014	No findings of interest
Queiroz 2014	No findings of interest
Radder 2003	No findings of interest
Radman 2005	No findings of interest
Raghavendra 2009	No findings of interest
Raineri 2012	No findings of interest
Rathod 2011	No findings of interest
Rothgerber 2014	No findings of interest
Rothgerber 2015a	No findings of interest
Rothgerber 2015b	No findings of interest

Rousset 2005	No findings of interest
Ruby 2016	No findings of interest
Rurik 2006	No findings of interest
Rutsaert 2015	No findings of interest
Santos 2015	No findings of interest
Santos 2017	No findings of interest
Schaly 2010	No findings of interest
Scott 2007	No findings of interest
Scozzafava 2014	No findings of interest
SegoviaLopez 2007	No findings of interest
Seker 2011	No findings of interest
Serpell 2005	No findings of interest
Shan2017	No findings of interest
Shepherd 2001	No findings of interest
Shipman 2017	No findings of interest
Siegrist 2015	No findings of interest
Sigman-Grant 2008	No findings of interest
Simoes 2015	No findings of interest
Song 2014	No findings of interest
Sow 2010	No findings of interest
Srijbos 2016	No findings of interest
Suresh 2016	No findings of interest
Szendro 2016	No findings of interest
Thorslund 2017	No findings of interest
Tian 2015	No findings of interest
Trocchia 2003	No findings of interest
Tsegay 2012	No findings of interest
Urland 2005	No findings of interest
Van Wezemael 2010	No findings of interest
Van Zyl 2010	No findings of interest
Vanhonacker 2009	No findings of interest
Vanhonacker 2010	No findings of interest
Vanhonacker 2013	No findings of interest
Vartanian 2015	No findings of interest
Velde 2002	No findings of interest
Viana 2014	No findings of interest
Vida 2013	No findings of interest
Vukasovic 2014	No findings of interest
Wang 2014	No findings of interest
Wardy 2014	No findings of interest
Wilson 2002	No findings of interest
Yercan 2014	No findings of interest
Young-Mee 2008	No findings of interest
Zanoli 2011	No findings of interest
Zhang 2001	No findings of interest
Zheng 2016	No findings of interest

Zingg 2012	No findings of interest
Akrofi 2019	No findings of interest
Aschemann-Witzel 2019	No findings of interest
Bert 2019	No findings of interest
Bir 2019	No findings of interest
Bruno 2019	No findings of interest
Chong 2019	No findings of interest
Feinberg 2019	No findings of interest
Kause 2019	No findings of interest
Krispenz2020	No findings of interest
Mertens 2020	No findings of interest
Tarrega 2020	No findings of interest
Willits-Smith 2020	No findings of interest
Shi 2016	No findings of interest
Kurz 2018	No findings of interest
Harper 2001	No findings of interest
Hong 2006	No findings of interest
Harray 2018	No findings of interest
Trevena 2007	No findings of interest
Carroll 2019	No findings of interest
Wang 2019	No findings of interest
Plante 2019	No findings of interest (it is a correlation study)
Kjaerness 2005	No findings of interest (animal welfare)
Rice 2020	No findings of interest (animal welfare) Study design (it is an intervention/experimental study)
De Backer 2020	No findings of interest (masculinity and meat consumption not related to the environment)
Lea 2006	No findings of interest (reasons for eating plants)
Shab 2018.	No findings of interest. Exclusion criteria (Outside EU/USA/Australia/Canada: study from Korea)
Grimsrud 2020	No findings of interest. It is about the introduction of a tax on meat.
Davey 2002	No findnings of interest
Jackson 2010	No findnings of interest
Jeżewska-Zychowicz 2007	No findnings of interest
Jolley 2015	No findnings of interest
Toma 2011	No findnings of interest
Graca 2015	Not disaggregated findings
Gonzalo 2018	Not disaggregated findings (animal welfare and enviromentals)
Pavlovski 2003	Not interpretable findings
Bakker 2010	Not retrivable
NR 2011	Not retrivable
Glitsch 2001	Not retrivable

Glitsch 2000	Not retrivable
Kayser 2011	Not retrivable
Lima 2005	Not retrivable
MacKenzie 2016	Not retrivable
Nesse 2008	Not retrivable
Süllodouble 2008	Not retrivable
Boyle 2012	Opinion paper
Kutluk 2014	Power Point Presentation
Tomlinson 2015	Power Point Presentation
Carlucci 2015	Review
Corrin 2017	Review
Hamilton 2006	Review
Hartmann 2017	Review
Ingenbleek 2011	Review
Izmirli2012	Review
Joyce 2012	Review
Lyles 2014	Review
Napolitano 2010b	Review
Ruby 2012	Review
Sumpter 2015	Review
Timm 2016	Review
Walley 2014	Review
Rothgerber 2019	Study design
Begue 2019	Study design (it is an intervention/experimental study)
Carfora 2019	Study design (it is an intervention/experimental study)
Bruenner 2018	Study design: experimental/intervention study
Camilleri 2019	Study design: experimental/intervention study
Jay 2019	Study design: experimental/intervention study
Vanio 2019	Sudy design: experimental/intervention study

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Supplement Table 6. Risk-of-Bias Assessments for Quantitative Studies

Study ID*	Selection of participants. Was an appropriate study sample selected from the sampling frame?	Missing data. Was the response rate sufficiently high to minimize the risk of bias?	Measurement instrument. Did the researchers pilot the measurement techniques on a subset of the target population?	Was the instrument validated?	Was the instrument reliable?	Overall risk of bias
Reasons for eating and/or buying meat						
Apostolidis 2019	Yes	Can't tell	Yes	Can't tell	No	Moderate
Eldesouky 2020	Yes	Can't tell	Yes	No	No	High
Frewer2005	Yes	Yes	Yes	Yes	Yes	Low
Grunert 2018	Yes	Can't tell	No	No	Yes	High
Koistinen 2013	Yes	No	No	No	No	High
McCarthy 2003	Yes	Can't tell	No	Yes	Yes	Low
McCarthy 2004	Yes	Can't tell	No	Yes	Yes	Low
Peneau 2017	Yes	No	No	Yes	No	Moderate
Reasons for avoiding meat						
Cordts 2014	Yes	Yes	No	No	No	High
Crnic 2013	Can't tell	Can't tell	No	No	No	High
De Backer 2014	Can't tell	Yes	No	Yes	No	High
de Gavelle 2019	Yes	No	No	Can't tell	Yes	High
Dyett 2013	Yes	Yes	Yes	No	No	High
Hagmann 2019	Yes	No	No	Yes	Yes	High
Haverstock 2012	No	can't tell	Yes	No	No	High
Herzog2009	No	Can't tell	No	Yes	Yes	High
Hoffman 2013	Yes	Yes	No	No	Yes	High
Hopwood 2020	Yes		No	Yes	Yes	Low
Izmirli2011	Can't tell	Can't tell	Yes	Yes	No	Moderate
Kayser 2013	Can't tell	Yes	Yes	Yes	Yes	Low
Lea 2003	No	Yes	Yes	Yes	Yes	Low
Lea 2004	Yes	Yes	Yes	yes	Yes	Low
Lentz 2018	Yes	Yes	No	Other	Yes	Low
Lindeman 2001 (study 1)	No	Can't tell	No	yes	yes	Moderate
Lindeman 2001 (study 2)	No	Can't tell	No	yes	No	Moderate
Mullee 2017	Yes	No	No	No	No	High
Neff 2018	Yes	Yes	Yes	No	No	High
Peneau 2017	Yes	No	No	Yes	Yes	Moderate
Philips 2011	No	Can't tell	Yes	yes	No	Moderate

Plohl 2019	Yes	Can't tell	Yes	Can't tell	Yes	High
Povey 2001	No	No	No	Can't tell	Yes	High
Pribis 2010	No	Can't tell	No	No	No	High
Ruby 2013 (Study 1)	Yes	Can't tell	No	Yes	Yes	Low
Schösler 2015	Yes	Can't tell	No	No	No	High
Siegrist 2019	No	No	No	Yes	Yes	Moderate
Spencer 2007	No	Yes	No	Yes	No	Moderate
Verain 2015	Yes	Yes	No	Yes	yes	Low
Austgulen 2018	Yes	Can't tell	No	No	No	High
Willingness to Change Meat Consumption						
Asvatourian 2018	Yes	No	No	Yes	No	Moderate
Bryant 2019	Yes	Can't tell	No	No	No	High
Clonan 2015	Yes	No	Yes	Yes	Yes	Low
Cordts 2014	Yes	Yes	No	No	No	High
de Boer 2013	Yes	Yes	No	Yes	Yes	Low
de Boer 2016	Can't tell	Can't tell	No	Yes	Can't tell	Moderate
de Boer 2018	Can't tell	Yes	No	No	Yes	High
De Groeve 2017	No	No	No	No	Yes	High
Ginn 2019 (study 1)	No	Can't tell	No	No	No	High
Ginn 2019 (study 2)	No	Can't tell	No	No	No	High
Hunter 2016	No	No	No	Yes	Yes	Moderate
Latvala 2012	Yes	No	No	No	No	High
Lea 2003	No	Yes	No	No	No	High
Lea 2008	No	No	Can't tell	No	Yes	High
Lentz 2018	Can't tell	Yes	No	Other	Yes	Low
Mäkinen 2014	No	Can't tell	Can't tell	No	No	High
Malek 2019	Yes	Yes	No	No	Yes	High
McCarthy 2004	Yes	Can't tell	No	Yes	Yes	Low
Neff 2018	Yes	Yes	Yes	No	No	High
Pohjolainen 2016	Yes	No	No	Can't tell	No	High
Schösler 2015	Yes	Can't tell	No	No	No	High
Siegrist 2019	No	No	No	Yes	Yes	Moderate
Tobler 2011	Can't tell	No	No	No	Yes	High
Truelove 2012	Can't tell	Can't tell	No	No	Yes	High
Vanhonacker 2013	No	Can't tell	No	Yes	Yes	Moderate
Verain 2015	Yes	Yes	No	Yes	yes	Low

Siegrist 2015	can't tell	No	No	No	No	High
Willingness to pay more for environmentally friendly meat						
Akaichi2020	Can't tell	Can't tell	Yes	No	No	High
Eldesouky 2020	Yes	Can't tell	Yes	No	No	High

Supplement Table 7. Methodological Limitations Assessments for Qualitative Studies

Study ID*	Was there a clear statement of the aims of the research?	Is a qualitative methodology appropriate?	Was the research design appropriate to address the aims of the research?	Was the recruitment strategy appropriate to the aims of the research?	Was the data collected in a way that addressed the research issue?	Has the relationship between researcher and participants been adequately considered?	Have ethical issues been taken into consideration?	Was the data analysis sufficiently rigorous?	Is there a clear statement of findings?	How valuable is the research?	Overall methodological limitations
Reasons for eating and/or buying meat											
Mceachern 2002	Yes	Yes	Yes	Yes	Yes	No	No	Can't tell	Yes	Yes	Moderate methodological limitations
Fox 2008	Yes	Yes	Yes	Yes	Yes	Yes	Can't tell	Yes	yes	yes	No or minor methodological limitations
Happer 2019	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Serious methodological limitations
Myceck 2018	Yes	Yes	Can't tell	yes	yes	yes	No	yes	yes	yes	No or minor methodological limitations
Mylan 2018	Yes	Yes	Yes	yes	yes	No	Can't tell	No	Yes	Yes	Moderate methodological limitations
Boyle 2011	yes	yes	yes	yes	yes	Can't tell	yes	yes	yes	yes	No or minor methodological limitations
Guerin 2014	yes	yes	yes	yes	yes	yes	yes	Can't tell	yes	yes	No or minor methodological limitations

Lea 2005	yes	yes	yes	yes	yes	No	yes	yes	yes	yes	No or minor methodological limitations
Willingness to Change Meat Consumption											
Happer 2019	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Serious methodological limitations
Macdiarmid 2016	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No or minor methodological limitations
Mceachern 2002	Yes	Yes	Yes	Yes	Yes	No	No	Can't tell	Yes	Yes	Moderate methodological limitations
Graça 2014	Yes	Yes	Yes	yes	yes	No	yes	yes	Yes	Yes	No or minor methodological limitations
Hoek 2016	yes	yes	yes	yes	yes	Can't tell	yes	yes	Yes	Yes	No or minor methodological limitations
Spendrup 2017	yes	yes	yes	Can't tell	yes	No	No	yes	Yes	Yes	Moderate methodological concerns
Lea 2005	yes	yes	yes	yes	yes	No	yes	yes	Yes	Yes	No or minor methodological limitations

Supplement Table 8. Critical appraisal for Mixed-Methods studies

Study ID	Is there an adequate rationale for using a mixed methods design to address the research question?	Are the different components of the study effectively integrated to answer the research question?	Are the outputs of the integration of qualitative and quantitative components adequately interpreted?	Are divergences and inconsistencies between quantitative and qualitative results adequately addressed?	Do the different components of the study adhere to the quality criteria of each tradition of the methods involved?	Overall assessment
Austgulen 2018 ¹	Yes	Yes	Yes	Yes	Yes	Clear and detailed information and justification to use the mixed-methods approach are provided.
Scott 2019 ²	No	No	No	No	No	No information is provided for using a mixed-methods approach, unclear how the quantitative evidence contributed to the findings.

¹ Contributes with quantitative evidence for the finding **“Reasons for avoiding meat”** and with qualitative evidence for the finding **“Willingness to change meat consumption”**.

² Contributes with qualitative evidence for the finding **“Willingness to change meat consumption”**.

Supplement Table 9. Evidence Profile for “Reasons for eating and/or buying meat”

Review finding	N° of studies (participants)	Methodological limitations	Coherence	Relevance	Adequacy of data	Confidence of evidence
Reasons for eating and/or buying meat - Integrated evidence						
<p>Consumers chose meat with a lower footprint, when provided with carbon footprint information of meat production (25, 26, 29). However, other characteristics such as type of meat (25), fat content (25,29) and price were considered more important (29)</p> <p>The environment (for example, carbon footprint information on the label) was not considered a significant aspect when buying/consuming meat (27, 28; 30-32); other aspects such as: nutritional values (28,32), freshness of the meat (27), food safety (27, 28, 30,31), eating enjoyment/taste (27,31), and animal welfare (28, 31) were considered more important.</p> <p>Consumers bought meat products based on tangible aspects such as colours and appearance rather than intangible characteristics such as environmental aspects of production; only some participants bought environmentally friendly meat products, the main barriers were the higher price of these products and the unwillingness to change their diet (92).</p>	9 (N=28,953) ¹	Moderate concerns ²	No concerns	Serious concerns ³	No concerns	LOW ⊕⊕○○

Abbreviations: QUAL=Qualitative, QUANT= Quantitative.

¹ **QUANT:** Eight studies (N=28,923) conducted in Finland, France, Germany, Ireland, Netherlands, Poland, Spain, and United Kingdom. **QUAL:** One study (N=30) conducted in Scotland.

² **QUANT:** Three studies (38%) were at high risk of bias for lack of validation of the measurement instruments, 2 (25%) at moderate risk of bias, and 3 (37%) at low risk of bias. **QUAL:** Moderate methodological limitations due to lack of reporting of the investigator and participants' relationship, lack of reporting of ethical issues, and limited information on the analysis process.

³ **QUANT:** Serious concerns because five studies (63%) did not inform participants about the environmental impact of meat consumption. **QUAL:** Serious concerns because one study (100%) did not inform participants about the environmental impact of meat consumption.

Supplement Table 10. Evidence Profile for “Reasons for avoiding meat”

Review finding	N° of studies (participants)	Methodological limitations	Coherence	Relevance	Adequacy of data	Confidence of evidence
Reasons for avoiding meat – Integrated evidence						
<p>For vegetarians and low meat consumers/meat reducers, the reasons for adopting a vegetarian diet or limiting their meat intake varied (35, 37,39-42, 43,44, 45, 46, 47, 48, 49, 50, 53,54, 55,56,57,59,96). For many people, environmental concerns were among the most important reasons for avoiding meat consumption (35, 43, 44, 46, 48, 49, 50, 53, 55, 56), whereas for others, environmental concerns were not considered one of the main reasons for avoiding meat (35, 37, 39-42, 45, 47, 54, 57, 59,96).</p> <p>Environmental concerns were considered a contributory factor rather than the primary driver for avoiding meat (87,88). However, environmental impact of meat production was mentioned as one reason for avoiding meat intake by some participants (84), along with other reasons, for example perceived health (90). Other reasons such as: animal welfare (84,85); health concerns (85,94); self-fulfilment and taste or aesthetics (84) were considered among the main reasons for avoiding meat.</p> <p>Women were more likely to avoid meat or eating smaller portions of meat for environmental reasons (33, 39, 50, 60), except for one study where men were more likely to report environmental concerns as a reason for avoiding meat (52).</p> <p>The younger population was more likely to agree that a vegetarian diet leads to environmental benefits (45, 55).</p> <p>People’s meat consumption behaviour influenced their motivations for avoiding meat intake (34, 47, 38, 87). The stricter the diet in terms of avoiding meat consumption and animal products, the more important environmental concerns were reasons for avoiding meat (Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.). Similarly, one study reported that all vegans found the environment an important issue for meat consumption, while only a minority of omnivores mentioned it (87).</p>	37 (N=63,208) ¹	Minor concerns ²	Minor concerns ³	Serious concerns ⁴	No concerns	LOW ⊕⊕○○

Abbreviations: MM=Mixed-methods, QUAL=Qualitative, QUANT= Quantitative.

¹ **QUANT:** Twenty-nine studies (N=61,219) conducted in Australia, Austria, Belgium, Czech Republic, Finland, France, Ireland Germany, Macedonia, Netherlands, New Zealand, Norway, Slovenia, Serbia Spain, Sweden, Switzerland, United Kingdom, and United States of America. **QUAL:** Seven studies (N=457) conducted in Australia, Austria, Canada, China, Brazil, United Kingdom, United States of America. **MM:** One study (1,532) conducted in The Netherlands.

² **QUANT:** Sixteen studies (54%) were at high risk of bias for lack of validation of the measurement instruments, 7 (23%) were at moderate risk of bias, and 7 (23%) were at low risk of bias. **QUAL:** Minor methodological limitations to lack of reporting of the investigator and participants' relationship, lack or limited information on ethical issues, and lack or limited information on the analysis process. **MM:** No concerns, clear and detailed information and justification to use the mixed-methods approach are provided.

³ Reasons for avoiding meat intake changed and varied across studies, no clear reasons for this variability were identified.

⁴ **QUANT:** Serious concerns because 29 studies (100%) did not inform participants about the environmental of meat consumption. **MM** study contributing to QUANT evidence did not provide information to participants.
QUAL: Serious concerns because 6 studies (86%) did not inform participants about the environmental impact of meat consumption.

Supplement Table 11. Evidence Profile for “Willingness to Change Meat Consumption”

Review finding	N° of studies (participants)	Methodological limitations	Coherence	Relevance	Adequacy of data	Confidence of evidence
Willingness to change meat consumption – Integrated evidence						
<p>Most of the omnivores were reluctant to reduce meat consumption in the future (60,61,67,64,65,71,72,77,80,81,82,83, 86, 89, 91, 96), even when informed on the environmental impact of meat consumption (33,67,70).</p> <p>Similarly, when provided with an information sheet about the impact of food production on climate change, most of the participants showed low awareness of the association between climate change and meat consumption, and some participants reported considering reducing their meat consumption or had already reduce their intake in the past. However, environmental concerns tended to be a contributory factor rather than the primary driver; other aspects were considered more important for the environment rather than reducing meat consumption (88).</p> <p>Most of omnivores were willing to adopt other strategies to reduce the climate impact rather than reducing meat intake: eating more organic food (69, 77, 83), driving less (81), eating local foods (77,83); using alternate transportation, recycling (81), using eco-friendly products (81), reporting the ecological impact on the food’s labels (67). On the contrary, three studies reported that most of the participants, when presented with different sustainable food behaviours they could choose from, they were willing to reduce their meat intake in terms of quantity (60, 66,82) rather than eating plant-based meat substitutes and proteins from insects (85) or buying specific meat such as organic meat (60) or replace most of the meat by vegetables (66). Omnivores considered meat consumption to have a trivial effect on the environment and believed that other behaviours were more effective (91). Food packaging, food waste, transportation of food, and production and processing of food in relation to the environmental impact of food were considered more important (91).</p> <p>Women perceived higher environmental benefit of eating less meat than men and were more willing to reduce meat intake (60,62-67,70, 71,75,78, 80,81,83). Young women were most incline to change their meat consumption (96)</p> <p>Frequent meat consumers were less positive towards a reduction of meat (65-69, 74, 80), whereas those with higher concerns for environmental problems were much more likely to intend to stop eating meat (64,67,68,69,80,81). On the contrary, one study found that gender,</p>	38 (N=57,148) ¹	Minor concerns ²	Minor concerns ³	Serious concerns ⁴	No concerns	LOW ⊕⊕○○

as well as age, meat consumption behaviour (high vs. low intake) and socio-economic status had no impact on peoples' belief that eating less meat would help reducing climate change (63).						
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Abbreviations: MM=Mixed-methods, QUAL=Qualitative, QUANT= Quantitative.

¹ **QUANT:** Twenty-seven (N=56,555) conducted in Australia, Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Poland, Portugal, Romania, Slovakia, Slovenia, Southwest Scotland, Spain, Sweden, Switzerland, United Kingdom, United States of America. **QUAL:** Seven studies (N=527) conducted in Australia, Brazil, China, Norway, Portugal, Scotland, Sweden, United Kingdom, and United States of America. **MM:** Two studies (N=66) conducted in Spain and Norway.

² **QUANT:** Eighteen studies (60%) were at high risk of bias for lack of validation of the measurement instruments, 6 (20%) at moderate risk of bias and 6 (20%) at low risk of bias. **QUAL:** Minor methodological limitations due to lack of reporting of the investigator and participants' relationship and lack of information on ethical issues. **MM:** One study was there were no concerns, clear and detailed information and justification to use the mixed-methods approach are provided. For the second study, no information is provided for using a mixed-methods approach, unclear how the quantitative evidence contributed to the findings.

³ **QUANT:** Minor concerns because three studies reported contradictory data regarding the willingness to adopt other strategies to reduce climate impact, representing 45% of the overall population.

⁴ **QUANT:** Serious concerns because 27 studies (100%) did not inform participants about the environmental impact of meat consumption. **QUAL:** Serious concerns because seven studies (87%) did not inform participants about the impact of meat consumption on the environment. Two **MM** studies contributing to qualitative evidence did not provide information to participants.

Supplement Table 12. Evidence Profile for “Willingness to pay more for environmentally friendly meat”

Review finding	N° of studies (participants)	Methodological limitations	Coherence	Relevance	Adequacy of data	Confidence of evidence
Willingness to pay more for environmentally friendly meat- Quantitative evidence						
<p>Most consumers were willing to pay more for meat products if the product was produced with a significantly lower environmental impact (26, 79). Also, labels indicating that the beef mince had a low or moderate fat content (79), was organic meat produced locally and with animal welfare standards were significant for consumers (26).</p> <p>Women and older people showed higher willingness to pay more for meat with minimal environmental impact (26,79).</p>	2 (N=2,702)	No or minor concerns ²	No concerns	Serious concerns ³	No or minor concerns	MODERATE ⊕⊕○○

Abbreviations: QUANT= Quantitative.

¹ **QUANT:** Two studies 2 (N=2,702) conducted in United Kingdom and Spain.

² **QUANT:** All studies (100%) were at high risk of bias for lack of validation of the measurement instruments; however, findings were consistent across studies.

³ **QUANT:** Serious concerns of relevance because all studies (100%) did not inform participants about the environmental impact of meat consumption.