

A key element in the benchmark value estimation is the matrix that combines grades of animal welfare in the 17 dimensions, expert assessment of each grade and assessment of the importance of each dimension of animal welfare. First step in the calculation is to estimate a benchmark value for each single label in each country. Such a benchmark value for each single initiative (legislation or label) in each country is calculated from following input:

- The benchmark value of the individual initiative (regulation or label) in each country is obtained by multiplying the four mentioned factors for dimension and aggregating over all dimensions. A low value of a welfare dimension (close to zero) is obtained if the animal welfare characteristics found are low in the groupings and / or if the groupings concerned have a low weight.

Table S5. Spreadsheet showing input for calculating benchmark value for individual labels

									Country A					Country B								Country N				
				Expert	Expert	Expert	Expert	Expert	Label	Label	Label	Label		Label	Label	Label	Label					Label	Label	Label	Label	
				No.1	No. 2	. . .	No. n	Average	No. 1	No. 2	. .	No. N		No. 1	No. 2	. .	No. N					No. 1	No. 2	. .	No. N	
									A1	A2		An		B1	B2		Bn					N1	N2		Nn	
1. Dimension																										
	No regulation							V1-1																		
	Minimun EU regulation							V1-2	X												X					
	Low level							V1-3		X				X	X											
	.																									
	.																									
	Highest level							V1-n				X					X						X			
	Importance							I-1																		
2. Dimension																										
	No regulation							V2-1																		
	Minimun EU regulation							V2-2	X	X				X												
	Low level							V2-3													X					
	.															X							X			
	.											X						X								
	Highest level							V2-n																	X	
	Importance							I-2																		
n. Dimension																										
	No regulation							Vn-1																		
	Minimun EU regulation							Vn-2	X	X				X							X					
	Low level							Vn-3																		
	.															X										
	.											X											X			
	Highest level							Vn-n										X							X	
	Importance							I-m										X								

X illustrate the position and level of animal welfare for each label. V and I weights according to expert assessments. $A_1 \dots A_n$, $B_1 \dots B_n$ and $N_1 \dots N_n$ are benchmark values for individual labels in individual countries.

The benchmark value of the total production of a given product in a country is calculated by weighing the market shares of benchmark value of the individual labels. The market shares may be the production and consumption market shares. As estimation of benchmark value for one industry in one country includes more than 220 different numbers from different sources, the model is quite comprehensive. The files are linked and are connected automatically.

Please, find the entire matrix with grades, expert assessments, weights etc. on next page. Enlarge the text to at least 400 percent.

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