

Table S2: References to webpages about pig welfare initiatives

SE

<http://www.jordbruksverket.se>

<https://www.coop.se>

<https://www.svensktsigill.se/>

DE

<http://www.neuland-fleisch.de>

<https://initiative-tierwohl.de>

<https://www.haltungsform.de/>

UK

<https://www.gov.uk/government/statistics/organic-farming-statistics-2018>

<https://www.greenpasturefarms.co.uk>

<https://science.rspca.org.uk>

<https://www.soilassociation.org>

<https://www.compassioninfoodbusiness.com/awards/good-pig-award/>

<https://assurance.redtractor.org.uk>

<https://www.qmscotland.co.uk>

<http://www.legislation.gov.uk/ukxi/2007/2078/schedule/8/made>

NL

<https://www.nvwa.nl/>

<https://www.boerenbusiness.nl>

<https://www.hamletz.nl/het-merk/>

<https://www.frievar.com>

<https://www.livar.nl>

<http://degroeneweg.nl>

DK

<https://www.foedevarestyrelsen.dk>

<https://lbst.dk>

<https://www.friland.dk>

<https://www.lf.dk>

<http://hestbjerg.dk/>