

**Table S1.** Demographic characteristics of consumers (n = 120) participated in the consumer sensory panels.

Demographic Questions	Response options	Frequency (%)
<i>Gender</i>	Female	63.3
	Male	35.8
	Other	0.9
<i>Household Size</i>	1 person	33.3
	2 people	23.3
	3 people	16.7
	4 people	13.3
	5 people	5.9
	>5 people	5.0
	Prefer not to disclose	2.5
	Married	29.2
<i>Marital Status</i>	Single	70.0
	Prefer not to disclose	0.8
<i>Age</i>	<20 years old	4.2
	20 to 29 years old	70.0
	30 to 39 years old	12.5
	40 to 49 years old	3.3
	50 to 59 years old	6.7
	>60 years old	3.3
	African-American	3.3
<i>Ethnic Origin</i>	Asian	30.0
	Caucasian/White	60.8
	Hispanic	2.5
	Mixed Race	2.5
	Other	0.9
<i>Annual Household Income</i>	<\$25,000	35.8
	\$25,000 to \$34,999	7.5
	\$35,000 to \$49,999	4.2
	\$50,000 to \$74,999	7.5
	\$75,000 to \$99,999	10.0
	\$100,000 to \$149,999	10.8
	\$150,000 to \$199,999	5.0
	>\$199,999	5.8
	Prefer not to disclose	13.4
	Flavor	45.8
<i>When eating pork, what palatability trait is the most important to you?</i>	Juiciness	26.7
	Tenderness	27.5
	Medium-Rare	13.3
	Medium	31.7
<i>When eating pork, what degree of doneness do you prefer?</i>	Medium-Well	25.8
	Well Done	26.7
	Not sure	2.5
	1 Time/week	28.33
<i>How many times per week do you consume pork?</i>	2 Times/Week	25.83
	3 Times/Week	15.83
	4 Times/Week	9.17
	5 Times/Week	5.83
	6-10 Times/Week	10.0
	>10 Times /Week	2.5