Table S1. Questionnaire and variables used in the survey on oilseed consumption in Morocco.

Objective	Question	Response Mode / Checkboxes	Target Group
Identify age distribution	What is your age?	☐ <18; ☐ 18-30; ☐ 31-45; ☐ 46-60; ☐ >60.	All
Identify geographical distribution	In which region do you reside?	☐ Tangier-Tétouan-Al Hoceima; ☐ Oriental; ☐ Fez-Meknes; ☐ Rabat-Salé–Kenitra; ☐ Beni Mellal-Khénifra; ☐ Casablanca-Settat; ☐ Marrakech-Safi; ☐ Drâa-Tafilalet; ☐ Souss-Massa; ☐ Guelmim-Oued Noun; ☐ Dakhla-Oued Ed-Dahab; ☐ Laayoune-Es-Sakia El Hamra.	All
Determine the consumption rate of seeds	Do you consume oilseeds?	☐ Yes; ☐ No	All
Identify consumption frequency	If yes, how frequently do you consume oilseeds?	☐ Every day; ☐ 1-3 times/week; ☐ Less than once/week.	Consumers
Identify the most consumed oilseeds	Which oilseeds do you consume most frequently?	☐ Flaxseed; ☐ Sesame; ☐ Sunflower; ☐ Chia; ☐ Black cumin (Nigella); ☐ Fennel; ☐ Fenugreek; ☐ Anise; ☐ Garden cress; ☐ Other.	Consumers
Identify the form of consumption	In what form do you predominantly consume these seeds?	☐ Natural (raw or roasted); ☐ Incorporated into dishes; ☐ As oil; ☐ As powder or flour; ☐ Other.	Consumers
Identify consumption motivations	What motivates you to consume oilseeds?	☐ Health benefits; ☐ Taste; ☐ Habit or family tradition; ☐ To follow a specific diet; ☐ Other.	Consumers
Assess the perceived importance of oilseeds	Do you believe oilseeds are important for a balanced diet?	☐ Yes; ☐ No; ☐ I don't know.	All
	What do you perceive as the benefits of oilseeds?	Open-ended response.	All
Assess interest in organic oilseed products	Would you be willing to consume organic products enriched with oilseeds?	☐ Yes, definitely; ☐ No, I'm not interested; ☐ I don't know.	All
Gather suggestions for enhancing accessibility	Do you have any suggestions for making oilseeds more accessible or popular in Morocco?	Open-ended response.	All