Supplementary Material

Table S1: Ten-item questionnaire to assess food neophobia

Food Neophobia Questionnaire
1. I am constantly sampling new and different foods.
2. I don't trust new foods.
3. If I do not know what the food is, I won't try it.
4. I like foods from different cultures*.
5. Ethnic food looks too weird to eat.
6. At dinner parties, I will try new foods*.
7. I am afraid to eat things I have never had before.
8. I am very particular about the foods I eat.
9. I will eat almost anything*.
10. I like to try new ethnic restaurants*.

* Items for which scoring is reversed.

Table S2: Questionnaire to assess the values and attitudes of consumers

Attitude and values
Sustainability
1. It is important to me that the products I use do not harm the environment.
2. I consider the potential environmental impact of my actions when making many of my decisions.
3. My purchase habits are affected by my concern for the environment.
4. I am concerned about wasting the resources of the planet.
5. I would describe myself as environmentally responsible.
6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly.
Health
1. Having good health means a lot to me.
2. I often think about my health.
3. I think of myself as a person who is interested in healthful foods.
4. I consider the potential health impact of my actions when making many of my decisions.
5. My purchase habits are affected by my concern for my health.
6. I would describe myself as health conscious.
7. I am willing to be inconvenienced in order to take actions that are better for my health.

Social Norms

1. Most people who are important to me would approve of me eating more plant-based foods.
2. Most people who are important to me would want me to eat more plant-based foods.
3. Most people who are important to me think I should eat more plant-based foods.

Moral Satisfaction

1. Buying plant-based foods instead of Dairy would feel like doing the morally right thing.
2. Eating plant-based foods instead of Dairy would make me feel like a better person.
3. Including Dairy in my diet would feel like the morally right thing to do.
4. Buying plant-based foods instead of Dairy would feel like making a personal contribution to something better.
5. Buying Dairy instead of plant-based food would give me a good feeling, because I am supporting an ethically responsible practice.