

Supplementary Materials

for

An Experimental Approach to Assess the Impact of Three Environmental Knowledge Types on Food-Related Behavioral Intentions and Choices

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Appendix SA

Emission Values Used to Weight the Proportions of the Respective Animal Products Reported by the Participants

Table SA1

Products, Portion Sizes and Corresponding CO₂-Emissions (in kg) Used to Weight Participants' Answers on Pre-intervention and Intended Animal Product Consumption

Product	Portion Size	CO ₂ -Emissions (in kg)
Milk	1 serving $\hat{=}$ approx. 250 ml $\hat{=}$ approx. 1 glass	0.35
Yogurt	1 portion $\hat{=}$ approx. 150 ml $\hat{=}$ approx. 1 cup	0.36
Cheese	1 serving $\hat{=}$ approx. 25g $\hat{=}$ approx. 1 slice	0.14
Butter	1 portion $\hat{=}$ approx. 10g $\hat{=}$ approx. 1 teaspoon	0.09
Dairy	1 portion $\hat{=}$ approx. 100g	0.36
Sausage	1 serving $\hat{=}$ approx. 25g $\hat{=}$ approx. 1 slice	0.09
Egg	1 portion $\hat{=}$ approx. 1 egg $\hat{=}$ approx. 55g	0.11
Fish	1 portion $\hat{=}$ approx. 150 - 200 g $\hat{=}$ approx. 1 normal fish fillet size	1.18
Beef	1 portion $\hat{=}$ approx. 200 g $\hat{=}$ approx. 1 normal steak size	2.46
Pork	1 portion $\hat{=}$ approx. 200 g $\hat{=}$ approx. 1 normal steak size	0.84
Turkey	1 portion $\hat{=}$ approx. 200 g $\hat{=}$ approx. 1 normal steak size	0.84
Chicken	1 portion $\hat{=}$ approx. 200 g $\hat{=}$ approx. 1 normal steak size	0.74

Note. CO₂-Emissions according to <https://www.goclimat.de/co2-rechner/co2-rechner-essen/>. For Fish, we used an approximate of 175 g to calculate the corresponding CO₂-Emissions.

Appendix SB

Scale to Assess Affinity for Animal Products

Table SB1

Instruction and Items of Affinity for Animal Products Scale

Scale Elements Close English Translation From the Original German Items

Instruction	The following section deals with the consumption of animal products. Animal products include meat and meat products such as sausage, ham, etc., but also eggs, cheese and other dairy products such as cream, quark or butter. Please rate the following 5 statements. There are no right or wrong answers. Only your opinion counts.
Item 1	Animal products are part of a proper meal.
Item 2	Dishes without animal products are bland and boring.
Item 3	If I do without animal products, my body lacks important proteins, minerals and vitamins.
Item 4	A meal that contains only plant-based ingredients does not satisfy me as much as a meal with animal products.
Item 5	Not eating animal products is difficult for me.

Note. Response scale on a 5-point Likert scale ranging from 1 (I don't agree at all) to 5 (I totally agree). Adapted from Schanz et al. (2020).

Appendix SC

Detailed Sample size Description for Sandwich and Chocolate Choice

Sample sizes for the sandwich and chocolate choice differed due to different exclusion criteria (e.g., lactose intolerance) and drop out of participants during data collection process. For analysing the sandwich topping choice, we excluded four participants who witnessed the sandwich topping choice of a previous participant. Further 50 participants were not interested in receiving the sandwich voucher as reward or even did not show up in the main researcher's office to receive their reward, resulting in $N = 250$ (SYS: $n = 55$, SYS+ACT: $n = 50$, SYS+ACT+EFF: $n = 51$, ENV-UNR: $n = 48$, SYS+SYS+SYS: $n = 46$).

For analysing the chocolate choice, we excluded data from four participants who were not alone during the decision-making process or got a recommendation. Moreover, we excluded 23 participants who saw the chocolate bars' brands before having made their decision, which might have biased their decision. Twenty-six participants with lactose-intolerance were not included either. Further 40 participants were not interested in the chocolate as reward or did not show up in the main officer's office to receive their reward, resulting in $N = 189$ (SYS: $n = 41$, SYS+ACT: $n = 34$, SYS+ACT+EFF: $n = 38$, ENV-UNR: $n = 38$, SYS+SYS+SYS: $n = 38$).