

## Supplementary Materials

| If you were purchasing <b>lamb and/or mutton meat</b> , how important would you find each of the following characteristics? |                       |                       |                       |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | Not at all important  | Slightly important    | Moderately important  | Very important        | Extremely important   |
| USDA Inspection Label   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Organically grown   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety of cuts   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Prepackaged cuts  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cooking instructions  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Marinade cuts   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Convenience Foods (sausage)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Please choose ' <b>slightly important</b> ' for this row.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Figure S1.** Example of attention check question

Thank you for your participation so far. Please read the information below carefully before proceeding to the next stage of the questionnaire.

**Did you know about these health benefits?**

Goat meat is a very healthy source of protein. Goat meat is low in fat, cholesterol, sodium, and calories. It is also very rich in protein, iron, and potassium. For this reason, goat meat can be very good for your heart and blood pressure. In fact, switching to goat meat can extremely improve the health of Americans and help them avoid heart disease, which is a major cause of death in the US.

**Figure S2.** Health Benefit Information Presented to the Survey Participants

Thank you for your participation so far. Please read the information below carefully before proceeding to the next stage of the questionnaire.

**Did you know about these environmental benefits?**

Raising goats is cheap and environmentally friendly. Goats require little pasture to grow, which means that farmers can raise more goats than other farm animals using the same farm size. Also, goats help restore pasture quality by eating grassy weeds. Goats are considered browsers, rather than grazers, which means they preserve root systems and soil nutrients when they feed.

**Figure S3.** Environmental Benefit Information Presented to the Survey Participants