Supplementary Materials, Appendix A

Moderator guide

Procedure

At the beginning of each focus group, the moderator welcome participants and explain the study details. They will be asked to sign the consent form. The moderator will explain that the collected data will be treated confidentially and anonymised, stored confidentially and made available only to researchers related to the study.

Participants will be asked to not use their phone during the focus group. If they need to use it, they will be asked to quietly leave the room to not disturb the discussion.

Participants will be asked to introduce themselves sharing one by one their favourite food or last memorable meal, so the moderator will be able to differentiate voices during the verbatim transcription.

During the focus groups, participants will be asked about their dairy consumption and related topics. It may happen that some of participants are less keen to share their opinion, so the moderator will try to involve them more. Also, there will be the possibility some participants are speaking more than others, the moderator will try to balance the discussion and obtain opinions from all participants.

The focus groups will be audio recorded.

If they want to, participants will be able to taste French, English. Food will be available to them, but not mandatory.

At the end of each focus group the moderator will summarise the covered topics, thank participants and give contact information for any follow-ups.

Please note that the focus groups will be conducted in English in the UK and in French in France.

Sample question guide (UK)

Welcome everyone,

My name is Caterina and I am a PhD student at Bournemouth University.

Before starting, I want to let you know that this focus group will be audio recorded. You can withdraw at any time during the focus group, it will not be possible to withdraw after its end. To take part, please sign now the consent form.
*(giving the forms and then collecting them)*

I would ask you to not crosstalk. You will all have the opportunity to speak and share your opinion about the topic, so please do not talk all together.

Please, feel free to share your opinion. There are no right or wrong answers, and you do not need to agree with others.

I would also ask you to not use your phone and turn it on silent mode. If you need to answer, I would ask you to leave the room quietly, to not disturb the discussion. The same when you are coming back.

Today we will speak about dairy consumption. This focus group will help us to understand why we should or not consume dairy. You will also be able to taste some French and local cheeses.

Before starting, can you write your name in front of you and quickly introduce yourself, telling us what’s your favourite food or the last memorable meal you ate?

*(participants introducing themselves)*

**(Milk)**

What do you think about milk?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Which kind of milk are you consuming?

What could influence you to change your milk consumption?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What about sheep’s or goat’s milk?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What may lead you to change your sheep’s or goat’s milk consumption?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

Is there any particular occasion you are consuming milk?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

**(Yoghurt)**

What do you think about yoghurt?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Which kind of yoghurt are you consuming?

Is there any particular occasion you are consuming yoghurt?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

Are there some factors that may lead you to change your consumption of yoghurt?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

**(Dairy to drink)**

What about dairy beverages, such as flavoured milk, latte, yoghurt to drink or any other dairy to drink?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Did you ever hear about fermented milk, as kefir? What do you think about it?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming dairy to drink?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

Are there some factors that may lead you to change your consumption of dairy to drink?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

***(*Dairy desserts)**

What about dairy desserts, as ice-cream, custard, cheesecake, or pudding?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming dairy desserts?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

What do you think about condensed or evaporated milk, cream or dairy topping cream?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming these products?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

**(Cheese)**

What about cheese?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What kind of cheese are you consuming?

What reasons may lead you to change your cheese consumption?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What about sheep’s or goat’s cheese?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What could lead you to change your consumption of sheep’s and goat’s cheeses?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What do you think about soft cheeses, as Camembert or Brie for example?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What sort of soft cheeses are you consuming?

Are there some reasons that could lead you to change your consumption of soft cheeses?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What do you think about consuming local cheese?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Why are you choosing a product instead of one other?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming cheese?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

What about cheese spread?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming cheese spread?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

Are there some factors that may lead you to change your consumption of cheese spread?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What do you think about cottage cheese?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming cottage cheese?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

Are there some factors that may lead you to change your consumption of cottage cheese?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

Have you already tested quark? What do you think about it?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

Is there any particular occasion you are consuming quark?

*Expected topics: (meals, habits, special occasions, special recipes, culture/religion)*

Are there some factors that may lead you to change your consumption of quark?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

**(General)**

Does anyone consume organic products?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What factors may cause you to buy or not organic dairy?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

What about local dairy?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes, habits, brand)*

What factors may influence your decision to buy or not local products?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

Would you consider consuming dairy as a food alternative?

*(yes/no)*

To which kind of food? Why?

*Expected topics: (environment, health, familiarity, price, availability, individual tastes)*

Are there some factors may lead you to increase dairy consumption during meals?

*Expected topics: (environment, health, price, availability, individual tastes, type of meals, special occasions, special recipes)*

And what about decreasing dairy consumption during meals?

*Expected topics: (environment, health, price, availability, individual tastes, type of meals, special occasions, special recipes)*

Does anyone consume plant-based dairy?

Why?

*Expected topics: (environment, health, price, availability, individual tastes, habits, new products/new brands)*

*If someone is quiet, not speaking:* Do you agree or disagree with (name)’s opinion?

*If someone is speaking too much:* That is a good point (name). Let’s hear someone else