**Supplementary material**

**Focus group discussion and key informant question guide**

1. **Focus group discussions**
2. The first question is about the foods that you eat or buy. When you buy these foods, how do you decide what to buy or eat?
* Ingredients (salt, fat, or sugar): cost, quality, healthiness, flavor, variety, access or availability, brand.
* Why is that reason important to you?
1. These days, people talk a lot about nutrition and healthy foods. Could you tell me what these terms mean to you and what you know about them?
* Could you give me some examples of healthy foods?
* What makes those foods healthy?
* Could you give me some examples of foods that are not healthy?
* What makes those foods unhealthy?
1. Have you heard or do you know about processed foods? What do you know about them?
2. Now that we have discussed nutrition, healthy foods, unhealthy foods, and processed foods, can you explain why these ideas are important to you when you buy or consume foods?
3. Now we are going to talk about the label that is called the traffic light. The traffic light on packages of processed foods was instituted in Ecuador in 2014. Could you please tell me what you have seen or heard about it? **(**Includes exercise with cards that have different versions of the traffic light label.)
* Could someone tell me what this traffic light label is for or how it is used?
* When you see these traffic light labels, what do you notice most?
* When you buy foods, do you use this label to decide what to buy?
* What information do you look for in the label: fat, salt, or sugar or the text that says high, medium, or low? Why do you look for this information?
* What is your opinion of the information presented in the traffic light label?
* Is this information easy or hard to understand? Why?
* What components of the traffic light label seem useful? Why?
	+ Colors (gray or white background; red, yellow, or green bars.
	+ Contrasting colors.
	+ Text: size, color.
	+ Location: upper left corner; front or back panel.
	+ Text: high, medium, or low.
	+ Others.
* Which of these components seems most important to you?
* Do you think the traffic light label should be placed on the front or back panel of packages, or in some other location? On the right or left side, and on the top or bottom? Why?
* Do you think the size of the traffic light label is appropriate on all packages or should it be bigger or smaller?
* The traffic light labels that we are looking at are for processed foods and beverages that are sold in the Ecuadorian market. If you had to compare the foods for which these labels were printed, which would you buy? Why?
* Which of these foods would you not buy? Why?
* Do you use the traffic light label to compare or decide what foods to buy? What foods do you compare?
* If you don’t use the traffic light label to compare foods, what other information do you use to decide what food to buy or consume? (Nutritional information; brand; quality flavor; content of fat, sugar, or salt.)
* What aspects of the traffic light label seem positive to you?
* What aspects of the traffic light label seem negative to you?
* What would improve the traffic light label?
1. I´m going to show you a card with a different label. Could you tell me what you think of it? (Exercise with cards with an example of the GDA label.)
* What do the colors on this label represent?
* Does anyone know what the numbers on the white background mean?
* Can you tell me what the percentages on the colored background mean?
1. Now I’d like to hear your recommendations for promoting healthy consumption.
* How do you think the information on the traffic light label could be improved?
* What information could be added to the traffic light label?
* What information could be removed from the traffic light label?
* In addition to the traffic light label, what other information would you like to see in the packages of processed foods?
* In the market, not all foods have the traffic light label. Do you think the label should be used on other kinds of foods? What other kinds of foods? Why?
* For what foods would it be important to keep the traffic light label? Why? Could you give me examples?
* For what foods would it be important to eliminate the traffic light label? Why? Could you give me examples?
* What else could be done in the country to promote the consumption of healthy foods?
1. What other messages have you seen on food packages?
* “Contains genetically modified ingredients.”
* “For your health, reduce consumption of this product.”
* “This product contains non-caloric sweetener.”
* “This product contains less than 50% of natural ingredients.”
* What do you think of this additional information?
* Are the terms easy or difficult to understand?
1. Do you think it is important to include any other information on the packages?
2. Is there any other point about the traffic light label that you would like to talk about?

 **B. Key informant interviews**

1. What are the perceptions of your company regarding the traffic light label?
2. What are the perceptions with regard to the preferences and behavior of your customers and the public in general?