Table 1: Sample questions from the interview schedule and each relevant theme

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| **Key theme** | **Question** |
| Participants’ knowledge of an environmentally sustainable eating pattern and the environmental impact of food choice | -On a scale of 1-NOT AT ALL IMPORTANT to 10 – EXTREMELY IMPORTANT how important are the following things to you when you shop for food and drink at the supermarket? 7-food criteria (taste; price; how long it takes to prepare it; how long it takes to eat it; what food is available; how much it impacts the environment; how healthy it is)-What/if any human activities do you think have the most impact on the environment?-On a scale of 1 –NO NEGATIVE IMPACT AT ALL to 10 – A VERY LARGE NEGATIVE IMPACT how much impact do you think the following activities have on the environment? 7-human activities (exhaust emissions from transport such as trains, planes, cars, trucks and ships; farming, processing and packaging of food products; burning coal, oil and gas in power stations to produce electricity; heating and cooling homes and offices; disposal and treatment of waste; industry and manufacturing e.g. production of goods; cutting down trees and forests)-Can you tell me the first thing that comes into your mind when you hear the term an “environmentally sustainable eating pattern”? -In your opinion what would environmentally sustainable eating include?-What types of eating behaviours do you think have the most impact on the environment?-On a scale of 1 –NO NEGATIVE IMPACT AT ALL to 10 – A VERY LARGE NEGATIVE IMPACT how much impact do you think the following eating behaviours/characteristics have on the environment? 9-food behaviours and characteristics (eating lots of fruits and vegetables; eating lots of meat; eating lots of dairy such as milk, cheese and yogurt; eating lots of fish; consuming lots of junk food such as chips, lollies, soft drinks and baked goods; the transportation method and distance that food products travel; whether or not fresh food products eaten are in season; the production and packaging of food products; food waste) |
| Environmentally sustainable eating behaviours currently undertaken by participants, barriers to undertaking these behaviours and willingness to engage in these behaviours in future | -Do you ever try to follow an environmentally sustainable eating pattern for environmental reasons? -Do you ever try to follow an environmentally sustainable eating pattern for any other reasons? -On a scale of 1 – VERY DIFFICULT to 10 – VERY EASY, how difficult or easy do you think it is to follow an environmentally sustainable eating pattern in your neighbourhood?-What/if any things in your neighbourhood do you believe makes it hard or easy to follow an environmentally sustainable eating pattern?-On a scale of 1 – NOT AT ALL WILLING to 10 – VERY WILLING, how willing would you be to follow an environmentally sustainable eating pattern? -On a scale of 1-NOT AT ALL WILLING to 10 – VERY WILLING how willing are you to undertake the following eating behaviours? 7-food behaviours (eating a mostly plant based eating pattern with limited meat consumption; eating dairy such as yogurt, cheese and milk in moderation; only eating fish from sustainable sources; avoiding junk food such as chips, lollies, soft drinks and baked good and eating only what is necessary; eating only food products that have been produced locally; eating only fresh produce which is in season; eating food products that have been minimally processed and have minimal packaging) |
| Current and potential sources of information about a sustainable eating pattern | -Have you come across any information about environmentally sustainable eating before?-Of the following information sources which would you trust for information about an environmentally sustainable eating pattern? 8-information sources (media such as television, newspapers or magazines; internet websites; government reports and documents; environmental not for profit organisations; flyers and brochures available in public places; information/pamphlets available in supermarkets; doctors, dietitians or health experts; social media such as Facebook, twitter and Instagram)- Are you aware of any promotions/advertisements/campaigns supporting environmentally sustainable eating?-If it was available, would you be interested in further information about an environmentally sustainable eating pattern? |