Supplementary material

Introduction

What comes to mind when I say “dairy”?

What do you think is considered a dairy product?

What comes to mind when I say “dairy alternatives”?

What do you think are considered dairy alternatives?

What do you see as the differences between dairy and alternatives?

What kinds of dairy products are in your fridge, if any? And what about dairy alternatives?

Of the dairy products and alternatives you have at home, which does your pre-school-aged child consume?

Key questions:

What are the benefits of consuming dairy to your preschool-aged child?

If so, what is in dairy that make it healthy?

What about the benefits of consuming dairy alternatives to your preschool-aged child?

If so, what is in alternatives that make them healthy?

Are there any risks to your preschooler of consuming dairy?

If so, what is it about dairy that makes it unhealthy?

Are there any risks to your preschooler of consuming dairy alternatives?

If so, what is it about dairy alternatives that makes them unhealthy?

Are there any other factors which may motivate you to offer dairy or dairy alternatives to your child? In or about dairy/alternatives?

Probe: specific meals, locations, convenient packaging

Are there any other reasons that keep you from offering dairy or dairy alternatives?

Probe: specific meals, locations, convenient packaging

When and where does your pre-school-aged child consume dairy/alternatives? What kinds of dairy/alternatives do they eat at home? Outside of the home?

Probe about locations: Daycare, restaurants, friends’ and relatives’ houses? How do you determine whether your child is consuming enough or not enough dairy/alternatives?

What are the current recommendations for dairy product and dairy alternative consumption by pre-school-aged children in Canada?

What is your opinion of these recommendations?

What circumstances make it easy to offer dairy products or dairy alternatives to your child?

What circumstances make it more difficult to offer dairy products or dairy alternatives to your child?

Probe: specific meals, locations, convenient packaging

So when shopping, what do you look for in dairy/alternatives?

Probe about: Fat, cost, convenience, accessibility and availability, perishability

It seems like all of you know something about nutrition.

Where do you get most of your information? Friends and family? Media? Do you trust these sources?

Ending question:

Moderator summarizes: Is there anything else you want to add that has not been mentioned? Final thoughts?