**Supplementary Text 1: Search diary**

***Database searches***

We initially undertook iterative searches of the ProQuest databases as well as a sample of newspaper webpages, selected for their relevance and comprehensiveness after consultation with the Deakin University research librarian liaison trained in systematic search. Search strings were revised through preliminary searches of each database and assessed for specificity and sensitivity. The results of each iteration were reviewed for relevance and comprehensiveness until an optimal search string was identified.

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| **Database** | **Date (by)** | **Search string** | **Limits applied** | **No. hits – prelim. search**  | **No. hits – final search** | **Date exported on** |
| ProQuest (International Newsstream) | 6.07.20 | ("EAT-Lancet" OR "EAT Lancet" OR “Lancet”) and (“meat” OR “reduc\*” OR "Red" OR “Processed” OR “agricultur\*” OR “animal source\*” OR “diet\*”) | Language: EnglishType: NewspaperSource: US/Australia/NZ/UKDates: Dec 2018 - June 2019 | 5,822 | 385 | 6.07.2020 |
| ProQuest (International Newsstream) | 6.07.20 | ("FAO" OR "Livestock\* Long Shadow" OR "Food and agriculture organi\*") AND (“meat” OR “reduc\*” OR "Red" OR “Processed” OR “livestock” OR “production”) | Language: EnglishType: NewspaperSource: US/Australia/NZ/UKDates: Sept 2006 – April 2007 | 417 |  |  |
| ProQuest (International Newsstream) | 6.07.20 | ("FAO" OR "Livestock\* Long Shadow" OR "Food and agriculture organi\*") AND (“meat” OR “reduc\*” OR "Red" OR “Processed” OR “livestock” OR “production”) | Language: EnglishType: NewspaperSource: US/Australia/NZ/UKDates: Oct 2006 – Feb 2007 | 285 |  | 6.07.2020 |
| ProQuest (International Newsstream) | 7.07.20 | ("IPCC" OR "International Panel on Climate Change" OR "Climate and land use" OR "Special report") AND (“meat” OR “agricultur\*” OR “production” OR “ruminant” OR “livestock” OR “food”) | Language: EnglishSource: US/Australia/NZ/UK Type: NewspaperDates: June 2019 – November 2019 | 209 |  | 7.07.2020 |
| ProQuest (International Newsstream) | 7.07.20 | ("WHO" OR "World Health Organi\*" OR "Monographs" OR "International Cancer Research" OR “IARC”) AND (“meat” OR “reduc\*” OR "Red" OR “Processed” OR “beef” OR “pork” OR “diet\*”) | Language: EnglishSource: US/Australia/NZ/UK Type: NewspaperDates: August 2015- February 2016 | 4632 | 303 | 7.07.2020 |