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**Supplemental Figure 1. An overview of a sustainable diets framework (adapted from Downs et al., 2017).**

**Supplemental Table 1. Semi-structured interview guide with key stakeholders in edible oil sector**

|  |  |
| --- | --- |
| **Overarching topic** | **Questions** |
| Oil production | * What are the existing edible oil policies in the country?
	+ How have these changed over time?
* Why has palm oil production been promoted in the Tanintharyi region?
* What are the existing incentives (policy, economic or social) for palm oil production? How do they compare to other domestically produced oils?
	+ How has increased palm oil production affected the surrounding communities?
* What are the challenges associated with palm oil production in the country?
	+ How can they be overcome?
* How have issues of sustainability been addressed in edible oil related policies?
	+ Which actions has the government taken to address sustainability?
	+ Which actions has the private sector taken to address sustainability?
* How has palm oil production affected land use in the Tanintharyi region?
* What are the barriers for producing edible oils?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
* How profitable is edible oil production?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
 |
| Value chain  | * What are the barriers to getting oils from producers to consumers?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
* How are oils distributed within the country?
* What are the bottlenecks in the supply chain?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
* How efficient is oil processing for the different oils? Are there any by-products?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
* Where is the most oil wasted in oilseed value chains (i.e., from production, processing, distribution, retail to consumer)?
	+ Palm oil
	+ Sesame oil
	+ Groundnut oil
 |
| Consumer | * Which oils are most widely consumed in the country? Why?
	+ Probe: consumer preferences
* What are the sociocultural norms related to oil consumption?
 |

**Supplemental Table 2. Focus group discussion guide: Consumers in Myanmar**

|  |  |
| --- | --- |
| **Overarching topic** | **Questions** |
| Oil consumption  | * Which oils do you (your household) usually or mainly consume? Why? How much do you consume per week / per month?
* Why do you consume this type of oil?
* Do you (your household) have any other types of oil that you consume? Why?
* Which oils do you think other people usually consume? If the type(s) of oil is different, why do you think they prefer that type of oil?
* If you have a choice, [not worrying about the cost or accessibility] do you have another type of oil that you would want to consume, other than mentioned above? Why do you say so?
* How do you compare different oils in availability and prices in rural and urban markets?
* How do you compare different oils in availability and prices changed over time?
 |
| Shopping patterns | * Where do you usually shop for food and oil?
* How often do you shop there?
* How do you get to this outlet?
* What motivates you to shop at this outlet?
* How much time does it take to get there? [Probe: Does this change in the rainy season?]
* How do consumption of oils contribute to your diet? [Do you think you eat more oil compared to other people? Do you think you eat a healthy amount?] Please explain.
 |
| Changes over time | * How have the food outlets that you have access to changed over time?
* How have these changes influenced your diet over time?
* How have your consumption patterns changed over time?
* What are the barriers to accessing nutritious foods?
* Which foods do you prefer to eat? Why? What are the barriers to accessing these foods?
 |



**Supplemental Figure 2**. An overview of edible oil imports from 1961-2018 in Myanmar



**Supplemental Figure 3.** The main factors influencing the use of different oil types among consumers

**Supplemental Table 3.** Socio-demographic characteristics of study participants (n=362\*)

|  |  |
| --- | --- |
| Demographic Characteristic | % of Sample  |
| Sex (%) | Male  | 49.2% |
|  | Female | 50.8% |
| Age (mean ± SD) |  | 40.8 ± 12 |
| Ethnicity (%) | Burma | 80.4% |
|  | Karen | 5.8% |
|  | Indian | 5.5% |
|  | Daweil | 3% |
|  | Rakhine | 3% |
|  | Other | 2.3% |
| Highest level of education completed (%) | Less than primary school | 14.9% |
|  | Primary School | 30.1% |
|  | Secondary School | 30.4% |
|  | High School | 5.4% |
|  | College/University | 19.1% |
| Employment type (%) | Government employee | 4.7% |
|  | Non-government employee | 14.6% |
|  | Self-employed | 69.8% |
|  | Homemaker | 8% |
|  | Retired | 1.4% |
|  | Other | 1.5% |

\*Please note: we removed 38 respondents from the study sample given that they did not reside in the study setting