

Article

Exploring the alignment of current consumption patterns and sustainable food choices in the SDG era in Spain

Exploring sustainable food choices factors and purchasing behaviour in the Sustainable Development Goals era in Spain

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Table S1. Questionnaire and selected questions to perform the cluster analysis

| N. question | Question Description |
|------------------------------------|---|
| KNOWLEDGE IN SUSTAINABILITY | |
| P10 | <i>Have you ever heard of sustainability?</i> |
| P11 | <i>What is the meaning for you of sustainability related to food? Indicate if you agree with the following statements:</i> |
| P11_1 | The integration of natural habitat conservation with the survival of the economic system |
| P11_2 | Be aware of the quality of life in daily consumption decisions |
| P11_3 | Ensure the health and welfare of animals |
| P11_4 | Conservation and protection of water resources |
| P11_5 | Reduction or elimination of pesticides and antibiotics in livestock and agriculture |
| P14 | <i>Indicate how much do you agree with the following statements:</i> |
| P14_8 | I know the difference between an organic product and a natural, healthy or crop garden product |
| BELIEFS | |
| P12 | <i>Taking into account sustainable food products, please indicate how much you agree with the following statements:</i> |
| P12_12 | I believe that sustainable food products are safer than conventional ones and of a higher quality |
| P12_34 | Information on sustainable food is poor and confusing |
| P13 | <i>Indicate how much you agree with the following statements:</i> |
| P13_4 | I think organic products are too expensive |
| P13_7 | Pesticide residues in fruits and vegetables are harmful to human health |
| P13_89 | GMOs and artificial flavors and additives are harmful to human health |
| P14 | <i>Indicate how much you agree with the following statements:</i> |
| P14_3 | I trust little brands in general |
| P14_4 | I trust white labels |
| P19 | <i>Indicate how much you agree with the following statements:</i> |
| P19_3 | Food from abroad is always better |
| BEHAVIOUR | |
| P13 | <i>Indicate how much you agree with the following statements:</i> |
| P13_16 | I generally do not buy products that include preservatives, preferring to buy organic food |
| P13_2 | When I deal with new products, I don't usually look at the list of ingredients |
| P14 | <i>Indicate how much you agree with the following statements:</i> |
| P14_1 | I prefer to consume local products, that are grown or produced near where I live |
| P14_2 | I usually buy some fair trade products |
| P14_5 | I do not buy brands or products produced or manufactured by companies that are not responsible with the environment and society |
| P14_6 | I participate in protests against brands that are not respectful of the environment |
| P14_7 | I read the labels of the products carefully to know their ingredients, elaboration, contents, calories ... |
| P14_9 | I eat organic food because it is the trend and they are fashionable |
| P15 | <i>Indicate how much you agree with the following statements:</i> |
| P15_23 | I try to follow a Mediterranean and traditional diet, avoiding prepared meals. |
| P15_45 | I do more exercise for my health than for my look |
| P15_6 | When it comes to food, I'm always looking for something new |
| P15_7 | Every time I eat less meat and I focus on a more vegetarian diet |
| P15_8 | I try to treat myself every day |
| P19 | <i>Indicate how much do you agree with the following statements:</i> |
| P19_12 | I prefer food produced locally or from our country |
| RELEVANCE | |
| P13 | <i>Indicate how much you agree with the following statements:</i> |
| P13_3 | When I deal with new products, the brand is important to me |
| P13_10 | The taste of meals is more important than the ingredients |
| P13_11 | Food packaging is important to me |
| P15 | <i>Indicate how much you agree with the following statements:</i> |
| P15_1 | My diet and that of my family is very important to me |
| P17 | <i>Given the choice of food products, are the following factors important to you?</i> |
| P17_1 | Quality |
| P17_23 | Health care and food safety |
| P17_4 | Origin in organic farming and livestock |
| P17_56 | Produced locally or in the country |
| P18 | <i>Indicate the importance of each of the following factors for you:</i> |
| P18_1234 | Respect for the environment, recycling, preserve natural resources and sustainable production |

Table S2. Characteristics of consumption habitude

| | Global¹ n=401 | Cluster 1 n=276 | Cluster 2 n=125 |
|------------------------------|---|----------------------------------|----------------------------------|
| Consumption frequency | | | |
| Pork meat | | | |
| Once or more weekly | 69.58 | 73.91 | 60.00 |
| Once or more monthly | 21.20 | 18.12 | 28.00 |
| Occasionally | 7.98 | 6.52 | 11.20 |
| Never | 1.25 | 1.45 | 0.80 |
| Iberian pork meat | | | |
| Once or more weekly | 38.25 | 41.82 | 30.40 |
| Once or more monthly | 39.50 | 41.09 | 36.00 |
| Occasionally | 20.50 | 16.73 ^B | 28.80 ^A |
| Never | 1.75 | 0.36 | 4.80 |
| Pork products | | | |
| Once or more weekly | 75.31 | 75.74 | 74.40 |
| Once or more monthly | 16.12 | 13.60 | 21.60 |
| Occasionally | 7.05 | 8.82 ^A | 3.20 ^B |
| Never | 1.51 | 1.84 | 0.80 |
| Iberian pork products | | | |
| Once or more weekly | 52.00 | 56.36 | 42.40 |
| Once or more monthly | 28.75 | 28.00 | 30.40 |
| Occasionally | 18.50 | 15.27 | 25.60 |
| Never | 0.75 | 0.36 | 1.60 |
| Place of purchase | | | |
| Meat and meat products | | | |
| Butcher's shop | 59.33 | 67.17 ^a | 44.12 ^b |
| Supermarket butcher | 53.00 | 53.03 | 52.94 |
| Packaged meat | 40.00 | 33.84 ^B | 51.96 ^A |
| Others | 5.02 | 4.57 | 5.88 |
| Food | | | |
| Food market | 46.63 | 55.07 ^a | 28.00 ^b |
| Local shop | 44.39 | 46.38 | 40.00 |
| Local grocery shop | 79.80 | 79.35 | 80.80 |
| Agricultural Cooperative | 10.72 | 10.87 | 10.40 |
| Gourmet shop | 10.97 | 11.96 | 8.80 |
| Large grocery store | 44.64 | 42.75 | 48.80 |

Different superscripts indicate significant differences between Clusters: A, B: P <0.01 and a, b: P<0.05. ¹Two consumers were not considered in the clusters due to missing values in some of the segmentation questions.

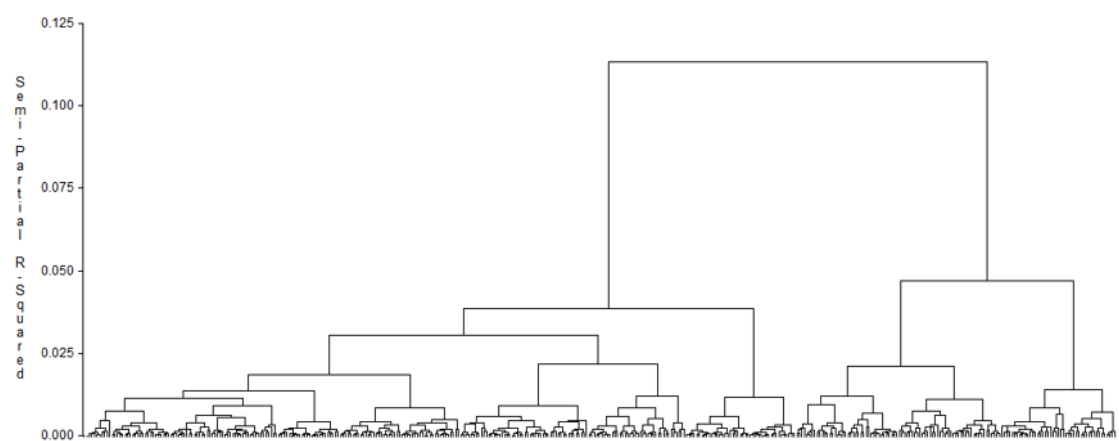


Figure S1. Dendrogram of the cluster analysis.