

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

Isabel Blanco-Penedo¹, Javier Garcia-Gudiño², Elena Angón³, Jose Manuel Perea³, Alfredo J. Escribano⁴, Maria Font-i-Furnols⁵

¹ Department of Clinical Sciences, SLU, Uppsala SE-750 07, Sweden

² Animal Welfare Programme, IRTA, 17121 Monells, Spain; javier.garciag@juntaex.es

³ Animal Production, UCO, 14071 Córdoba, Spain; eangon@uco.es (E.A); pa2pemuj@uco.es (J.P)

⁴ Independent Researcher & Consultant, 10005 Cáceres, Spain; ajesc@gmail.com

⁵ Food Quality and Technology Program, IRTA, Monells 17121, Spain; maria.font@irta.cat

* Correspondence: Isabel Blanco-Penedo isabel.blanco.penedo@slu.se

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.

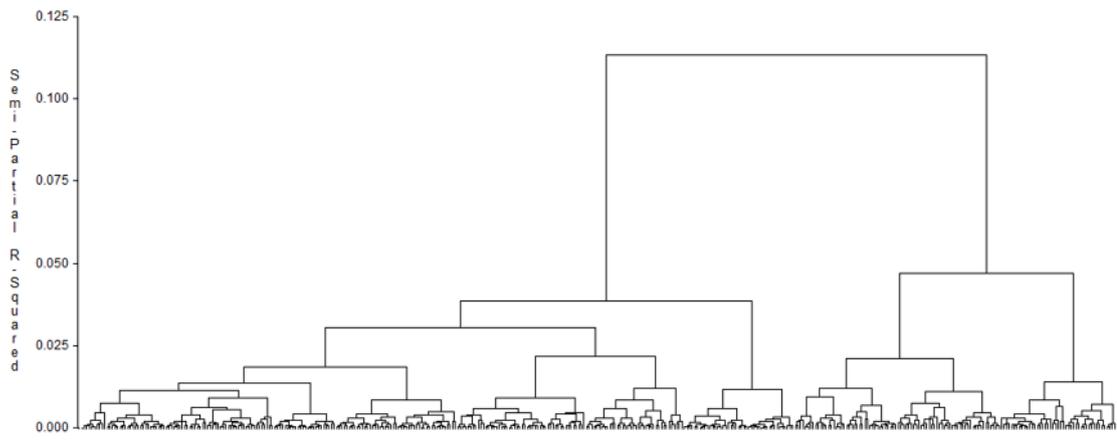


Figure S1. Dendrogram of the cluster analysis.