

In the next questions we're going to ask you to make some choices based on your preferences. In total you will see 9 purchase scenarios. Each scenario contains a total of 4 choice alternatives, 3 clam alternatives and 1 "I don't buy" alternative. You can only choose one alternative. The characteristics of the products are described below:



The characteristics of the products are described below: The clams that we will offer you can differ according to the following characteristics:

1. Storage methods and times from the packaging date (shelf-life) can be as follows:
 - a) refrigerated clams: stored in a refrigerator (+4°C), they can be eaten within 5 days;
 - b) frozen clams: stored in the freezer (-18°C) they can be consumed within 6 months;
 - c) clams subjected to an innovative treatment with high hydrostatic pressure and refrigerated: stored in the fridge (+4°C), they can be consumed within 20 days.

The treatment with high hydrostatic pressures consists in subjecting the products to extremely high pressures (between 100 and 900 MPa). Unlike heat treatments which cause very important changes to the starting raw material (e.g. modification of the organoleptic characteristics, loss of thermolabile vitamins and minerals), this process allows to extend the

shelf-life of the finished products with very limited modifications of the characteristics starting quality.

2. Origin: the clams may have been produced in one of the following countries:

- a) Croatia
- b) Italy
- c) Spain

3. Certifications of clams can be the following:

- a) "Marine Stewardship Council" (MSC) certification - Sustainability certification based on the standard developed by the non-profit organization called Marine Stewardship Council (MSC) and shared internationally among the fishing industry, scientists and environmental organizations. The fishing activity is considered "sustainable" if it meets the following requirements: is governed by an efficient management system; it is aimed at fish species that are not overexploited; it does not have a deleterious impact on the environment and on other species.
- b) "Responsible Fisheries Management" (RFM) Certification - Certification based on the World Food and Agriculture Organization (FAO) responsible fisheries code, which establishes international principles and models of behavior for fishing enterprises, adapted specifically to fishing carried out at the regional level. The fishing activity is considered "responsible" if it meets the following requirements: is governed by an efficient management system based on a precautionary approach; there is a scientific and stock evaluation activity; it is subject to monitoring activities and does not cause serious impacts on the ecosystem
- c) no certification