

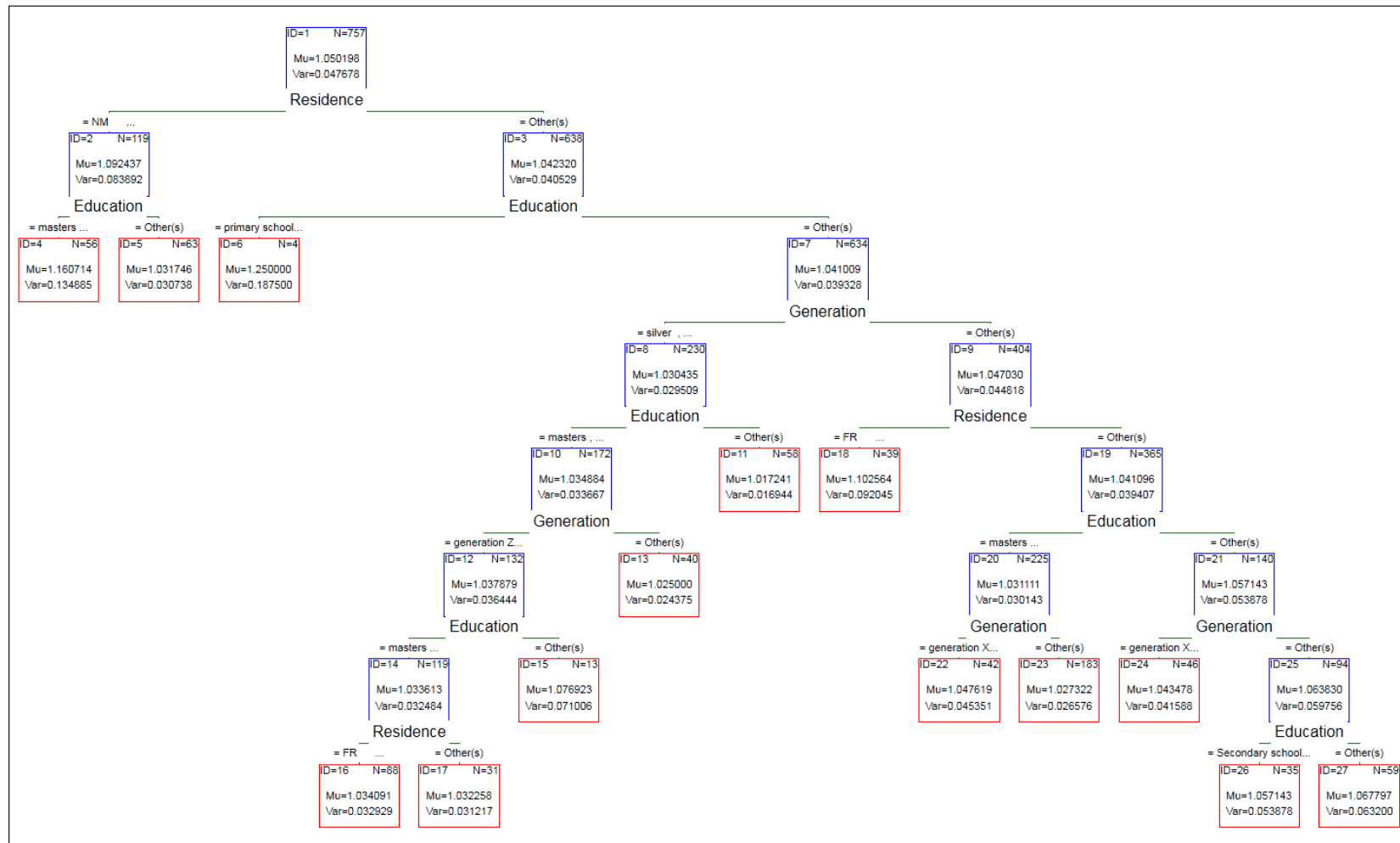
**Table S1.** Purchase intention of whole grain, nutritionally improved and sustainable cookies by generations (number with percentage in brackets).

	Generation Z, n = 191	Generation Y, n = 337	Generation X, n = 153	Silver Generation, n = 76
<i>I buy whole grain cookies because they are good for health</i>				
I completely agree	16 (8)	49 (14)	25 (16)	23 (30)
I partially agree	57 (30)	129 (38)	62 (40)	25 (33)
I neither agree nor disagree	51 (27)	100 (30)	28 (18)	18 (24)
I somewhat disagree	22 (12)	21 (6)	10 (7)	2 (3)
I do not agree at all	31 (16)	29 (9)	18 (12)	7 (9)
Did not answer	14 (7)	9 (3)	10 (7)	1 (1)
<i>Would you be attracted to a cookie with a changed or improved nutritional value (e.g., less sugar and/or fat, added minerals, added fiber, added antioxidants) if you knew that it had a beneficial effect on your health?</i>				
Yes	155 (81)	266 (79)	119 (78)	61 (80.3)
No	24 (13)	62 (18)	26 (17)	14 (18.4)
Did not answer	12 (6)	9 (3)	8 (5)	1 (1.3)
<i>Would you be willing to pay a higher price for cookies with altered or improved nutritional value (compared to a conventional cookie)?</i>				
Yes	107 (56)	243 (72)	104 (68)	51 (67.1)
No	72 (38)	86 (26)	41 (27)	24 (31.6)
Did not answer	12 (6)	8 (2)	8 (5)	1 (1.3)
<i>Would you be interested in buying cookies that, in addition to having a positive impact on human health, also has a positive impact on the environment?</i>				
Yes	184 (96)	317 (94)	145 (95)	73 (96)
No	7 (4)	20 (6)	8 (5)	3 (4)
<i>Would you be willing to buy cookies with by-products of the food industry?</i>				
Yes	152 (80)	252 (75)	96 (63)	50 (66)
No	39 (20)	85 (25)	57 (37)	26 (34)

**Table S2.** Purchase intention of whole grain, nutritionally improved and sustainable products by country (number with percentage in brackets).

	Croatia, n = 472	France, n = 166	North Macedonia, n = 119
<i>I buy whole grain cookies because they are good for health</i>			
I completely agree	77 (16)	18 (11)	18 (15)
I partially agree	189 (40)	46 (28)	38 (32)
I neither agree nor disagree	123 (26)	48 (29)	26 (22)
I somewhat disagree	35 (7.5)	17 (10)	3 (2.5)
I do not agree at all	48 (10.5)	25 (15)	12 (10)
Did not answer		12 (7)	22 (18.5)
<i>Would you be attracted to a cookie with a changed or improved nutritional value (e.g. less sugar and/or fat, added minerals, added fiber, added antioxidants) if you knew that it had a beneficial effect on your health?</i>			
Yes	385 (82)	129 (78)	87 (73)
No	87 (18)	26 (15.5)	13 (11)
Did not answer		11 (6.5)	19 (16)
<i>Would you be willing to pay a higher price for cookies with altered or improved nutritional value (compared to a standard cookie)?</i>			
Yes	352 (75)	78 (47)	75 (63)
No	120 (25)	78 (47)	25 (21)
Did not answer		10 (6)	19 (16)
<i>Would you be interested in buying cookies that, in addition to having a positive impact on human health, also has a positive impact on the environment?</i>			
Yes	453 (96) <sup>a</sup>	158 (95) <sup>a</sup>	108 (91) <sup>b</sup>
No	19 (4) <sup>a</sup>	8 (5) <sup>a</sup>	11 (9) <sup>b</sup>
<i>Would you be willing to buy cookies with by-products of the food industry?</i>			
Yes	361 (76) <sup>a</sup>	140 (84) <sup>a</sup>	49 (41) <sup>b</sup>
No	111 (24) <sup>a</sup>	26 (16) <sup>a</sup>	70 (59) <sup>b</sup>

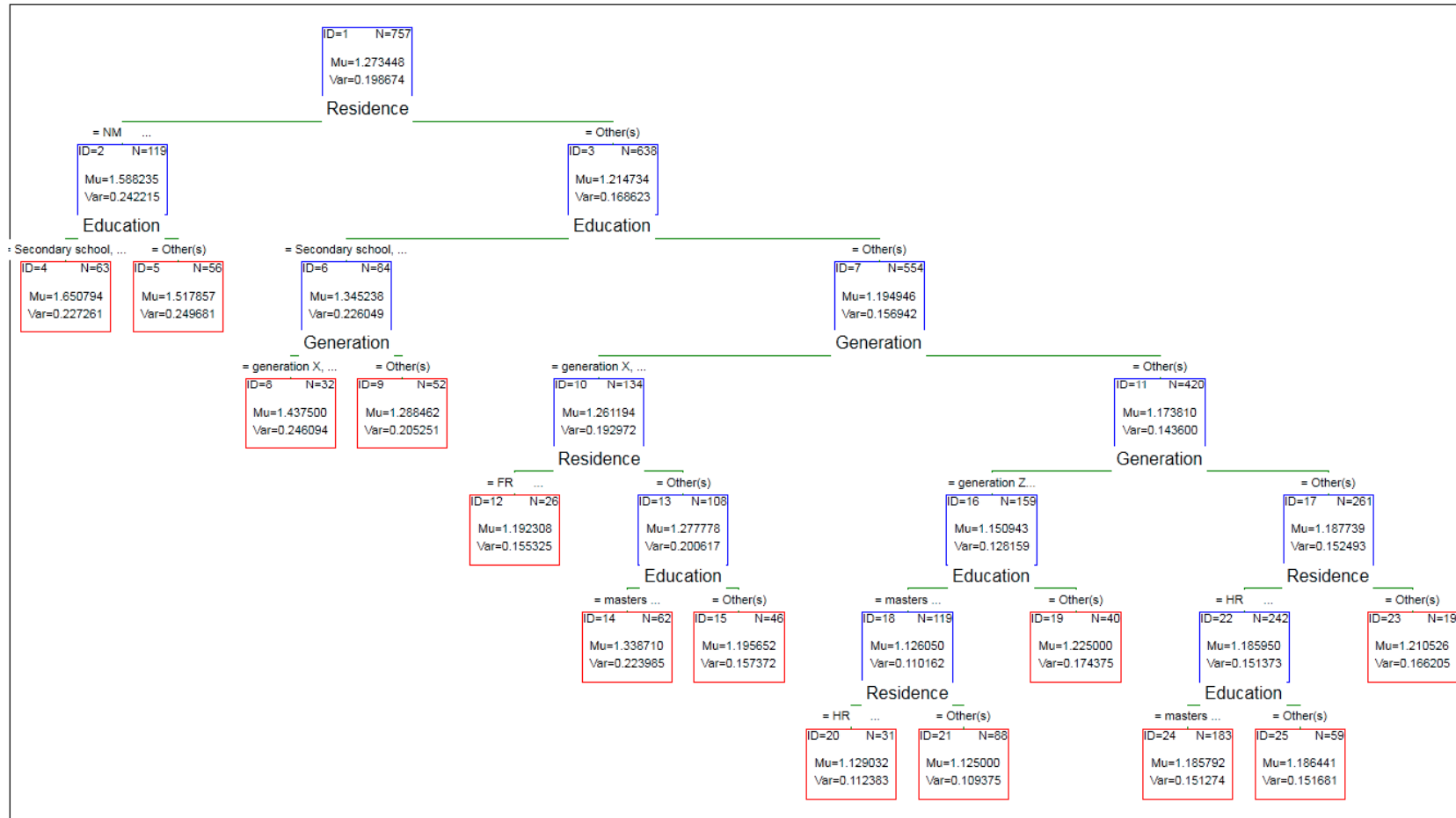
Would you be interested in buying a cookies that, in addition to having a positive impact on human health, also has a positive impact on the environment?  
 Num. of non-terminal nodes: 13, Num. of terminal nodes: 14



**Figure S1.** The classification and regression tree on the consumers interest in buying cookies that in addition to having a positive impact on human health, also have a positive impact on the environment.

Would you be willing to buy cookies with by-products of the food industry?

Num. of non-terminal nodes: 12, Num. of terminal nodes: 13



**Figure S2.** The classification and regression tree on the consumers' willingness to buy cookies with by-products of food industry.