**ETHICAL FOOD CHOICE MOTIVES**

**Information:**

The scale measures ethical food choice motives; it can be used as such or together with the Food Choice Questionnaire (Steptoe, Pollard & Wardle, 1995).

**Reference**:

Lindeman, M., & Väänänen, M. (2000). Measurement of ethical food choice motives. Appetite, 34, 55-59. doi:10.1006/appe.1999.0293

**Instruction and scale:**

The participants are asked to indicate whether they agree with the statements which all begin in the following way ``It is important to me that the food I eat on a typical day… "(1 =Not at all important, 4 = Very important).

**Items:**

ECOLOGICAL WELFARE

*Animal Welfare:*

Has been produced in a way that animals have not experienced pain

Has been produced in a way that animals' rights have been respected

*Environmental Protection:*

Has been prepared in an environmentally friendly way

Has been produced in a way which has not shaken the balance of nature

Is packaged in an environmentally friendly waya

POLITICAL VALUES

Comes from a country I approve of politicallya

Comes from a country in which human rights are not violated

Has the country of origin clearly markeda

Has been prepared in a way that does not conflict with my political values

RELIGION

Is not forbidden in my religion

Is in harmony with my religious views

a Items are from Food Choice Questionnaire [Steptoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: The food choice questionnaire. Appetite, 25, 267-284.]