

Thank you for participating in the second round of our Delphi study!

**Below you will find a quick summary of the most common answers given for the first questionnaire and you will be asked to agree with or rank them. The goal of this second round is to get respondents closer to a natural consensus. Please be honest in your answers so that we can capture your true perspectives.**

\* 1. In round 1 you were asked to list the key tools for improving nutrition at the population level. Below you'll find the tools that were rated the most important - please pick the 3 (only 3) that you find most impactful and rank them:

	1 - Most important	2 - Second most important	3 - Third most important
Patient/ consumer diet education & counseling (e.g. knowledge, attitudes, beliefs, behavior change)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing for healthy food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limit junk food marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limit portion size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decrease price of healthy food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of calories/ nutritional information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change the built environment to improve food access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 2. In round 1 you were asked to state the greatest challenges for the private sector in taking social action in population nutrition. Below you will find a summary of the answers that were shared by at least two respondents. Please choose your level of agreement with each one of them:

	Strongly disagree	Disagree	Agree	Strongly agree
Consumer misinformation about nutrition, which drives what food they buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food companies need to cater to consumer tastes and preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The obesity/ nutrition issue is too complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companies don't have tangible information/data on which initiatives/programs actually work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostility from the public sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social norm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Companies have no interest in social action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no consensus among stakeholders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no support from leadership and key management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profit versus responsibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments:

\* 3. In round 1 the majority of respondents stated that, on a scale of 1 to 10 (1 being the least and 10 the most), the extent to which the private sector can shape population nutrition is 7. Do you agree?

Disagree, it should be lower	Agree	Disagree, it should be higher
<input type="radio"/>		

\* 4. When you envision portion size interventions you:

- Think it will provide consumers with less options (no longer offering the "regular-big" size, only smaller)
- Think it will provide consumers with more options (keeping big sizes while also adding smaller options)

\* 5. In round 1 you were asked to state the main advantages of portion size interventions. Below you will find a summary of the most common answers. Please choose your level of agreement with each one of them:

	Strongly disagree	Disagree	Agree	Strongly agree
Decrease caloric intake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow for small "treats" (e.g., bite-size dessert)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable automatic behavior change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's an easy solution to talk about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It could educate consumers on appropriate portion sizes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives consumers more options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments:

\* 6. In round 1 you were also asked to state the main disadvantages of portion size interventions. Below you will find a summary of the most common answers. Please choose your level of agreement with each one of them.

	Strongly disagree	Disagree	Agree	Strongly agree
It is hard to implement (without great deal of resources and support from industry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a simplistic solution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It will be very hard to convince food companies as big portions bring big profits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It might stimulate offsetting behaviors (consumers will shop somewhere else, buy more packages, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's a paternalistic approach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People might be hungry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It doesn't take into account the context of a total diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumers might get angry as they perceive more value with bigger portions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price/value might be a problem for communities with low socioeconomic status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reinforce the belief that there is no "bad food" and the importance is to eat in moderation - but some foods are actually bad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It could lower intake of fruits and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

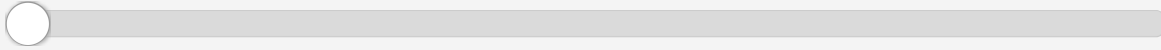
Additional comments:

\* 7. The majority of respondents in round 1 stated that supply side strategies were more important than demand size ones in shaping norms around portion size. Do you agree?

Disagree, I believe that demand size strategies are more important

Disagree, I believe they are both equally important

Agree, I believe that supply size strategies are more important



\* 8. Rank in order the potential impact (1 being the most effective and 3 the least) of the following strategies to enhance the psychological value of smaller food and beverage portions:

<input type="checkbox"/>	<input type="text"/>	Media advertisement
<input type="checkbox"/>	<input type="text"/>	Point of sale display (offering smaller foods in more valued places of the store)
<input type="checkbox"/>	<input type="text"/>	Enhance the packaging of smaller food options




\* 9. Rank in order the potential effectiveness (1 being the most effective and 3 the least) of the following strategies to reduce food consumption:

<input type="checkbox"/>	<input type="text"/>	Create an artificial stopping point (e.g. separating a large package into several smaller sub-packages, using internal sleeves, etc.)
<input type="checkbox"/>	<input type="text"/>	Offer a "vice-virtue bundle" (holding the overall portion of food the same while combining in the same offer a varying quantity of more virtuous food (carrots, apples, garden salad) and less virtuous options (chips, brownies, and fries)
<input type="checkbox"/>	<input type="text"/>	Offer reduced-sized packages— along with the normal-sized packages—and charge a premium (per unit) price for the smaller products

\* 10. In round 1 you were asked to choose the top 3 settings in which portion size interventions could have the most impact on improving population nutrition. Below you will find the three settings that were more commonly chosen; please rank them based on their potential impact (1 being the most effective setting):

<input type="checkbox"/>	<input type="text"/>	Restaurants
<input type="checkbox"/>	<input type="text"/>	Schools
<input type="checkbox"/>	<input type="text"/>	Grocery stores

\* 11. In round 1 the majority of respondents identified the following interventions as the most impactful. Please rank them in order of effectiveness (1 being the most effective):

	<input type="text"/>	Product reformulation (reduce energy density of the food while keeping the same size)
	<input type="text"/>	Produce smaller packages
	<input type="text"/>	Tax particularly big packages of energy-dense food/ beverages

\* 12. In round 1 the majority of respondents stated that portion innovations should be stealth and unnoticed by the consumer. Do you agree?

- Disagree, portion innovations should be explicitly advertised
- Agree, portion innovations should be quiet and unnoticed

\* 13. Below you will find elements that were commonly described as features of the restaurant/cafeteria of the future. Please tell us if you agree that a restaurant/cafeteria in 2030 would have such features:

	Disagree	Agree
More options of healthy food	<input type="radio"/>	<input type="radio"/>
Price of healthy food is reasonable	<input type="radio"/>	<input type="radio"/>
There is detailed nutritional information for all meals	<input type="radio"/>	<input type="radio"/>
There is limited processed food	<input type="radio"/>	<input type="radio"/>
There are no sugared beverages	<input type="radio"/>	<input type="radio"/>
There are lots of portion size options	<input type="radio"/>	<input type="radio"/>
Nutritional information is personalized (most likely through our smartphone)	<input type="radio"/>	<input type="radio"/>
Healthy food is less expensive than unhealthy food	<input type="radio"/>	<input type="radio"/>
In cafeterias healthy food is beautiful and appealing (e.g. attractive salad bars)	<input type="radio"/>	<input type="radio"/>
Transparency of information on cooking methods	<input type="radio"/>	<input type="radio"/>

Additional comments:

\* 14. Below you will find elements that were commonly described as features of the supermarket/grocery store of the future. Please tell us if you agree that a supermarket/grocery store in 2030 would have such feature:

	Disagree	Agree
Most of the food sold is fresh and healthy	<input type="radio"/>	<input type="radio"/>
Food is beautiful	<input type="radio"/>	<input type="radio"/>

Disagree

Agree

Healthy food is less expensive than unhealthy food

Healthy food is very visible and accessible (end cap, check-out)

There is detailed nutritional information for everything

There is basically no need for nutrition labels because almost everything is fresh

There is information on the source of food (farm, city)

There is more control over food marketing

Limited/less accessible processed food

More options of package sizes

Sizes are smaller

There aren't any supermarkets because everything is online

Shopping is a personalized experience

There are healthy pre-packaged options

There are monitors that display cooking tips/recipes

Incentives to eat healthy (e.g. a points card)

Additional comments: