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*Animal Production Science*

### **Supplementary Material**

#### **Unlocking the monetary value: investigating the importance of quality information in Australian red meat chains**













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Appendix I. Example of survey questions

Questions	Options						
<p>Q1. In the future, would your business like to pay for Production Method information?</p>	<p>YES <input type="checkbox"/> NO <input type="checkbox"/></p>						
<p><b>Q2 for the first survey (open ended questions)</b></p>							
<p>(Skip this question if the answer to Q1 is “NO”) Q2. What is the minimum amount you would be willing to accept to provide the information about Production Method \$/head of cattle? Please fill in both columns, which refer to two levels of quality and quantity of information.</p>	<table border="1"> <tr> <td data-bbox="571 526 976 869"> <p>The information is Uncertified <input checked="" type="checkbox"/> Certified by third parties or government <input type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input checked="" type="checkbox"/> Individual animals <input type="checkbox"/> </p> </td> <td data-bbox="1008 526 1414 869"> <p>The information is Uncertified <input type="checkbox"/> Certified by third parties or government <input checked="" type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input type="checkbox"/> Individual animals <input checked="" type="checkbox"/> </p> </td> </tr> <tr> <td data-bbox="571 891 976 945" style="text-align: center;">Level A</td> <td data-bbox="1008 891 1414 945" style="text-align: center;">Level B</td> </tr> <tr> <td data-bbox="571 958 976 1012" style="text-align: center;"><input type="text"/></td> <td data-bbox="1008 958 1414 1012" style="text-align: center;"><input type="text"/></td> </tr> </table>	<p>The information is Uncertified <input checked="" type="checkbox"/> Certified by third parties or government <input type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input checked="" type="checkbox"/> Individual animals <input type="checkbox"/> </p>	<p>The information is Uncertified <input type="checkbox"/> Certified by third parties or government <input checked="" type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input type="checkbox"/> Individual animals <input checked="" type="checkbox"/> </p>	Level A	Level B	<input type="text"/>	<input type="text"/>
<p>The information is Uncertified <input checked="" type="checkbox"/> Certified by third parties or government <input type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input checked="" type="checkbox"/> Individual animals <input type="checkbox"/> </p>	<p>The information is Uncertified <input type="checkbox"/> Certified by third parties or government <input checked="" type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input type="checkbox"/> Individual animals <input checked="" type="checkbox"/> </p>						
Level A	Level B						
<input type="text"/>	<input type="text"/>						
<p><b>Q2 for the second survey (payment scale)</b></p>							
<p>(Skip this question if the answer to Q1 is “NO”) Q2. What is the minimum amount you would be willing to accept to provide the information about Production Method \$/head of cattle? Please fill in both columns, which refer to two levels of quality and quantity of information.</p>	<table border="1"> <tr> <td data-bbox="571 1120 976 1438"> <p>The information is Uncertified <input checked="" type="checkbox"/> Certified by third parties or government <input type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input checked="" type="checkbox"/> Individual animals <input type="checkbox"/> </p> </td> <td data-bbox="1008 1120 1414 1438"> <p>The information is Uncertified <input type="checkbox"/> Certified by third parties or government <input checked="" type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input type="checkbox"/> Individual animals <input checked="" type="checkbox"/> </p> </td> </tr> <tr> <td data-bbox="571 1460 976 1482" style="text-align: center;">\$0   \$1-\$10   \$11-\$20   \$21-\$50   Over \$50</td> <td data-bbox="1008 1460 1414 1482" style="text-align: center;">\$0   \$1-\$10   \$11-\$20   \$21-\$50   Over \$50</td> </tr> <tr> <td data-bbox="571 1505 976 1541" style="text-align: center;"> <input type="radio"/>   <input type="radio"/>   <input type="radio"/>   <input type="radio"/>   <input type="radio"/> </td> <td data-bbox="1008 1505 1414 1541" style="text-align: center;"> <input type="radio"/>   <input type="radio"/>   <input type="radio"/>   <input type="radio"/>   <input type="radio"/> </td> </tr> </table>	<p>The information is Uncertified <input checked="" type="checkbox"/> Certified by third parties or government <input type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input checked="" type="checkbox"/> Individual animals <input type="checkbox"/> </p>	<p>The information is Uncertified <input type="checkbox"/> Certified by third parties or government <input checked="" type="checkbox"/></p> <p>The information is based on Flock/herd/mob <input type="checkbox"/> Individual animals <input checked="" type="checkbox"/> </p>	\$0   \$1-\$10   \$11-\$20   \$21-\$50   Over \$50	\$0   \$1-\$10   \$11-\$20   \$21-\$50   Over \$50	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
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