

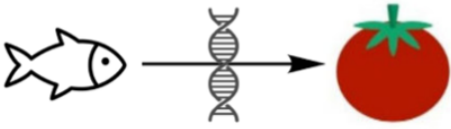
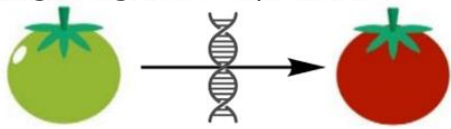
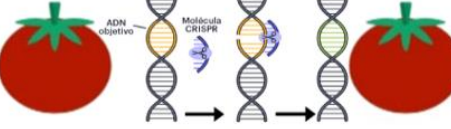
Table S1. Description of the subsample of respondents who always chose the no-buy option (N = 29 individuals).

Variable	Indicator	Sample
Gender	Male	8 (28%)
	Female	21 (72%)
Age	18-34 years old	3 (10%)
	35-44 years old	6 (21%)
	45-54 years old	9 (31%)
	≥ 55years old	11 (38%)
Education	Up to compulsory school (primary, secondary)	10 (35%)
	High school or equivalent	3 (10%)
	University	16 (55%)
Net household income (€/month)	≤ € 1500 per month	8 (28%)
	€ 1501-3000 per month	5 (17%)
	€ 3001-5000 per month	3 (10%)
	> € 5000	2 (7%)
	n.a.	11 (38%)
Household composition	Single	2 (7%)
	With kids (<18 years old)	8 (28%)
	With retired persons (>65 years)	6 (21%)
	Only adults (18-65 years old)	15 (52%)
Tomato purchase frequency	Every day	0 (0%)
	Twice a week	2 (7%)
	Once a week	8 (28%)
	Twice a month	10 (35%)
	Once a month	3 (10%)
	Never	6 (21%)
Knowledge about the traditional plant breeding methods of tomatoes	Yes/No	9 (31%)
Knowledge about the CRISPR technology in plant breeding	Yes/No	6 (21%)

Annex: General information

Human beings have certain traits, such as eye colour, hair colour, skin tone, and height, that differentiate us. Similarly, plants have characteristic traits, such as the fibre content of their fruit, water absorption capacity, fruit size and taste, and yield. Historically, **traditional plant breeding** has relied on varietal crosses. For many years, chemical processes or irradiation have produced improved plant varieties that could have arisen spontaneously. Some of these improvements have resulted in tastier tomatoes, seedless watermelons, and more drought-resistant plants. More recently, new **genetic modification or editing techniques** have been developed, allowing for the acceleration of the plant improvement process and achieving desired varieties in a shorter time than traditional breeding methods.

There are **different types of genetic modification or editing**:

Transgenic genetic improvement involves adding genes from other plants, microorganisms, and/or animals to, for example, the tomato seed being developed. Genetically modified organisms (GMOs) are considered a form of transgenic genetic modification.	Transgenic genetic improvement 
Cisgenic genetic improvement allows for adding genes only from different varieties of the same plant, implying that the improvement could have occurred spontaneously in nature. With this method, genes from a more disease-resistant type of tomato can be inserted into a less resistant variety. Still, genes from, for example, a fish or an apple cannot be added to the tomato, as is done in transgenic modification.	Cisgenic genetic improvement 
Genetic editing removes, edits, inserts, or replaces the plant's DNA without introducing external genes. The most commonly used editing method is CRISPR, which is based on a natural defence system that bacteria use against viruses. In this case, the improvement could also have occurred spontaneously in nature.	CRISPR genetic editing 

Under the current regulation of the European Union, none of the three techniques are permitted unless approval is sought through a rigorous process. If approved, foods must carry an informative label. However, a proposed new regulation from the EC would allow genetic editing (CRISPR) to be used without prior approval, as it is considered a highly safe technique. Only notification of its use would be required. Plant foods derived from new seeds improved through genetic editing (CRISPR) could be sold in the market as if they had been obtained through traditional plant breeding techniques.