

Let's suppose that beef meat were sold with the label "Animal Welfare Guaranteed" at your usual place of purchase. This certified meat is more expensive, what means that if you buy it, you will have less money to buy other food or goods. Considering that the average price of beef meat in Aragón is 9.25 €/kg:

Would you be willing to pay a 10% extra for the "Animal welfare guaranteed" labelled meat? (final price: 10.18 €/kg) Yes ☐ No ☐

• **If you have answered YES, would you be willing to pay a 20% extra?**
(11.11 €/kg) Yes ☐ No ☐

• **If you have answered NO, would you be willing to pay a 5% extra?**
(9.71 €/kg) Yes ☐ No ☐

Supplementary Figure S1. The WTP question formulated in Aragón