

Supplementary File S2

Semi-structured interviews were conducted with dried seafood retailers and consumers. The following are generalizable question types aimed at querying knowledge, preferences, and values surrounding high-value seafood commodities of sustainability concern. Most prominently, these interviews focused on sea cucumber and fish maw in NYC dried retail markets. Each question could be modified according to context and relative social positionality of the interviewee. Questions focused on the guiding themes of the research and could be rearranged or slightly modified depending on context. Follow up questions were formulated in response to a given interviewee's responses.

For Retailers:

How long have you worked in dried seafood retail markets?

How did you begin in this business?

In what quantities do you purchase and sell sea cucumber/fish maw?

What is the source or origin of the commodity?

How often do you purchase sea cucumber/fish maw from the same seller? (Follow up: Why do you purchase from the same seller?)

How did you learn about sea cucumber/fish maw/dried seafoods?

What characteristics of sea cucumber/fish maw are important to communicate with consumers?

What do consumers look for in sea cucumber/fish maw?

What features do you look for in sea cucumber/fish maw?

(potential prompts include: morphology, color, texture, gender of fish, gender of consumer, odor, species of fish, medicinal quality)

Where do you source sea cucumber/fish maw from? (Alt: Which companies do you source your dried seafood from?) (Follow up: How often do you purchase from the same seller/middleman/fishery?)

Do you know the species that you are selling/buying? (If yes, how do you know)

What effects does sea cucumber/fish maw have on the body?

Which types of sea cucumber/fish maw are most popular among customers?

How much sea cucumber/fish maw do you sell within a year?

For Consumers:

How often do you purchase sea cucumber/fish maw?

How did you learn about sea cucumber/fish maw?

Why do you purchase/consume/eat sea cucumber/fish maw?

In what quantities do you purchase sea cucumber/fish maw?

Are these items associate with special occasions or part of everyday use?

What features do you look for in sea cucumber/fish maw?

(potential prompts include: morphology, color, texture, gender of fish, gender of consumer, odor, species of fish, medicinal quality)

What properties does sea cucumber/fish maw have? (Follow up: Which properties are most important to you?; How did you learn about these properties?)

Which properties are important to you?

Where did you learn about sea cucumber/fish maw?

What is the source or origin of the commodity?

Do you know the species that you are selling/buying? (If yes, how do you know)

How do you prepare sea cucumber/fish maw?

What effects does sea cucumber/fish maw have on the body?

How do you prepare to consume sea cucumber/fish maw? (Follow up: How did you learn to prepare it?)