

Supplementary Material

This document contains the imagery described in the 3.1 *Preliminary Phase* and 3.3 *Data Collection* described in the article: CAPILÉ, K. et al. Exploring the Representation of Cows on Dairy Product Packaging in Brazil and the United Kingdom. *Sustainability*, v. 13, n. 15, p. 8418, 28 jul. 2021. At the end, some tables with the raw collected data are provided for further investigations.

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1. Preliminary Phase imagery

1.1. Dairy in Brazil





Figure S1. Examples of images from dairy packages from Brazil.

1.2. Dairy in UK

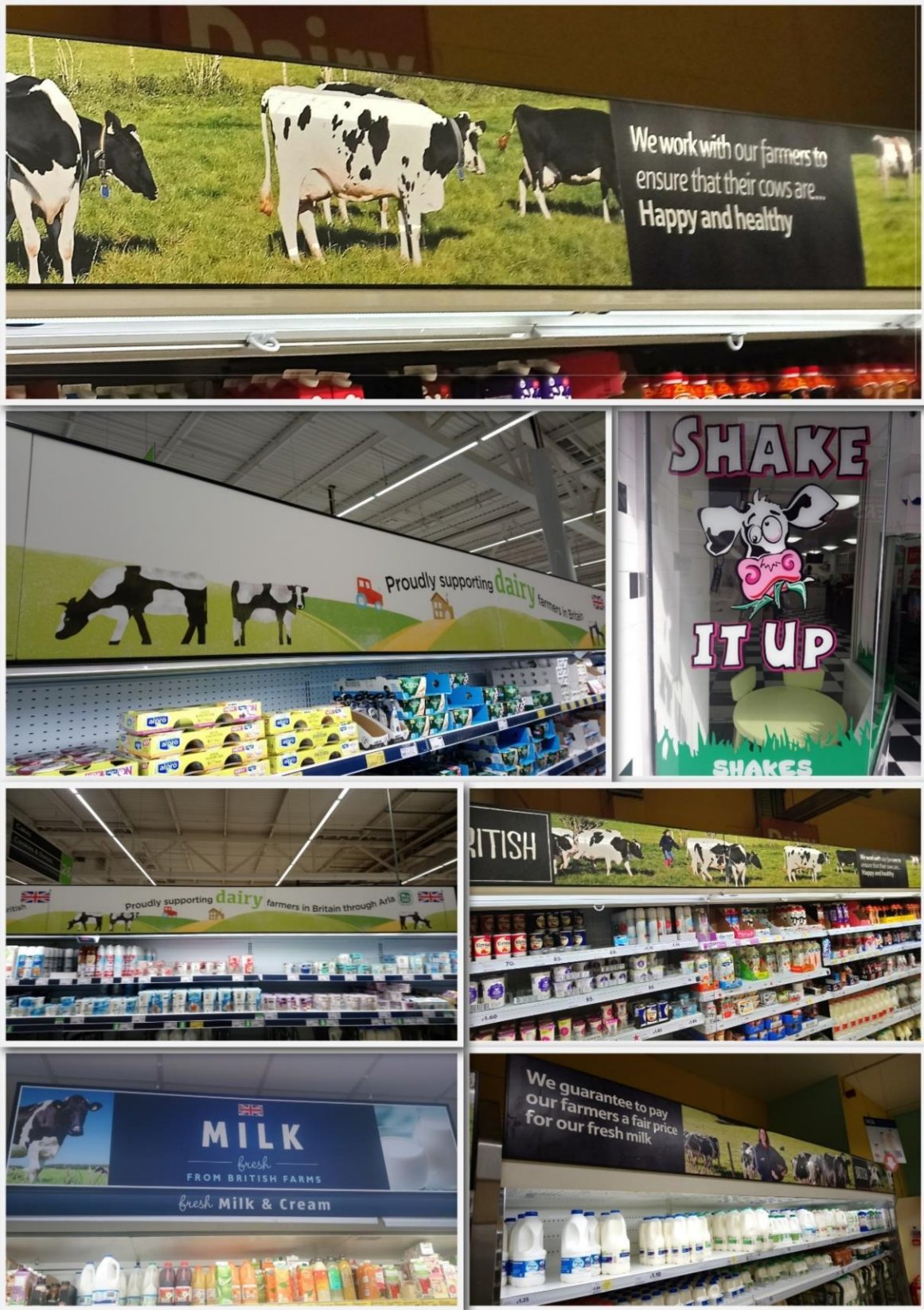












Figure S2. Examples of images from dairy packages from UK.

1.3. Eggs in Brazil



Figure S3. Examples of images from eggs packages from Brazil.

1.4. Eggs in UK



Figure S4. Examples of images from egg packages from UK.

1.5. Meat in Brazil



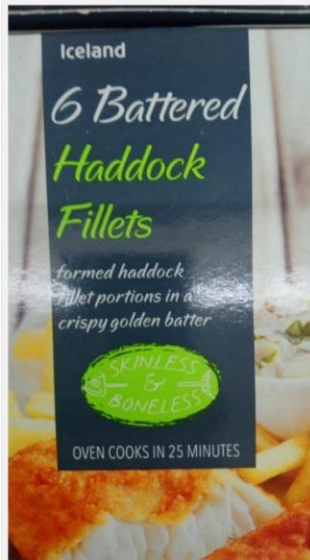


Figure S5. Examples of images from meat packages from Brazil.

1.6. Meat in UK



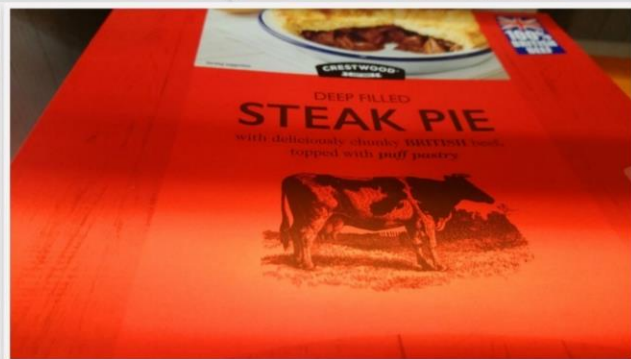
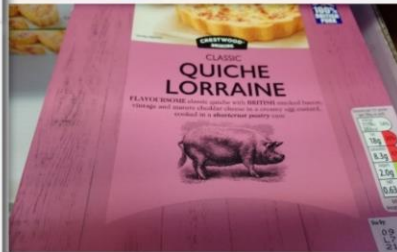










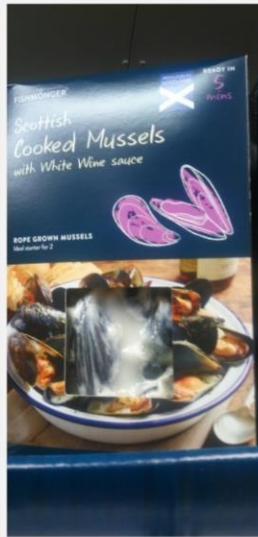














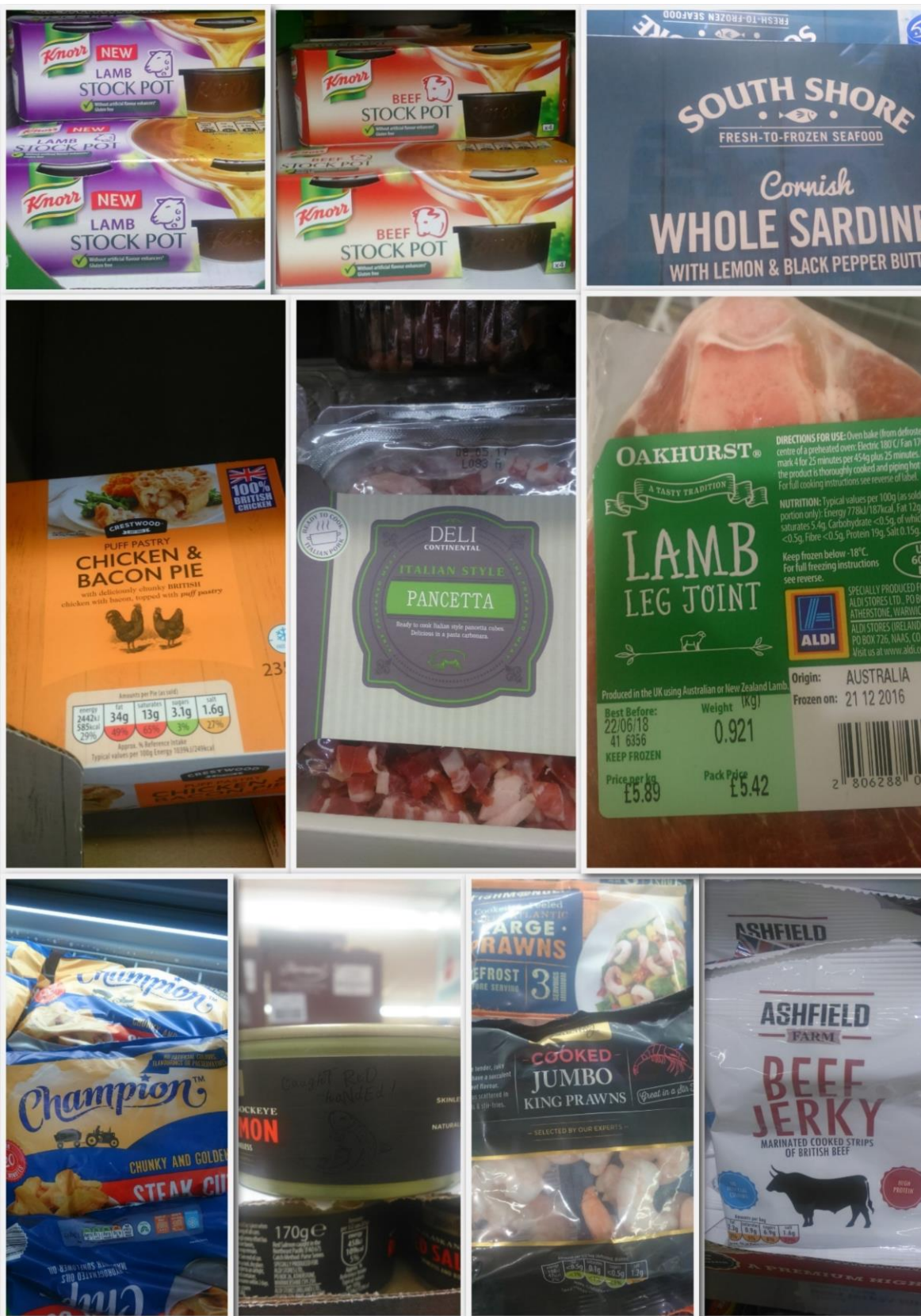


Figure S6. Examples of images from meat packages from UK.

2. Data Collection imagery

2.1. Brazil: Carrefour





Figure S7. Examples of images from dairy packages with cow sign from Carrefour.

2.2. Brazil: Extra





Figure S8. Examples of images from dairy packages with cow sign from Extra.

2.3. Brazil: Prezunic





Figure S9. Examples of images from dairy packages with cow sign from Prezunic.

2.4. UK: Aldi



Figure S10. Examples of images from dairy packages with cow sign from Aldi.

2.5. UK: Asda







Figure S11. Examples of images from dairy packages with cow sign from Asda.

2.6. UK: Tesco





Figure S12. Examples of images from dairy packages with cow sign from Carrefour.

3. Brazil: Carrefour Data

This section contains the statistical data referred in the article, separated by types of product (milk, flavoured milk cheese, yoghurt, butter, ice cream).

Table S1. Milk.

Design package*	Cow representation
Porto Alegre	y
Ninho	
Molico	
Parmalat	
Carrefour	
Paulista	y
Piracanjuba	
Cemil	y
Elegê	y
Batavo	
Danone	
Itambé	
Italac	
Total: 13	4

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package

Table S2. Flavoured Milk/Milk shake.

Design package*	Cow representation
Italac	
Pira kids	
Nescau	
Toddy shake	y
Todynho	
Ninho	
Nesquik	
Ovomaltine	
Chocoleco	
Total: 9	1

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S3. Yogurt/Fermented Milk/Milk Drink.

Design package*	Cow representation
Danoninho p.suisse	
Vigor grego	
Itambé zero lactose	
Vigor	
Lac free verde campo	
Fermentado actmel	
Ferm Yakult	
Paulista ferm/p.s	y
Itambezinho cartoon	
Elegê	y
P.s. Nestlé chambinho	
Nestlé chamyto	
Yogurte ninho	
Iog. Nestlé neston	
P. s. batavinho	
Yog Danone	
Yog batavo	
Yog Itambé	
Yog paulista	y
Yog nestlé	
Yog molico	
Yog verde campo lac free	
Yog corpus	
Yog Danone danio	
Danone grego	
Nestlé grego	
Vigor cartoon	
Total: 27	3

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S4. Cheese.

Design package*	Cow representation
Nestlé (requeijão)	
Danubio	
Vigor	
Poços de caldas	y
Porto Alegre	y
Elegê	y
Catupiry	
Itambé	
President	
Philadelphia	
Serrabela	
Polengui zero lactose	
Polengui	
Tirolez	
Quatá	
Lac free verde campo	
Supremo	
Regina	
Marilia	
Sadia	
Frimesa	
Boa nata	y
Estrela de minas	y
Monte Minas	y
Minas sol brilhante	
Total: 25	6

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S5. Butter.

Design package*	Cow representation
Tourinho	
Itambé	
Carrefour	y
Batavo	
Leco	
Total: 5	1

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S6. Ice cream.

Design package*	Cow representation
Perfetto	
Hagen Dazs	
La basque	
Baden Baden	
Nestlé gelato	
Nestlé Molico	
Nestlé sabores	
Kibon blast	
Nestlé moça doceria	
Nestlé tradicional	
Nobrelle	
Carrefour com calda/cremoso	
Chantibom	
Kibom cremosissimo	
Kibom sorveteria	
Kibom mousse	
Kibom gelatto	
Total: 17	0

* Printed designs of Dairy products packages found at Carrefour. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S7. Carrefour Summary.

Product	Quantity	Percent
Milk	4 of 13	30,70%
Flavoured milk	1 of 9	11,00%
Yogurt	3 of 27	11,10%
Cheese	6 of 25	24%
Butter	1 of 5	20%
Ice cream	0 of 17	0%
Total	15 of 96	15,63%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Carrefour.

4. Brazil: Extra Supermarket Data

Table S8. Milk.

Design package*	Cow Representation
Barra mansa	y
Gloria	
Elegê	y
Parmalat	
Languru	
Dalia	
Qualitá	
Ninho	
Timbaúba	
Piracanjuba	
Total:11	Total: 2

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package

Table S9. Flavoured Milk/Milk shake.

Design package*	Cow representation
Toddy shake	y
Todynho	
Nescau	
Pira kids	
Italac	
Quatá/quatazinho	
Total: 7	1

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S10. Yogurt/Fermented Milk/Milk Drink.

Design package*	Cow representation
Leco yog	
Vigor grego	
Batavo grego	
Nestle grego	
Frimesa gre	
Danone gre	
Elegê	y
Nestle chambinho	
Vigor p.s.	
Vigor yog	
Danone p.s. (Danoninho)	
Danone yog	
Paulista yog	y
Batavo yog	
Corpus	
Verde campo lac free	
Ninho	
Activia	
Nestle yog	
Fermentado yakult	
Fermentado nestlé	
Fermentado elegê	
Total: 23	2

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S11. Cheese.

Design package*	Cow representation
Macuco	
São Vicente	y
Catupiry	
Pedra selada	
Tigre	
Campo lindo	
Polengui	
Danubio	
Bergader	
São pedro roça chique	
Boa nata	y
Visconde de Mauá	
Verde campo lac free	
Qualitá	
Frimesa	
Sadia	
Tirolez	
President	
Isigny St Mere	y
Campo limpo	y
Faixa azul	
Loteria soezina	
Loteria soezina cacciotelo	y
Gran formaggio	
Pinna	
Total: 26	5

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S12. Butter.

Design package*	Cow representation
president	
Leco	
Qualitá	
Boa nata	y
Sabor da nata	y
Regina	
Gran mestri	
Total: 8	2

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S13. Ice cream.

Design package*	Cow representation
Nestlé glato	
Nestlé vários sabores	
Nestlé tradicional	
Qualitá	
Nobrelli	
Kibom blast	
kibom Sorveteria	
Kibom cremosissimo	
Kibom mousse	
Kibom gelatto	
La basque	
Baden Baden	
Bem e jerry's	y
Hagen Dasz	
Dileto	
Dileto ovomaltine	
Total: 16	1

* Printed designs of Dairy products packages found at Extra. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S14. Extra Summary.

Product	Quantity	Percent
Milk	2 of 11	18,18%
Flavoured milk	1 of 7	14,28%
Yogurt	2 of 23	8,70%
Cheese	5 of 26	19,23%
Butter	2 of 8	25%
Ice cream	1 of 16	6,25%
Total	13 of 91	14,29%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Extra.

5. Brazil: Prezunic Data

Table S15. Milk.

Design package*	Cow representation
Parmalat	
Elegê	y
Piracanjuba	
Quatá	
Danone	
Calcar	y
Italac	
Tirol	y
Zero	
Total	y
Corpus	
Molico	
Ninho	
Baggio	y
Total: 14	5

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S16. Flavoured Milk/Milk shake.

Design package*	Cow representation
Quatá	
Nescau	
Todynho	
Nesquik	
Danette	
Ninho	
Total: 6	0

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S17. Yogurt/Fermented Milk/Milk Drink.

Design package*	Cow representation
Vigor	
Vigor grego	
Vigor p.s	
Leco	
Itambé	
Itambezinho	
Elege	y
Paulista	y
Danoninho	
Activia	
Corpus	
Danone grego/yogurt	
Nestlé yog	
Nestle grego	
Molico yog	
Ninho yog	
Yog. Batavo	
Batavinho p. s.	
Chambinho	
Verde campo lac free	
Primeiro yog	
Fermentado batavo	
Fermentado yakult	
Fermentado actmel	
Total: 24	2

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S18. Cheese.

Design package*	Cow representation
Catupiry	
Boa nata	y
Vale da castra	
Marilia	
Sertanorte	
Regina	
Cremolat	
Tirolez	
Bom pastor	
Verde campo lac free	
Faiza azul	
Polengui	
Danubio	
Polengui frescatino	
Polengui allouette	
Philadelphia	
Sadia	
Sol de minas	y
Mimasa	y
Requeijão prezunic	
Clara nata	
Requeijão primeiro	
Vigor	
Nestle	
Total: 24	3

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S19. Butter.

Design package*	Cow representation
Itambe	
Deale	y
Prezunic	
Mimasa	y
Batavo	
Primeiro	
President	
Leco	
Total: 8	2

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S20. Ice cream.

Design package*	Cow representation
Nestlé gelato	
Molico	
Nestlé sabores	
Nestle tradicional	
Teresopolis	
Chantibom	
Kibom crem	
Kibom blast	
Kibom zero	
Kibom gelatto	
Kibom 3 selecoes	
Total: 11	0

* Printed designs of Dairy products packages found at Prezunic. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S21. Prezunic Summary.

Product	Quantity	Percent
Milk	5 of 14	35,71%
Flavoured milk	0 of 6	0%
Yogurt	2 of 24	8,33%
Cheese	3 of 24	12,50%
Butter	2 of 8	25%
Ice cream	0 of 11	0%
Total	12 of 87	15,63%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Prezunic.

6. UK: Aldi Data

Table S22. Milk.

Design package*	Cow representation
Cowbelle British Milk long life	y
Cowbelle fresh milk	y
Cowbelle fresh milk organic	y
Cowbelle British fresh with no Cow	
Total: 4	3

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S23. Flavoured Milk/Milk shake.

Design package*	Cow representation
Cowbelle flavoured milk	y
Aldi Milk shake	
Moo milk	y
Total: 3	2

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S24. Yogurt/Fermented Milk/Milk Drink.

Design package*	Cow representation
Broklea active	
Specially selected luxury yogurt	
Specially selected farmhouse yogurt	
Broklea split pots	
Broklea fat free	
Broklea creamy	
Broklea greek	
Broklea skyr	
Total: 8	0

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S25. Cheese.

Design package*	Cow representation
Emporium mature	
Emporium nationalities	
Emporium soft cheese	y
Emporium grated	
The cheese emporium	
Everyday essential (various)	
Emporium quark	y
The cheese emporium ricota	
Emporium kids	y
The cheese emporium triangle	y
The cheese emporium cottage	y
Emporium kids spread	y
Lyttos	
Roi de trefle	
Total: 14	6

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S26. Butter.

Design package*	Cow representation
Green meadow	
Green vale	
Total: 2	0

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S27. Ice Cream (includes frozen yoghurt).

Design package*	Cow representation
Gianini's milk lollies	y
Gianini's de luxe	
Gianini's ice cream	
Gianini's Sorbet	
Gianini's American style	
Strahams ice cream	
Oreo	
Specially selected	
Total: 8	1

* Printed designs of Dairy products packages found at Aldi. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

6.1. Selected package images from Aldi

Cowbelle British fresh milk



Cowbelle British fresh organic milk



Cowbelle long life milk



Cowbelle flavoured milk



Moo milk



The cheese Emporium soft cheese		
Emporium quark cheese		
Emporium kids cheese sticks		
Emporium kids string cheese		
The cheese emporium cottage cheese		
Emporium kids spread/triangle cheese		

Figure S13. Selected package images from Aldi with the cow sign.

Table S28. Aldi Summary.

Product	Quantity	Percent
Milk	3 of 4	75%
Flavoured milk	2 of 3	66,67%
Yogurt	0 of 8	0%
Cheese	6 of 14	42,86%
Butter	0 of 2	0%
Ice cream	1 of 8	12,5%
Total	12 of 39	30,77%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Aldi.

7. UK: Asda Data

Table S29. Milk.

Design package*	Cow Representation
Yeo organic	y
Asda	y
Arla Lacto free	y
Arla B.O.B	
Mortons	y
Free range dairy farmers	y
Grahams jersey	y
Moo	y
Sterilised	
Muller	
Pro active	y
Cravendale	
Total: 12	8

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package

Table S30. Flavoured Milk/Milk shake.

Design package*	Cow representation
Yazoo	
Crusha	
Arla protein	
Frii (Mueller)	y
Asda flavoured milk	y
Total: 5	2

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S31. Yogurt/Fermented Milk/Milk Drink.

Design package*	Cow representation
For goodness	
Asda smart price	
Asda greek style	
Asda Extra special	
Asda natural yogurt	
Yoplait Petit filous	
Little yeos	y
Dannone fromage frais	
Kerry	
Arla	
Collective	y
Liberté	
Onken	
Dale farm	
Loseley	y
Nestlé munch bunch	y
Actmel kids	
Milkbar	y
Nestlé (various flavours)	
Activia	
Oykos	
Mueller	
Sky	
Weight watchers	
Yeo Valley	y
Lancashire farm	y
Vilage dairy	y
Fage total	
Nomadic	y
Total: 30	9

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S32. Cheese.

Design package*	Cow representation
Asda cheese singles	y
Asda smart price cheddar slices	
Asda smart price	
Asda slices/grated	
Asda Extra special	
Asda various nationalities	
Asda chosen by you	
Lacto free soft cheese	y
Buttlers cheese	
Dairylea	y
Cathedral	
Kerry Dairy	y
Gastard	y
Seriously strong	
Loughing caw	y
Mexicana	
Pilgrams choice	
Low Low grated	
Butlers	
President	
Everest	
Le rustique	
Applewood	
Port Salut	
Paysen Breton	
Joseph heller	
Castelo	
Apetina	
Leerdamer	
Midas	
Yorkshire wensladale	y
Galbani	
Primula	
Longlay farm	
Longlay farm cottage cheese	y
Chestrings cheese	y
Philadelphia	
Total: 37	9

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S33. Butter.

Design package*	Cow representation
Asda smart price	
Asda British	y
AsdaExtra Special	
Cowntry life	
Anchor	
Lurpak	
Kerrygold	y
Yeo Valley	y
Total: 8	3

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S34. Ice cream.

Design package*	Cow representation
Magnum	
Carte D'or	
Vieneta	
Wall's	
Kelly's of cornwal	y
Caedburry Flake	
Cardburry dairy Milk	
Wall's mini Milk lollie	y
Weight watchers	
Cornetto	
Oreo	
Smatties	
Mars	
Yeo Valley	y
Yo moo	y
Haagen Dazs	
Ben e Jerrys	y
Jo 2	
Oreo	
Mackies of Scotland	y
Snickers	
Asda loaded	
Asda Extra special	
Asda Soft Scoop	
Asda really creamy	
Asda smart price	
Asda sorbet/frozen yogurt	
Asda ice creams	
Total: 28	6

* Printed designs of Dairy products packages found at Asda. The letter y at the column "Cow representation" indicates that it was identified some cow representation in the respective package.

Table S35. Asda Summary.

Product	Quantity	Percent
Milk	8 of 12	66,67%
Flavoured milk	2 of 5	40%
Yogurt	9 of 30	30%
Cheese	9 of 37	24,32%
Butter	3 of 8	37,5%
Ice cream	6 of 28	21,43%
Total	37 of 120	30,83%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Asda.

8. UK: Tesco Data

Table S36. Tesco Summary.

Product	Quantity	Percent
Milk	5 of 6	83,33%
Flavoured milk	4 of 5	80%
Yogurt	7 of 25	28%
Cheese	10 of 36	27,28%
Butter	1 of 6	16,67%
Ice cream	9 of 35	25,71%
Total	36 of 113	31,86%

Summary of the percentage of Dairy products packages containing some cow representation in the data obtained from Tesco.