

Supplement 1.

Baby Food Labelling Study - Interview schedule

1. Ask about your experiences with feeding your baby, how you choose what to give and what s/he tends to eat now.

2. Show you some baby food products and we'll look at the information on them and I'll show you some alternative labels to see what you think of them.

3. Ask about where you might look for feeding advice.

No right/wrong answers, explore different people's views, easy to say what you think you should say but do be honest, I really don't mind!

Any questions you'd rather not answer - absolutely fine, I can just skip to the next question.

Approx 1 hour. Did you have any questions? Happy if I start recording?

A. Purchasing and feeding behavior

- Could you describe what your baby/toddler eats on a typical day?
(feed self, CIF meals, CIF snacks, consume from pouch, children's food products, other foods)
- Could you tell me how you decide what to feed him/her?
(health, particular nutrients e.g. sugar, iron, sources of advice NHS/industry, convenience, any differences for meals/desserts/snacks)
- I'd like to ask you about some different types of baby foods and ask if you could tell me if your baby eats these/approx. how often. Thinking about the last month, how often has your baby/toddler had:

	n<1 /m	2-3 /m	1-2 /wk	3-4 /wk	5-6 /wk	1 /d	2-3 /d	4-6 /d
A pouch/pot of fruit puree, eg Ella's Peaches banana, Cow & Gate apple, peach & strawberry								
A pouch/jar of orange vegetables eg carrot, sweet pot, butternut squash								
A pouch/jar of green vegetables e.g. Tesco Green Veggies								
A pouch/jar of veg with								

fruit e.g. Ella's Pears, peas and broccoli								
A pouch/jar of fruit yogurt e.g. C&G Peach, apple & yogurt NOT Petit Filous (fridge)								
Pouch/tub/jar of dessert with fruit e.g. Ella's apple crumble, Heinz fruit medley custard								
A wafer/rice cake/puff								
Baby biscuit or cereal bar e.g. Kiddylicious biscotti, Organiz oatly bar								
Other baby foods								
Other foods, not baby foods e.g. petit filous								

B. Perceptions of sugar content of CIFs

4. [SHOW Pouches & pots] On the screen you can see 6 different baby foods, please could you put them in order, from the food you would guess has the most sugar to the one with the least sugar? While you're putting these in order, I'd like you to think out loud and tell me what you're considering when you're deciding and what information on the label you're using.
(If caregiver asks about type of sugar e.g. added sugar/natural then explore their understanding and specify sugar they would consider bad for health)

What does this mean? ('100% natural ingredients', 'I'm organic') how might it affect your assessment about how much sugar it has /healthiness/choice

5. [SHOW Snacks] As above for finger foods.
Show wafers, biscuits, cereal bars.

What does this mean? ('No junk promise', 'NO artificial anything') how might it affect your assessment about how much sugar it has /healthiness/choice

6. [SHOW Back of packs] I'd like to show you the back of the pouches now. Is there anything there that would change how you would rank them for sugar content?
How often might you look at the back?
Explore nutrient panel.
Explore ingredients list: '0% other stuff' (what does this mean?).
Explore additional messaging: 'no added sugar', '*I contain naturally occurring sugars', Nothing artificial, 500g fruit used to prepare 100g of smoothie melts
(What does this mean? How it they affect your choice?)

C. Potential impact of adding SWL?

7. [SHOW SWLs] If you saw this label on baby foods, what would you think about those foods?
(Does it change thought? Does it mean don't buy/look at rest of label/use other knowledge)
8. If this was added to baby foods that were high in sugar, do you think it might affect the foods you'd choose? How? (think about other factors driving choice that were mentioned in Q1)
9. If you didn't buy the product with the sugar warning label, what might you give your baby instead? (specific other CIF or other food, at home/out, would you consider: fruit, choc buttons, savoury baby snacks, petit filous, jammie dodger, malted milk biscuit, pomme bear, adult food)

D. Perceptions of sugar/health & terminology

10. Why do you/others want to avoid giving your baby too much sugar/sugary foods?
(health, teeth, weight, sweet tooth)

11. Do you think babies/toddlers need some sugar?

12. I'd like you to think about 3 different suggestions and which you'd prefer to follow:

1. Give your baby a bottle/cup of water with 3 tsp of sugar in it every day
2. Give him/her a bottle/cup of plain apple juice every day
3. Give him/her a fruit pouch every day

Why would you choose that? Why not others? What to you think the effects would be for your baby short term? long term?

13. Do you think some types of sugar/sugary foods are better or worse for babies/toddlers than others?
(meaning of 'added sugar', 'natural sugar' – how different for health? heard of 'free sugar'? what do you think it means? fruit ingredients vs sugar, fructose, lactose, syrup etc.)

E. Feeding from pouches

14. Do you/have you ever given your baby/toddler a pouch to feed themselves?
(why, how often, home/out, meal/snack)

15. [SHOW Pouch instructions] On the screen you can see a pouch, with advice that babies shouldn't feeding directly from the pouch. Have you ever noticed information like this? Ever heard any advice that babies should or shouldn't feed from pouches? Or that it might affect teeth?

16. What would you think about adding a label saying 'don't feed directly from the pouch'? (what message, front/back of pack, would people follow it, better to say 'feed from a spoon' or 'not to be consumed directly from the pouch')

F. Baby food companies

20. Are there particular brands you prefer? (Why, thoughts about others)

21. If you have questions/looking for advice about feeding your baby and which foods or products to give him/her, where do you go for information? (company, brand websites, social media, NHS, is it useful/ does it affect your feeding choices)

22. Have you signed up to any newsletters, emails and alerts from any of the companies? (What do they provide, promotional offers/ codes, what do you do with the info/helpful)

23. Have you noticed influencers, celebrities or public figures discussing infant food brands? (Instagram/podcast/other, what do they post/share, ever influenced your decision to buy certain products)

24. Have you ever completed a survey, given feedback to a baby food brand or replied to their emails? (Describe the experience/ how was it received/ positive or negative)

25. Can you tell me about any baby food advertisements that you've noticed? (where, what, what did you think about it, change what you thought about product/brand, how did it influence you)

26. Do you think brands are transparent about the ingredients/ sugar/ nutritional content of their products? (Why or why not/ does it help meet your baby's needs)

27. How do you feel about the way baby food companies market their products/ communicate with parents? (find it helpful/ dislike, want to improve the communication style/ could provide better support to parents)

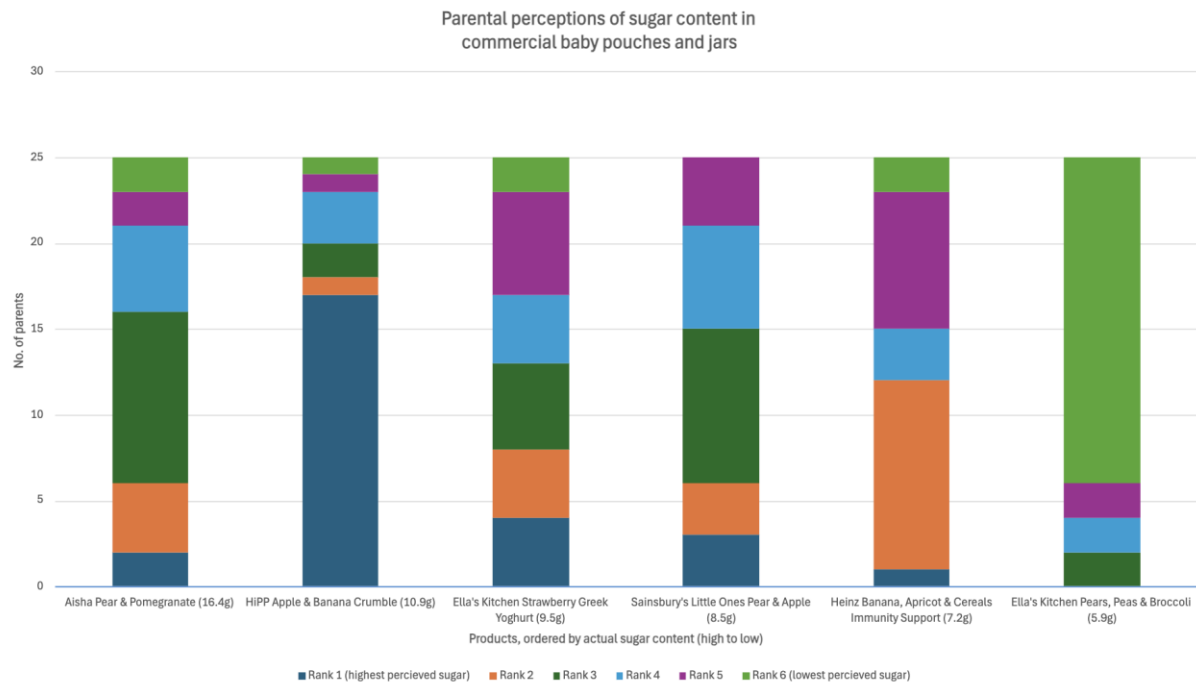
Thank you, really interesting discussion, appreciate you giving up your time to help with the study, it's really helpful for the research. If you think of anything else later on that might be interesting to add to what we've talked about please do send me an email, you've got details .. Voucher will be sent by email

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Supplement 2.

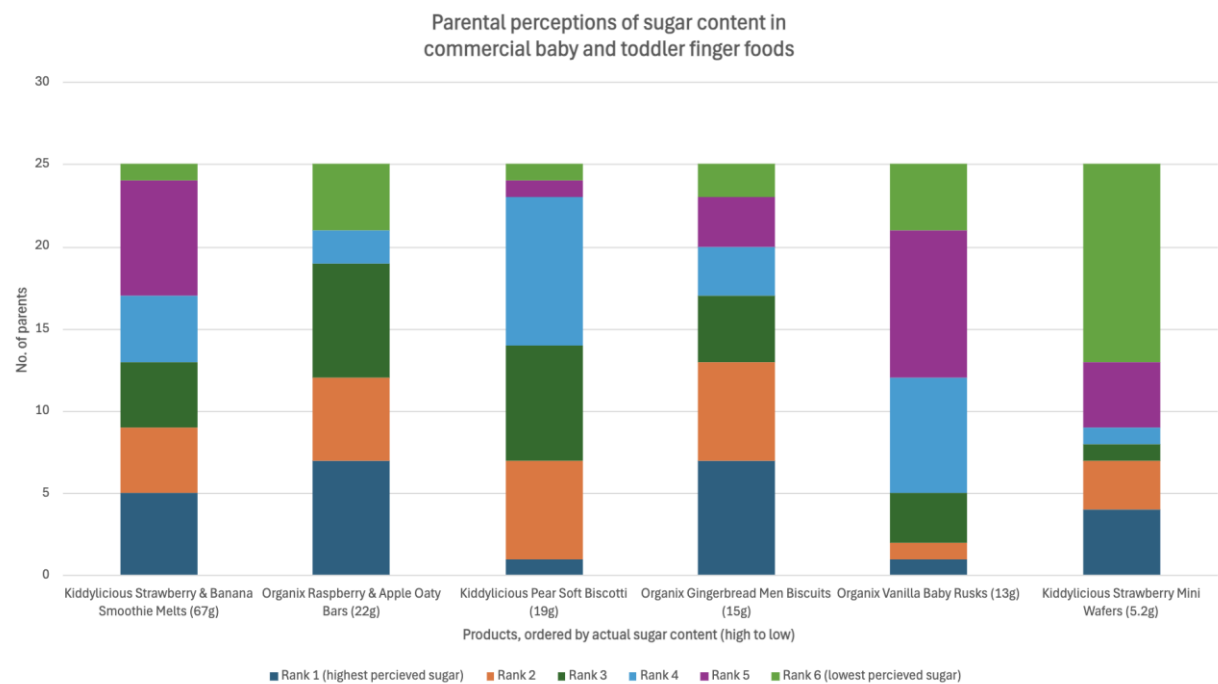
151 Parents were shown 6 commercial baby food pouches and jars (graph 1)
152 followed by 6 commercial baby food snacks, and asked to place them in order
153 from highest sugar to lowest sugar product.

154 Graph 1. Parents’ perceptions of sugar content in commercial baby pouches and jars



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156 Graph 2. Parents’ perceptions of sugar content in commercial baby and toddler
157 finger foods



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