

**Total sample** ( $n = 953$ )

Splitting

Each participant is randomly assigned to one of seven sub-samples (splits)

**Split 1**  
( $n = 135$ )

**Split 2**  
( $n = 137$ )

**Split 3**  
( $n = 146$ )

**Split 4**  
( $n = 121$ )

**Split 5**  
( $n = 138$ )

**Split 6**  
( $n = 136$ )

**Split 7**  
( $n = 140$ )

**Information text on the options of the cultivation of vegetables**  
(*conventional cultivation, organic cultivation, pesticide-free cultivation*)

Introduction of the claim  
*“For the protection of animal and plant species diversity”*

Introduction of the claim  
*“For the protection of the environment”*

Introduction of the claim  
*“For the protection of insects”*

Introduction of the claim  
*“For the protection of bees”*

Introduction of the claim  
*“Pesticide-free”*

Introduction of the claim  
*“Grown without synthetic chemical plant protection products”*

Introduction of the claim  
*“Grown without pesticides”*

**Claim evaluation**

- *Understandability*
- *Fit with the land use management form*
- *Aid to purchase decision*