

RETRACTION

Retraction: Effects of environmental impact labels on the sustainability of food purchases: Two randomised controlled trials in an experimental online supermarket

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After this article [1] was published, the authors noted an error regarding the validity of the results presented in Study 2.

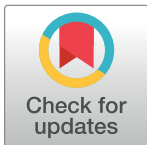
Specifically, incorrect nutrition labels were displayed in the experimental supermarket for Study 2 in error.

In light of this error, which impacts the reliability and validity of the results presented in Study 2, the authors retract the article. The error had no impact on impact Study 1, and an updated version of the article reporting Study 1 alone has been published [2].

All authors agreed with the retraction.

References

1. Potter C, Pechey R, Clark M, Frie K, Bateman PA, Cook B, et al. (2022) Effects of environmental impact labels on the sustainability of food purchases: Two randomised controlled trials in an experimental online supermarket. *PLoS ONE* 17(11): e0272800. <https://doi.org/10.1371/journal.pone.0272800> PMID: 36327277
2. Potter C, Pechey R, Clark M, Frie K, Bateman PA, Cook B, et al. (2024) Effects of environmental impact labels on the sustainability of food purchases: A randomised controlled trial in an experimental online supermarket. *PLoS ONE* 19(8): e0309386. <https://doi.org/10.1371/journal.pone.0309386>



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