

**Supplementary File S1: Consumer Questionnaire**

**Q1. Age?**

\_\_\_\_\_years

**Q2. Gender**

- A. man
- B. woman
- C. different identity

**Q3. Academic institute**

- A. Kristianstad University
- B. Swedish Agricultural University

**Q4. Which cereal products do you consume at least once a week? You may choose more than one alternative:**

- A. Pasta
- B. Bread
- C. Porridge
- D. Rice
- E. Cooked cereals
- F. Breakfast-cereals/muesli
- G. Cakes/cookies
- H. None
- I. Others (please specify) -----

**Q5. Which of the following heritage cereals are you aware of?**

- A. Emmers
- B. Oland wheat
- C. Wheat
- D. Svedjerag
- E. Einkorn
- F. Dinkle/Spelt
- G. Kamut
- H. Hallands wheat,
- I. None, others (please specify) -----

**Q6. Do you consume bread?**

- A. Yes
- B. No

**Q7. Which type of bread do you eat?**

Please specify -----

**Q8. How often do you bake bread at home? Please specify in the scale 1 to 4 where 1 = always and 4= never.**

1 ----- 2 ----- 3 ----- 4

## Appendix 1

**Q9. How often do you buy bread in a bakery? Please specify in the scale 1 to 4 where 1 = always and 4= never.**

1 ---- 2 ---- 3 ---- 4

**Q10. How often do you buy bread in a grocery store? Please specify in the scale 1 to 4 where 1 = always and 4= never.**

1 ---- 2 ---- 3 ---- 4

**Q11. Rate the importance of each of the following factors with regards to bread quality. Scale 1-5, where 1= not-important, 5=very important**

- A. Appearance
- B. Taste/Flavour
- C. Texture
- D. Odour/Aroma
- E. Based on sourdough
- F. Based on wholemeal
- G. Health aspects
- H. Origin of cereal grain
- I. Cereal grain being organic
- J. Price
- K. Brand
- L. Freshness
- M. Shelf-life

**Q12. Would you consider buying bread or other cereal-products based on heritage cereals?**

- A. Yes
- B. No

**Q13. Which heritage cereal products would you consider buying in the future? You may choose more than one alternative:**

- A. Pasta
- B. Bread
- C. Porridge
- D. Cooking cereals
- E. Breakfast cereals
- F. Cookies
- G. flour
- H. None of the above
- I. Others (please specify) -----

**Q14. Would you be willing to pay more for products based on heritage cereals?**

- A. Yes
- B. No