

Multi-criteria performance matrix of 24 attributes					
Composite Matrix					
Dimension / Sphere	Economic	Social	Environmental	Health	Ethical
Public	<ul style="list-style-type: none"> •Affordability •Creation & distribution of added value •Contribution to economic development 	<ul style="list-style-type: none"> •Information & communication •Food security 	<ul style="list-style-type: none"> •Resource use •Pollution 	<ul style="list-style-type: none"> •Nutrition •Food safety •Traceability 	<ul style="list-style-type: none"> •Animal welfare •Responsibility •Labour relations •Fair trade
Scientific	<ul style="list-style-type: none"> •Contribution to economic development •Technological innovation •Governance 	<ul style="list-style-type: none"> •Consumer behaviour •Territoriality 	<ul style="list-style-type: none"> •Resource use •Biodiversity •Efficiency •Technological innovation •Food waste 	<ul style="list-style-type: none"> •Nutrition •Food safety 	<ul style="list-style-type: none"> •Fair Trade •Animal welfare
Market	<ul style="list-style-type: none"> •Efficiency •Profitability / competitiveness •Connection •Technological innovation •Resilience 	<ul style="list-style-type: none"> •Information & communication •Territoriality •Connection 	<ul style="list-style-type: none"> •Efficiency 	<ul style="list-style-type: none"> •Traceability •Food safety 	<ul style="list-style-type: none"> •Fair trade •Territoriality
Policy	<ul style="list-style-type: none"> •Creation & distribution of added value •Contribution to economic development •Efficiency •Resilience •Food waste 	<ul style="list-style-type: none"> •Consumer behaviour •Labour relations 	<ul style="list-style-type: none"> •Food waste •Pollution 	<ul style="list-style-type: none"> •Traceability •Nutrition •Food safety 	<ul style="list-style-type: none"> •Food security •Governance

Table 1 Performance criteria matrix (source: Kirwan et al. 2014)