

Appendix A:

Information Cards of Media Coverages Headlines

Information Cards of Media Coverage headlines on hog and pork quality/safety are prepared in the forms of screenshot. The following show some main news headlines translated from Chinese

On the negative information card:

"China's pork traceability is in name only" (Xinhua.net)

"Water-injected pork scandal" (ChinaNews)

"Chongqing's XX Mart shuts down stores in China to investigate pork certificate label scandal" (People.com)

"Huangpu river dead pig incident" (Sohu News)

On the positive information card:

"Global EAN barcode system implemented to trace back for food safety and quality" (Xinhua.net)

"Decoding 90% China's pork from farm to table" (ChinaNews)

"The promotion of laser anti-counterfeiting helps update the pork ID" (People.com)

"Pork safety supervision at source by establishing the unified management of pig farming district" (Sina News)