

1 Results

1.1 Descriptive results

1.1.1 Sample

During the duration of the experiment, a total of 449 students consumed at least one meal at the canteen. The majority of students had Italian nationality (60 percent).

1.1.2 Canteen attendance

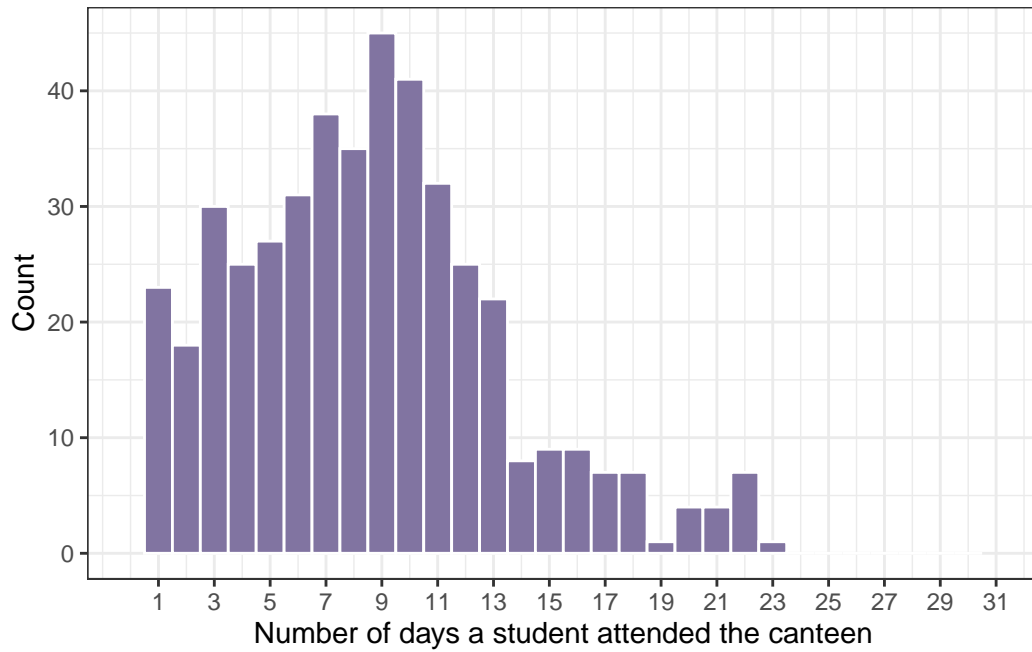


Figure 1: Histogram of the number of days a student attended the canteen for a lunch meal.

Figure 1 is a histogram of the number of days during the main study that a student attended the canteen for a lunch meal. Fifty percent of students attended the canteen as most 8 times, corresponding to (26) percent of 31 possible days to attend during the main study. One student ate at the canteen on 23 days, which was the maximum number of canteen visits during the main study.

Table 1: Percentage of ordering at least one vegetable plate per menu day by plate labels.

Label	Vegetable plate (%)	Total orders
standard	35.29412	1207
organic	33.13539	842
sustainable	40.96859	764
organic-sustainable	35.17110	1052

Table 1 summarizes the crude proportions of ordering at least one vegetable item per menu day by vegetable label type, across all menu days of the study. During the study, 35% of the 1207 students who ate at the canteen during a standard label menu day ordered at least one vegetable item. Similarly, 33% during organic label days, 41% during sustainable label days, and 35% during organic-sustainable (termed ‘both’) label days.