Supplemental Figure 1 Example of a web page in the web-FFQ: question regarding cow milk consumption

For each food item listed below, indicate your frequency of consumption over the past month. Then, select the picture that correspond to the portion size you have eaten the most frequently during the same period.

Cow milk

Do not include chocolate milk, soy milk or milk in coffee or cereals.

- Never
- Once per month
- 2 to 3 times per month
- 1 to 2 times per week
- 3 to 4 times per week
- 5 to 6 times per week
- Once per day
- 2 to 3 times per day
- 4 times or more per day

What type(s) of milk have you consumed the most frequently?

- 2.9 % milk (raw milk)
- Whole milk (3.25 %)
- 2 % milk
- 1 % milk
- Skim milk

Which portion size have you consumed on each occasion, in average?

You can click on magnifying glasses to enlarge the pictures.

- Less than 125 ml (Less than 1/4 cup)
- 125 ml (1/4 cup)
- 250 ml (1 cup)
- 375 ml (1 1/4 cup)
- More than 375 ml (More than 1 1/4 cup)