

Special Issue

Current Issues in Agricultural Food and Consumer Dynamics

Message from the Guest Editor

This Special Issue aims to explore the dynamic interplay between agricultural production, food marketing strategies, and consumer behavior. As global food systems become increasingly complex, understanding the motivations and preferences of consumers is vital for effective marketing and sustainable agricultural practices. Through interdisciplinary perspectives, this Special Issue will highlight how insights from behavioral economics, psychology, and sociology can enhance agricultural marketing practices. In this Special issue, original research and review are welcome.

- Consumer preferences for sustainable foods;
- Digital marketing and E-commerce in food retail;
- Behavioral economics and food choices;
- Local and farm-to-table marketing strategies;
- Food waste reduction and consumer engagement;
- Pricing strategies and consumer responsiveness;
- Novel agri-food systems/sustainable food supply chain;
- Food safety or food insecurity.

This Special Issue will contribute to understanding of the challenges and opportunities in agricultural and food marketing, ultimately promoting a more resilient and responsive food system.

Guest Editor

Dr. GwanSeon Kim

College of Agriculture, Arkansas State University, Jonesboro, AR 72467, USA

Deadline for manuscript submissions

20 April 2025



Agriculture

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 4.9



mdpi.com/si/222027

Agriculture

MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
agriculture@mdpi.com

[mdpi.com/journal/
agriculture](https://mdpi.com/journal/agriculture)





Agriculture

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 4.9



[mdpi.com/journal/
agriculture](https://mdpi.com/journal/agriculture)



About the Journal

Message from the Editor-in-Chief

Agriculture (ISSN 2077-0472) is an international, crossdisciplinary and scholarly open access journal on the science and technology of crop and animal production, and management of the natural resource base for agricultural production. *Agriculture* is published in an open access format – research articles, reviews and other contents are released on the internet immediately after acceptance. The scientific community and the public have unlimited and free access to the content as soon as it is published.

Editor-in-Chief

Prof. Dr. Les Copeland
Sydney Institute of Agriculture, School of Life and Environmental
Sciences, The University of Sydney, Sydney, NSW 2006, Australia

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE (Web of Science), PubAg, AGRIS, RePEc, and other databases.

Journal Rank:

JCR - Q1 (Agronomy) / CiteScore - Q1 (Plant Science)