

## Special Issue

# Sustainable Agribusiness and Food Marketing

### Message from the Guest Editors

Improving the sustainability of food production is one of the most challenging targets for the agri-food sector. However, several critical aspects often constrain food production and consumption to perform below the most sustainable options. Challenges for sustainable food production relate to technical inefficiencies in farming activity and food transformation and distribution. At the end of the supply chain, final consumers also play a crucial role in terms of food waste, preferences, and dietarian habits. Over recent decades the food system changed from a predominantly supply-driven model, to a more demand-driven one. Consumer preferences are crucial in orienting food production, and modern consumers are paying more attention to the intrinsic characteristics of the food they buy such as the animal welfare issue, organic and fair-trade regulations, packaging and innovative food technology characteristics. This Special Issue focuses on collecting advances in consumer research that consider the three pillars of sustainability (environmental, social, and economic) along with modern food production and dietarian trends.

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### Guest Editors

Prof. Dr. Daniel Vecchiato

Prof. Eugenio Demartini

Prof. Dr. Tiziano Tempesta

Prof. Anna Gaviglio

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### Deadline for manuscript submissions

closed (28 February 2021)



## Sustainability

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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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### Editor-in-Chief

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