

## 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.

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### Guest Editor

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### Deadline for manuscript submissions

closed (20 April 2025)



## Agriculture

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CiteScore 6.3



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## About the Journal

### Message from the Editor-in-Chief

*Agriculture* (ISSN 2077-0472) is an international, cross-disciplinary and scholarly journal on the science and technology of crop and animal production, and management of the natural resource base for agricultural production. We invite submissions from authors according to the aims and scope of the journal described in more detail on this page. *Agriculture* is published in an open access format – articles are published on the journal's website immediately after acceptance, giving the scientific community and the public unlimited and free access to the content.

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### Editor-in-Chief

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