



Food Supply Chain, Consumer Choice and Obesity

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Deadline for manuscript
submissions:

closed (30 June 2022)

Message from the Guest Editors

The heavy burden of obesity and related non-communicable diseases continue to be amongst the most challenging health care issues that policy makers face in many countries in the world. With this Special Issue, we hope to collect information about the impact in terms of benefit and/or costs of existing and innovative initiatives that the food and drink industry has introduced to limit and prevent the negative effects that the epidemic obesity is having on the health of individuals and budgets of governments. These initiatives have emerged in response to regulatory mandates or consumer concerns over unhealthy diets.

This collection will complement the bulk of existing literature that focusses on consumers' attitudes, preferences, choices and purchasing behavior of healthy or unhealthy food products.

This Special Issue is open to any current and future policies that stakeholders can or must implement in different countries in the world to help different segments of consumers to make healthier food choices by changing products, pricing, packaging, or marketing and advertising approach. The listed keywords suggest just a few of the many possibilities.





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Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Discovery and advances in this research field play a critical role in providing a scientific basis for decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards. *IJERPH* provides a forum for discussion of discoveries and knowledge in these multidisciplinary fields. Please consider publishing your research in this high quality, peer-reviewed, open access journal.

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Journal Rank: CiteScore - Q1 (*Public Health, Environmental and Occupational Health*)

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