



Strategic Food Marketing and Sustainability

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Deadline for manuscript
submissions:

closed (28 February 2021)

Message from the Guest Editors

The following themes will inform the Special Issue:

- Sustainable food marketing and new food product development
- Consumers' perceptions, attitudes and behaviours towards sustainable food production, consumption and marketing
- Food waste, recycling, upcycling and related food marketing strategies
- Sustainable food packaging and labels
- Food consumption and sustainability awareness, especially on social media platforms - are new trends emerging?
- Review of food sustainability policies/initiatives - what works?
- Sustainability along food supply/value chains
- Sustainable agriculture and rural development in advanced, emerging and developing economies.

Keywords

- Sustainable food marketing and new product development
- New trends in sustainability
- Sustainability policies and initiatives
- Food supply/value chains, consumer signals and pricing
- Agriculture and rural development
- Digital media channels and sustainability
- Consumer behaviour and food sustainability
- Food waste
- Food packaging and labels





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Message from the Editor-in-Chief

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Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

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