



Sustainable Agribusiness and Agri-food Prospects

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Message from the Guest Editor

The expression ‘agribusiness’ was coined in the 1950s to evoke the range of technological and socio-economic transformations of agriculture under national and international development pressures. One main consequence was that the ‘business of the agro’ gradually became less about sustenance and health and significantly more concerned with short-term financial gains and the legitimisation of intensive agri-food systems. There is nothing new in the fact that food is purchased and sold, given that agricultural markets had existed for many centuries. The novelty is that the operational and commercial apparatus of large agri-food companies has come to be seen as natural and constantly re-naturalised, while other fundamental properties of food and agriculture—such as nutrition, the well-being of farmers and their families, the preservation of local knowledge and cultural practices, the biological equilibrium necessary for sustained harvests—are all being lost due to the imperatives of profit, low costs and consumer satisfaction.





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