



## Consumer's Attitudes towards Innovation for a More Sustainable Agri-Food System

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### Message from the Guest Editor

The rapid development of technology is changing people's food consumption patterns and speeds up the completion of global agri-food systems becoming sustainable. Producing cultured meat is an emerging solution for the increased meat demand. Blockchain-based food traceability system can help solve trust problems in traditional food systems. E-commerce influences people's food habits with the more accessibility to food. All these innovations have significantly positive influences on the fulfilment of several UN SDGs.

The Special issue welcomes all areas of consumer research (review, empirical, short-communication or conceptual studies) in relation to:

- Cultured meat or other meat substitutes
- Blockchain-based food traceability
- Food shopping with different e-commerce modes e.g. B2C, O2O food delivery services, New Retail
- AI in food shopping e.g. robots in supermarkets, drone delivery
- All other innovations in the agri-food system which have positive influences on the completion of one or several UN SDGs



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