



## Consumer Preferences for Sustainable Agriculture Product

Guest Editor:

**Prof. Dr. Chengyan Yue**

Department of Horticultural  
Science, University of Minnesota  
Twin Cities, Minneapolis, United  
States

Deadline for manuscript  
submissions:

**closed (31 October 2021)**

### Message from the Guest Editor

Sustainable agriculture not only aims to increase the long-term profit and quality of life of farmers, ranchers, and their communities but also to enhance environmental quality and preserve nonrenewable resources. By understanding consumer preferences for sustainable agricultural products, suppliers can tailor their products to satisfy consumer needs, ensuring the long-term success of their businesses, while policymakers can design policies to encourage sustainable agricultural production and consumption, improving social welfare. This Special Issue focuses on the cutting-edge theoretical and empirical research on consumer preferences for sustainable agricultural products. The topics will include consumer preferences for specific sustainable agricultural products or product attributes, experimental methods or theoretical models to understand consumer purchasing behavior of sustainable agricultural products, and policies or education approaches that can increase sustainable agricultural product consumption. Submissions on other topics are welcome so long as they are related to the theme of the Special Issue.





an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

## Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

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

## Contact Us

*Sustainability* Editorial Office  
MDPI, St. Alban-Anlage 66  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](#)