



Improving Information about the Agri-Food Chain: Sustainability Perception and Consumer's Behavior towards Food of Animal Origin

Guest Editors:

Dr. Alfredo J. Escribano

Unaffiliated Independent
Scholar, 10005 Caceres, Spain
alessa04@alumnos.unex.es

Dr. Isabel Blanco-Penedo

Department of Clinical Sciences,
Swedish University of Agricultural
Sciences, 750 07 Uppsala,
Sweden
isabel.blancopenedo@udl.cat

Deadline for manuscript
submissions:

31 August 2021

Message from the Guest Editors

The purpose of this Special Issue is to analyze how the presence of claims or information about the different links of the agri-food chain influence (i) consumer's perception of sustainability and/or (ii) consumer's behavior towards foods of animal origin.

As such claims have the power to convey positive aspects related to farms sustainability to customers, this issue will serve as a bridge between agricultural/technical studies about farm sustainability and those related to consumer behavior. This topic is timely for farmers due to the increasing negative perception of animal farming and its impacts on sustainability. In this sense, the publications of this Special issue are expected to be useful for farmers to design their marketing and communication strategies and implement technical changes in order to adapt their companies to the abovementioned market scenario, and thus, increase their chances of success.





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. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full 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](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and many [other databases](#).

Journal Rank: [JCR](#) - Q2 (*Environmental Sciences*) / [CiteScore](#) - Q1 (*Geography, Planning and Development*)

Contact Us

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

Tel: +41 61 683 77 34
Fax: +41 61 302 89 18
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[@Sus_MDPI](https://twitter.com/Sus_MDPI)