



## Sustainability for Food Consumers: New Consumption Attitudes and Orientations

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### Message from the Guest Editor

Dear Colleagues,

The concept of sustainability is increasingly present among the drivers of choice and purchase in the consumer decision-making process. In the food sector and, in particular, in the agro-food sector, the impacts of social, environmental, and economic sustainability on the creation of the product image and value are increasingly evident. The aim of this Special Issue is to collect original contributions that consider consumer behavior, perception, and attitude towards aspects of sustainability that affect food product choice and agro-food chain evaluation. This Special Issue also welcomes research on strategies to enhance and promote sustainable production, as well as consumer acceptability of sustainability-oriented process/product innovations. This Special Issue will also provide a platform for presenting results related to the demand composition and heterogeneity in relation to an aspect such as sustainability that in the consumer's mind takes on different meanings and interpretations depending on the kind of food product and the geographical area of origin and sociodemographic characteristics of the individual.

Dr. Valentina Maria Merlino

*Guest Editor*





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## Message from the Editor-in-Chief

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