



## Marketing of Agricultural Products and Consumer Behavior in Sustainability

Guest Editors:

**Prof. Dr. Marija Cerjak**

Department of Marketing in  
Agriculture, University of Zagreb  
Faculty of Agriculture, 10000  
Zagreb, Croatia

**Prof. Dr. Vlade Zarić**

Department of Agricultural  
Economics, Faculty of  
Agriculture, University of  
Belgrade, Nemanjina 6, 11080  
Belgrade - Zemun, Serbia

Deadline for manuscript  
submissions:  
**closed (30 March 2022)**

### Message from the Guest Editors

Changes in food consumer behavior have been additionally intensified during the COVID-19 pandemic. The COVID-19 pandemic has also demonstrated that the competitive advantage of the agri-food businesses cannot be based solely on the production of high-quality products but must also incorporate innovative marketing and selling, respecting sustainable principles.

This Special Issue aims to address these global business and societal challenges and to contribute to the development of a sustainable agri-food system by covering the following topics:

COVID-19 pandemic and sustainability of agri-food markets; Innovative agri-food marketing initiatives and sustainability; Digital agribusiness marketplaces and sustainability; Local agri-food products; Novel food and sustainability; Consumers' motivation for buying sustainable agricultural products; Farmers' perception on sustainable agricultural products; Social sustainability in agriculture.





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## 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

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*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
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