

Special Issue

Strategic Food Marketing and Sustainability

Message from the Guest Editors

The following themes will inform the Special Issue:

- Sustainable food marketing and new food product development
- Consumers' perceptions, attitudes and behaviours towards sustainable food production, consumption and marketing
- Food waste, recycling, upcycling and related food marketing strategies
- Sustainable food packaging and labels
- Food consumption and sustainability awareness, especially on social media platforms - are new trends emerging?
- Review of food sustainability policies/initiatives - what works?
- Sustainability along food supply/value chains
- Sustainable agriculture and rural development in advanced, emerging and developing economies.

Keywords

- Sustainable food marketing and new product development
- New trends in sustainability
- Sustainability policies and initiatives
- Food supply/value chains, consumer signals and pricing
- Agriculture and rural development
- Digital media channels and sustainability
- Consumer behaviour and food sustainability
- Food waste
- Food packaging and labels

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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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