

Special Issue

Consumer's Attitudes towards Innovation for a More Sustainable Agri-Food System

Message from the Guest Editor

The rapid development of technology is changing people's food consumption patterns and speeds up the completion of global agri-food systems becoming sustainable. Producing cultured meat is an emerging solution for the increased meat demand. Blockchain-based food traceability system can help solve trust problems in traditional food systems. E-commerce influences people's food habits with the more accessibility to food. All these innovations have significantly positive influences on the fulfilment of several UN SDGs. The Special issue welcomes all areas of consumer research (review, empirical, short-communication or conceptual studies) in relation to:

- Cultured meat or other meat substitutes
- Blockchain-based food traceability
- Food shopping with different e-commerce modes e.g. B2C, O2O food delivery services, New Retail
- AI in food shopping e.g. robots in supermarkets, drone delivery
- All other innovations in the agri-food system which have positive influences on the completion of one or several UN SDGs

Guest Editor

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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.

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