

## Special Issue

# Consumer Preferences for Sustainable Agriculture Product

### Message from the Guest Editor

Sustainable agriculture not only aims to increase the long-term profit and quality of life of farmers, ranchers, and their communities but also to enhance environmental quality and preserve nonrenewable resources. By understanding consumer preferences for sustainable agricultural products, suppliers can tailor their products to satisfy consumer needs, ensuring the long-term success of their businesses, while policymakers can design policies to encourage sustainable agricultural production and consumption, improving social welfare. This Special Issue focuses on the cutting-edge theoretical and empirical research on consumer preferences for sustainable agricultural products. The topics will include consumer preferences for specific sustainable agricultural products or product attributes, experimental methods or theoretical models to understand consumer purchasing behavior of sustainable agricultural products, and policies or education approaches that can increase sustainable agricultural product consumption. Submissions on other topics are welcome so long as they are related to the theme of the Special Issue.

### Guest Editor

Prof. Dr. Chengyan Yue

Department of Horticultural Science, University of Minnesota Twin Cities, Minneapolis, United States

### Deadline for manuscript submissions

closed (31 October 2021)



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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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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

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