

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

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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. 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

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