

Special Issue

Improving Information about the Agri-Food Chain: Sustainability Perception and Consumer's Behavior towards Food of Animal Origin

Message from the Guest Editors

The purpose of this Special Issue is to analyze how the presence of claims or information about the different links of the agri-food chain influence (i) consumer's perception of sustainability and/or (ii) consumer's behavior towards foods of animal origin. As such claims have the power to convey positive aspects related to farms sustainability to customers, this issue will serve as a bridge between agricultural/technical studies about farm sustainability and those related to consumer behavior. This topic is timely for farmers due to the increasing negative perception of animal farming and its impacts on sustainability. In this sense, the publications of this Special issue are expected to be useful for farmers to design their marketing and communication strategies and implement technical changes in order to adapt their companies to the abovementioned market scenario, and thus, increase their chances of success.

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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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