



## Sustainable Agro-Food Productions: Marketing Strategies and Consumers' Behavior

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Deadline for manuscript  
submissions:

**closed (31 December 2022)**

### Message from the Guest Editors

Dear Colleagues,

We would like to invite you to contribute to our Special Issue in Sustainability on “Sustainable Agro-Food Productions: Marketing Strategies and Consumers' Behavior”.

Shifting consolidated habits towards sustainable behaviours is not easy, it inevitably means increasing expenses for food. Consumers have become more aware of the impact of their food choices in terms of economic aspects and environmental and social ones. Notably, consumers seem to perceive sustainable agro-foods very differently depending on the category to which they belong. This Special Issue aims to provide significant progress on uncovering consumers' considerations, motivations and acceptability towards sustainable agro-food products by enriching the existent literature.

We invite researchers to contribute original research articles and review articles. Possible topics include (but are not limited to) the following:

- Perceptions and acceptability of consumers towards sustainable agro-food productions and related innovations;
- Marketing strategies of sustainable agro-food products;

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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. *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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