



Marketing of Agricultural Products and Consumer Behavior in Sustainability

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Message from the Guest Editors

Changes in food consumer behavior have been additionally intensified during the COVID-19 pandemic. The COVID-19 pandemic has also demonstrated that the competitive advantage of the agri-food businesses cannot be based solely on the production of high-quality products but must also incorporate innovative marketing and selling, respecting sustainable principles.

This Special Issue aims to address these global business and societal challenges and to contribute to the development of a sustainable agri-food system by covering the following topics:

COVID-19 pandemic and sustainability of agri-food markets; Innovative agri-food marketing initiatives and sustainability; Digital agribusiness marketplaces and sustainability; Local agri-food products; Novel food and sustainability; Consumers' motivation for buying sustainable agricultural products; Farmers' perception on sustainable agricultural products; Social sustainability in agriculture.





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