



Food and Sustainability

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Message from the Guest Editors

Dear Colleagues,

1. This Special Issue will focus broadly on how the food and drink industry can meet the challenge of embedding sustainability into its business strategies and operations as well as nudging consumers towards making more sustainable food choices. Many food businesses today are under pressure to demonstrate how their products and services are making a positive contribution towards society. However, one of the biggest challenges for businesses is progressing sustainability initiatives from an added benefit view to an integrated, value-driven to business approach.
2. Embedding a sustainability focus into the business can present new market opportunities to develop products that consumers value and are willing to pay for. In helping to define the breadth of sustainability, The United Nations designed seventeen goals, known as the Sustainable Development Goals (SDGs), and 169 targets. However, the challenge for businesses is understanding how to adapt and embed these goals into their business. The SDGs can offer businesses a useful framework for understanding the type of contribution or impact their business can have on society.





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Message from the Editor-in-Chief

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