



Sustainable Consumer Behavior and Food Marketing

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Message from the Guest Editors

It is a pleasure to invite you to submit original research contributions in the field of sustainable food marketing and consumer behavior. Sustainability is a topic of increasing importance, in particular across all stages along the food supply chain. In order to facilitate sustainability in the supply chain, target 12 of the global Sustainable Development Goals (SDGs) is especially dedicated to sustainable consumption and production. Food companies will need to effectively incorporate social responsibility into their business actions. There is a consensus that also individuals need to alter their current consumption patterns to achieve a more sustainable way of living and to reduce impacts on the environment and society. In times of growing challenges such as climate change, increasing world population and food demand, shortages of arable land, and urbanization, sustainable consumer behavior is of significant importance to achieve the SDGs and climate goals.

Deadline for manuscript
submissions:

closed (30 June 2021)





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Message from the Editor-in-Chief

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