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Sustainability of food consumption from the perspective of institution, producers and consumers: Review of meanings, tools and processes

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More sustainable food consumption constitutes a societal imperative for minimizing adverse impact on food safety and security and for not jeopardizing the needs of present and future generation. Three players are crucial in achieving sustainable food consumption: Institutions, companies and consumers. Institutions define the meaning of sustainable food consumption within the policy framework which also includes both mandatory and voluntary tools. Companies or food producers may adopt more sustainable technologies in accordance with international policies and can use labels, certifications and market instruments to give visibility to consumers of the commitment towards sustainability. Consumer choices and behaviors play a leading role in orienting production as consumers select certain types of product according to sustainable production processes or producers. However, the goal of sustainable food consumption can be achieved if these players are connected to each other synergistically to activate a circle of continuous improvement. This research aims at analyzing existing issues affecting sustainability of food consumption taking into account the perspectives of each of the three identified players. An extensive study of the policies set by institutions, cleaner technologies, processes as well as label and marketing tools adopted by producers and existing gaps in knowledge-behavior of consumers has been carried out. Conclusions show suggestions and potential solutions to current issues of the food consumption system. In particular, the importance of research in reinforcing relationships between the above-mentioned players is highlighted in order to find a new route for sustainable food consumption based on the paradigm of the quadruple helix.

Biography

Angela Tarabella is Associate Professor at the Department of Economics and Management, University of Pisa. She teaches quality and environmental management systems and marketing and quality of product. She has Master degrees in Business Administration in Energy and Environmental Management and Economics and in Environmental Management and Control. She received her PhD in Business Administration at Sant'Anna School of Advanced Studies of Pisa. She researches on quality and environmental management systems and food label and communication. She is author of more than 70 works including papers, proceedings and books, currently available on Scopus, EBSCO and RePEC.

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