


Chapter 14

Strategies for Food Marketing in Achieving Sustainable Development Goals

Aditya Ranjan

 <https://orcid.org/0000-0003-1304-5489>

ITM University, India

Priya Chaturvedi

 <https://orcid.org/0000-0002-9875-661X>

Jiwaji University, India

ABSTRACT

In a world confronted by an expanding global population, there is an ever-mounting urgency to address the interconnected issues of food production, distribution, and consumption within the context of sustainability. The chapter delves deep into the intricate relationships between marketing strategies, food waste reduction, sustainable disposal methods, and their alignment with the United Nations' Sustainable Development Goals (SDGs). The chapter synthesizes a vast body of knowledge, offering readers a holistic understanding of the multifaceted relationships between marketing strategies, food waste, sustainable disposal, the circular economy, and the sustainable development goals. It aims to provide academics, researchers, and industry professionals with actionable insights and concrete examples of how marketing can be harnessed to address some of the most pressing challenges of our time. The goal is to contribute to a sustainable, responsible, and equitable global food system while aligning with the broader aspirations of the sustainable development goals.

1. INTRODUCTION

Food waste is a critical and pressing concern with far-reaching consequences for the 21st century's sustainability (Gao et al., 2023). Reducing food waste is imperative globally, demanding attention because of its adverse effects on the environment, economy, and society (Schrack et al., 2023). A staggering 1.3

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billion tons of food intended for consumption are wasted annually (Ong et al., 2023), with an astonishing 931 million tons of food being discarded globally in 2019 (Zhang et al., 2023). A less recognized fact is that the food service industry in most developed countries is accountable for 12%–14% of food waste, equating to one in seven meals being discarded (de Visser-Amundson, 2022). Retail and households collectively contribute significantly to this waste, comprising 13% and 61%, respectively (Zhang et al., 2023). Such an inherent challenge poses a substantial threat to sustainability (Esmaelnezhad et al., 2023).

Food waste can significantly impact community health in a negative manner (Esmaelnezhad et al., 2023). The expansion of the global population acts as a compelling force, heightening the need for sustainable food systems that not only satisfy the escalating demand but also minimize waste, endorse responsible disposal, and foster economic circularity (Buczacki et al., 2021). As per the UN, nearly 1 billion people suffer from undernourishment, and an additional 795 million endure hunger (Grosso & Falasconi, 2018). Food waste intensifies the global rise in food prices, making food less accessible to the world's poorest populations, thereby increasing the prevalence of malnourished individuals and illustrating the direct social impact of food waste (Young et al., 2018). Simultaneously, 2 billion people worldwide are overweight or obese, highlighting that overconsumption of food poses risks not only to human health but also to the environment (Grosso & Falasconi, 2018). Food waste additionally results in socio-economic consequences, including heightened poverty, elevated food prices, and diminishing incomes (Esmaelnezhad et al., 2023). Moreover, wasting food not only incurs a monetary loss of approximately \$1,500 per U.S. household annually but also contributes to significant societal and environmental issues (Gao et al., 2023).

Food waste results in economic losses and has detrimental effects on the environment (Esmaelnezhad et al., 2023). As the global community grapples with the ramifications of climate change, resource depletion, and environmental degradation, the imperative to reevaluate our approach to food production and consumption becomes increasingly apparent. Food waste exacerbates economic, environmental, and societal challenges by resulting in financial losses and the squandering of valuable resources, including soil and water, and unnecessary greenhouse gas emissions (Zhang et al., 2023). The food sector contributes to approximately 30% of the world's total energy consumption (Grosso & Falasconi, 2018). The substantial water usage in the food industry contributes to bacterial contamination, serving as a significant factor in the disruption of ecosystem balance and posing a notable hazard to sustainability (Esmaelnezhad et al., 2023). Moreover, the entire food system contributes to around 15%–28% of total greenhouse gas emissions, with additional indirect environmental impacts such as soil erosion, deforestation, and water and air pollution caused by food losses and wastes (Ong et al., 2023). Hence, the imperative reduction of food waste, particularly at the retail and household levels, has garnered significant attention from both society and research (Schanes et al., 2018).

The chapter seeks to elucidate the interconnected nature of these challenges, providing a nuanced understanding of how marketing strategies can play a pivotal role in addressing the multifaceted issues at hand. Primary objectives include synthesizing a vast body of knowledge, furnishing readers with a holistic understanding of the intricate relationships between marketing strategies, food waste, sustainable disposal, the circular economy, and the SDGs. By offering actionable insights and concrete examples, the chapter endeavours to cater to the needs of academics, researchers, and industry professionals seeking to navigate the complexities of creating a sustainable, responsible, and equitable global food system. The overarching goal is to contribute to the development of a responsible and equitable global food system that can meet the demands of a burgeoning population while respecting the limits of our planet.

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