

# Performance with Purpose: A Review on the Role of Sustainable Marketing in Sports Nutrition.

Ranjith Kamal P<sup>1</sup>, Sruthiya V N<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Physical Education, Government College of Physical Education East Hill, Calicut-673005

<sup>2</sup>Assistant Professor, Department of Commerce, St. Joseph's College (Autonomous), Devagiri, Calicut-673008

## Abstract:

The research emphasizes the alignment of marketing strategies with the United Nations' Sustainable Development Goals (SDGs), particularly through promoting sustainable agriculture, health benefits, consumer education, and local and seasonal eating. Despite challenges such as economic disparities and cultural differences, technological advancements and collaborative efforts among stakeholders offer opportunities to enhance sustainable food marketing. The paper concludes that integrating sustainability, health, and environmental awareness into food marketing is crucial for promoting better consumer choices and advancing global sustainability goals. By understanding regional behaviors and leveraging technology, marketers can effectively drive demand for sustainable and healthy sports nutrition products, contributing to a more sustainable food system and improved public health outcomes.

**Keywords:** Food Marketing, Health, Sports Foods, Sustainable Development Goals.

## Introduction:

During the last decade, there has been a growing concern about the impact of food production and consumption on sustainability, health, and the environment. The impact of dietary choices on global sustainability has become a pressing concern, intrinsically linked to the objectives outlined in the United Nations' Sustainable Development Goals and the Paris Climate Agreement (Huang et al 2022). Sustainable eating is not merely about individual health; it encompasses a holistic perspective that prioritizes the well-being of both health and the environment. The concept of sustainable diets, as defined in 2010, combines the perspectives of individual nutrition and broader global sustainability (Meybeck & Gitz, 2017). Approaches to sustainable diets are context-specific, and their implementation can lead to concurrent reductions in environmental and health impacts, particularly in high-income and middle-income countries (Springmann et al., 2018). However, in low-income countries, diversifying diets may increase resource use (Springmann et al., 2018). Updating national dietary guidelines to reflect the latest evidence on healthy eating can be an important step in improving health and reducing environmental impacts, complementing more comprehensive sustainability criteria (Springmann et al., 2018). Understanding the determinants and processes that influence sustainable diets is crucial for advancing commitments to this aspect of sustainable development. There is a need to address the gaps in understanding what constitutes a

sustainable diet for different populations and contexts, as well as how these diets can be assessed within the global food system and how environmental sustainability in consumption patterns and dietary goals can be achieved. As more and more people become aware of the consequences of their food choices, there is a need for nutrition-conscious food marketing strategies that can bridge the gap between sustainability, health, and environmental awareness in consumer choices. Sustainability in food marketing involves promoting products that are produced in ways that protect the environment, support fair labour practices, and reduce waste. This includes emphasizing locally sourced ingredients, organic farming, and reducing the carbon footprint of food production (Vermeir & Verbeke, 2006). Health-focused marketing, on the other hand, highlights the nutritional benefits of food products, encouraging consumers to choose options that support overall well-being and prevent chronic diseases (Hawkes, 2013). Environmental awareness in food marketing integrates both sustainability and health by educating consumers on the broader impacts of their food choices. This approach not only fosters a more informed consumer base but also drives demand for products that are better for both people and the planet. Marketing strategies that successfully combine these elements can lead to a more sustainable food system and improved public health outcomes (Huang et al., 2014).

The objective of this research paper is to explore the intersection of nutrition-conscious food marketing, sustainability, health, and environmental awareness to understand how consumer decisions are influenced and how marketers can effectively promote sustainable and healthy Sports food choices. By analyzing global consumer trends, food and nutrition trends, and the emerging field of sports foods and nutrition, this research will provide insights into the factors that influence consumer choices and shed light on the potential gaps that exist in current food marketing strategies. The importance of this research lies in its potential to inform food marketers and policymakers about the best strategies for promoting nutrition-conscious food choices that promote sustainability, health, and environmental awareness. Furthermore, it will contribute to the existing body of knowledge on the topic by exploring less explored frameworks that look at the economic and social aspects of sustainability in consumer choices.

### **Food Marketing Strategies:**

The intersection of nutrition-conscious food marketing with sustainability, health, and environmental awareness has gained significant traction in recent years. This paradigm shift is driven by growing consumer awareness of the profound impacts their food choices have on personal health and the environment. As consumers become increasingly educated about the link between diet and chronic diseases, such as obesity, diabetes, and heart disease, there is a heightened demand for food products that promote health and well-being (Popkin et al., 2020). Concurrently, the awareness of environmental sustainability, driven by concerns over climate change, resource depletion, and biodiversity loss, is influencing food choices and marketing strategies (Willett et al., 2019). Consumers are more likely to choose products that carry environmental and health benefits when these attributes are communicated (Hartmann & Siegrist, 2017). Consequently, food marketers are increasingly incorporating sustainability and health messages into their branding and advertising strategies to cater to this demand.

The Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, provide a comprehensive blueprint to achieve a better and more sustainable future for all. Among these, several goals directly relate to food production and consumption, including SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), and SDG 12 (Responsible Consumption and Production). Marketing strategies

that align with these goals can play a pivotal role in steering consumer behavior towards more sustainable choices, ultimately contributing to global sustainability efforts.

### **1. Promoting Sustainable Agriculture**

A key marketing strategy is the promotion of sustainably produced agricultural products and involves highlighting the benefits of organic farming, reduced pesticide use, and sustainable water management practices. Companies can leverage certifications such as PGS India Organic Certification, USDA Organic or Fair Trade to build trust and transparency with consumers. By emphasizing the environmental benefits of sustainable farming, such as soil health and biodiversity conservation, marketers can appeal to environmentally conscious consumers (Pugliese et al., 2013).

### **2. Highlighting Health Benefits**

Aligning with SDG 3, marketing strategies can focus on the health benefits of sustainable food choices. This includes promoting plant-based diets, which have been shown to reduce the risk of chronic diseases and have a lower environmental impact compared to meat-based diets (Tilman & Clark, 2014). Brands can use clear, informative labeling to highlight nutritional information and health benefits, making it easier for consumers to make informed decisions. Campaigns that link health and sustainability, such as promoting the Mediterranean diet, can be particularly effective (Willett et al., 2019).

### **3. Educating Consumers**

Consumer education is critical in driving sustainable consumption. Marketing strategies can include educational campaigns that inform consumers about the environmental and social impacts of their food choices. This can be achieved through various channels, including social media, influencer partnerships, and community engagement programs. For instance, educational content that explains the carbon footprint of different foods or the benefits of reducing food waste can empower consumers to make more sustainable choices (Leach et al., 2016).

### **4. Encouraging Local and Seasonal Eating**

Promoting the consumption of locally sourced and seasonal foods supports both SDG 12 and local economies. Marketers can emphasize the freshness, reduced transportation emissions, and support for local farmers associated with local and seasonal produce. Farmers' markets, community-supported agriculture (CSA) programs, and farm-to-table restaurants are examples of initiatives that can be highlighted in marketing campaigns (Hand & Martinez, 2010). Marketing strategies emphasize the benefits of consuming locally sourced and seasonal products, including freshness, better taste, and lower environmental impact. Farmers' markets and community-supported agriculture (CSA) programs are examples of initiatives that successfully market local and seasonal foods to consumers (Feenstra, 1997).

### **5. Leveraging Technology and Innovation**

Technological advancements offer new avenues for sustainable food marketing. Apps and online platforms that track food sustainability metrics, provide personalized diet recommendations, and facilitate access to sustainable products can enhance consumer engagement. Blockchain technology can be used to ensure transparency in supply chains, allowing consumers to trace the journey of their food from farm to table (Tian, 2016).

### **6. Collaboration and Partnerships**

Collaborative efforts between businesses, governments, and non-governmental organizations (NGOs) can amplify the impact of sustainable food marketing. Public-private partnerships can support initiatives such as sustainable certification programs, consumer education campaigns, and the development of sustainable

supply chains. These collaborations can help align marketing strategies with broader sustainability goals and ensure a cohesive approach (United Nations, 2015).

### **7. Incentivizing Sustainable Choices**

Financial incentives can also be an effective marketing strategy. Discounts, loyalty programs, and rewards for purchasing sustainable products can encourage consumers to choose more environmentally friendly options. For example, offering discounts on plant-based meals or providing rewards for using reusable packaging can promote sustainable behavior (Vermeir & Verbeke, 2008).

### **8. Promoting Sustainable and Ethical Sourcing**

Marketing campaigns increasingly emphasize the importance of sustainable and ethical sourcing of ingredients and this strategy aligns with SDG 12: Responsible Consumption and Production. Companies highlight their commitment to sourcing raw materials from suppliers that adhere to sustainable practices, such as organic farming, fair trade, and biodiversity conservation. For example, brands like Ben & Jerry's and Starbucks emphasize their fair trade and organic certifications to appeal to environmentally and socially conscious consumers (Fairtrade Foundation, 2019).

### **9. Eco-Friendly Packaging**

Reducing plastic waste through eco-friendly packaging is a strategy that supports SDG 14: Life Below Water and SDG 15: Life on Land. Marketing campaigns highlight the use of biodegradable, compostable, or recyclable packaging materials. Companies like Ecover and Loop are pioneering reusable packaging systems, encouraging consumers to return containers for reuse, thereby reducing single-use plastic waste (Ellen MacArthur Foundation, 2019).

### **10. Reducing Food Waste**

Marketing strategies aimed at reducing food waste contribute to SDG 12: Responsible Consumption and Production. Campaigns such as "ugly produce" initiatives, where supermarkets sell imperfect but edible fruits and vegetables at a discount, help to reduce food waste. Brands like Imperfect Foods and Misfits Market have built their entire business model around this concept, educating consumers on the importance of reducing food waste and encouraging the purchase of imperfect produce (Gunders, 2017).

## **SDG & Consumer Food Preferences around the Globe:**

Achieving the SDGs through consumer food preferences faces several challenges, like economic disparities, cultural differences, and limited access to sustainable food options that may hinder progress. However, there are opportunities for leveraging technology, such as mobile apps and e-commerce platforms, to enhance access to information and sustainable food products (Ranganathan et al., 2016). Policymakers and stakeholders must collaborate to create supportive environments that facilitate sustainable food choices. This includes investing in sustainable agriculture, improving food supply chains, and promoting policies that incentivize sustainable consumption patterns (Foley et al., 2011).

Despite global trends, regional variations in food preferences are significant, in Asia, for example, rice and seafood remain dietary staples, but there is a noticeable increase in the consumption of vegetables and alternative proteins (Pingali, 2007). This shift is partly due to urbanization and changing lifestyles, which influence dietary patterns and align with SDG 11 (Sustainable Cities and Communities) by promoting urban agriculture and reducing food miles (Zezza & Tasciotti, 2010). In sub-Saharan Africa, traditional diets rich in grains, tubers, and legumes continue to prevail. However, the growing middle class is driving demand for more diverse and nutrient-rich foods, supporting SDG 2 by improving food security and nutrition (Hawkes, 2006). Adopting more Vegetarian-centric diets could enhance health and lower

individual environmental impacts in North America and Europe (Chen et al., 2022). These choices align with SDG 12 (Responsible Consumption and Production) by promoting sustainable agricultural practices and reducing food waste. Efforts to promote indigenous crops that are resilient to climate change also align with SDG 13 (Climate Action) and SDG 15 (Johns & Sthapit, 2004). In Latin America, traditional foods like maize, beans, and indigenous fruits continue to play a significant role in local diets, reflecting cultural preferences and agricultural diversity (Hawkes, 2006).

### **Sustainable Sports Food marketing:**

Sustainability has had a huge impact on the sports nutrition sector where it is often interpreted to mean plant protein. This is crucial in this segment as in sports nutrition more people are likely to be practicing a flexitarian eating style compared to the rest of society. Emerging sports nutrition brands have been the quickest to embrace this trend, often featuring a greater share of plant-based products in their offerings. When selecting a sports nutrition product, 95% of performance-enthusiastic consumers worldwide say that they find plant protein attractive. All regions have tried sports nutrition products with plant protein: Asia-Pacific (96%), South America (92%), North America (91%) and Europe (89%). The primary motivations cited for choosing these products include their perceived environmental benefits at 82%, and health advantages (81%), underscoring a strong consumer preference for plant-based options in the sports nutrition market. (Sustainability and Sports Nutrition 2022). Companies like Nutrilite and Herbalife have expanded their plant-based product lines to cater to this growing market. Moreover, government initiatives promoting sustainable agriculture and dietary practices further boost the region's shift towards sustainable sports nutrition (Euromonitor International, 2023). South American regions including Brazil and Argentina have seen a surge in local brands offering sustainable sports food options. These brands emphasize the use of native superfoods like quinoa and chia seeds, which are both nutritionally dense and environmentally sustainable (Euromonitor International, 2023). Varied food alternatives, other than plant-based proteins are opted globally including insect-based, fungi-based, algae-based, and fermented proteins, as well as cultivated meat. Low-income regions benefit from using fermented foods options that not only support environment sustainability, by utilizing local production but with minimal agricultural input and energy (Darwish 2023).

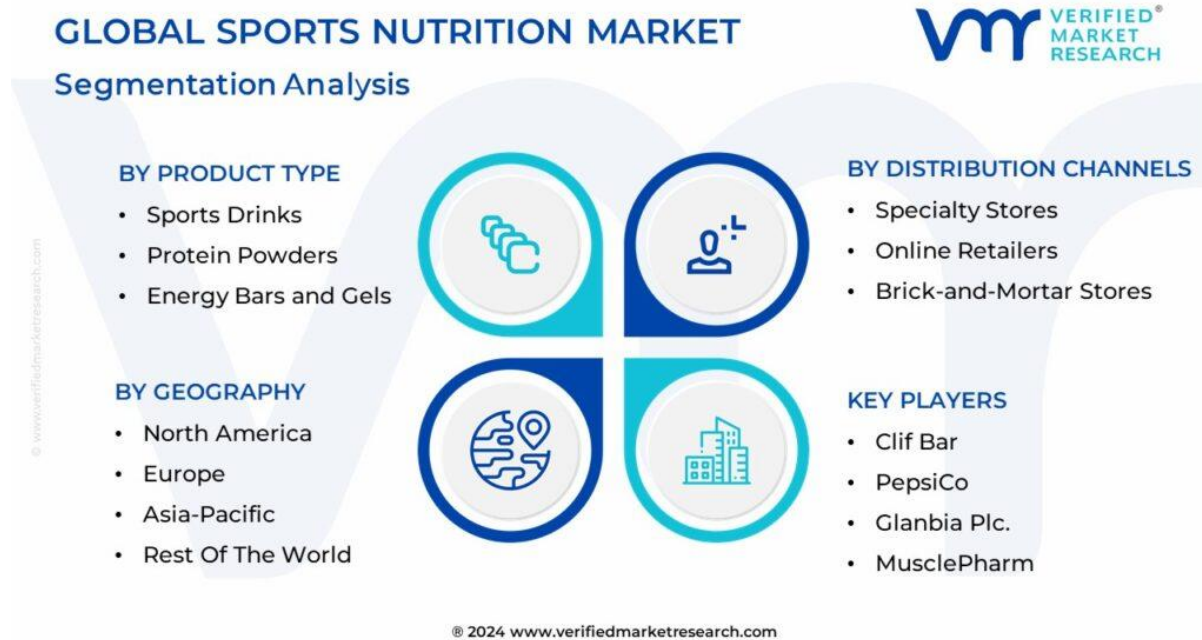
Changing consumer lifestyles in the Asia-Pacific region, particularly in India and China, are boosting the popularity of sports nutrition foods as convenient options for post-exercise hunger and nutrition. The increasing participation in sports is a key factor driving this market. Health-conscious consumers are increasingly adopting the trend of snacking, leading to higher demand for sports foods, particularly energy and protein bars. These ready-to-eat products save time, making them more appealing. Additionally, regional fitness enthusiasts seeking muscle development, strength gains, stamina improvement, and body fat reduction are propelling market growth. This trend is attracting a broader range of consumers across different age groups, significantly increasing the demand for sports nutrition in the region.

### **Sports Nutrition Industry:**

The major food companies like PepsiCo, Coca-Cola, and Andros, which has introduced its own sports range, and Mars, which recently acquired Foodspring are the dominant players in the sports nutrition market. Dairy groups have also expanded into protein products such as yogurts and skyr. MyProtein, a subsidiary of THG (The Hut Group), leads the global online sales of sports nutrition supplements through its strong online presence which is driven by effective digital marketing and e-commerce strategies and



offers a wide range of protein powders, dietary supplements, and protein snacks (Zauba Corp 2024). In France, notable online-only brands include Bulk Powders and Nutrimuscle, which are distinguished by their commitment to high-quality ingredients and scientifically tested formulations. Additionally, innovative brands like 1337 Pharma focus on e-sports nutrition, offering products specifically designed for gamers. Decathlon, through its Aptonia brand, also plays a significant role in the market, emphasizing healthy composition and simple, short ingredient lists. These brands collectively shape the dynamic and rapidly evolving sports nutrition landscape, catering to diverse consumer needs and preferences through robust online platforms and innovative product offerings (Alcimed 2024).



(Source: Verified Market Research 2023)

The major players in sports nutrition market are PepsiCo, Coca-Cola Company, Abbott Nutrition, Glanbia Plc, Post Holdings, Clif Bar, MusclePharm, Quest Nutrition, Iovate Health Sciences, General Nutrition Centers (GNC), BA Sports Nutrition, The Bountiful Company. The global sports nutrition market was valued at USD 45.24 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 7.5% from 2024 to 2030 (Grand View Research, 2024). Optimal nutrition and diet are crucial for peak performance. However, the rising adoption of sedentary lifestyles and the growing consumption of unhealthy diets have escalated the risk of diseases such as diabetes, cardiovascular issues, obesity, and cancer (Grand View Research, 2024).

## Discussion:

The research paper explores the convergence of nutrition-conscious food marketing with sustainability, health, and environmental awareness, particularly within the sports nutrition sector. The findings indicate a substantial shift in consumer preferences towards more sustainable and health-conscious choices, driven by increased awareness of the environmental and health impacts of dietary decisions. There is a strong consumer preference for plant-based proteins in sports nutrition, motivated by both environmental and health benefits. Companies like Nutrilite and Herbalife have expanded their plant-based offerings to cater to this demand, reflecting a broader industry trend. Other sustainable protein sources, such as insect-based, fungi-based, algae-based, and fermented proteins, are also gaining traction. These options support

environmental sustainability by utilizing local production with minimal agricultural input and energy, particularly in low-income regions. The growing participation in sports and the trend of snacking among health-conscious consumers in India and China are driving the demand for convenient sports nutrition foods like energy and protein bars. The emphasis on native superfoods like quinoa and chia seeds highlights the region's commitment to sustainable and nutritionally dense sports food options. While there is a growing trend towards sustainable and health-conscious foods, economic disparities, and limited access to these options in certain regions pose significant challenges. Leveraging technology and collaborative efforts among stakeholders can help bridge these gaps. Regional variations in food preferences necessitate tailored marketing strategies that resonate with local consumers while promoting sustainability and health. Innovations such as blockchain for supply chain transparency and mobile apps for personalized diet recommendations offer new opportunities for engaging consumers and promoting sustainable choices.

### Conclusion:

The integration of sustainability, health, and environmental awareness into food marketing strategies is essential for promoting better consumer choices and advancing global sustainability goals. By understanding regional consumer behaviors and leveraging technological innovations, marketers can effectively drive the demand for sustainable and healthy sports nutrition products. This research highlights the importance of collaborative efforts among businesses, governments, and NGOs in creating a more sustainable food system and achieving improved public health outcomes.

### References:

1. Alcimed (2024), Trends and challenges in the sports nutrition market <https://www.alcimed.com/en/insights/sports-nutrition-market/>
2. Allison M. Leach, Kyle A. Emery, Jessica Gephart, Kyle F. Davis, Jan Willem Erisman, Adrian Leip, Michael L. Pace, Paolo D'Odorico, Joel Carr, Laura Cattell Noll, Elizabeth Castner, James N. Galloway, (2016) Environmental impact food labels combining carbon, nitrogen, and water footprints, Food Policy, Volume 61, Pages 213-223, ISSN 0306-9192, <https://doi.org/10.1016/j.foodpol.2016.03.006>.
3. Chen, C., Chaudhary, A., & Mathys, A. (2022). Dietary Change and Global Sustainable Development Goals. Frontiers in Sustainable Food Systems, 6(July), 1–22. <https://doi.org/10.3389/fsufs.2022.771041>.
4. Darwish AMG, El Enshasy HA, Gomaa MAE, Mefleh M. Editorial: Sports nutrition and sustainability: Steps towards a healthier planet. Front Sports Act Living. 2023 Feb 24;5:1146970. doi: 10.3389/fspor.2023.1146970. PMID: 36909355; PMCID: PMC9998972.
5. Ellen MacArthur Foundation. (2019). Reuse - Rethinking Packaging. [https://pacecircular.org/sites/default/files/202001/Reuse%20Rethinking%20Packaging%20-%20Ellen%20Macarthur%20Foundation\\_0.pdf](https://pacecircular.org/sites/default/files/202001/Reuse%20Rethinking%20Packaging%20-%20Ellen%20Macarthur%20Foundation_0.pdf)
6. Euromonitor International. (2023). Sustainable Food Market Analysis. <https://www.euromonitor.com/insights/food-and-nutrition>
7. Fairtrade Foundation. (2019). The impact of Fairtrade. <https://www.fairtrade.org.uk/what-is-fairtrade/the-impact-of-our>

- work/#:~:text=Fairtrade%20as%20a%20certification%20is,impact%2C%20and%20therefore%20human%20impact.
8. Feenstra, G. (1997). Local food systems and sustainable communities. *American Journal of Alternative Agriculture*, 12(1), 28-36.
  9. Foley, Jonathan & Ramankutty, Navin & Brauman, Kate & Cassidy, Emily & Gerber, James & Johnston, Matt & Mueller, Nathaniel & O'Connell, Christine & Ray, Deepak & West, Paul & Balzer, Christian & Bennett, Elena & Carpenter, Stephen & Hill, Jason & Monfreda, Chad & Polasky, Stephen & Rockström, Johan & Sheehan, John & Siebert, Stefan & Zaks, David. (2011), Solutions for a Cultivated Planet. *Nature*. 478. 337-342. 10.1038/nature10452.
  10. Grand View Research (2024), Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type (Sports Supplements, Sports Drinks), By Formulation, By Consumer Group, By Sales Channel, By Region, And Segment Forecasts, 2024 – 2030, <https://www.grandviewresearch.com/industry-analysis/sports-nutrition-market>
  11. Gunders, D. (2017). Wasted: How America Is Losing Up to 40 Percent of Its Food from Farm to Fork to Landfill. NRDC.
  12. Hand, M. S., & Martinez, S. (2010). Just what does local mean? Local foods' role in food system reform. *Choices*, 25(1), 9-13.
  13. Hartmann, C., & Siegrist, M. (2017). Consumer perception and behaviour regarding sustainable protein consumption: A systematic review. *Trends in Food Science & Technology*, 61, 11-25.
  14. Hawkes, C. (2006). Uneven dietary development: linking the policies and processes of globalization with the nutrition transition, obesity and diet-related chronic diseases. *Globalization and Health*, 2(1), 1-17.
  15. Hawkes C, Jewell J, Allen K. A food policy package for healthy diets and the prevention of obesity and diet-related non-communicable diseases: the NOURISHING framework. *Obes Rev*. 2013 Nov;14 Suppl 2:159-68. doi: 10.1111/obr.12098. PMID: 24103073.
  16. Huang, H., Lamm, A., Dukes, M., & Lamm, K. (2014). Impact of sustainability on consumer purchasing behavior: Consumer behavior. *Journal of Agricultural Education*, 55(1), 43-55.
  17. Huang, Zhen & Zhu, Yi-Dan & Deng, Jia & Wang, Cheng-Lu. (2022). Marketing Healthy Diets: The Impact of Health Consciousness on Chinese Consumers' Food Choices. *Sustainability*. 14. 2059. 10.3390/su14042059.
  18. Johns, T., & Sthapit, B. R. (2004). Biocultural diversity in the sustainability of developing-country food systems. *Food and Nutrition Bulletin*, 25(2), 143-155.
  19. Meybeck A, Gitz V. (2017) Sustainable diets within sustainable food systems. *Proc Nutr Soc*. Feb;76(1):1-11. doi: 10.1017/S0029665116000653. PMID: 28195528.
  20. Pingali, P. (2007). Westernization of Asian diets and the transformation of food systems: Implications for research and policy. *Food Policy*, 32(3), 281-298.
  21. Popkin, B. M., Corvalan, C., & Grummer-Strawn, L. M. (2020). Dynamics of the double burden of malnutrition and the changing nutrition reality. *The Lancet*, 395(10217), 65-74.
  22. Pugliese, P., Zanasi, C., Atallah, O., & Cosimo, R. (2013). Investigating the interaction between organic and local foods in the Mediterranean: The Lebanese organic consumer's perspective. *Food Policy*, 39, 1-12.
  23. Ranganathan, J., Vennard, D., Waite, R., Dumas, P., Lipinski, B., Searchinger, T., & GLOBAGRI-WRR Model Authors. (2016). Shifting diets for a sustainable food future. World Resources Institute.



24. Springmann M, Clark M, Mason-D'Croz D, Wiebe K, Bodirsky BL, Lassaletta L, de Vries W, Vermeulen SJ, Herrero M, Carlson KM, Jonell M, Troell M, DeClerck F, Gordon LJ, Zurayk R, Scarborough P, Rayner M, Loken B, Fanzo J, Godfray HCJ, Tilman D, Rockström J, Willett W. (2018) Options for keeping the food system within environmental limits. *Nature*. Oct;562(7728):519-525. doi: 10.1038/s41586-018-0594-0. Epub 2018 Oct 10. PMID: 30305731.
25. Sustainability and Sports Nutrition (2022), Glanbia Nutritionals, <https://www.glanbianutritionals.com/en/nutri-knowledge-center/insights/sustainability-and-sports-nutrition>
26. Tian, F. (2016). An agri-food supply chain traceability system for China based on RFID & blockchain technology. 2016 13th International Conference on Service Systems and Service Management (ICSSSM).
27. Tilman, D., & Clark, M. (2014). Global diets link environmental sustainability and human health. *Nature*, 515(7528), 518-522.
28. United Nations. (2015). Transforming our world: The 2030 agenda for sustainable development.
29. Verified Market Research (2023), <https://www.verifiedmarketresearch.com/product/sports-nutrition-market/>
30. Vermeir, Iris & Verbeke, Wim. (2006). Sustainable Food Consumption: Exploring the Consumer “Attitude – Behavioral Intention” Gap. *Journal of Agricultural and Environmental Ethics*. 19. 169-194. 10.1007/s10806-005-5485-3.
31. Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behavior and the role of confidence and values. *Ecological Economics*, 64(3), 542-553.
32. Willett W, Rockström J, Loken B, Springmann M, Lang T, Vermeulen S, Garnett T, Tilman D, DeClerck F, Wood A, Jonell M, Clark M, Gordon LJ, Fanzo J, Hawkes C, Zurayk R, Rivera JA, De Vries W, Majele Sibanda L, Afshin A, Chaudhary A, Herrero M, Agustina R, Branca F, Lartey A, Fan S, Crona B, Fox E, Bignet V, Troell M, Lindahl T, Singh S, Cornell SE, Srinath Reddy K, Narain S, Nishtar S, Murray CJL. Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems. *Lancet*. 2019 Feb 2;393(10170):447-492. doi: 10.1016/S0140-6736(18)31788-4.
33. Zaub Corp (2024), THG NUTRITION (INDIA) PRIVATE LIMITED, <https://www.zaubacorp.com/company/THG-NUTRITION-INDIA-PRIVATE-LIMITED/U15118HR2021FTC099143>
34. Zezza, A., & Tasciotti, L. (2010). Urban agriculture, poverty, and food security: Empirical evidence from a sample of developing countries. *Food Policy*, 35(4), 265-273.