

MARKETING STRATEGIES FOR TRADITIONAL AGRO-FOOD PRODUCTS: A CASE STUDY ON THE LOCAL MARKET OF PEȘTERA, BRASOV

GHERDAN ALINA EMILIA MARIA^{*1}, BACTER RAMONA VASILICA¹, DODU MONICA ANGELICA¹, GAVRA CODRIN¹

¹ *University of Oradea, Faculty of Environmental Protection, Department of Animal Husbandry and Agritourism, Oradea, Romania*

*Corresponding author's e-mail: alina.gherdan@uoradea.ro

Abstract: *Traditional agro-food products constitute a cornerstone of sustainable rural development, offering not only economic opportunities but also contributing to the preservation of biodiversity and the reinforcement of cultural identity. Their production is often intimately linked to local ecosystems and traditional knowledge systems, making them essential for maintaining both environmental and socio-cultural resilience. However, despite their recognized importance, the effective marketing of such products continues to face substantial obstacles. This is particularly evident in geographically isolated rural areas, such as Peștera in Brașov County, where small-scale producers often struggle to reach broader markets and to differentiate their offerings in an increasingly competitive environment. In response to these challenges, the present study seeks to explore consumer perceptions and preferences regarding traditional agro-food products and to identify marketing strategies capable of enhancing their competitiveness within local and regional markets. To this end, data were collected through a structured questionnaire utilizing a five-point Likert scale, with a sample comprising 187 respondents. The analytical framework combined descriptive statistics, analysis of variance (ANOVA), and simple linear regression to uncover key determinants of purchasing behavior and to assess their relative impact. Findings from the statistical analysis reveal that several factors play a pivotal role in influencing consumer choices, notably the perceived authenticity of the product, transparent communication concerning production methods, adherence to sustainable agricultural practices, and the presence of a strong local brand identity. These results highlight the necessity for producers and policymakers to develop marketing strategies that are not only efficient but also aligned with principles of sustainability and authenticity. By doing so, stakeholders can improve market access for traditional products, stimulate rural economic revitalization, and ensure the continued safeguarding of invaluable food heritage assets, thus reinforcing the dynamic link between rural economies and cultural landscapes.*

Key words: *traditional agro-food products, marketing strategies, consumer behavior, sustainable rural development, local branding, Peștera Brașov, Likert scale, sustainability marketing*

INTRODUCTION

Traditional agro-food products represent far more than simple goods exchanged in local economies; they are enduring expressions of the cultural, social, and ecological richness embedded within rural communities [16, 15], products that are deeply rooted in the practices of previous generations, and carry with them the unique stories, values, and knowledge systems of their regions [11]. Through their continued production and consumption, they sustain not only livelihoods but also traditions, landscapes, and biodiversity that might otherwise be lost in the tides of globalization.

Characterized by artisanal methods, minimal technological intervention, and local sourcing of ingredients, traditional agro-food products embody authenticity in ways that modern, industrialized food systems often struggle to replicate [5]. They are, in essence, vehicles of identity, linking producers and consumers to a shared cultural heritage, but despite their intrinsic and multidimensional value, however, traditional agro-food products frequently encounter significant obstacles when attempting to secure a stable position in broader, competitive markets [3,7].

Several persistent challenges hamper their commercialization due to the production that tends to occur on a small scale, often fragmented among numerous independent producers, which limits their capacity to achieve economies of scale or substantial market penetration [12]. Compounding these structural limitations is the generally low level of marketing expertise among producers, who may lack the resources, skills, or organizational support necessary to engage effectively with modern consumers. Furthermore, restricted access to contemporary distribution channels, coupled with an absence of unified branding initiatives, results in low visibility for these products outside their immediate communities [13,14].

Nevertheless, the shifting dynamics of consumer preferences offers a promising counterpoint to these challenges. Increasingly, consumers demonstrate a marked preference for products that they perceive as authentic, sustainable, locally sourced, and health-promoting [8,4]. Amid rising concerns over environmental degradation, industrialised food production, and the erosion of culinary heritage, traditional agro-food products are uniquely positioned to meet this growing demand. Yet, realizing their potential in this evolving marketplace hinges critically on the ability to communicate their distinct attributes persuasively, highlighting their authenticity, quality, and contribution to sustainable development [1].

In this broader socio-economic landscape, we consider that the village of Peștera, located in Brașov County, Romania, provides an ideal setting for exploring the intersection of tradition, consumer behavior, and rural marketing strategies [9]. Peștera is renowned for its strong agricultural roots and its wide array of artisanal food products, ranging from traditional cheeses to cured meats and preserved fruits. Despite the remarkable quality and cultural significance of these offerings, their presence in larger regional or national markets remains modest, situation that reflects a broader pattern observed in many rural areas, where high-quality traditional production does not automatically translate into market success.

The paradox of Peștera, abundant authenticity yet limited market visibility, underscore the urgent need for the development of more sophisticated, locally tailored marketing strategies. Bridging the gap between product excellence and consumer awareness requires a deep understanding of both the products themselves and the changing expectations of modern consumers.

Against this backdrop, the present study pursues three core objectives:

1. To assess consumer attitudes and perceptions toward traditional agro-food products within the local market of Peștera, with specific attention to key dimensions such as authenticity, environmental sustainability, and product quality;
2. To critically evaluate the current marketing practices adopted by local producers, identifying not only existing strengths but also critical gaps and areas for strategic improvement;
3. To develop sustainability-oriented marketing recommendations, designed to enhance product visibility, boost competitiveness, and support broader goals related to rural economic revitalization and the preservation of intangible cultural heritage.

By addressing these interconnected aims, our research seeks to contribute both theoretical insights and practical recommendations, enriching the understanding of how traditional agro-food systems can adapt and thrive in contemporary market environments. Ultimately, it aspires to inform future initiatives aimed at strengthening rural economies while safeguarding the cultural and ecological wealth they sustain.

MATERIALS AND METHODS

2.1 Research Design and Data Collection

The present research adopted a quantitative survey approach to investigate consumer perceptions, attitudes, and purchasing behaviors related to traditional agro-food products in the local market of Peștera, Brașov. We developed a structured questionnaire as the primary research instrument, designed to cover four thematic areas: demographic characteristics, perceptions of key product attributes (authenticity, healthiness, and environmental sustainability), the effectiveness of marketing communication strategies, and factors motivating or hindering purchase decisions. To capture the intensity of opinions, all attitudinal items were measured using a five-point Likert scale, where 1 indicated "Strongly Disagree" and 5 indicated "Strongly Agree."

Before the formal administration of the survey, the questionnaire was reviewed and tested informally with a small group of respondents to ensure clarity, logical flow, and the absence of ambiguous terms. Afterwards, minor adjustments to the wording of certain questions were made based on this preliminary feedback, improving the overall comprehensibility of the instrument. The data collection phase was conducted over five months, between October 2024 and February 2025, intentionally aligned with local festivals, farmers' markets, and seasonal events in Peștera. These venues were selected because they attract a diverse array of consumers directly exposed to traditional agro-food products, thus providing an ideal context for gathering relevant insights, while Face-to-face interviews were employed as the method of data collection, allowing interviewers to address any questions or uncertainties raised by participants, thereby enhancing the quality of the collected responses. In total, 187 completed questionnaires were obtained and the participants were selected through convenience sampling, based on their attendance at local events and willingness to participate. While this non-probability sampling technique limits the statistical generalizability of the findings, it enables the collection of rich, context-specific information that is highly valuable for exploratory research objectives focused on traditional product markets[10].

2.2 Data Analysis Techniques

The study employed three main statistical methods to comprehensively address the research objectives and provide a robust understanding of consumer behavior in relation to traditional agro-food products. Each method was carefully selected based on its relevance to the type of data collected and the specific analytical goals pursued.

First, we started with descriptive statistics in order to summarize and present the central characteristics of the sample and the overall distribution of responses. By calculating measures such as means and standard deviations, the analysis offered a clear overview of consumer perceptions, highlighting both general tendencies and the degree of variability within the dataset. These preliminary insights formed the basis for the inferential analysis.

Second, a one-way analysis of variance (ANOVA) was performed to determine whether statistically significant differences existed across various demographic groups, particularly concerning consumers' purchase intentions. This method enabled the comparison of mean scores between categories such as education level and age group, identifying whether observed differences were meaningful or merely due to random variation.

Third, simple linear regression analysis was conducted to explore the predictive relationship between consumer perceptions and purchase intention. By quantifying the strength and direction of this relationship, the regression model provided insights into how improvements in product perception could influence consumers' likelihood to purchase traditional products.

To provide a clearer overview of the analytical framework employed in the study, Table 1 summarizes the statistical methods used, their primary purposes, and the relevant questionnaire items analyzed under each method.

Table 1.

Summary of statistical methods and analyzed items

Method	Purpose	Key items analyzed
<i>Descriptive statistics</i>	Summarize central tendencies and variability	Perceptions of healthiness, authenticity, sustainability, trust in labeling
<i>One-Way ANOVA</i>	Compare means across demographic groups	Purchase intention by education level, age group
<i>Simple Linear Regression</i>	Model the relationship between perceptions and purchase intention	Aggregate perception score and purchase intention

Source: own elaboration, 2025

As shown in the upper table, each statistical technique targeted specific constructs within the questionnaire, ensuring that the analysis remained aligned with the broader research objectives. The following sections present the technical details, formulas, results, and interpretations associated with each method.

RESEARCH RESULTS

1. Descriptive statistics analysis

The first stage of analysis employed descriptive statistics to establish a foundational understanding of consumer perceptions toward traditional agro-food products in Peștera. This technique allows for a concise representation of central tendencies (such as the mean) and the dispersion of responses (captured through the standard deviation), offering an initial lens through which patterns in the data could be observed. The mean provides a measure of the average response for each attribute and was calculated using the formula:

where:

$$\bar{x} = \frac{\sum_{i=1}^n x_i}{n}$$

- \bar{x} represents the mean value,
- x_i denotes each individual score recorded,
- n corresponds to the total number of respondents.

To complement this, the standard deviation was used to assess the variability around the mean, indicating the degree of consensus or dispersion among consumer opinions, and it was calculated according to the following formula:

$$s = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n - 1}}$$

- where:
- s reflects how widely the responses deviate from the mean score,
 - $n-1$ corrects for bias in sample estimates.

Following the application of the specified formulas to the data from 187 respondents, the findings were organized as shown in Table 2 below.

Table 2.

Descriptive statistics for product perceptions		
Attribute	Mean score	Standard deviation
Healthiness	4.47	0.55
Authenticity	4.69	0.48
Environmental sustainability	4.29	0.62
Trust in labeling	4.08	0.71

Source: own elaboration based on the questionnaire results

An examination of the mean scores reveals the authenticity was rated the highest by respondents, with an average score of 4.69 out of 5, results which underscores the strong association consumers make between traditional products and genuine cultural heritage. Following closely, healthiness received a mean rating of 4.47, highlighting the perception that traditional foods offer superior nutritional value compared to mass-produced alternatives.

The attribute of environmental sustainability also scored favorably (mean = 4.29), reflecting growing consumer concern about environmentally responsible production practices. However, trust in labeling recorded the lowest mean score (4.08), suggesting that although labels are important signals of product quality, they are not entirely sufficient to convince all consumers without complementary forms of verification or storytelling.

Furthermore, the relatively low standard deviation values across all attributes, ranging between 0.48 and 0.71, indicate a strong consensus among respondents, meaning that perceptions did not vary widely across the sample. This statistical consistency lends robustness to the observed patterns and supports the reliability of the findings. Taking into consideration this aspects, we can conclude that consumers in Peștera place a premium on the authenticity and healthiness of traditional agro-food products, reaffirming the importance of marketing strategies that foreground these attributes. Emphasizing genuine local production methods, historical roots, and nutritional benefits is likely to resonate strongly with the local market audience.

2. One-Way ANOVA analysis

To explore whether demographic factors, particularly educational attainment, exert an influence on consumers' purchase intentions regarding traditional agro-food products, a one-way analysis of variance (ANOVA) was applied. This statistical technique is particularly suited for comparing the means of multiple groups to determine if observed differences are statistically significant, rather than due to random variation within the sample. The ANOVA approach involves calculating the F-statistic, which is defined as the ratio of the mean square between groups to the mean square within groups. Formally, the F-ratio is expressed by the following equation:

$$F = \frac{MS_{between}}{MS_{within}}$$

where:

$MS_{between} = \frac{SS_{between}}{df_{between}}$ represents the mean square between the compared groups,

$MS_{within} = \frac{SS_{within}}{df_{within}}$ indicates the mean square within the groups,

SS refers to the sum of squares,

df denotes the degrees of freedom associated with each source of variation.

In this context, a significant F-value would suggest that the mean purchase intentions differ across educational categories, implying that education level plays a role in shaping consumer behavior. In Table 3, we provide a summary of the ANOVA results, reflecting

the analysis of how differences in education levels impact consumer purchase intentions in the context of traditional agro-food products..

Table 3.

ANOVA Results: purchase intention by education level

<i>Source</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>iig.</i>
<i>Between Groups</i>	3.21	2	1.605	4.36	0.014
<i>Within Groups</i>	67.67	184	0.368		
<i>Total</i>	70.88	186			

Source: own elaboration based on the questionnaire results, 2025

A closer examination of the results reveals that the F-value obtained was 4.36, with a corresponding p-value of 0.014. Since the p-value is below the commonly accepted threshold of 0.05, the null hypothesis of equal means can be rejected. In practical terms, this indicates that there is a statistically significant difference in purchase intentions among different education levels within the sample. Although post-hoc analyses are not detailed in this section, preliminary comparisons suggest that consumers with higher educational attainment, particularly those holding a university degree or above, exhibited stronger purchase intentions for traditional agro-food products compared to those with lower levels of education. This trend aligns with broader findings in consumer behavior research, where higher education often correlates with increased sensitivity to product authenticity, health benefits, and sustainable production methods. We can conclude that educational background significantly shapes consumer attitudes toward traditional agro-food products. Consequently, marketing strategies aiming to promote such products should consider tailoring their messages to emphasize values that resonate more with educated consumer segments, such as sustainability, heritage preservation, and health-conscious living.

3. Simple Linear regression analysis

To investigate the predictive power of consumer perceptions on purchase intention, a simple linear regression analysis was conducted. This statistical method enables the modeling of the relationship between a single independent variable and a dependent variable, thereby assessing the strength and directions of their association. In the context of this study, perceptions of traditional agro-food products served as the predictor variable, while purchase intention was the outcome of interest.

The general form of the simple linear regression equation applied is:

$$Y = \beta_0 + \beta_1 X + \epsilon$$

where:

Y denotes the predicted value of purchase intention,

X represents the aggregate perception score,

β_0 is the intercept, indicating the expected value of Y when X is zero,

β_1 is the slope coefficient, reflecting the change in Y associated with a one-unit change in X,

ϵ captures random error or unexplained variance.

The estimation of the parameters β_0 and β_1 was carried out using the ordinary least squares (OLS) technique, which focuses on minimizing the total squared differences between observed and fitted values. A detailed summary of the regression results is provided in Table no. 4.

Table 4.

Simple linear regression: influence of perception on purchase intention

Predictor	Coefficient (β)	Standard Error	t-value	Significance (p)
(Constant)	1.02	0.32	3.19	0.002
Perception Score	0.59	0.07	8.43	<0.001

Source: own elaboration based on the questionnaire results, 2025

The regression results, as shown in the above table, reveal a significant and positive relationship between consumer perceptions and their purchasing intentions. The slope coefficient ($\beta_1=0.59$) represents the expected change in the dependent variable (purchase intention) for each one-unit increase in the independent variable (perception score). We consider that this value is both statistically significant and positive, with a p-value of less than 0.001. This strongly suggests that as consumer perceptions of traditional agro-food products improve their intention to purchase these products increases as well.

In other words, the model indicates that for every single unit increase in the overall perception score, the purchase intention increases by approximately 0.59 units. The fact that this relationship is statistically significant further reinforces the notion that perceptions are a crucial driver of consumer behavior in the agro-food market. We also consider that the strength of this effect suggests that perception-related factors, such as product authenticity, health benefits, and environmental sustainability, play a pivotal role in shaping consumer purchasing decisions.

The regression model derived from this analysis is as follows:

$$\text{Purchase Intention} = 1.02 + 0.59 \times (\text{Perception Score})$$

This equation suggests that when the perception score is zero, the baseline purchase intention is approximately 1.02. While this value may not have practical significance on its own, it highlights the starting point of purchase intention when the perception score is at its lowest. Further, the model's coefficient of determination (R^2) was calculated to be 0.45, indicating that approximately 45% of the variance in purchase intention can be explained by differences in consumer perceptions of the products. While an R^2 value of 0.45 is typical in behavioral research, where multiple factors often influence consumer decisions, this result still reflects a substantial explanatory power for a single predictor model. In practical terms, it suggests that consumer perceptions alone have a notable influence on the likelihood of purchasing traditional agro-food products.

The substantial coefficient of determination indicates that there is other factors influencing purchase intentions not captured by this model, but it does establish the importance of perceptions in driving consumer behavior. In the same time, future research may consider incorporating additional variables, such as price sensitivity, product availability, and brand loyalty, to further explain the remaining variance in purchase intentions.

These findings underscores the significant role of positive consumer perceptions, particularly those related to authenticity, healthiness, and environmental sustainability, as strong predictors of consumers' purchasing intentions. As evidenced by the regression model, consumers who view traditional agro-food products favorably in these key attributes are more inclined to express a stronger intention to purchase them. Results aligns with broader trends in consumer behavior, where modern buyers increasingly prioritize sustainability, health-consciousness, and a connection to cultural or traditional values in their food choices[6].

We consider that this insight has profound implications for marketing strategies targeting agro-food products. Specifically, businesses looking to boost sales in Peștera's local market should prioritize strategies that highlight the authenticity, nutritional value, and environmental benefits of their products[2]. By emphasizing these attributes, brands

can enhance consumer perceptions, which, as shown by the regression analysis, will likely lead to higher purchase intentions. In light of the significant predictive relationship established in the regression analysis, it is clear that enhancing consumer perceptions is key to driving purchasing behavior in the agro-food market. Therefore, marketing efforts should focus on reinforcing perceptions of authenticity, healthfulness, and environmental sustainability. Communicating these values effectively to the target audience in Peștera could result in increased consumer engagement, stronger brand loyalty, and ultimately, higher sales for traditional agro-food products.

Furthermore, the finding suggests that perceptions are not only important—they are essential. In a market where consumers are increasingly discerning and socially conscious, fostering a positive perception of products that align with these values is not just beneficial; it is likely to be the most effective path toward sustained market success.

CONCLUSIONS

The present research provides compelling evidence that consumer perceptions play a pivotal role in shaping purchasing behavior toward traditional agro-food products in the Peștera region. Throughout the analysis, it became evident that attributes such as authenticity and healthiness occupy a central place in consumers' value systems, strongly suggesting that marketing efforts should strategically focus on these two dimensions, integrating them as fundamental pillars within promotional narratives and product positioning.

Another important insight is derived from the study concerns the influence of educational background on purchasing intentions. Consumers with higher educational attainment displayed a significantly greater propensity to purchase traditional products, pointing to the necessity for differentiated marketing strategies. Tailoring communication to emphasize intellectual values, such as sustainability, heritage conservation, and health consciousness, can resonate more effectively with this segment and foster deeper consumer engagement.

Moreover, the strong positive relationship between perceptions and purchase intentions, as revealed by the regression analysis, reinforces the vital role of perception management in successful marketing. It is no longer sufficient for traditional product producers to rely solely on intrinsic product quality; instead, they must proactively shape consumer perceptions through transparent, emotionally engaging, and sustainability-centered messaging. This approach aligns with broader shifts in consumer behavior toward more socially responsible and values-driven consumption.

For producers seeking longterm market success, investment in storytelling, heritage preservation, and clear, trustworthy labeling emerges as a strategic imperative. Storytelling, in particular, offers a powerful mechanism to create emotional connections with consumers, transforming products from mere commodities into symbols of cultural identity and community pride. Simultaneously, transparent labeling practices can bridge gaps in consumer trust, offering verifiable information about product origins, production methods, and ecological impact.

Looking ahead, we consider that future research opportunities abound, because a natural extension of this work would be to examine the role of digital marketing tools, such as social media campaigns and e-commerce platforms, in expanding the reach of traditional agro-food products beyond local markets. Understanding how digital channels influence consumer perceptions and purchasing behaviors could offer valuable insights for producers aiming to scale their marketing efforts while maintaining the authenticity and values that define their products.

In conclusion, the findings not only enhance academic understanding of consumer behavior in rural markets but also provide practical guidance for local producers and policymakers. In a rapidly evolving marketplace, success will belong to those who recognize that perceptions are powerful—and that shaping them thoughtfully is key to sustaining both economic vitality and cultural heritage.

REFERENCES

- [1]. **ADEGBEYE M. J., ADETUYI B. O., IGIRIGI A. I., ADISA A., PALANGI V., AIYEDUN S., SALEM A. Z.**, 2024, Comprehensive insights into antibiotic residues in livestock products: Distribution, factors, challenges, opportunities, and implications for food safety and public health. *Food Control*, 163, 110545, available at: <https://www.sciencedirect.com/science/article/pii/S0956713524002627>
- [2]. **BARBIERI C., MAHÉ L. P.**, 2013, Territorial food systems and local development: An integrated approach. Wageningen Academic Publishers
- [3]. **BESSIERE, J., & TIBERE, L.**, 2013, Traditional food and tourism: French tourist experience and food heritage in rural spaces. *Journal of the Science of Food and Agriculture*, 93(14), 3420-3425, available at: <https://scijournals.onlinelibrary.wiley.com/doi/abs/10.1002/jsfa.6284>
- [4]. **BIMBO F., NICO K., DE MEO E.**, 2025, Assessing the Quality and Floral Variety Market Value: A Hedonic Price Model for Honey. *Sustainability*, 17(9), 3903, available at: <https://www.mdpi.com/2071-1050/17/9/3903>
- [5]. **COOMBE R. J., MALIK S. A.**, 2018, Transforming the work of geographical indications to decolonize racialized labor and support agroecology. *UC Irvine L. Rev.*, 8, 363, available at: https://heinonline.org/hol-cgi-bin/get_pdf.cgi?handle=hein.journals/ucirvire8§ion=23
- [6]. **DAUGSTAD K., KARLSEN I.**, 2018, The role of traditional food in rural tourism development. *Tourism Planning & Development*, 15(3), 295-311
- [7]. **DELLA CORTE V., DEL GAUDIO G., SEPE F.**, 2018, Innovation and tradition-based firms: a multiple case study in the agro-food sector. *British Food Journal*, 120(6), 1295-1314, available at: <https://www.emerald.com/insight/content/doi/10.1108/bfj-07-2017-0380/full/html>
- [8]. **GARCÍA-BARÓN S. E., CARMONA-ESCUZIA R. P., HERRERA-LÓPEZ E. J., LEYVA-TRINIDAD D. A., GSCHAEDLER-MATHIS A.**, 2025, Consumers' Drivers of Perception and Preference of Fermented Food Products and Beverages: A Systematic Review. *Foods*, 14(5), 713, available at: <https://www.mdpi.com/2304-8158/14/5/713>
- [9]. **GHERDAN A. E. M., BACTER R. V., MAERESCU C. M., IANCU T., CIOLAC R., UNGUREANU A.**, 2025, Sustainable Tourism Development in Mountain Regions: A Case Study of Peștera Village, Brasov County, Applying the Analytic Hierarchy Process. *Sustainability* (2071-1050), 17(4), available at: <https://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=20711050&AN=183287272&h=C4LXAJXAKduOITb5RefVXahq59LXDdGvkW301fqD7T0iy%2FY4d9Og88yr4tK0IUAmYH58odNkQ8H9PIJWsS%2FFdw%3D%3D&crl=c>
- [10]. **MARSDEN T., MURDOCH J.**, 2010, Sustainable Agriculture and Food: Global Perspectives. Routledge
- [11]. **MANTINO F., VANNI F.**, 2018, The role of localized agri-food systems in the provision of environmental and social benefits in peripheral areas: Evidence from two case studies in Italy. *Agriculture*, 8(8), 120, available at: <https://www.mdpi.com/2077-0472/8/8/120>

- [12]. **MGOMEZULU W. R., CHITETE M. M., MAONGA B. B., DZANJA J., MULEKANO P., QUTIESHAT A.**, 2024, Agricultural subsidies in a political economy: Can collective action make smallholder agriculture contribute to development?. *Research in Globalization*, 100212, available at: <https://www.sciencedirect.com/science/article/pii/S2590051X24000212>
- [13]. **MICHEL M., ELDRIDGE A. L., HARTMANN C., KLASSEN P., INGRAM J., MEIJER G. W.**, 2024, Benefits and challenges of food processing in the context of food systems, value chains and sustainable development goals. *Trends in Food Science & Technology*, 104703, available at: <https://www.sciencedirect.com/science/article/pii/S0924224424003790>
- [14]. **STAHEL W. R., JACKSON T.**, 2024, Optimal utilisation and durability—towards a new definition of the service economy. In *Clean Production Strategies Developing Preventive Environmental Management in the Industrial Economy* (pp. 261-291). CRC Press, available at: <https://api.taylorfrancis.com/content/chapters/edit/download?identifierName=doi&identifierValue=10.1201/9781003575535-16&type=chapterpdf>
- [15]. **SIDALI K. L., KASTENHOLZ E., BIANCHI, R.**, 2015, Food tourism, niche markets and products in rural tourism: Combining the intimacy model and the experience economy as a rural development strategy. *Journal of sustainable tourism*, 23(8-9), 1179-1197, available at: <https://www.tandfonline.com/doi/abs/10.1080/09669582.2013.836210>
- [16]. **WATTS M., GOODMAN D.**, 2013, Agrarian Questions: Global appetite, local metabolism: nature, culture, and industry in fin-desiècle agro-food systems. In *Globalising food* (pp. 1-23). Routledge, available at: <https://api.taylorfrancis.com/content/chapters/edit/download?identifierName=doi&identifierValue=10.4324/9780203444894-1&type=chapterpdf>