



# **Food and Agribusiness Marketing in Europe (Journal of International Food and Agribusiness Marketing)**

*Erdener Kaynak, Matthew Meulenberg*

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This groundbreaking book is the first to provide state-of-the-art information on the current changes and developments in European food and agricultural marketing. Food and Agribusiness Marketing in Europe contains broad and up-to-date coverage of agricultural and food marketing by experts in a variety of European countries including Germany, Greece, Italy, the United Kingdom, France, Ireland, Belgium, the Netherlands, Spain, and Hungary. With chapters selected by the famous marketing specialist Matthew Meulenberg of The Netherlands, this enlightening book allows food and marketing professionals to gain new perspectives on the changing roles of food retailing and food industry in agricultural marketing and the structure of agriculture and food markets. This insightful book introduces readers to the common factors influencing European food marketing today including the stagnating volume of food demand, severe competition between suppliers of agricultural and food products, the overall shift in agricultural marketing towards more market-consumer orientation, and the resulting concern about product development, branding, and customer relationships. Major national differences in food and agricultural marketing in each country are also analyzed, in particular, the problems of implementing European Community legislation in the face of tremendous divergences among member countries in their needs, expectations, and priorities. Some of the other important topics covered in this in-depth book include:

- European food consumption and consumers
  - food retailing in Europe
  - the impact of the Common Agricultural policy and other government policies on agricultural marketing
  - the conduct of agricultural marketing institutions and agribusinesses and their marketing performances
  - agricultural and food marketing channels in European countries
- Food and Agribusiness Marketing in Europe is the first resource available that provides essential information on the tremendous changes in food and agricultural marketing in Europe. It is an invaluable reference on European marketing for students and teachers of agricultural marketing, European-oriented agribusiness managers, and internationally oriented agriculture policymakers who need to develop an understanding of food marketing developments in this area of the world.

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