

The Future of Sustainable Marketing: Stakeholder Perspectives on Sustainable Agricultural Marketing

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Abstract

The concept of sustainable agricultural marketing is gaining momentum with many countries seeking to sustainably increase their market access, with rising concerns of opening regional borders in the African continent or rather creating free trade zones. These initiatives have raised questions regarding the role of various stakeholders towards sustainable agricultural marketing. The thrust of the chapter is to determine the perspectives of various stakeholders such as the government, suppliers, farmers, and the customers in embracing sustainable agricultural practices. The chapter's methodology reviewed various literatures to determine the trends in the development, implementation, and the future life of sustainable agricultural marketing. The study was informed by the stakeholder theory by Freeman. The major findings were that sustainable agricultural marketing can only be achieved through stakeholder consensus in embracing the concept.