
Innovations in Agribusiness Branding and Packaging: Perspectives and Practices

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Preface

Agribusiness is undergoing a remarkable transformation. What was once seen primarily as a sector concerned with primary production has now evolved into a dynamic space where value addition, market orientation, sustainability and innovation are key drivers of growth. At the core of this transformation lie two critical yet often underexplored pillars: branding and packaging.

In today's highly competitive and consumer-driven markets, branding is no longer a luxury reserved for multinational corporations; it has become an essential strategy for smallholder farmers, cooperatives, startups and large-scale agri-enterprises alike. Whether it is a local honey producer differentiating through storytelling or a dairy brand leveraging eco-friendly packaging to appeal to environmentally conscious consumers the power of a well-crafted brand is undeniable.

This book, *"Innovations in Agribusiness Branding and Packaging: Perspectives and Practices,"* is a timely contribution to the growing discourse on agricultural value addition. It is a curated collection of chapters authored by academics, researchers and practitioners from diverse backgrounds. Each chapter brings a unique perspective addressing both foundational concepts and emerging trends from designing brand identity and consumer psychology to the role of digital marketing, GI tagging and packaging innovations in the dairy, horticulture and livestock sectors.

Importantly, the book also explores the role of policy frameworks, export regulations, indigenous knowledge and technological interventions like blockchain and smart packaging offering a holistic view of the evolving branding landscape in agribusiness.

We hope this volume serves as a valuable resource for students, professionals, policy-makers and entrepreneurs who seek to understand and leverage branding and packaging as strategic tools for agribusiness development. As we move toward more resilient and market-ready food systems, the insights presented here are not only relevant—they are essential.

We extend our sincere gratitude to all the contributing authors for their valuable insights and dedication to this project. Their contributions have not only enriched this volume but also advanced the broader conversation around sustainable and market-oriented agribusiness.

Editors

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Contents

Preface	v
1. Sustainable Agriculture Packaging Solutions for Agri-Business Commodities: A Systematic Literature Review using SPAR-4-SLR Review	1
2. Packaging and Branding for Non - Timber Forest and Horticultural Products	15
3. The Influence of Packaging on Consumer Preference in Agri Products	29
4. Export-Oriented Packaging and Branding: Meeting Global Standards	41
5. Packaging and Branding of Dairy and Livestock Products in the Indian Context: A Comprehensive Exploration of Current Dynamics and Future Horizons	59
6. Eco-Friendly and Smart Packaging Innovations in Agribusiness	69
7. Evolving Landscapes: The Role of Branding in Modern Agribusiness	81
8. Designing Brand Identity for Agricultural Products	93
9. Strengthening Agribusiness Competitiveness through Branding and Packaging: An Extension Perspective	107
10. Value Addition through Branding in Agro-Based Enterprises	123
11. Branding Indigenous and Traditional Agricultural Products	135

12. Branding for Agri Startups: Challenges and Opportunities	145
13. Geographical Indications (GI) and Rural Branding Initiative	153
14. Storytelling and Cultural Branding in Farm-to-Table Ventures	165
15. Consumer Psychology and Agribusiness Branding Strategies	179
16. Policy and Institutional Support for Agribusiness Branding	191
17. Future Trends: Tech-Driven Innovations in Agri-Branding and Packaging	203