

Sufficiency and food well-being: The perspective of emerging adults

Valerie Hemar-Nicolas

Université Paris-Saclay

Liselotte Hedegaard

Roskilde University

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Abstract

This research aims to examine in what way consumers consider food sufficiency, as an approach to food sustainability, in their quest for Food Well-Being (FWB). Drawing on the Max-Neef's Human-Scale Development (H-SD) as a theoretical framework, a qualitative study, based on semi-structured interviews with 19-25-year-olds, examines how emerging adults perceive sufficiency-oriented food experiences as ways of satisfying their essential needs. The findings highlight that young adults' anticipation of how food sufficiency can contribute to well-being is closely linked to their commitment to the food sufficiency approach. However, they all have mixed feelings. While food sufficiency can help them to satisfy their essential food needs, it can also have harmful consequences. This research contributes to the literature in marketing that advocates for sufficiency-oriented sustainability to meet essential needs of all people within the planetary boundaries and to the conceptualisation of FWB in the context of sufficiency.

Track: Social Responsibility & Ethics