APAE inaugurates the second edition of its agri-food communication expert course

On May 5, the students of the second edition of the University Expert Course in Food Communication began their face-to-face session in Lérida with a visit to an apple farm in Bellpuig. There, the Yara Iberian agronomic director, Luis Ángel López, explained the importance of nutrients being effective for the development of plants, as well as their positive role in relation to climate change. The students could also learn about the cultivation of the platerina, a fruit similar to the Paraguayan fruit, which is highly prized in the market, in which the exact application of the nutrients reduces the natural cracking produced in the fruit.

Subsequently, the director of the Food Information and Control Agency, José Miguel Herrero, explained the origin and purpose of the Food Chain and AICA Law, to end by explaining the communication strategy that is being carried out in the Agency: *"One of the first objectives that we proposed in the AICA was external communication. We wanted to make it known as a close, reliable, rigorous and prestigious organization ",* he said. However, Herrero confessed that perhaps the name of the AICA leads to confusion, since on occasion they receive requests for control of food fraud in terms of quality or food safety, "*when this work is in the hands of other agencies of the Public Administration" .*

In the afternoon, the students discussed intensively on the agricultural sector and their communication in the workshop called *"Dismantling the agrifood communication*" made by Professor Miguel Ventayol, who is the head of press at UPA Castilla La Mancha.

The next session of this title of University Expert will take place on May 18 in Madrid.

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The course, the only one of these characteristics that is offered in Spain, is a title of the San Jorge University, sponsored and guided by the Association of Agri-Food Journalists of Spain, APAE, which is the reference professional organization.

The training, of 525 hours, will be reintroduced in blended format, combining online classes with six face-to-face classes that will take place in different cities of the Spanish territory, which will allow the students to know first-hand the different realities of communication and food industry.

Among the professors are professors from the Faculty of Communication and Social Sciences of the San Jorge University, journalists and agrifood communicators as well as recognized experts in the various areas of the primary sector.

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