Countdown to the APAE University Expert Course on Agro-Food Communication

Next Friday, February 24th, the University Expert Course in Agri-Food Communication**, organized by the** Association of Spanish Agro-Food Journalists (APAE) **in collaboration with the** University of San Jorge (USJ)**, will begin. Its last act of presentation took place the past 1st of February in the** CaixaForum of Saragossa**.**

During the event, organized by the Association of Spanish Agri-Food Journalists (APAE) and the University of San Jorge (USJ), *the importance of training in communication and journalism specializing in agri-food was highlighted.*

"Today, there is an important gap for agri-food journalists, because this has been one of the sectors that have best weathered the crisis"; "In this sector we need more spokespeople who communicate well"; "You have to get professionals who make agri-food information less boring." These were some of the opinions that were expressed during the round table held on the occasion of the presentation of the title of University Expert in Agro-Food Communication in the capital of

Zaragoza.

> The course, a title of the University San Jorge co-managed by the Association of Agro-food Journalists of Spain, will be taught in a blended way through online classes and face-to-face sessions

"Agrifood journalists are like food producers and their industries, stuck to the territory, in the rural environment, *so the most logical thing is to do it online. However, we also believe that it is necessary to have a personal contact and that the students know first-hand the people of the sector",* explained the co-director of the course and journalist specialized in agriculture, Elisa Plumed.

> Elisa Plumed: "this is the only title in Spain aimed at specializing journalists in the agri-food sector and teaching professionals to better communicate"

Institutional and sectoral support

The Minister of Rural Development and Sustainability of the Government of Aragon, Joaquin Olona, insisted on the importance of communicating well and having journalists specialized in the agri-food sector. "Several decades ago, when the agrarian population was 60% there was nothing to tell, but now, everything is different," said Olona.

At the table of experts in communication and in the agri-food sector participated the Director of Marketing and Communication of La Zaragozana, Enrique Torguet; The president of the communication agency AGR Food Marketing, Mateo Blay; the agrifood journalist and director of the magazine Gastro, José Miguel Urtasun; And the manager of the Association of Agri-Food Industries of Aragon, José Ignacio Domingo.

Source: APAE

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