Interprofessional, distributors and institutions will discuss the value chain in the global world

Editorial Agrícola, in collaboration with the Ministry of Agriculture, Food and Environment (Magrama), the Spanish Association of Supermarkets and Supermarkets Distributors, the Designation of Origin Estepa, Interalimentario Forum, the Interprofessional Porcine Whitecloak and Makro organizes the December 10 the conference "Agricultural Café. Value chains in a global market In Search of Excellence", which will take place from 9 in the morning at the headquarters of the Ministry of Agriculture, Food and Environment (Square San Juan de la Cruz 10, Madrid) and will feature the sponsorship of BBVA, Enesa and Massey Ferguson.

The conference, which will be opened by the CEO of Productions and Agricultural Markets. Ministry of Agriculture, Food and Environment, Fernando Miranda, will run from four roundtables. In the first of these involved the own Fernando Miranda also the Minister of Agriculture, Environment and Rural Development Castilla-La Mancha, Francisco Martínez Arroyo, the European People's Party MEP Esther Herranz Garcia and Tomas Azcarate, representative of the Institute of Economics, Geography and Demography (IEGD CSIC Madrid), who will address the theme "A PAC facing the consumer."

There will then be another round table in which the profitability of farmers will be addressed from innovation and risk management, with the participation of Enrique Fernandez-Marcote (Massey Ferguson Brand Manager), Jorge Rueda Esteban (SMEs segment offer agricultural value BBVA) and Francisco José María García, director of ENESA.

During the day some success stories were also known in the agrifood value chain, as shall be those set by Moses Knight Paez (secretary of the Designation of Origin Estepa), Beatriz Garcia Cabredo (Director of Communication and Sustainability MAKRO), Victor Yuste Jordan (CEO Forum Interalimentario) and Alberto Herranz Herranz (director of the Interprofessional Porcine Layer Blanca, INTERPORC). There will also be a round table that will be addressed from all prisms the newly adopted Code of Good Practice in the food chain.

In this forum will participate the General Director of the Food Industry (Ministry of Agriculture, Food and Environment) Fernando Burgaz, the deputy director of Cooperative Agro-alimentary of Spain, Agustin Gonzalez Herrero, Director of Competitiveness and Sustainability Industry Federation Food and Beverages, Pello Paloma Sanchez, General Director of the Spanish Association of Distributors, Supermarkets and Supermarkets, Ignacio Garcia Magarzo and Vice President of the Federation of Independent Users-Consumers (Miguel Garcia Perez).

At the end of the day will take place the presentation of the III Agricultural Editorial Award, the Christopher XV door prize, third prize and José Humanes.

See the program of the day on the value chain.

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