The course of expert in agri-food communication of APAE and the University San Jorge launches course

On Tuesday, December 20th, the University Expert Course in Agri-Food Communication was presented by the Association of Spanish Agro-Food Journalists (APAE) together with the University of San Jorge (USJ).

During this event, which was hosted by the Ministry of Agriculture and Fisheries, Food and Environment (MAPAMA), the director of the USJ Communication Degree, José Verón, and APAE vice-president Miguel Ángel Mainar, gave details of this semipresencial course that will begin next February 24th, aimed at university graduates who wish to focus their professional career towards journalism or agri-food communication, as well as professionals who demonstrate interest or link with information and agri-food communication.

The presentation of this course has been supplemented by holding a roundtable on journalism and communication in the food industry, which participated Maria Sanchez, secretary general of the Spanish Confederation of Retail Meat (CEDECARNE), Eduardo Baamonde, president of Cajamar, Felix Munoz, consultant and professor of Marketing and Communications, Jorge Jaramillo, head of agrifood information in Castilla-La Mancha Media, Sergio Gomez, editor and presenter of Agrosfera (TVE) and Lourdes Zuriaga program, president of APAE. For more than an hour, the participants addressed the situation of journalism and agri-food communication from their professional experience, emphasizing the need to consider communication *"not as an expense, but as an investment, because it is profitable"*, as has highlighted Lourdes Zuriaga.

To follow everything related to the presentation of this course, you can access Twitter, through the hashtag #CursoAPAE or through the account @Apae_informa

This presentation, which has benefited from the collaboration of the Mediterranean Diet Foundation, has also reinforced the objectives of the course, which are none other than training future journalists, improving training in the profession and helping companies in the sector to exercise Journalism and communication in an effective way.

Presentation to MAPAMA

An hour before the presentation, APAE President Lourdes Zuriaga and APAE Vice-President Miguel Angel Mainar held a meeting with the Undersecretary of the Ministry of Agriculture and Fisheries, Food and Environment, Jaime Haddad, who has met Ffirst hand the details of the course, opening in turn the possibility of supporting the training of journalists who can collaborate in a future in MAPAMA's communication department.

Source: APAE