The first edition of the University Expert Course in Agro-Food Communication

On March 10th, the University Expert Course on Agro-food Communication**, organized by the** Association of Spanish Agro-Food Journalists (APAE) **and the** University of San Jorge (USJ)**, began its journey. A course supported by organizations such as** Yara**,** AEPLA**,** Bayer CropScience**,** Foro Interalimentario **and** Cajamar**, and *whose objective is to train future journalists, improve training in the profession and help companies in the agri-food sector to exercise Journalism and Communication in an effective way.***

The first session was held at the San Jorge University Campus and the three co-directors of the course, Juan José Verón, Miguel Ángel Mainar and Elisa Plumed, participated in the course.

Verón has shown his satisfaction and that of the USJ for the beginning of the course, *which although it has a dozen students, it is a good number for a first edition of such a specialized training.* Miguel Angel Mainar, also vice-president of APAE, expressed the enthusiasm of the association for seeing an initiative that has been working for some time and for which the sponsorship and collaboration of important companies and groups of the food industry.

The co-director of this course, Elisa Plumed, *has referred to it as "a hybrid, where you want to train journalists and communicators about the food sector and primary sector professionals on*

information and communication".

This semipresencial course *(much of it will be taught online)* began with a first face-to-face session in Zaragoza. Also, over the next few months will be held other sessions face to face in different parts of the Spanish geography as Madrid or Toledo.

> With this training, it is intended, little by little, to align informers and professionals of the food industry, with the ultimate aim of communicating better about an area as important for the economy and society as the primary sector

Source: APAE

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