



MEDITERRANEAN AGRIBUSINESS SCHOOL (MABS) Summer Program

“Spanish food culture: Mediterranean diet & the agrifood industry”

Zaragoza (Spain), 7 June - 2 July 2021

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Time	Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11	Sat. 12	Sun. 13
9:00 11:00	Welcome	Spanish	Spanish	Spanish	Spanish	Pyrenees	
Coffee Break							
11:30 13:30	The Mediterranean Diet Intangible cultural heritage of humanity	Consumption of Mediterranean Products	Agrifood Systems: Global strategies	The European Food Quality Model	Agrifood Production for a Sustainable Rural Environment		
Lunch Break					Bus leaves at 14:00		
15:00 17:00	Communication, Marketing & Branding Project Work	European Food Quality and Safety	Spanish Agrifood System	Designations of Origin and Aragones Quality Label Tasting Session			
E V E N I N G	Get-together and Tapas Experience						

Academic program
 Spanish
 Interactive sessions
 Project work
 Hands-on experience
 Field trips



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Time	Monday 14	Tuesday 15	Wednesday 16	Thursday 17	Friday 18	Sat. 19	Sun. 20	
9:00 11:00	Spanish	Spanish	Field trip: Links between culture, tourism and food in “Somontano county”	Spanish	Spanish	Field trip: The Ebro Delta	Free Day	
	Coffee Break			Coffee Break				
11:30 13:30	Agrifood Value Chains	A Taste of Spain: Olive oil		Case Study: International markets for EVOO	The Value Chain for Mediterranean Products Case study of Spanish seafood products			
	Lunch Break			Lunch Break	Bus leaves at 14:00			
15:00 17:00	Case Study: The miracle of Spanish cuisine	The Value Chain for Mediterranean Products Case study of Spanish extra virgin olive oil		Communication, Marketing & Branding Project Work				
E V E N I N G								

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Time	Monday 21	Tuesday 22	Wednesday 23	Thursday 24	Friday 25	Sat. 26	Sun. 27		
9:00 11:00	 Spanish	 Spanish	 Field Trip to “La Rioja” Historic city of Vitoria	 Visit to San Sebastián The Basque experience	 Spanish	 Free Weekend			
Coffee Break					Coffee Break				
11:30 13:30	 Ecomonegros (organic mill and bakery)	 The Value Chain for Mediterranean Products Case study of Spanish wine			 Field Trip to “La Rioja” Historic city of Vitoria			 Visit to San Sebastián The Basque experience	 International Marketing of Wines European Garnacha Quality Wines
Lunch Break					Bus leaves at 14:00				
15:00 17:00	 Communication, Marketing & Branding Project Work	 International Trade of Spanish Wine	 Field Trip to “La Rioja” Historic city of Vitoria	 Visit to San Sebastián The Basque experience		 Free Weekend			
EVENING								 Free Weekend	

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Time	Monday 28	Tuesday 29	Wednesday 30	Thursday 1	Friday 2	Sat. 3	Sun. 4
9:00 11:00	 Spanish	 Spanish	 Field Trip: Valdejalón county Farmers and wholesalers	 Spanish	 Spanish	 ¡Hasta pronto!	
Coffee Break		Coffee Break					
11:30 13:30	 The Value Chain for Spanish Fresh Fruit and Vegetables	 International Trade of Spanish Fruit and Vegetables		 The Mediterranean Diet: Latest Health Issues	 Students' Final Presentations and Wrap-up Session		
Lunch Break		Lunch Break					
15:00 17:00	 Personalized Nutrition: Obesomics	 Communication, Marketing & Branding Project Work		 Communication, Marketing & Branding Project Work	 Farewell at La Aljafería (Arab Palace)		
E V E N I N G		 Practical Experience: Show cooking at “Los Sitios” Gastronomic Society					

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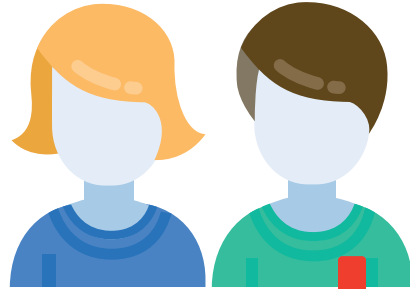
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5 - 30 July 2021

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4 week Internship in a Spanish



Agrifood Company