



MEDITERRANEAN AGRIBUSINESS SCHOOL (MABS) Summer Program

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

Zaragoza (Spain), 3 - 28 June 2019

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Time	Monday 3	Tuesday 4	Wednesday 5	Thursday 6	Friday 7	Sat. 8	Sun. 9
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 Agroifood System	 Designations of Origin and Aragonese Quality Label Tasting Session			
E V E N I N G	 Sightseeing Tour						
	 Get-together and Tapas Experience						

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



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Time	Monday 10	Tuesday 11	Wednesday 12	Thursday 13	Friday 14	Sat. 15	Sun. 16	
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			Bus leaves at 14:00
Lunch Break		Lunch Break						
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					
EVENING								

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Time	Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21	Sat. 22	Sun. 23	
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			 International Trade of Spanish Wine			
Lunch Break				Bus leaves at 14:00				
15:00 17:00	 The Wine of Stones: D.O. Cariñena	 Communication, Marketing & Branding Project Work						
EVENING	 Traditional Brewery “La Zaragozana”							

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Time	Monday 24	Tuesday 25	Wednesday 26	Thursday 27	Friday 28	Sat. 29	Sun. 30
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	 Nutrigenomics: Feeding and Genetics	 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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1 - 26 July 2019

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4 week Internship in a Spanish



Agrifood Company