

## Course Program

### Mediterranean Foods Know-How in the Agri-Food Industry

A day per day in the life of agri-food affairs

#### **Sunday**

Arrive to Valencia  
Navette lift to RESA Patacona Student Dorm

#### **Monday**

Arrive to Valencia  
Navette lift to Student Dorm  
Coordinators kick-off Meeting & dinner

#### **Tuesday**

Welcome Meeting: Course Introduction by Prof. Dr. Vicente Castell. Room 3P 1.03  
Lecture: *Why do we eat what we eat?*  
By Dr. Edgar Pérez. Room 3P 1.03  
Central Market visit with Prof. Dr. Edgar Pérez.  
<https://www.mercadocentralvalencia.es/>  
Welcome Paella Lunch. Restaurante Casa César.

#### **Wednesday**

Lecture: *Rice production in Spain & Drone Applications*. Room 3P 1.03  
By Prof. Dr. José María Osca  
Visit to a rice production area and a processing center with Prof. Dr. José María Osca  
<http://www.ricetartana.com/>  
Lunch on site followed by a discussion session

### **Thursday**

Lecture: *How to compete in a global and mature industry?*. Room 3P 1.03

By Prof. Dr. José Luis Aleixandre

Visit to a wine cellar with . Prof. Dr. José Luis Aleixandre

<https://www.chozascarrascal.es/>

Lunch on site followed by a discussion session

### **Friday**

Lecture: *(Past, Present & Future:) Citrus origin and production in the Mediterranean area*. Room 3P 1.03

By Prof. Dr. Carlos Mesejo

Visit a citrus processor with Prof. Dr. Carlos Mesejo.

<http://www.martinavarro.es/>

Lunch on site followed by a discussion session

### **Saturday**

Excursion: *Calas de Moraira-Teulada and La Marina Alta county*

By Eng. Claudio Benavent

Full-day cultural and social immersion to the local community with Eng. Claudio Benavent

<http://www.teuladamoraira.com.es/>

Bus transportation and meals provided

### **Sunday**

Excursion: *Historical City of Xativa and Vall d'Albaida county*

By Eng. Claudio Benavent

Full-day cultural and social immersion to the local community with Eng. Claudio Benavent

<https://www.xativaturismo.com/>

Bus transportation and meals provided

### **Monday**

Lecture: *Tomato production in the Mediterranean Area*. Room 3P 1.03

Prof. Dr. Salvador López.

Visit to a tomato production in El Perelló

Prof. Dr. Salvador López

Lunch on site followed by a discussion session

### **Tuesday**

Lecture: *Business potential of a typical Valencian crop: tigernut.* Room 3P 1.03

Prof. Dr. Vicente Castell

Visit to a tiger nut farm and Horchata tasting with Prof. Dr. Vicente Castell

<http://horchaterialobrador.com/>

Lunch on site followed by a discussion session

### **Wednesday**

Lecture: *Sustainability and local markets:the organic foods challenge.* Room 3P 1.03

By Prof. Dr. Lola Raigón.

Trip to an integrated production field with Prof. Dr. Lola Raigón.

<https://cabesan.eu/>

Lunch on site followed by a discussion session

### **Thursday**

Lecture: *Producing dairy products for the local market.* Room 3P 1.03

By Prof. Dr. Chelo González

Visit a cheese factory with Prof. Dr. Chelo González

<https://www.hoyadelaiglesia.com/>

Lunch on site followed by a discussion session

### **Friday**

Lecture: *Quality local olive oil: how to compete against massive producers.* Room 3P 1.03

Prof. Dr. Edgar Pérez

Visit to an olive oil production area and an olive oil mill with Prof. Dr. Edgar Pérez

<https://www.campoenguera.es/>

Lunch on site followed by a discussion session

### **Saturday**

Free Weekend

### **Monday**

Lecture: *The Spanish dried cured meat products local business*. Room 3P 1.03

By Prof. Dr. José Manuel Barat

Visit to a Embutidos Martínez with Prof. Dr. José Manuel Barat

<https://www.embutidosmartinez.es/>

Farewell lunch and Lunch and Award Ceremony at a restaurant on site.

### **Tuesday**

Day off for individual private issues.

Getting ready for the trip back home.

### **Wednesday**

Depart from Valencia

Navette lift to the airport