

**Intensive Programme (ERASMUS Programme) 2009-2010**  
**“OPPORTUNITIES FOR TRADITIONAL FOOD AT THE INTERNATIONAL**  
**MARKETS”**

**Coordinator University:**

UNIVERSIDAD MIGUEL HERNANDEZ - SPAIN

**Partners Universities:**

AGRICULTURAL UNIVERSITY OF WROCLAW – POLAND

UNIVERSITÀ DEGLI STUDI DI PADOVA – ITALY

UNIVERSITÀ DEGLI STUDI MEDITERRANEA DI REGGIO CALABRIA - ITALY

**Dates:** 4/05/2010 – 15/05/2010

**Workplace:** Universidad Miguel Hernández. Escuela Politécnica Superior de Orihuela.  
Ctra. Beniel km 3,2. 03312 Orihuela Alicante SPAIN

**Introduction**

Nowadays, the globalization of markets is a reality. In those traditional foods with very specific characteristics due to their origin, it is of vital importance knowing the different manufacturing processes and the acceptance of these products in other international markets. The internationalization of traditional foods is a challenge for agrofood companies, which first step should be making these traditional foods known for consumers. To reach this general aim is necessary to understand the needs and opinions of consumers about these foods in the different international markets.

The main objective of this Intensive Program is to analyze the potential of internationalization of three different traditional foods (agricultural product: tomato; manufactured agricultural product: virgin olive oil; manufactured food: turrón). To reach this goal is necessary to analyze the different methods of manufacture and the consumers' habits in different countries to establish valid strategies to adapt these traditional foods of high quality to the different international markets.

This Program is address for students of the degrees of Agricultural Sciences and Food Science, which will be selected at the origin universities.

The programmed activities will include both theory classes (lectures) to learn the concepts and manufacturing technologies used in different countries with practices of instrumental analyses and sensory evaluation. The Program will also include several visits to important food companies from the Valencian Community and the Region of Murcia.

**Profile participating students:**

Students on last courses of Agricultural Sciences and Food Science degrees.

Level English required: Basic English

ECTS: 4 credits

**Provisional Programme:**

Tuesday 04/05/2010	
Arrival participants	
Wednesday 05/05/2010	
10:00	Reception of participants
10:30 – 11:30	Welcome and introduction of Universities participants (15 min per University)
11:30 – 12:00	Break
12:00 – 14:00	Olive oil lesson
14:00 – 16:00	Lunch
16:00 – 18:00	Olive oil laboratory
18:00	Official opening Intensive Programme
Thursday 06/05/2010	
9:30 - 11:00	Tomato lesson
11:00 – 11:30	Break
11:30 – 13:00	Tomato lesson
13:00 – 14:00	Student work
14:00 – 16:00	Lunch
16:00 – 18:00	1 <sup>st</sup> session tomato laboratory
Friday 07/05/2010	
9:30 - 11:00	Traditional Food Marketing Introduction lesson
11:00 – 11:30	Break
11:30 – 13:00	Marketing lesson
13:00 – 14:00	Student work
14:00 – 16:00	Lunch
16:00 – 18:00	Sources of information. SWOT Analysis
Saturday 08/05/2010	
9:30 - 14:00	2 <sup>nd</sup> Session tomato laboratory and visit to EPSO field training
14:00 – 16:00	Lunch
16:00 – 18:00	Student work
Sunday 09/05/2010	
Cultural programme	
Monday 10/05/2010	
9:30 - 14:00	Visit to tomato fields and oil factory
14:00 – 16:00	Lunch
16:00 – 18:00	3 <sup>rd</sup> Session tomato laboratory
Tuesday 11/05/2010	
10:00 - 12:00	Analysis sensorial lesson
12:00 – 14:00	1 <sup>st</sup> Tasting session
14:00 – 16:00	Lunch
16:00 – 18:00	2 <sup>nd</sup> Tasting session

Wednesday 12/05/2010	
9:30 - 11:00	Turron lesson
11:00 – 11:30	Break
11:30 – 13:00	Turron lesson
13:00 – 14:00	Student work
14:00 – 16:00	Lunch
16:00 – 18:00	Turron laboratory
Thursday 13/05/2010	
9:30 - 18:00	Visit turron factory (Jijona)
14:00 – 16:00	Lunch
16:00 – 18:00	Visit ice cream factory (Alicante)
Friday 14/05/2010	
9:30 - 11:00	Student work
11:00 – 11:30	Break
11:30 – 14:00	3 <sup>rd</sup> Tasting session
14:00 – 16:00	Lunch
16:00 – 18:00	Student work
Saturday 15/05/2010	
9:30 - 11:00	Evaluation IP
11:00 – 11:30	Break
11:30 – 13:00	Conclusions IP
13:00 – 14:00	Preparation next IP
14:00 – 16:00	Lunch
16:00	Come back participants
Sunday 16/05/2010	
Come back participants	