

TRAINING IN PAMPLONA FOR AMBASSADORS OF THE COCOREADO PROJECT

On October 10, 11 and 12, Pamplona, located in northern Spain, will host the second training session for the 40 project ambassadors from different parts of Europe.

Throughout these days, the participants will carry out various activities around different topics such as the "seed" initiatives selected by the ambassadors and their implementation, public procurement models, and successful initiatives in Europe from which to extract good practices.

On Monday 10th in the afternoon they will visit the local product fair ([Local Product Week](#)) which is being held from 5th to 12th October in Pamplona for the seventh consecutive year. The ambassadors will be able to get to know the more than 40 producers of local and quality foodstuffs that will be on display in the Plaza del Castillo, and will have a guided tasting of Reyno Gourmet products. In addition, on 12 October, they will visit the [Landare association of consumers](#) of organic products and learn first-hand what it consists of and how it works.

The first training for the network of 40 COCOREADO Ambassadors was held in Brussels on 28 March. The sessions focused on good practices that help to (re)connect consumers and producers and/or strengthen the position of the farmer in the food chain and on the presentation of successful initiatives in this sense in different parts of Europe, with the aim of getting the ambassadors to create and work on new "seed" initiatives, which have been developed during these months.

After these conferences, the general meeting of the project partners will be held on 13 and 14 October at the headquarters of the public company INTIA in Villava / Atarrabia.

About COCOREADO

The COCOREADO project, funded by the European Union's Horizon 2020 programme, aims to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. The project adopts a multi-actor approach and is based on Agricultural Knowledge and Innovation Systems (AKIS).

To know more about the COCOREADO project, visit the [project's website](#).

