

## **AES Conference Symposium: “Reflections on Twenty Years of *EuroChoices* in Communicating Accessible Economic and Social Analysis”**

This year sees the 20<sup>th</sup> anniversary of the launch of the journal *EuroChoices*, a visionary cooperative initiative between the Agricultural Economics Society and the European Association of Agricultural Economics. The broad aim of the journal is *outreach*, the communication of carefully reasoned and accessible analysis of agri-food and rural resource issues, usually with an economic underpinning, to a wide range of readers. The journal continues to be true to its mission to ensure that all stakeholders – the policy community, business, NGOs, academics, students and the general public – have the opportunity to benefit from the research and opinion in the journal’s unique and attractive structure.

The Symposium will reflect on the journal’s development since its launch in 2001. Editor-in-Chief, John Davis and AES Secretary and Co-editor, Wilfrid Legg, both of whom have been involved with the journal since its launch, will introduce the session with a reflection on the origins of *EuroChoices*, its development, management and achievements. Co-editors David Blandford (Pennsylvania State University) and Martin Banse (Thünen Institute) will present a rigorous analysis of the journal’s content since its launch, including the geographic sources of submissions and the main strategic themes of published articles. Krijn Poppe (Wageningen University and Chair of the EuroChoices Advisory Board) and Alan Matthews (Trinity College Dublin and well-known blogger) will address the evolving communication challenges. They will include a brief overview of relevant policy, industry and consumer trends along with the use of social media in journal communication and development.

The symposium will conclude with a panel session including symposium presenters and two invited contributors: Aidan O’Driscoll, policy maker and former Secretary General in the Department of Agriculture, Ireland; and Antony Hey, a Senior Journals Publishing Manager at Wiley and our main Wiley contact for *EuroChoices* since 2018. The session will reflect on the heightened challenges of effectively communicating rigorous, relevant and readable articles in a rapidly changing industry and policy environment. Audience participation will be strongly encouraged to include topics for future issues, the use of social media, electronic or hard copies, engaging with early career authors, and author awards. Questions and comments can be posted online ahead of the Session.