



Media Release

For Immediate Release

To: All Media

Date: 17 February 2025

Attention: News Editors / Agricultural writers

AGRICULTURAL RESEARCH COUNCIL HOSTS AGRO-PROCESSING INNOVATION EVENT, SHOWCASING GROUNDBREAKING ADVANCEMENTS IN FRUIT DRYING, ESSENTIAL OIL DISTILLATION, SOAP MAKING & MORE

The Agricultural Research Council (ARC) is set to host a highly anticipated event in Ha Masia, Limpopo, that will shine a spotlight on the latest breakthroughs in agro-processing. The event will feature live demonstrations and expert insights into revolutionary processes that are transforming the agriculture industry, from drying tropical and sub-tropical fruits to distilling essential oils, making natural soaps, and innovating in the processing of sweet potatoes, moringa, and honey.

This interactive gathering will explore how innovative and sustainable agro-processing techniques are creating new opportunities for small-scale and emerging farmers, driving job creation, and boosting economic growth. Experts from the ARC will be available to guide attendees through these cutting-edge advancements, highlighting the vital role of sustainability in agriculture.

The following exhibitions will be featured:

1. **Fruit Drying:** Discover how drying tropical and sub-tropical fruits is revolutionising preservation and expanding market opportunities.
2. **Essential Oil Distillation:** Witness the art of extracting pure, high-quality essential oils from rosemary and other plants.
3. **Soap Making:** Learn how to make eco-friendly, natural soaps using glycerine and essential oils.
4. **Sweet Potato Processing:** See how sweet potatoes are being transformed into a wide range of valuable products.
5. **Honey Processing:** Explore sustainable techniques for extracting honey while maintaining environmental balance.
6. **Moringa Processing:** Get an inside look at how moringa is processed into a superfood with impressive health benefits.

The APEX leadership from the ARC and the Department of Agriculture will also be in attendance.

Media representatives and all interested individuals are invited to attend as follows:

Date: Wednesday and Thursday, 26 - 27 February 2025
Time: 09:00
Venue: Masia Village, Multi-Purpose Resource Centre, Collins Chabane Local Municipality, Vhembe District, Limpopo

Issued by:

ARC Marketing and Communications

For more information:

1. Ms Joy Nonzukiso Peter, Senior Manager: Marketing and Communications
Email: peterj@arc.agric.za
Mobile: 060 572 0792
2. Ms Hendrieta Manenzhe, Public Relations Officer
Email: moletsaneh@arc.agric.za
Mobile: 065 9270908

For Technical information:

Dr Elliosha Hajari
Email: HajariE@arc.agric.za
Mobile: 082 318 6000

Notes to the Editors

About the Agricultural Research Council

The Agricultural Research Council is a premier science institution that conducts research with partners, develops human capital and fosters innovation in support of the agricultural sector. The ARC provides diagnostic, laboratory, analytical, agricultural engineering services, post-harvest technology development, agrochemical evaluation, consultation and advisory services, food processing technology services as well as various surveys and training interventions. For more information visit the ARC website at: www.arc.agric.za.