



Media Release

**For Immediate Release**

**To: All Media**

**Date: 04 March 2022**

**Attention: News Editors / Agricultural writers**

**The Agricultural Research Council distances itself from the Sustainable Innovative Producers and Emerging Farmers Agribusiness Conference, 10 -11 March, Protea Hotel Fire & Ice Menlyn Pretoria, RSA.**

**Hatfield:** The Agricultural Research Council has issued a cease and desist communication to Mathema Conferencing & Training, as the organisers of the “**Sustainable Innovative Producers and Emerging Farmers Agribusiness Conference, 10 -11 March, Protea Hotel Fire & Ice Menlyn Pretoria, RSA**” to stop using its logo to market their event.

The Agricultural Research Council has no relationship with the event or its organisers. The logo of the Agricultural Research Council is its Intellectual Property and Trademark and may not be used without express permission from the organisation’s Senior Manager: Marketing and Communications.

*Ends*

**Issued by:**

ARC Marketing and Communications

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**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](http://www.arc.agric.za)