



NAMPO ALFA: EXECUTIVE SUMMARY

NAMPO is a trusted and well-known brand in the South African agricultural industry and is traditionally associated with the annual NAMPO Harvest Day presented by Grain SA every year during May. This expo has grown in size and stature since it was first presented in 1976, to where it is one of the most respected and largest agricultural expos in the Southern Hemisphere today.

ALFA is South Africa's prime livestock expo offering a unique and tailor-made experience to the livestock farmer and trader. ALFA, or the African Livestock Fair, opened its doors in 2016, offering the greatest variety of livestock species under one roof in South Africa. This is coupled with a programme containing workshops, demonstrations and competitions based on scientific data and principles.

In 2019, directly after the fourth ALFA expo held in September, the organisers announced that it would henceforth be joining forces with NAMPO, to present NAMPO ALFA – a livestock, hunting and outdoor expo designed to meet both the business and the leisure needs of the livestock farmer. These three aspects – livestock, hunting and outdoor – are highly complementary. It offers the livestock producer, his or her family, and those interested in livestock farming and the hobbies and activities associated with the farming community, an ideal showcase where the very best animals can be viewed, the cream of the livestock industry can compete and lifestyle interests are supported.

NAMPO ALFA 2020 will be held from 24 to 26 September 2020. It complements the traditional NAMPO Harvest Day, which will continue to be held in May each year. NAMPO ALFA is an event that will live up to its goal of stimulating livestock trade, especially international trade, by marketing South African based livestock services and exhibiting the products we have to offer to Africa and the world.

The facilities

With ALFA having grown exponentially over its four-year existence, there was a growing need for improved logistics and room for expansion. NAMPO Park has been home to the NAMPO Harvest Day since its inception and has been developed over many years to become one of the best equipped venues in the country when it comes to agricultural expos. Located near the town of Bothaville in the North-West province, NAMPO Park boasts numerous facilities – from animal pens and permanent livestock structures, to an auction ring, event venues and traditional exhibition spaces. Most of its facilities are roofed and secure against the elements.

Access gates and well organised parking ensure smooth operation during events and its tented camp and ability to provide temporary housing, is beyond compare. In addition, the Bothaville community is intimately involved in making events presented at NAMPO Park a great success. Community members and organisations are contracted to supply food and well appointed team ensure accommodation through a wide network of guest houses in the area.

The concept

NAMPO ALFA will join the ranks of the well-known NAMPO Harvest Day and NAMPO Cape, an expo held in Bredasdorp, making for a top quality expo. Each of the three expos have their own unique character and target market and will also complement each other, giving exhibitors a well rounded experience and marketing stage.

The NAMPO ALFA concept is built around the livestock industry and two complementary industries – outdoor and hunting. Technical content is the focus rather than exhibitions, and therefore the entire NAMPO ALFA programme is built around projects and smaller expos that are events in themselves. Exhibitions and stands are sold to complement these projects and make for a highly structured expo, but one with an informal atmosphere encouraging the social element that is so characteristic of our agricultural industry.

Another major focus of NAMPO ALFA is the youth and an extensive youth programme involving learners at school level as well as a university student project, provide a unique flavour to the expo. The livestock offering is also unique in that this expo is the only in South Africa to present almost all of the large and small-stock breeds found in the country – from cattle and sheep, to pigs, chickens, rabbits and goats.

The hunting and outdoor sections will also offer a practical side – not only will visitors be able to purchase hunting weapons and equipment from well-known cooperatives and suppliers; they will also be able to shoot their newly acquired weapons on a well appointed certified shooting range manned by professionals. There will also be practical sessions on safe practices and much more. The outdoor section will host vehicle demonstrations, vehicles for sale, camping equipment and much more.

The livestock and game industry will also showcase their ultimate product – meat. This will be done in ways that will engage visitors – tasting experiences, a beef brand competition, demonstrations, and much much more.

The expo promises a well rounded experience that will not only underline and emphasise the extent of the livestock industry, but also its professionalism and its critical role in the country's economy and food security.