

PRESS RELEASE

FOR IMMEDIATE RELEASE

25 July 2022



GRAIN SA AND ALFA COLLABORATE FOR AN EXPO LIKE NO OTHER

After extensive discussions, Grain SA and ALFA decided in 2019 already to join hands and present a new agricultural expo, however, COVID-19 placed plans on hold for two years. Now, the two biggest role players in the industry will be hosting the very first NAMPO ALFA Livestock, Hunting and Outdoor Expo at NAMPO Park just outside Bothaville from 29 September to 1 October 2022.

The livestock industry in South Africa is growing and forms an important part of the local economy. This growth was clearly visible in the fact that ALFA has grown over a four-year period into the best livestock expo in the country. The next logical step would be to make it even bigger, and with years of successful shows against its name, NAMPO Park is the ideal place where ALFA can spread its wings.

ALFA is not just an ordinary expo, and since its inception has offered several unique platforms that provide role players in the livestock industry excellent business networking opportunities. This applies to local role players and stakeholders across the African continent. For 2022, there is once again a packed livestock programme for young and old.

Simultaneously, there is currently a great need among producers for a hunting and outdoor expo with a practical approach. Livestock, outdoor life and hunting are extremely complimenting aspects of the South African agricultural community and the combination offers a winning recipe. NAMPO Park already has good systems and infrastructure including ample parking, kiosks, ablution facilities, livestock facilities and other venues that can not only accommodate this big event, but also facilitate opportunity for growth. In addition, NAMPO Park offers another great advantage - the South African producer already feels at home there.

A multitude of opportunities lies ahead that includes practical demonstrations of 4x4 vehicles, caravans, camping and hunting equipment. It even includes the possibility of a shooting range where those interested can experience and enjoy the practical experience of equipment. NAMPO Park is also host to the national SARRC rally during the expo where visitors can see famous racers in action.

The livestock developments include a variety of projects that cover all the different livestock species, including, beef and dairy cattle, small stock, pigs and goats. It further include the National Beef Cattle Interracial Championships, the Junior Interracial (Agricultural Schools), the various performance championships (Large and Small Stock), and the Money maker qualifiers (Large and Small Stock). Furthermore, the youth programs with the agricultural schools and students are also involved and the programs and mini-expos with workhorses, working dogs, rabbits and poultry, are also back.

With a large variety of exhibitors, in the livestock, hunting and outdoor industries, the expo promises to be the one for livestock and nature lovers, hunters, adventurers and of course the adrenaline junkies.

Ends

Issued by:

Grain SA Communications

Further enquiries:

Bennie Zaayman, Grain SA NAMPO for expo & exhibition space - 081 414 8099

Albert Loubser, ALFA for livestock programme - 082 562 2188

www.nampoalfa.co.za

PERSVERKLARING

VIR ONMIDDELLIKE VRYSTELLING

25 Julie 2022



GRAAN SA EN ALFA EXPO VAT HANDE VIR 'N EKSP SOOS MIN

Na breedvoerige gesprekvoering het Graan SA en ALFA reeds in 2019 besluit om hande te vat en 'n nuwe ekspo op die landboukalender te plaas. COVID-19 het egter dié planne vir twee jaar op ys geplaas. Die twee grotes in die bedryf gaan vanaf 29 September tot 1 Oktober 2022 die heel eerste NAMPO ALFA Lewendehawe-, Jag en Buitelewe-ekspo aanbied op NAMPO Park net buite Bothaville.

Die lewendehawe bedryf in Suid-Afrika is aan die groei en vorm 'n belangrike deel van die plaaslike ekonomie. Hierdie groei was duidelik sigbaar in die feit dat ALFA oor 'n vier jaar periode gegroei het tot die beste lewendehawe-ekspo in die land. Die volgende logiese stap sou wees om dit nog groter te maak, en met jare se suksesvolle aanbiedinge teen sy naam, is NAMPO Park die ideale plek waar ALFA sy vlerke kan spreid.

ALFA is nie net 'n gewone ekspo nie, en bied sedert sy ontstaan verskeie unieke platforms wat aan rolspelers in die lewendehawe bedryf uitstekende besigheidsnetwerk geleenthede bied. Dit geld vir plaaslike rolspelers en belanghebbendes regoor die Afrika-kontinent. Vir 2022 is daar weer 'n propvol lewendehawe program vir jonk en oud.

Daarmee saam bestaan daar tans 'n groot behoefte onder produsente vir 'n jag- en buitelewe-ekspo met 'n praktiese aanslag. Lewendehawe, buitelewe en jag is uiters komplimenterende aspekte van die Suid-Afrikaanse landbougemeenskap en die kombinasie bied 'n wenresep. NAMPO Park beskik oor reeds goeie stelsels en infrastruktuur onder andere genoegsame parkering, kiosks, ablusie fasiliteite, vee fasiliteite en ander lokale wat die groot geleentheid nie alleen kan huisves nie, maar ook geleentheid vir groei fasiliteer. Boonop bied NAMPO Park nog 'n groot voordeel – die Suid-Afrikaanse produsent voel reeds tuis daar.

'n See van geleenthede lê voor wat praktiese demonstrasies van 4x4 voertuie, karavane, kampeer en jag toerusting in sluit. Dit sluit selfs 'n moontlikheid van 'n skietbaan in waar belangstellendes die praktiese ervaring van toerusting kan ervaar en geniet. NAMPO Park is gedurende die ekspo ook die huis van die nasionale SARRC rally, en kan besoekers bekende renjaers in aksie sien.

Die lewendehawe projekte sluit 'n verskeidenheid projekte in wat al die verskillende lewendehawe spesies dek, nl. vleis- en melkbeeste, kleinvee, varke en bokke. Dit sluit onder andere die Nasionale Vleisbees-Interraskampioenskappe, die Junior Interras (Landbouskole), die verskillende prestasie-kampioenskappe (Groot- en Kleinvee), en die Money maker kwalifiseerders (Groot- en Kleinvee) in. Verder is die jeugprogramme met die landbouskole en studente ook betrokke en die programme en mini-ekspos met werksperde, werksponde, konyne en pluimvee, is ook terug.

Met 'n groot verskeidenheid uitstallers, in die lewendehawe, jag en buitelewe industrieë, beloof die ekspo om vir lewendehawe en natuurliefhebbers, jagters, avontuurlustiges en natuurlik die adrenalien verslaafdes, dié een te wees.

Einde

Uitgereik deur:

Graan SA Kommunikasie

Verdere navrae:

Bennie Zaayman, Graan SA NAMPO vir ekspo en uitstalruimtes - 081 414 8099

Albert Loubser, ALFA vir veeprogramme - 082 562 2188

www.nampoalfa.co.za