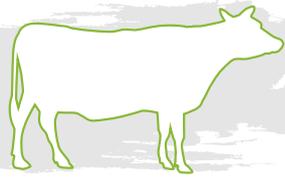




ALFA 2017: 12-14 September 2017 at the Afridome in Parys

ALFA 2016 was the first attempt at hosting a full-fledged livestock-focused trade expo in South Africa. Naturally, the first attempt was an experiment and we tested different concepts with varying levels of success. The lessons we learnt will now be integrated to make a huge success of the 2017 expo.



Some of these lessons include:

- A three-day event rather than five days, which means exhibitions can already be removed on the Friday.
- Marketing of the event will start much earlier and will be addressed aggressively.
- A less extensive programme with shorter sessions, fewer overlaps and greater focus.
- A mini-arena and "soap box" for focused demonstrations, discussions and workshops at each mini-expo.
- Upgraded accommodation in the stables (with electricity) and camping sites on the site.
- No entertainment programme, except at dinners.
- A renewed focus and offer in terms of auctions.
- Greater focus on international attendance.

ALFA 2017

ALFA is hosted at the Afridome in Parys from 12 to 14 September. The

programme entails:

- **Sunday, 10 September:** The grounds are prepared and finalised.
- **Monday, 11 September from 08:00 until 18:00:** Exhibitors set up their stalls.
- **Tuesday, 12 September at 09:00:** Gates open for visitors.
- **Wednesday, 13 September from 08:00 until 18:00:** Gates open for visitors.
- **Thursday, 14 September at 18:00:** Gates close for visitors.
- **Friday, 15 September from 08:00 until 16:00:** Exhibitions can be removed.

1. Expo offer

The professionalism of the entire expo has been upgraded and structures have been adapted to create a more professional event with improved layout in respect of the grounds, parking, access control, advance ticket sales, package offerings and staff.

2. Grounds

The Afridome is adding a new function hall to the already impressive infrastructure. Merteck Cable & Wire are erecting permanent livestock handling facilities and Senter 360 will erect a centre pivot where crops and pastures will be established. Invitro Africa's embryo station, bordering the grounds, will form part of the programme in 2017. The accommodation options will be increased with better equipped stables with electricity, camping sites on the grounds and more accommodation in houses on the grounds.

3. Mini-expos

The philosophy behind the mini-expos is to create a focus around specific activities and to allow certain industries to fully focus on their market. This provides the visitor to the mini-expos the opportunity to focus on a certain specialist area or to enjoy the variety.

The following mini-expos have already been confirmed for 2017:

- **A dairy expo with the Milk Producers' Organisation (MPO):** The expo focuses on milk production on the Highveld. It includes exhibitions, a dairy inter-breed competition, cheese and yoghurt making courses and presentations. There is a possibility of the East Africa Dairy Conference being integrated with ALFA.
- **A game expo with Wildlife Ranching South Africa (WRSA):** The expo focuses on small game and Highveld game that are adapted to cold. It includes an exhibition of small game, stalls, workshops and talks, a catalogue auction and a game meat dinner.
- **A farm safety expo with Agri Securitas:** The expo focuses on farm safety and exhibitions of technology and supporting safety services.
- **A livestock expo with Veeplaas and the Red Meat Producers' Organisation (RPO):** The expo focuses on meat production in South Africa and input suppliers to the red meat industry. It includes exhibitions, beef breeds, demonstrations and talks.
- **A Small-stock expo with Veeplaas, BKB and SA Stud Book:** The expo focuses on mutton sheep, meat goats, Angoras and wool sheep, their products and input suppliers to the industry. It includes exhibitions, breed exhibitions, demonstrations and discussions.
- **A Farmlink expo:** The partner for the expo has not yet been confirmed. The expo focuses on food produced on farms, other than red meat. This includes, among others, aquaculture, pork, etc.
- **The Veeplaas junior stud breeders' expo:** The partner has not yet been confirmed. All agricultural schools forming part of the Veeplaas School Stud Project (eleven school across South Africa), are part of the expo. It includes exhibitions of animals, an inter-breed competition, youth show, junior auctioneer competition, wool handling competition, junior silage competition, workshops and courses.

4. Activity programme

Apart from the above expos, the following exhibitions, projects and competitions will also take place:

- National inter-breed championships.





- Santam Agriculture National Silage Competition.
- Toyota SA National Young Auctioneer Competition.
- Taltec slaughter ox judging competition.
- Veeplaas/Mamre intensive sheep production workshop.

Some of the above entail national competitions of which the winners will be announced at the ALFA dinner. Some of the competitions are accompanied by exhibitions and workshops.

Discussion workshops, courses and conference programme

- Monsanto women's conference.
- SA Stud Book breeders' conference.
- Small game workshop.
- Young breeders' workshop for the youth programme on animal health, management, stud breeding, nutrition and the economy of livestock farming.

6. Evening programme

- **Monday, 11 September:** Exhibitors' dinner in Dome.
- **Tuesday, 12 September:** Wagyu & Wine dinner (after national Wagyu auction).
- **Wednesday, 13 September:** Game meat dinner (after game auction).
- **Thursday, 14 September:** ALFA dinner in Dome.

7. Auction programme

The trading concept remains one of the pillars of ALFA which is why livestock trading during ALFA 2017 is so important and is expressed in two ways:

- **All-breed auction:** The all-breed auction will not be repeated and we are working on a young bull all-breed auction, specifically aimed at the commercial buyer who finds it difficult to make his/her purchases at different production auctions. Therefore, the auction will be presented as a silent auction that includes animals exhibited at ALFA for the duration of the expo. It means that prospective buyers will have ample time to make an informed decision and make a purchase without the pressure of a ring auction. Bulls are selected by participating societies, specifically for the commercial producer.
- **Prestige breed auctions:** Two auctions per day, hosted by a society or individual breeders, are being planned. Two cattle breed auctions, two sheep breed auctions and a game auction are in the planning phases. Finality on the different breeds and auctions will be communicated shortly.

8. Invitation

The only question that remains: What are you going to do @ ALFA 2017?

For more information, stall reservations or participation, please contact

Freek Pieterse 079 560 7088, dr Neil van Zyl 082 317 9350
 Albert Loubser 082 562 2188, ALFA office
 (Nerina van Zyl) 056 817 1442 or any Veeplaas sales consultant:
 Karin Changuion-Duffy 082 376 6396 • karin@veeplaas.co.za
 Susan Steyn 082 657 1262 • susan@veeplaas.co.za
 Monique van der Walt 071 893 3731 • monique@veeplaas.co.za
 Esmarie Moodie 076 330 0745 • esmarie@veeplaas.co.za

Expo partners

