**PRESS RELEASE**

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# Strong turnout at NAMPO ALFA 2025 celebrates livestock excellence, outdoor adventure and industry collaboration

*NAMPO Park, Bothaville* – More than 8 000 visitors attended **NAMPO ALFA 2025** from 16 to 18 October at NAMPO Park, enjoying three days that showcased South Africa's leading livestock, hunting and outdoor-lifestyle sectors. The event once again proved the value of combining these industries under one roof, offering a space where producers, agri-businesses, families and outdoor enthusiasts could connect, compete and learn.

NAMPO ALFA 2025 successfully hosted three major national championships – the **Old Mutual National Interbreed Beef Cattle Championships**, the **National Lamb Champs**, and the **Laeveld Agrochem Farm Skills National Championships** – while also providing a vibrant platform for technology demonstrations, youth participation and outdoor-life experiences.

"Each year we see greater collaboration, innovation and engagement across industries," said Dr Tobias Doyer, CEO of Grain SA. "NAMPO ALFA continues to highlight the spirit of growth and opportunity that drives South African agriculture – from the youth competitors and livestock champions to the exhibitors pioneering smart-farming solutions."

Among this year's livestock highlights, **Hennie Jonker** from Kromdraai near Kroonstad was crowned **South Africa's Tastiest Lamb Champion** at the Lamb Champs National Final with his Hampshire Down entry. His lamb impressed judges through all four stages of evaluation – on the hoof, carcass, laboratory analysis and spit tasting – securing him a prize package including R50 000 in cash and the Nic van Rensburg bronze trophy, valued at approximately R80 000. The competition drew entries from four regional qualifiers in Kimberley, Pretoria, Parys and Paarl, involving more than 260 lambs and 12 000 spectators throughout the season.

In the **Old Mutual Interbreed Beef Cattle Championships**, **La Cat Simmentaler Stud**, owned by **Poerie van Rooyen**, took top honours as **King of the Expo**, while the **Queen of the Expo** title went to **De Blanc/La Blanc Brahmane**, owned by **Hans and Lize-Mari Terblanche**. The **Junior Interbreed Champion Bull** was a Sussex from **Solomon Senekal Agricultural School**, while the crowd favourite **Voermol Mega-Ox Competition** saw **Phillip Snyman**'s impressive ox weighing in at **1 625 kg** claim first place, adding >100kg to the previous record.

The **Laeveld Agrochem Farm Skills National Championships** drew more than **300 competitors from 16 schools**, testing their abilities in practical farm skills and animal-handling techniques. The Free State province took top honours overall, followed by North West and Limpopo. Youth participation across the expo remained a strong focus, with **Danique du Plooy** from **Salomon Senekal High School** named **Junior Beef Cattle Youth Show Champion**.

In addition to the competitions, the ***Landbouweekblad Vee-Akademie*** provided a valuable platform focussing on solutions for the livestock industry with discussion on topics such as animal health, traceability and market growth. Panel discussions featured around efficient production

systems, animal performance and advice for making family farms thrive whilst collaboration within the red-meat and grain value chains drew strong attention.

The "**Spek Gesprek**" hosted by **Agrististic** brought the pork industry into the SA livestock discussion, bringing valuable insights to this very exciting industry.

Technological innovation was another key focus area. The AgTech@NWK exhibit highlighted the rapid growth of drone-spraying technology in South Africa, with almost 950 000 hectares sprayed in the past ten months – a significant increase from 660 000 hectares in 2024. Other exhibitors demonstrated advancements in livestock-management systems, agri-mechanisation and sustainable outdoor equipment, aligning with the expo's goal of merging agriculture and adventure.

Beyond the showgrounds, research and development also featured prominently. The Maize Trust-funded Grain SA research projects, showcased at the expo, are exploring soil health, cover crops, crop rotation and livestock integration to boost grain-farmer profitability and sustainability across the country.

The weekend's atmosphere was rounded out with live music, family entertainment and the much-loved Oktoberfees, ensuring there was something for everyone – from producers and entrepreneurs to hunters, anglers and outdoor enthusiasts.

"Despite the ongoing challenges that the livestock sector faces, including the impact of foot-and-mouth disease on movement restrictions, this year's NAMPO ALFA once again proved the resilience and innovation of our producers," said Dr Dirk Strydom, Managing Director of NAMPO (Pty) Ltd.

"We were delighted to see strong support from both exhibitors and visitors – with online and gate ticket sales reaching the highest levels yet since NAMPO ALFA's inception. The event continues to grow as a platform where the entire value chain – from grain to livestock, and from youth training to outdoor adventure – connects in a practical and inspiring way.

A particular highlight was the AgriSkills competition, where schools from across South Africa demonstrated impressive technical and animal-handling abilities. These young participants are the future of the industry, and watching their enthusiasm and teamwork on display gives us great confidence in agriculture's next generation."

"NAMPO ALFA is about celebrating excellence, sharing knowledge and connecting communities," added Dr Doyer. "It's a platform where the agricultural and outdoor worlds meet, proving that innovation and passion can thrive side by side."

Planning is already underway for NAMPO ALFA 2026, with organisers aiming to expand youth and school programmes, grow participation from emerging livestock producers and introduce even more interactive outdoor-lifestyle experiences.

**Ends**

**Issued by:**
Grain SA Communications

**Further enquiries:**
Alzena Gomes, Media – 082 463 4356
Bennie Zaayman, Grain SA for NAMPO ALFA Expo - 081 414 8099
Albert Loubser, ALFA Livestock - 082 562 2188
www.nampoalfa.co.za

# PERSVERKLARING

**VIR ONMIDDELLIKE VRYSTELLING** 24 Oktober 2025

# Sterk bywoning by NAMPO ALFA 2025 vier veekundige uitnemendheid, buitelewe en samewerking in die landboubedryf

*NAMPO Park, Bothaville* – Meer as **8 000 besoekers** het van **16 tot 18 Oktober 2025** NAMPO ALFA by NAMPO-park bygewoon, waar drie dae se uitstallings en kompetisies Suid-Afrika se voorste veekundige, jag- en buitelewebedrywe ten toon gestel het. Die ekspo het weereens bewys hoe waardevol dit is om hierdie dinamiese bedrywe onder een dak te verenig – en 'n ruimte te skep waar produsente, landbou-ondernemings, gesinne en buitelewe-entoesiaste kon saamkom, meeding en leer.

NAMPO ALFA 2025 het drie groot nasionale kampioenskappe aangebied – die **Old Mutual Nasionale Interras-beeskampioenskappe**, die **Nasionale Lamkampioenskappe**, en die **Laeveld Agrochem Nasionale Veevaardigheidskompetisie** – terwyl dit terselfdertyd 'n lewendige platform gebied het vir tegnologievertonings, jeugdeelname en buitelewe-ervarings.

"Ons sien elke jaar groter samewerking, innovasie en betrokkenheid tussen bedrywe," sê Dr Tobias Doyer, uitvoerende hoof van Graan SA. "NAMPO ALFA belig steeds die gees van groei en geleentheid wat die Suid-Afrikaanse landbou dryf – van die jong deelnemers en veekundige kampioene tot die uitstallers wat baanbrekerswerk doen in slim-landbou."

Een van vanjaar se hoogtepunte was **Hennie Jonker** van Kromdraai naby Kroonstad wat as **Suid-Afrika se Heerlikste Lamkampioen** gekroon is met sy **Hampshire Down**-inskrywing. Sy lam het die beoordelaars beïndruk in al vier beoordelingsfases – op die hoef, karkas, laboratoriumontleding en op die spit – en hy het daarmee 'n prys ingepalm wat R50 000 kontant en die Nic van Rensburg-bronstrofee (ter waarde van sowat R80 000) ingesluit het. Die kompetisie het meer as 260 laminskrywings en 12 000 toeskouers gelok tydens vier streekskwalifiseerders in Kimberley, Pretoria, Parys en Paarl.

In die **Old Mutal nterras-beeskampioenskappe** is **La Cat Simmentaler Stoet**, besit deur **Poerie van Rooyen**, as **Koning van die Ekspo** aangewys, terwyl **De Blanc/La Blanc Brahmane**, besit deur **Hans en Lize-Mari Terblanche**, die **Koningin van die Ekspo**-titel ingepalm het. Die **Jong Interras-kampioenbul** was 'n Sussex van **Solomon Senekal Landbouskool**, en die gewilde **Voermol Mega-Ox-kompetisie** is gewen deur **Phillip Snyman** se indrukwekkende os wat **1 625 kg** geweeg het, wat meer as 100 kg by die vorige rekord voeg..

Die **Laeveld Agrochem Nasionale Veevaardigheidskompetisie** het meer as **300 deelnemers van 16 skole** gelok, waar hulle hul praktiese vaardighede en dierehantering getoets het. Die Vrystaat het algeheel eerste geëindig, gevolg deur Noordwes en Limpopo. Jeugdeelname het weereens sentraal gestaan met **Danique du Plooy** van **Salomon Senekal Hoërskool** wat as **Jong Beesjeugkampioen** aangewys is.

Benewens die kompetisies het die **Landbouweekblad Vee-Akademie** 'n waardevolle platform gebied wat fokus op oplossings vir die veebedryf met besprekings oor onderwerpe soos dieregesondheid, naspeurbaarheid en markgroei. Paneelbesprekings het gehandel oor doeltreffende produksiestelsels, diereprestasie en advies om familieplase te laat floreer, terwyl samewerking binne die rooivleis- en graanwaardekettings sterk aandag getrek het.ivleis- en graanwaardeketting groot belangstelling getrek het.

Die "**Spek Gesprek**" wat deur **Agrististic** aangebied is, het die varkbedryf in die SA veebespreking ingebring en waardevolle insigte in hierdie baie opwindende bedryf gebring.

Tegnologiese innovasie het ook 'n belangrike rol gespeel. Die AgTech@NWK-uitstalling het die groei van droonbespuiting in Suid-Afrika uitgelig, met byna 950 000 hektaar wat die afgelope tien maande gespuit is – 'n merkwaardige toename vanaf 660 000 hektaar in 2024. Ander uitstallers het gevorderde dierebestuurstelsels, landboumeganisasie en volhoubare buitelewetoerusting gedemonstreer, in lyn met die ekspo se doel om landbou en avontuur saam te bring.

Buite die uitstalperseel het navorsing en ontwikkeling ook prominensie geniet. Die Graan SA-navorsingsprojekte, gefinansier deur die Mielietrust, het inisiatiewe vertoon wat fokus op grondgesondheid, wisselbou, dekgewasse en veeintegrasie – alles met die doel om graanprodusente se winsgewendheid en volhoubaarheid te verbeter.

Die naweek se opwinding is afgerond met lewendige musiek, gesinsvermaak en die gewilde Oktoberfees, wat verseker het dat daar iets vir almal was – van produsente en entrepreneurs tot hengelaars, jagters en buitelewe-liefhebbers.

"Ten spyte van die uitdagings wat die veesektor steeds in die gesig staar, insluitend die impak van bek- en klouseer op dierebeweging, het hierdie jaar se NAMPO ALFA weer eens die veerkragtigheid en innovasie van ons produsente bevestig," sê Dr Dirk Strydom, besturende direkteur van NAMPO (Edms.) Bpk.

"Ons was verheug oor die sterk ondersteuning van beide uitstallers en besoekers – met aanlyn- en hekkaartjieverkope wat die hoogste vlakke sedert NAMPO ALFA se ontstaan bereik het. Die ekspo groei jaarliks as 'n platform waar die hele waardeketting – van graan tot vee, en van jeugopleiding tot buitelewe – op 'n praktiese en inspirerende manier bymekaar kom.

'n Besonderse hoogtepunt was die AgriSkills-kompetisie, waar skole van regoor Suid-Afrika indrukwekkende tegniese en dierehanteringsvaardighede getoon het. Hierdie jong deelnemers is die toekoms van die bedryf, en om hul entoesiasme en spanwerk in aksie te sien, gee ons groot vertroue in die volgende generasie van die landbou."

"NAMPO ALFA gaan oor die viering van uitnemendheid, die deel van kennis en die verbind van gemeenskappe," voeg Dr Doyer by. "Dit is 'n platform waar die landbou- en buitelewewêrelde bymekaarkom, en waar innovasie en passie hand aan hand groei."

Beplanning vir NAMPO ALFA 2026 is reeds aan die gang, met die doel om jeug- en skoolprogramme verder uit te brei, deelname van opkomende veeboere te versterk, en nog meer interaktiewe buitelewe-ervarings te bied.

**Einde**

**Uitgereik deur:** Graan SA Kommunikasie

**Verdere navrae:**

Alzena Gomes, Media – 082 463 4356

Bennie Zaayman, GSA vir NAMPO ALFA Ekspo - 081 414 8099
Albert Loubser, ALFA vir Lewendehawe - 082 562 2188
www.nampoalfa.co.za