

## PRESS RELEASE

FOR IMMEDIATE RELEASE

29 September 2025

# NAMPO ALFA 2025: Three National Championships, One Unique Expo

*NAMPO Park, Bothaville* – The 4<sup>th</sup> edition of NAMPO ALFA, South Africa's Livestock, Hunting and Outdoor Expo, takes place at NAMPO Park, Bothaville, from 16-18 October 2025. What started as a pioneering concept has now grown into a national platform that hosts three major championships under one roof – cementing NAMPO ALFA's place as the only event in the country to unite livestock, hunting, and outdoor living.

### A national stage for excellence

2025 marks a historic milestone as NAMPO ALFA becomes the home of three national championships:

- **Old Mutual Wealth National Interbreed Championships** – South Africa's top beef genetics showcased, with male and female champions crowned on Friday, 17 October.
- **Lamb Champs National Final** – the best of the season's regional winners competing for the first national Lamb Champ crown, judged on live animals, carcass quality, meat taste and consumer appeal.
- **Laeveld Agrochem National Farm Skills Championships** – debuting as the “Olympics of agriculture” for youth, with seven provincial teams (350 learners) competing across animal, mechanisation, crop and entrepreneurial skills.

These three events position NAMPO ALFA as a national hub of competition, innovation and future skills development – a unique combination not found at any other expo.

### More than a show: connecting farmers, consumers, and communities

Visitors can expect hands-on outdoor action – from pistol speed shooting, clay pigeon shooting, and 4x4 test drives to mini airsoft, tractor farm sports and motorbike skills. Families can join in daily treasure hunts, while the *Bothas Oktoberfees* on Friday evening adds a vibrant community celebration. The *Spekgesprek* on Saturday morning will offer a platform for tackling pressing issues in the pork industry, where experts and practitioners will share insights on challenges and opportunities in pig-farming, data-driven decision-making, and the future of the sector.

Dr Dirk Strydom, Managing Director of NAMPO (Pty) Ltd, says NAMPO ALFA is now a central meeting point for agriculture, consumers and outdoor enthusiasts:

*“NAMPO ALFA is more than a trade and networking opportunity – it is a celebration of the best that agriculture, genetics and the outdoor life can offer. By bringing together three national championships in one space, we are not only showcasing excellence but also inspiring the next generation of farmers and connecting producers directly with consumers. It's a place where innovation, competition and community spirit meet.”*



### **Safeguarding livestock: strict biosecurity**

With South Africa still facing foot-and-mouth disease (FMD) challenges, NAMPO ALFA will operate under rigorous biosecurity protocols. All animals are inspected and certified before arrival, quarantined at their origin farms, and checked again by veterinarians before entering show pens. Controlled access, disinfection points, and limited direct contact ensure the safety of both livestock and visitors.

### **Why NAMPO ALFA matters**

NAMPO ALFA is the only expo in South Africa to:

- Combine livestock excellence with hunting and outdoor adventure.
- Host three national championships under one roof.
- Provide a platform for youth and skills development at a national level.
- Bridge the gap between producer and consumer, through initiatives like Lamb Champs.
- Strengthen community ties with fundraising events and local cultural experiences.

*“NAMPO ALFA offers unmissable stories – from cutting-edge livestock genetics and youth talent to rural development, outdoor lifestyle trends, and community impact. We are showcasing the finest of South Africa’s livestock, hunting, and outdoor sectors. This year’s event is about more than exhibitions; it’s about connecting, inspiring the next generation through the Farm Skills Nationals, and creating a safe space where innovation and excellence can shine despite challenges like foot-and-mouth disease. With world-class livestock, youth talent, and outdoor adventure all in one place, NAMPO ALFA 2025 is where the future of farming, food and lifestyle meet,” Strydom concluded.*

Tickets are available at OpenTickets: <https://shop.opentickets.co.za/seller/graan-sa-vdos>

### **Ends**

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## PERSVERKLARING

VIR ONMIDDELLIKE VRYSTELLING

29 September 2025

# NAMPO ALFA 2025: Drie Nasionale Kampioenskappe, Een Unieke Ekspo

*NAMPO Park, Bothaville* – Die 4<sup>de</sup> aanbieding van NAMPO ALFA, Suid-Afrika se Lewendehawe-, Jag- en Buitelug-ekspo, vind van 16–18 Oktober 2025 by NAMPO Park in Bothaville plaas. Wat begin het as ’n pionierskonsep het nou ontwikkel tot ’n nasionale platform wat drie groot kampioenskappe onder een dak aanbied – en NAMPO ALFA se plek as die enigste geleentheid in die land wat lewendehawe, jag en buitelewe saamsnoer, bevestig.

### ’n Nasionale verhoog vir uitnemendheid

2025 merk ’n historiese mylpaal aangesien NAMPO ALFA die tuiste van drie nasionale kampioenskappe word:

- **Old Mutual Wealth Nasionale Interraskampioenskappe** – Suid-Afrika se beste beesgenetika word uitgestal, met manlike en vroulike kampioene wat op Vrydag, 17 Oktober gekroon word.
- **Lamb Champs Nasionale Finaal** – die beste streekswenners van die seisoen kompeteer vir die eerste keer vir die titel van Nasionale Lamb Champ, beoordeel op lewendige diere, karkasgehalte, vleissmaak en verbruikersaanvaarding.
- **Laeveld Agrochem Nasionale Farm Skills Kampioenskap** – debuteer as die “Olimpiese Spele van landbou” vir die jeug, met sewe provinsiale spanne (350 leerders) wat meeding in dierkunde, meganisasie, gewasproduksie en entrepreneursvaardighede.

Hierdie drie byeenkomste vestig NAMPO ALFA as ’n nasionale spilpunt vir kompetisie, innovasie en toekomstige vaardigheidsontwikkeling – ’n unieke kombinasie wat by geen ander ekspo te vinde is nie.

### Meer as net ’n skou: produsente, verbruikers en gemeenskappe verbind

Besoekers kan uitsien na hands-on buitelugaksie – van pistool-snelskiet, kleiduifskiet en 4x4-toetsritte tot mini-airsoft, trekkerboeresport en motorfietsvaardighede. Gesinne kan daaglik deelneem aan die skattejag, terwyl die Bothas Oktoberfees op Vrydagaand ’n feestelike gemeenskapsgeleentheid bied. Die Spekgesprek op Saterdagoggend sal ’n platform skep vir gesprek oor dringende kwessies in die varkbedryf, waar kenners en rolspelers insigte deel oor uitdagings, datagedrewe besluitneming en die toekoms van die sektor.

Dr Dirk Strydom, Besturende Direkteur van NAMPO (Edms) Bpk, sê NAMPO ALFA is nou 'n sentrale ontmoetingspunt vir landbou, verbruikers en buitelugliefhebbers:

*“NAMPO ALFA s meer as 'n handels- en netwerkgeleentheid – dit is 'n viering van die beste wat landbou, genetika en die buitelewe kan bied. Deur drie nasionale kampioenskappe in een ruimte saam te bring, wys ons nie net uitnemendheid nie, maar inspireer ons ook die volgende generasie boere en verbind ons produsente direk met verbruikers. Dit is 'n plek waar innovasie, kompetisie en gemeenskapsgees ontmoet.”*

### **Biosekuriteit: streng maatreëls vir diereveiligheid**

Met Suid-Afrika wat steeds bek-en-klouseer-uitdagings trotseer, sal NAMPO ALFA onder streng biosekuriteitsprotokolle plaasvind. Alle diere word voor aankoms deur veeartse ondersoek en gesertifiseer, op hul herkomsplase in kwarantyn gehou, en weer op die terrein ondersoek voordat hulle in die stalle geplaas word. Toegangsbeheer, ontsmettingspunte en beperkte direkte kontak verseker die veiligheid van sowel diere as besoekers..

### **Hoekom NAMPO ALFA saak maak**

NAMPO ALFA is die enigste ekspo in Suid Afrika wat:

- Lewendehawe-uitnemendheid met jag en buitelewe kombineer.
- Drie nasionale kampioenskappe op een terrein aanbied.
- 'n Nasionale platform vir jeug en vaardigheidsontwikkeling skep.
- Die gaping tussen produsent en verbruiker oorbrug deur inisiatiewe soos Lamb Champs.
- Gemeenskapsbande versterk met fondsinsamelings en plaaslike feeste..

*“NAMPO ALFA bied onmisbare stories – van wêreldklas bees- en skaapgenetika en jong talent tot landelike ontwikkeling, buitelugtrends en gemeenskapsimpak. Ons wys die beste van Suid-Afrika se lewendehawe-, jag- en buitelugsektore. Vanjaar gaan dit oor meer as net uitstallings; dit gaan oor verbind, inspireer deur die Farm Skills Nationals, en 'n veilige ruimte skep waar innovasie en uitnemendheid kan skyn ten spyte van uitdagings soos bek-en-klouseer. Met wêreldklas diere, jong talent en buitelug-avontuur alles op een plek, is NAMPO ALFA 2025 waar die toekoms van boerdery, voedsel en leefstyl ontmoet,” het Strydom afgesluit.*

Kaartjies is beskikbaar by OpenTickets: <https://shop.opentickets.co.za/seller/graan-sa-vdos>

### **Einde**

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