

PRESS RELEASE

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NAMPO ALFA 2024: Expanding Horizons for Livestock, Hunting, and Outdoor Industries

NAMPO Park, South Africa – The NAMPO ALFA Expo, scheduled to take place from October 17-19, 2024, is set to be a landmark event for the livestock, hunting, and outdoor industries. Building on the overwhelming success of NAMPO ALFA 2023, which saw a record-breaking number of tickets scanned at the gates and a 50% growth in exhibitors, the 2024 event promises to be even bigger and better.

A Comprehensive Platform for Industry Enthusiasts

NAMPO ALFA 2024 will bring together key players from the livestock, hunting, and outdoor sectors, providing a unique platform for networking, education, and the exchange of innovative ideas. The expo has become essential for enthusiasts and professionals alike, fostering a strong sense of community and collaboration across these interconnected industries, on a single platform. The blend of champion livestock, innovative vehicles, outdoor gear, and firearms at last year's NAMPO ALFA Expo drew record crowds to NAMPO Park, highlighting the growing appeal of this dynamic event.

Expanded Programmes and New Opportunities

This year, attendees can look forward to several exciting expansions and new opportunities that reflect the dynamic nature of these industries:

- **RPO National Congress:** The RPO will host its National Congress during NAMPO ALFA 2024, a seamless fit with the event's focus on livestock.
- **Small-Scale Beef Cattle Producers Conference:** This conference and workshop, featuring RMIS, NLFA, RPO, and Sernick, will provide small farmers with the chance to compete in a carcass competition and learn how to produce beef cattle that can thrive in South Africa's commercial market.
- **International Focus:** The Waymakers International lounge will cater to the growing number of international visitors, particularly from Africa.
- **Mechanisation Pavilion:** Presented by Nexus and Agri Voice, this pavilion will spotlight mechanisation in the livestock industry, featuring equipment such as feed mixers, hammer mills, balers, and livestock transport solutions.
- **Lucerne Expo:** A first for NAMPO ALFA, this expo will focus on the critical role of lucerne in economic livestock production.



- **Livestock Production Academy:** In partnership with SA Studbook, Landbouweekblad will host this academy to support profitable livestock farming.
- **Reproduction Technology Pavilion:** This new addition will introduce the latest advancements in reproduction technology for the livestock industry.
- **Game and Hunting Collaboration:** The game industry will formally team up with the expo's hunting programme to provide game farmers with a platform to market hunting opportunities.

The Hunting & Outdoor programme is packed with activities and include:

- **A Treasure Hunt** to explore the realm of participating exhibitors.
- **The Hinterland Shooting Range** to embark on practical shooting experiences and captivating demos.
- **4x4 Demonstrations** to engage in exhilarating ride and drive sessions.
- **Motorbike Skills Demonstrations** to witness daring motorbike demonstrations and partake in practical riding courses.
- **Offroad Caravan Demonstrations** to discover the versatility of offroad caravans.
- **Fishing Activities** to participate in a daily *Fishing-Tug-of-War* Competition
- **Archery** to indulge in practical shooting demonstrations.
- **Helicopter Rides** for the more adventurous at heart.
- **Drone Demonstrations** like you've never seen before.
- **Adam Tas & Joki** share hunting stories with an exquisite brandy tasting for guests.

Celebrating Industry and Heritage

NAMPO ALFA 2024 will also feature an expanded social programme, providing industry-specific networking opportunities, such as the *Bacon Breakfast* for the Pig Industry, *Cheese and Wine* for the Dairy Industry, and the *"Wild-and-Wragtig"-braai* for the Game and Hunting Industry. The popular "People's Choice" competition for beef, venison biltong, cheese, and pork will also return, adding an element of friendly competition and celebration of quality products.

Promoting Sustainable and Profitable Practices

The expo remains committed to promoting sustainable practices within the livestock, hunting, and outdoor sectors. By offering educational workshops, performance championships, and the Money Maker qualifiers, NAMPO ALFA ensures that participants are equipped with the knowledge and tools to manage their operations efficiently and responsibly.



A Family-Friendly Event

The inclusion of activities and programmes for all ages highlights NAMPO ALFA's evolution into a family-friendly event. This focus ensures the preservation of cultural and historical traditions associated with livestock farming, hunting, and outdoor living, while also introducing younger generations to these vital industries. The NAMPO ALFA Expo presents a range of exciting opportunities, showcasing hands-on demonstrations with 4x4 vehicles, off-road caravans, camping gear, and the latest hunting and fishing equipment. Additionally, a dedicated shooting range invites attendees to personally test weapons of varying calibres at various distances, up to 400m, accompanied by strict safety protocols and provided protective gear.

"At NAMPO ALFA 2024, we're bringing together the best of livestock, hunting, outdoor, and fishing industries for a truly immersive experience. It's not just about seeing the latest gear or watching demonstrations - it's about getting hands-on, talking directly to experts, and really engaging with the innovations driving these industries forward. With new exhibitors and expanded offerings, this year's expo is set to be a game-changer. Whether you're here to explore, learn, or connect, NAMPO ALFA 2024 is the place where opportunities and industry leaders come together to shape the future," said Dirk Strydom, NAMPO's Managing Director.

Tickets will be available from early-September on the Ticketpro-website.

Stay connected with NAMPO ALFA on social media:

Facebook: www.facebook.com/NAMPOALFA Twitter: [@NAMPO_ALFA](https://twitter.com/NAMPO_ALFA) and Instagram: [@nampo_ALFA](https://www.instagram.com/nampo_alfa)

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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

Lizette Vermaak, ALFA for livestock programme - 082 412 2868

www.nampoalfa.co.za

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