

Die plaaslike veebedryf is een van die steunpilare van die Suid-Afrikaanse landboubedryf. Nie net is dit die oudste en een van die winsgewendste nie, dis ook die stabielste sektor in die landbou, wat te midde van droogte en ekonomiese druk, boere op die plase hou.

In bykans elke land en streek in die wêreld waar daar 'n sterk veebedryf is, is daar ook 'n moderne geleentheid, ekspo of skou wat reg laat geskied aan daardie bedryf, 'n toonvenster daarvoor skep (plaaslik en internasionaal), 'n

basis bou vir die uitruil van kennis en tegnologie-oordrag en 'n handelsplatform formuleer om koper en verskaffer bymekaar uit te bring. Dit is presies wat ALFA wil skep – nie net vir die Suid-Afrikaanse veebedryf nie, maar ook vir Afrika. Iets wat waarde kan toevoeg tot die streekskoue en veegeleenthede wat reeds bestaan.

ALFA se wese lê opgesluit in sy naam: African Livestock Trade FAir. Dit is 'n handelsekspo wat die verskillende fasette van die veebedryf en sy waardekettings uit 'n verhandelings- en tegnologie-perspektief wil aanbied tydens 'n week by die mees sentrale en toeganklike fasiliteit vir die veebedryf. Dit word aangebied deur Veeplaas, die Afridome en die Agribusiness Institute.



Waar: Afridome, Parys Vrystaat • **Wanneer** 27 September – 1 Oktober 2016

Program-opsomming:

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| • Ekspo's, konferensies & kursusse: | Dinsdag – Donderdag, 27, 28 & 29 September |
| • Interrasbeoordeling en prysuitdeling: | Donderdag, 29 September |
| • Dinee & prysuitdeling: | Donderdagaand, 29 September |
| • Interras bul-, ram- & versveiling: | Vrydag, 30 September |
| • Musiekkonsert: | Vrydagaand, 30 September |
| • Verbruikerskou: | Saterdag, 1 Oktober |
| • Boerboel nasionale kampioenskappe: | Saterdag, 1 Oktober |

Konferensies, aanbiedings & werkwinkelprogramme sluit in:

- Jong telers (jeug stoetveeprogram), Monsanto Kuilvoerkonferensie, Toyota SA Jong Afslaerskonferensie en Slypskool, Slagvee & Karkaskompetisie, Watergebruik & Besparingswerkwinkel, Intensiewe Skaapproduksie-inligtingsdag, Wildboerdery, Farmbiz Trends-konferensie, reproduksiewerkwinkel vir beeste en vele meer.

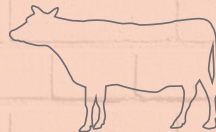
Kursusse: Die volgende kursusse word aangebied deur kenners en spesialiste in die onderskeie gebiede:

- Kaaskursus, vleisverwerkingskursus, plaasbestuurderskursus, ens.

Arenaprogram: 'n Deurlopende program word in die arena aangebied. Dit sluit in demonstrasies van boerderypraktyke, 'n jeugskou, jeugparade, miniatuurperdjies, slagos praktiese beoordeling, ens.

Hoogtepunte

- 'n Nasionale interras-kampioenskap word aangebied vir skape en beeste in samewerking met die nasionale Interras Beoordelaarsvereniging. Diere wat by die onderskeie streekskoue die interras-wenners was, asook ras-wenners by die verskillende nasionale kampioenskappe, word genooi om in 'n nasionale interras-kampioenskap mee te ding om die volgende titels:
 - » Groot- en reserwekampioen vleisbeesbul & -koei.
 - » Groot- en reserwekampioen suiwelkoei.
 - » Groot- en reserwekampioen vleisskaapram & -ooi.
 - » Groot- en reserwekampioen wolram & -ooi.
- Die nasionale boerboelkampioenskap word onafhanklik deur die Boerboel Telersgenootskap, in samewerking met ALFA, aangebied. 'n Totaal van 160 top honde sal Saterdag, 1 Oktober meeding om die onderskeie nasionale titels.



Veilings: Die volgende veilings word in samewerking met die onderskeie rasgenootskappe en veilingsmaatskappye aangebied. Hoewel slegs geregistreerde diere op die veilings aangebied sal word, word die aanbod gefokus op die behoefte van die kommersiële teler:

- 'n Interras vleisbulveiling.
- 'n Interras ramveiling.
- 'n Interras suiwelversveiling.

'n Spesiale katalogus sal beskikbaar wees met teelwaardes en prestasiedata wat spesiaal geïnterpreteer is deur kenners volgens die behoefte van die kommersiële teler.

Ekspo's, mini-ekspo's en uitstallings.

Die volgende word aangebied in samewerking met die onderskeie bedryfsorganisasies en verenigings (sal later bevestig word). Elkeen in sy eie lokaal of tent.

- Suivel, wild, intensiewe skaapproduksie-inligtingsdag, wol, braaikuikens- en eierproduksie, plaasveiligheid, veevoer, watervoorsiening, bokke, skape, kuilvoer, rooivleis, ens.
- 'n Telers-ekspo, waar bul- en ramtelers van verskillende rasse die geleentheid kry om hul genetica, diere en stoeterye aan voornemende kopers bekend te stel. Die diere word in 'n spesiale tent gehuisves wat fokus op telers.

Aandprogram: Daar word 'n daaglikse aandprogram aangebied. Dit sluit onder andere die volgende hoogtepunte in:

- Maandagaand, 26 September: Borge & uitstallers spitbraai.
- Dinsdagaand, 27 September: Wagyu beef & wine pairing (kaartjies te koop).
- Woensdagaand, 28 September: Santam Landbou Nasionale Kuilvoerkoning prysuitdeling.
- Donderdagaand, 29 September: ALFA-dinee.
- Vrydagaand, 30 September: ALFA musiekkonsert (Kunstenaar/s sal later bekend gemaak word).

Verbruikerskou: 'n Verbruikerskou wat fokus op produkte uit die veebedryf wat aan verbruikers bekendgestel kan word. Dit sluit in vleis en vleisprodukte (bees, skaap, vark en hoender), kaas, jogurt, wolprodukte, leerprodukte asook vee-aktiwiteite.

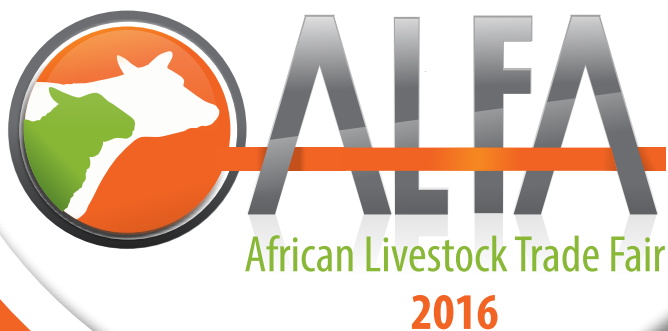
Uitstallers, vertoners en borge word genooi om deel van hierdie geleentheid te word. Kontak ons gerus vir meer inligting oor stalletjies, geleentheids- en aktiwiteitsborgskappe asook promosiegeleenthede om elke behoefte te bevredig.

Kontak die ALFA-kantoor

Freek Pieterse, 079 560 7088 • Nerina van Zyl, 079 323 9975 • Neil van Zyl, 082 317 9350 • Albert Loubser, 082 562 2188 • Of skakel jou Plaas Publishing verkoopskonsultant.

Besoek ook ons webwerf by www.alfaexpo.com





ALFA 2016: Tuesday, 27 September to Saturday, 1 October 2016 @ the Afridome, Parys



The local livestock industry is one of the pillars of the South African agricultural industry. Not only is it the oldest and one of the most profitable, it is also one of the most stable sectors in agriculture and one that keeps farmers on farms amid drought and economic pressures.

In almost every country and region of the world where a strong livestock industry is found, there is a modern opportunity, expo or show that does justice to the industry, showcases it (local and

international), builds a base for the exchange of knowledge and technology transfer and formulates a trading platform to bring buyer and supplier together. This is exactly what ALFA wants to create – not only for the South African livestock industry, but for Africa. Something which can add value to the existing regional shows and livestock events.

The essence of ALFA lies in its name: African Livestock Trade Fair. It is a trade expo that presents the various facets of the livestock industry and its value chains from a trading and technology perspective during a week presented at the most central and accessible facility available to the livestock industry. It is presented by Veeplaas, the Afridome and the Agribusiness Institute.



Where Afridome, Parys, Free State • **When** 27 September – 1 October 2016

Programme summary:

- Expos, conferences and courses: Tuesday – Thursday, 27, 28 & 29 September
- Interbreed judging and prize giving: Thursday, 29 September
- Dinner & prize giving: Thursday evening, 29 September
- Interbreed bull, ram & heifer auction: Friday, 30 September
- Music concert: Friday evening, 30 September
- Consumer show: Saturday, 1 October
- National Boerboel championships: Saturday, 1 October

Conferences, presentations & workshop programmes include:

- Young breeders (youth stud programme), Monsanto Silage Conference, Toyota SA Young Auctioneers conference and workshop, slaughter & carcass competition, water usage & saving workshop, Intensive Sheep Production Information Day, game farming, Farmbiz Trends conference, reproduction workshop for cattle and much more.

Courses: The following courses will be presented by experts and specialists in the various areas:

- Cheese course, meat processing course, farm management course, etc.

Arena programme: An ongoing programme will be presented in the arena and includes demonstrations regarding farming practices, a youth show, youth parade, miniature horses, practical judging of slaughter-ox, etc.

Highlights

- A national interbreed championship will be held for sheep and cattle in co-operation with the national Interbreed Judging Association. Animals that were interbreed winners at the various regional shows, as well as breed winners at the different national championships, are invited to compete for the following titles at a national interbreed championship:
 - » Grand and reserve champion beef bull & cow.
 - » Grand and reserve champion dairy cow.
 - » Grand and reserve champion mutton ram & ewe.
 - » Grand and reserve champion wool ram & ewe.
- The national boerboel championships will be held independently by the Boerboel Breeders' Society, in co-operation with ALFA. A total of 160 top dogs will compete on Saturday, 1 October, for the different national titles.

Auctions: The following auctions will be presented in co-operation with the different breeders' societies and auction houses. Although only registered animals will be presented at the auctions, the offering will focus on the needs of the commercial breeder:

- An interbreed beef bull auction.
- An interbreed ram auction.
- An interbreed dairy heifer auction.

A special catalogue will be available with breeding values and performance data which are interpreted by experts according to the needs of commercial breeders.

Expos, mini-expos and exhibitions.

The following will be presented in co-operation with various industry organisations and societies (to be confirmed later), each in its own venue or tent.

- Dairy, game, intensive sheep production information day, wool, broilers and egg production, farm safety, livestock feed, water supply, goats, sheep, silage, red meat, etc.
- A breeders' expo where bull and ram breeders of the different breeds have the opportunity to showcase their genetics, animals and studs to prospective buyers. The animals are kept in a special tent which focuses on breeders.

Evening programme: Every day there will be an evening programme. Among others it includes the following highlights:

- Monday evening, 26 September: Sponsors and exhibitors spit-braai.
- Tuesday evening, 27 September: Wagyu beef & wine pairing (ticket for sale).
- Wednesday evening, 28 September: Santam Agriculture National Silage King prize giving.
- Thursday evening, 29 September: ALFA-dinner.
- Friday evening, 30 September: ALFA music concert (Artist/s to be announced).

Consumer show: A consumer show focusing on products from the livestock industry that are introduced to consumers. It includes meat and meat products (beef, mutton, pork, and chicken), cheese, yoghurt, wool products, leather products as well as livestock activities.

Exhibitors and sponsors are invited to become part of this event. Please contact us for more information on stands, event and activity sponsorships as well as promotional events to meet every need.

Contact the ALFA office

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Also visit our website www.alfaexpo.com

