

**PRESS RELEASE ISSUED BY PLAAS MEDIA  
ON BEHALF OF THE AFRICAN LIVESTOCK TRADE FAIR (ALFA)**

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### **ALFA becomes the home of champions**

The African Livestock Trade Fair, i.e. ALFA, was held for the second time this year and once again focused on the entire agricultural industry – but from the livestock farmer’s perspective. This year’s ALFA was held from 12 to 14 September at the Afridome in Parys, and created a platform for livestock farmers and role-players in the livestock industry to attend several important events while conducting business. Some 4 500 visitors attended the various events and exhibitions.

The various exhibitions focused on the four commodities of the livestock industry – red meat, dairy, game and fibre. A successful ALFA 2017 ended on a high note with a prestigious ALFA gala dinner and prize-giving, during which a variety of awards were handed out.

### **Interbreed championships @ ALFA 2017**

One of the highlights of ALFA 2017 was the Hinterland national beef cattle interbreed championships, the GWK dairy interbreed championships and the Molatek small-stock interbreed championships. The interbreed focus is one of the major ways in which ALFA is supporting existing regional shows. Interbreed winners at the largest regional shows qualify to compete in the national championships at ALFA.

This year’s Hinterland national interbreed champion cow, Roechama Suré RMC 130018, was the regional champion at the 2017 Vryburg Show. She is a red Angus cow of RC Malherbe and André Markgraaff. The Hinterland national interbreed champion bull is a Braunvieh bull, Witbek Salute HB 15-0011, also from the Vryburg Show, and owned by Hans Bester. The national beef cattle interbreed championships judges were Willie de Jager, Tok Serfontein, Piet Delport, Martin Seyfferdt and Jaco Maré.

Another award in this competition was given to the best handler of the championships. The worthy recipient was Cresswell Arnoldus of De Panne Angus.

At the dairy interbreed championships, Maki Tuis Chilli Parys of Maki Tuis Jerseys was crowned GWK princess of the expo. The GWK queen of the expo was Macneil 13166 of Poena van Niekerk’s EDE Farming. The judge was Andrew Masterson.

Several top interbreed awards were also made in the Molatek small-stock interbreed championships :

- Mutton ewe: Meatmasters, Nico Grobler of Kern Meatmasters.
- Mutton ram: Dorper, Colene van der Merwe, Constantia Dorpers.
- Wool-bearing mutton ewe: Suffolk, Carel Greyling, Carmar Suffolk.
- Wool-bearing mutton ram: Dormer, Colene van der Merwe, Kalkvley Dormers.
- Wool sheep ram: Dohne Merino, Louis Nel, Nello Dohne.
- Milk goat ewe: Saanen, Rina and Norman Belcher, Belnori.

The judges were Jan de Jong, Mike van den Berg and Joubert Fourie.

### **A value chain focus**

The competitions and exhibitions carried a value chain focus aimed at the various commodities of the livestock industry. This included the meat rabbit value chain, dairy value chain, game value chain and more. A red meat value chain focus was a major component of ALFA 2017 and included several exciting competitions, one of which entailed a slaughter ox judging competition.

The aim of the focus was to teach people how to determine whether an animal is ready for slaughter, by gaining the best value in terms of the classification of the carcass. The interbreed judging as well as the Leriba People's Choice Beef Challenge and Wagyu and Wine pairing also formed part of this focus.

### **Taltec slaughter ox judging**

A kraal complex was erected by Taltec as part of the outer exhibitions at ALFA 2017. Two groups of five slaughter oxen each were placed in the kraals and a judge from the South African Fatstock Judging Association (SAFJA) conducted a presentation on the hour.

The public was able to test their new knowledge by placing the second group of clearly numbered slaughter oxen from first to fifth place. The person whose placement was closest to the correct answer, was the winner and received a Taltec neck clamp. This winner was Roger Crispin of Delareyville.

### **Sernick slaughter ox and carcass competition for emerging farmers**

Sernick has a longtime commitment to the development of livestock farmers and operates a development programme under the leadership of Patrick Sekwatlakwatla. The five top farmers in this programme had the opportunity to enter their animals at ALFA 2017 and become part of commercial mainstream agriculture. The entries were judged both on the hoof and on the hook and a joint mark was awarded. The winner of the competition was Maria Mthimkulu, who also came second.

In the Leriba People's Choice Beef Challenge meat from six different cattle breeds was prepared in the same manner and by the same chef. Visitors to the show could taste the meat and vote for their favourite. The public vote went to the Angus beef. The meat was supplied by Andrew Masterson of Milagro Angus.

### **Santam Agriculture National Silage Competition**

Another highlight was the announcement of the 2017 Santam Agriculture Silage King. The Santam Agriculture National Silage Competition is presented annually by *Veeplaas* and *Stockfarm* and was hosted in 2017 for the fourth time. The purpose of the competition is to contribute towards promoting good silage practices.

"If we use the national estimated silage production of approximately 9 million (wet) tons at a price of R500 per ton, then a mere 3% improvement in silage production methods will translate into a saving of R135 000 000. This is why this competition is so important," Gerhard Diedericks, head of Santam Agriculture, the name sponsor of the competition, said just before handing over the winner's certificate.

Participants in the competition competed in three categories, namely maize, forage sorghum and oats silage. The winner in the maize category was Westend Landgoed, while Sparta Baby Beef of Marquard won in the forage sorghum category. The oats category was won by Danie Louw of Klipheuwel in the Western Cape. Westend Landgoed was eventually crowned as the overall winner and the 2017 Santam Agriculture Silage King.

### **Toyota SA National Young Auctioneer Competition**

The Toyota SA National Young Auctioneer Competition was hosted for the first time in 2015 by the agricultural magazines, *Veeplaas* and *Stockfarm*. The competition is held to promote the livestock auctioneering profession. Participants are judged in the young (19 to 30) and junior (school learners) categories based on their rostrum performance, livestock knowledge and industry knowledge.

Qualifying regional rounds were held throughout the year at various agricultural events. The participants who qualified at these events took part in the final national round of the competition held @ ALFA 2017. Auctioneers Nico Langeveldt and Ian Grobbelaar judged the eight junior participants and six young participants based on their overall package as auctioneers.

In the junior category Hertie Lerm defended his title and was placed first. Fiso Hadebe and Wandile Nzimande of Weston Agricultural School were placed second and third respectively.

In the young category the 2016 winner, Steven Matthews, passed the crown to his brother, Gavin Matthews, who qualified at the Royal Show in Pietermaritzburg. Two Free State participants, Mechiel Groenewald and Jurie Burger, were placed second and third respectively.

### **ALFA youth focus**

An agricultural youth focus is one of the four pillars of ALFA 2017. The purpose of this programme is to expose the youth to agriculture in practice and to make the farmers of tomorrow part and parcel of the agricultural community.

An ALFA 2017 inter-schools competition was held to give agricultural schools the opportunity of benchmarking and competing against other schools. A total of ten competitions formed part of this challenge. Each school had to take part in the FNB agricultural schools exhibition, the *Veeplaas* agricultural schools quiz and Voermol and Konsortium Merino's youth shows. They then had to participate in another two competitions selected from the remaining seven.

Prices were awarded in the individual competitions, but an overall mark was used to determine the ALFA 2017 agricultural school of the year. This prestigious award went to Wagpos High School in Brits.

### **More results in the youth focus**

- Obaro junior slaughter ox competition: Reitz High School.
- JSE wool-handling competition: Hendrik Potgieter Agricultural School, Reddersburg.
- Zoetis junior interbreed championships:
  - Bull: Kroonstad High School (Blouskool).
  - Female animal: Unicom Secondary Agricultural School, Tweespruit.
- Santam Agriculture junior silage competition: Bekker High School.
- ALFA whip cracking competition: Merensky High School, Stefan Corbett.
- Sernick junior carcass competition: Reitz High.
- *Veeplaas* quiz: Reitz High.
- FNB agricultural schools' exhibition: Merensky High School.
- Voermol cattle youth show:
  - **Beef cattle junior:** Ané Kleynhans, Kroonstad High School (Blouskool).
  - **Beef cattle senior:** Dominique Blandin de Chalain, Merensky High School.
- Konsortium Merino small-stock youth show:
  - **Meat goat junior:** Caleb Lootzy, Weston Agricultural College.
  - **Meat goat senior:** Pierru Kruger, Morgenzon Agricultural Academy.

### ***Veeplaas* schools herd project**

The WA Lombard floating trophy was awarded for the first time @ ALFA 2017 for a special achievement by a school taking part in the *Veeplaas* schools herd project. This year the trophy was awarded to Unicom Secondary Agricultural School for the best progress in 2017.

A second award was made for good herd management for schools taking part in the *Veeplaas* schools herd project and the University of the Free State Agricultural Economy trophy was awarded to Kroonstad High School (Blouskool). The trophies were handed over by WA Lombard, coordinator of the *Veeplaas* schools herd project. This project will in future be managed by the PLAAS Agricultural Youth Foundation with Lombard still the coordinator.

## **Auctions @ ALFA 2017**

Trade is a major focus of ALFA and auctions are generally regarded as the main trading platform of the livestock farmer. Therefore, several auctions were held during ALFA 2017.

### **Elite Dormer auction**

The four sellers at this auction were Manie and Karin Wessels of Frankfort, Dolf Bam of Wakkerstroom, Schalk Lourens of Bethal and Erika Hanekom of Malmesbury. The results were as follows:

- Highest price ram: R85 000.
- Highest price ewe: R12 000.
- Average price rams: R15 321,43.
- Average price ewes: R5 725,47.

Both animals that fetched the highest price were sold by Schalk Lourens of Bethal. The ram was bought by Colene van der Merwe of Petrusburg. Vleissentraal hosted the auction and Ian Grobbelaar was the auctioneer.

### **SAMM young ram auction**

A total of 46 outstanding rams were auctioned and a 100% sales record was achieved. The average price for the rams was R12 728. The rams were all 18 months or younger, and the progeny of top SAMM dams and tested fertile.

The ram that fetched the highest price was sold by Henning Vorster of Middelburg in the Eastern Cape. A bid of R22 500 was closed on this ram. The auction was presented by BKB Louwid.

### **PIC pig auction**

Two package lots of top breeding material were offered for sale @ ALFA 2017 by Alzu Pig Genetics/PIC. The animals on auction were PIC 337 boar and PIC 410 boar. Both were offered as a package that included a 24-week-old Camborough gilt. Lot 1 was purchased by Estvan de Klerk of the Green Acres Stud in Upington and lot 2 by Gerhard Munro who farms near Parys. Both lots were sold for R11 000 each.

### **Small game and Dexter auction**

North West Wildlife Traders hosted a successful small game and Dexter auction during ALFA 2017. An average price of approximately R5 000 was achieved for the game lots. The highest price was paid for a Reed Buck package consisting of three ewes and one ram that fetched R9 000. The average price of the Dexter lots was R20 500 with the highest price of R42 000 paid for a Dexter cow.

### **Silent actions**

BKB Louwid presented two silent auctions during ALFA 2017. Hugenoot, Afrikaner and Beefmaster bulls were offered over two days in a digital silent auction, fetching an average price of R30 250. Merino, Suffolk, Landskaap and Dohne Merino were also offered for auction, fetching an average price of R8 250.

### **Special awards**

Special awards were handed to four role-players in the livestock industry during the ALFA gala dinner. The purpose of these awards is to give recognition to people who made or are making an exceptional contribution to the livestock industry.

The following people were honoured for their lifelong contribution to the industry:

- Koos Pienaar received an award for his lifelong contribution to the organised livestock industry.
- Eddie Prinsloo received the future award for an action or programme that contributes to the future of the livestock industry, in this case for establishing a workable BEE partnership with his staff.
- Dr Faffa Malan received an award for his lifelong contribution to the science of animal health.

- Martin Seyfferdt received an award for his contribution to the organisation of the livestock industry, specifically for establishing the interbreed concept in the South African livestock industry.

### **Make sure you are @ALFA 2018!**

ALFA 2017 was widely described a huge success and certainly one of the highlights of the 2017 livestock calendar. The programme included several highly instructive workshops and courses that were well attended.

“ALFA 2017 was a big step forward in offering the South African livestock industry a platform for trading and networking. The value of ALFA lies especially in the high-level cooperation between all commodity associations, organised agriculture, several breeders’ societies, agricultural schools and prominent input suppliers in the industry. This level of cooperation illustrates what ALFA stands for: African Livestock Trade Fair,” says Albert Loubser, co-organiser of ALFA.

“To me personally ALFA 2017 was a wonderful experience,” says Dr Niel van Zyl of the Africa Business Institute, the other organiser of ALFA. “What stood out this year and last year was the passion and dedication with which the partners of ALFA – from sponsors and exhibitors to participants and helpers – made this event their own.

“It obviously places a huge responsibility on our shoulders as we have to extend and improve the ALFA platform. I am looking forward to ALFA 2018!”

Work is already underway to arrange ALFA 2018 which will take place from 18 to 20 September 2018. Watch the press for more information. For more information, contact Albert Loubser on 082 562 2188 or email [albert@veeplaas.co.za](mailto:albert@veeplaas.co.za).

### **Captions:**

**ALFA1:** The Afridome during ALFA 2017.

**ALFA2:** The ALFA 2017 agricultural school of the year is Wagpos High School from Brits.

**ALFA3:** The 2017 Hinterland national interbreed champion cow is the regional champion from Vryburg Show, Roechama Suré RMC 130018, a red Angus cow belonging to RC Malherbe. From the left are Daan Bronkhorst and Phillip Lee of Hinterland with Leslé, Gerhard, Suré and RC Malherbe, and the handler Ben Marumo.

**ALFA4:** The 2017 Hinterland national interbreed champion bull is this Braunvieh bull of Hans Bester which won at the Vryburg Show, Witbek Salute HB 15-0011. From the left are Daan Bronkhorst and Phillip Lee of Hinterland, Hans and Marina Bester, and the handler Ishmael Nkosi.

**ALFA5:** The GWK princess of the expo is Maki Tuis Chillie Parys of Maki Tuis Jerseys. From the left are Fanus Linde of GWK, Phillip Swart of the Milk Producers’ Organisation (MPO), and Jaco and Jennifer Pieters of Maki Tuis Jerseys.

**ALFA6:** The GWK queen of the expo is Macneil 13166 of Poena van Niekerk’s EDE Farming. From the left are Poena van Niekerk, Andrew Masterson, judge, Phillip Swart of the MPO, Annelize van Niekerk and Fanus Linde of GWK.

**ALFA7:** The 2017 Santam Agriculture silage king is Westend Landgoed. From the left are Richardt Venter, fellow co-ordinator of the competition, Gerhard Diedericks, head of Santam Agriculture, the name sponsor of the competition, and Hano and Imke Lombard of Westend Landgoed.

**ALFA8:** From the left is Albert Loubser of Veeplaas and Ian Grobbelaar, judge, with the top three auctioneers in the young category of the 2017 Toyota SA National Young Auctioneer Competition: Jurie Burger, third, Mechiel Groenewald, second, and Gavin Matthews, the winner.

**ALFA9:** The winners in the junior category of the 2017 Toyota SA National Young Auctioneer Competition are, front from the left, Wandile Nzimande, third, Fiso Hadebe, second and Hertie Lerm, first. With them, from the left, are Albert Loubser of Veeplaas, Ian Grobbelaar and Nico Langeveldt, judges, and Johan Cillie of EastVaal Toyota in Potchefstroom.