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ALFA 2019 presents different facets of the livestock industry

The local livestock industry is without a doubt one of the largest segments of the South African agricultural industry. It is the oldest and one of the most profitable sectors in agriculture and also one of the most stable sectors that keeps farmers on their farms amid economic pressures and natural influences.

The focus of the ALFA expo, which will be held at the Afridome showgrounds in Parys from Tuesday 17 to Thursday 19 September, is focused on livestock and there are four topics that bring together the projects and activities presented at the expo. These include effective livestock production, youth in agriculture, livestock trading and social interaction.

Events like these provide the opportunity for knowledge exchange, create a technology transfer platform and formulate a trading platform to bring the supplier and buyer together.

ALFA is a trade expo that represents the different facets of the livestock industry and presents its value chains from a trade and technological perspective.

"It's a trade show for agriculture where farmers participate, so our focus is on anyone who works in agriculture and anyone who has an interest in the livestock industry," says Albert Loubser, co-organizer of ALFA, in a recent interview on Grootplaas.

Various livestock competitions will also be held at ALFA 2019 and include species covered by the Animal Improvement Act, 1998 (Act 62 of 1998) such as meat and dairy cattle, meat and wool sheep, dairy and meat goats, pigs and broilers.

The Hinterland National Interrrace Beef Championship, which takes place at the expo on 19 September, is always a highlight on the ALFA calendar and this year is no exception. "That's where the biggest shows in the country's interrace champions come together so that we can then crown the national interrace champions. There are incredible champions on their way to ALFA this year," adds Loubser.

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