

**12 September 2019**



### **Valuable Hinterland additions to this year's ALFA programme**

Hinterland will once again be a central role-player at the fourth ALFA (African Livestock Trade Fair) this year and it promises to be bigger and better than ever. The livestock-focused trade expo will take place at the Afridome Showgrounds in Parys from 17 to 19 September.

ALFA is a trade expo that represents the various facets of the livestock industry and presents its value chains from a trade and technological perspective. Farmers from all over South Africa - and any persons with an interest in the livestock industry - are invited to visit the expo.

Visitors can look forward to various items presented by Hinterland.

#### **Hinterland Farm Managers' Conference**

The Hinterland Farm Managers' Conference is a valuable new addition to the ALFA programme and will be presented in the ABI Africa Hall on Tuesday, 17 September from 09:00 to 09:30.

The purpose of this conference is to draw attention to the specialised nature of the farm manager profession. Well-known businessman and speaker, Brand Pretorius, will also be speaking at this event.

#### **Hinterland National Interbreed Beef Cattle Championship**

The Hinterland National Interbreed Beef Cattle Championship, which takes place at the expo on Thursday, 19 September, is not only the highlight of ALFA's interbreed focus, but also a highlight on the ALFA programme.

The interbreed champions from the biggest livestock shows in the country are brought together so that a national male and female interbreed champion can be crowned.

"The qualifiers this year are of a very high standard and it is probably the best genetics ever exhibited under one roof in South Africa. There are incredible champions on their way to ALFA this year," said Albert Loubser of Plaas Media, co-organiser of ALFA, during a recent interview on

Grootplaas.

The cow assessment takes place at 14:30 and is followed by the bull assessment at 15:30. The winners' parade and crowning ceremony will take place from 18:00 to 22:00. Expo attendees are also invited to visit the brand new Hinterland Customer Lounge.

### **Hinterland Weapons Shop**

During ALFA 2019 there will also be a Hinterland weapons shop with special offers on guns that can be purchased on order. There will also be a wide range of telescopes and equipment available.

*For more information about Hinterland and their products, services and promotions, please visit their website at [www.hinterland.co.za](http://www.hinterland.co.za).*

*You can also follow Hinterland on Facebook (@Hinterland), Twitter (@Hinterland\_SA), Instagram (@hinterland\_sa) and LinkedIn (@Hinterland SA) to keep up to date with the latest news.*

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