

---

**Marketing letter for ALFA online 2021 and Nampo/ALFA 2021 @ Nampo Park, 30 September - 2 October 2021**

2020 was an exceedingly difficult year for everybody. No-one could imagine how difficult it would be when we wished each other a “Happy New Year” in January 2020. The epidemic had a global impact and caused tragic loss of life and economic hardship. We also discovered a “new normal” that tested our resolve and creativity like never before. The first Nampo/ALFA livestock, hunting and outdoor was also badly affected and the event that would have taken place at Nampo Park was cancelled because of the Covid-19 pandemic. This gave birth to ALFA 2020 online.

A big thank you to all who bravely joined us on this venture, either by participating or through their support. We regret that the online format did not suit everyone, we especially missed our exhibitors. We hope though that everyone joined us on social media or our different online platforms. A special thanks to all our project sponsors, partners, Agri Gauteng, Bloem Show as well as the different breeders’ societies, the different agricultural organisations, our ALFA team and everyone else who supported us in any possible way. We trust that 2021 will be kinder to us all and that we will enjoy each other’s company at Nampo Park as livestock community!

ALFA focuses on five areas that guide our projects and programme: livestock trading, consumer focus, scientific performance testing, agricultural youth, social interaction. Within this context we focus on nine specific industries within the livestock industry, namely wool, red meat, dairy, horses, dogs, poultry, pork, wildlife and rabbits. The first four years the ALFA expo was held at the Afridome in Parys. 2020 would have been the first year where the joint venture between ALFA Expo and Nampo (which would have included the hunting and outdoor expo) would have taken place at Nampo Park. Just more than half of the 40 ALFA projects were offered on the online format. These include performance championships, shows, auctions, carcass competitions and workshops.

***A total of 388 breeders, representative of 36 different breeders’ societies with 1 504 animals, participated in the different competitions and championships. Almost 500 videos were submitted by participants of the different activities! Events from other organisations that also took place with the ALFA-programme include SA Studbook’s elite prize-givings, Samic’s annual awards functions and Bloem Show’s interbreed judging seminar. In terms of direct participation, this was the second largest ALFA since the first ALFA five years ago!***

Each of these projects culminated in a webinar or series of webinars that were posted or streamed on Agri TV’s channel on DigiTV. More than 200 different speakers participated in the 50 webinars that were recorded over the course of 2020. More than 3 000 people viewed these webinars. These will be available on this platform until 30 September 2021. The webinars facilitated a national reach for the exhibition. Breeders of all nine provinces participated, giving ALFA new relevance. (See the attached summary of the beef cattle program with their links or go to [www.alfaexpo.com](http://www.alfaexpo.com) and [www.nampoalfa.co.za](http://www.nampoalfa.co.za) or the ALFA Facebook page.

We can plan 2021 much better to the realities of the day because we have lived through 2020. There is a good chance that the Nampo/ALFA expo will go ahead from 30 September to 2 October 2021 at Nampo Park. A final call will be made 1 June 2021 in this regard. Unfortunately, we don’t have any certainty within

the “new normal” that has now become part of our lives. For this reason, we will do the following to give our clients some certainty to plan accordingly.

### **ALFA online 2021**

We will commence with ALFA online 2021 on the same model as 2020. The protocols are tried and tested, and we know it is possible, even on a level 1 lockdown. We learned a lot in 2020 and with a few small adjustments, we can make it even better. An exciting addition is the development of a cell phone application for both Android and iOS which will make participation to ALFA 2021 a lot easier. Some sponsors are yet to be confirmed and some new projects and events still need to be finalised. The programme will commence on 1 May 2021 and the projects, competitions and closing webinars should be done by 31 Augustus 2021. The final programme and operational details will soon be shared.

### **Nampo/ALFA 2020 at Nampo Park**

If the situation normalises and we can continue with Nampo/ALFA 2021 at Nampo Park, the winners of the different competitions will be showcased on site as well as some highlights from the webinars that will be presented in person. Exhibitors can exhibit their goods and services. More information, floor plans and price lists will soon be available.

Most of the ALFA online programme will have an element that will be part of the livestock programme at NAMPO/ALFA as well as a full auction programme and All of ALFA’s social events.

The hunting and outdoor expo will take place for the first time as part of NAMPO/ALFA 2021. More information on this programme will be released soon.

We look forward to making 2021 and the opportunities it offers, a GREAT experience for the whole ALFA-family. Please contact me if you need anything.

**Albert Loubser**  
**Organiser ALFA 2021.**