

Agri-Expo Livestock, *Groot Plaasproe* a gateway to agriculture value chains

The Agri-Expo Livestock expo and the Groot Plaasproe festival, now in its fifth year, recently took place at Sandringham outside Stellenbosch; and saw 16,000 farm and food lovers explore 150 exhibitions; meet 300 farm animals and watch various animal breeds compete. "The value of Livestock and the Groot Plaasproe lies in the fact that over the last five years it has grown into one of the few opportunities where the public can experience the total value chain of a variety of agricultural industries in an accessible manner," said Johan Ehlers, CEO of Agri-Expo.



"This year's attendance underlines our success to bring the farmer and the public closer together by offering 20-events-in-one just 30 km outside the city during which visitors can experience farm life firsthand."

20th National Holstein Championships

A highlight at this year's show was the 20th National Championships of the SA Holstein Breeders' Society, hosted for the third time in the Western Cape. Breeders from various provinces convened for the show, which included a special function where recognition was given to legends in the industry. CS Puttergill & Son's Holstein Cow Damion Iona 12077 was named the National Champion.

Hannes Pretorius, the newly elected President of SA Holstein, described the show as one of the best ever: "We appreciate the professional standard with which Agri-Expo plans and executes the Livestock expo, as well as the contribution they make to agriculture as a whole," says Pretorius.

Jersey crowned as FNB Dairy Queen

Livestock is especially sought after for its dairy interbreed show, supported by the three largest dairy breeds, the Holstein, Ayrshire and Jersey breeders' societies. A highlight of this year's dairy show was the participation of international judge Brian Carscadden from Canada.

Tierwil Dimension's Abbigail 13010, owned by Rikus van Wyk of Tierwil Jerseys outside Porterville, was crowned the 2018 FNB Dairy Queen. According to Van Wyk, it was an "incredible privilege" to be part of Agri-Expo Livestock 2018. He described the facilities and organisation as "of international quality, with an exceptional atmosphere".



BKB Beef Queen a first for Simmentaler

In the beef cattle interbreed championships, 12 breeds competed in six different classes, with the Brahman, Simmentaler, Angus and Hereford breeds making their mark. The championship was won by a Simmentaler for the first time in the five-year existence of the show. The title BKB Beef Queen was awarded to Milagro Amy 1471, owned by Andrew Masterson of the Eastern Cape. It is the second year in a row that Masterson receives top honours in the interbreed championships.

Masterson describes Livestock as the "best marketing opportunity for the industry" with "first-class facilities and a "sky high standard where you can measure yourself against the best". Masterson says a large number of visitors does not only provide excellent product exposure, but "also brings ordinary people into contact with our animals so that they can experience firsthand how well the animals are treated".

Basie Erasmus of Joyce's Angus Stud won the second annual *Landbouweekblad* Groom's Challenge. Other highlights included a schools' programme with 3,000 learners, the SA Sheepdog Auction, the Western Cape Boerboel Show, the Cape Rabbit Club Spring Championship Show and International Pinotage Day tastings.

For more, visit: <https://www.bizcommunity.com>