

MEDIA RELEASE

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Agri-Expo Livestock – A world-class showcase of the livestock industry

A world-class showcase of the South African livestock industry and its value chains awaits visitors to the sixth Agri-Expo Livestock from Thursday 10 to Saturday 12 October 2019 at Sandringham outside Stellenbosch. Livestock has over the past five years established itself as the most prestigious livestock event in the country, where visitors watch top animals of various breeds compete with about 20 breeders' associations involved.

Livestock hosts the biggest dairy show in South Africa, as well as the biggest beef interbreed championships of its kind, with the crowning of the FNB Dairy Queen and BKB Red Meat King or Queen on Saturday 12 October as its highlight. Livestock is especially sought after for its dairy interbreed show, supported by the three largest dairy breeds, the Holstein, Ayrshire and Jersey breeders' societies. Rikus van Wyk Porterville, who won the dairy show last year, describes Livestock as "of international quality, with an exceptional atmosphere". Andrew Masterson of the Eastern Cape, who received top honours in the Beef interbreed championships for the second year in a row, says Livestock is the "best marketing opportunity for the industry" with "first-class facilities and a "sky high standard where you can measure yourself against the best".

Small as well as commercial farmers can obtain free advice from experts during Livestock's popular information days, supported by the Western Cape Department of Agriculture and Standard Bank. Dairy goat farmers – and anyone interested in small stock dairy – can attend the Dairy Goat Information Day on Thursday 10 October, whilst the Beef Cattle Information Day, with interesting speakers such as Llewellyn Angus, takes place on Friday 11 October.

Around 2 500 primary and high school learners annually visit the expo for a free agricultural educational programme, supported by the Western Cape Department of Agriculture. The programme includes eleven interactive stations where learners can experience cows being milked; get up close with different animals; and learn more about agricultural careers through the WCDoA's Connect Agri exhibition.

New at this year's Livestock is a show by the Western Cape Arabian Horse Club. The programme also includes the Western Cape Dairy Goat Championships, the Old Mutual Insure Regional Youth Show, the *Landbouweekblad* Challenge for handlers and carers, the Cape Rabbit Club's Spring Show, the third annual SA Working Sheepdog Auction and a variety of other activities.

Various stalls will sell farm food, wine and craft beer as part of the *Groot Plaasproe* which is held on Saturday 12 as well as Sunday 13 October this year. The weekend programme also includes braai competitions and performances by popular artists and line dancers.

Livestock takes place daily from 09:00 to 17:00. Visit www.livestock.org.za for the full programme. Tickets are available from Computicket and at the gate at R120 for adults, R60 for pensioners (Thursday and Friday), R30 for scholars (free Thursday and Friday) and free for children under six years. For more information, contact Agri-Expo on 021-975 4440 or admin@agriexpo.co.za.

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