

# NAMPO aims to connect farmers and visitors again

By Magda du Toit | 18 April 2024 | 2:48 pm

*With technology already playing an important role in the South African agriculture sector, the theme for NAMPO 2024, 'Agriculture in a Digital Age', is fitting to support the sector as it continues to transform in order to meet ever-changing challenges.*



South Africa's leading agricultural expo, NAMPO Harvest Day, returns for its 56th edition with a focus on "Agriculture in a Digital Age."

*Photo: FW Archive*

The 56th [NAMPO Harvest Day](#) will be held from 14 to 17 May 2024, and according to Grain SA, is geared to offer visitors the opportunity to learn more about the latest trends and developments in digital applications.

"South African farmers are increasingly recognising the significance that modern technologies and digital platforms are contributing toward efficiency, productivity, sustainability and prosperity," said Dr Dirk Strydom, Grain SA's Head of NAMPO, Marketing and Research Development.

Strydom added that over the years NAMPO had played an important role in connecting the various role players in the agriculture sector with each other.

“NAMPO offers producers a platform to interact with service providers and input suppliers regarding the latest products and services on offer. Our aim is to connect the farmer with the rest of the value chain, including inputs, machinery, food processing, precision agriculture, marketing, and financing solutions.”

To facilitate the digital demonstrations as well as the increase in exhibitors, the organisers installed three additional 500kVA generators to add to the existing 300kVA capacity. The newly added Midas Hall on the south-eastern side of the park brings an additional 60 indoor exhibitors to NAMPO.

The popular discussion forum, [Nation in Conversation](#), will once again bring role players in the broader agriculture sector around the discussion table to reflect on topical subjects such as strategies for resilience and adaptation, optimising farmer support services, and collaborating solutions in times of adversity.

On 15 May, one of the panels will also discuss the possible impact that the elections might have on the sector. The conversations will be filmed during NAMPO and live-streamed on various platforms.

With the increase in visitor numbers, NAMPO is increasing its food offering. Visitors can look forward to a brand-new food experience offered by the *Syngenta Boerekos Plaaskombuis*.

The regular NAMPO food stalls will continue to operate to the benefit of schools, churches and non-profit community organisations in the area. The exclusive restaurant, which opened in 2023 to offer exhibitors the opportunity to reserve tables for client discussions, will be operational again in the Fanie Ferreira Hall.

*The Farmer's Weekly team* will also be present in NAMPO Hall, stands 84 and 67. Visit the stand for exclusive merchandise and subscriptions.

### **Get your tickets online**

Tickets are available from [ticketpros.co.za](https://ticketpros.co.za) with discounted entry fees when purchasing online.

Gates will open at 7am and close at 5pm. Route directions as well as details on the private air strip are available from the website and the NAMPO app.