

Vivo Boerebemarkingsdag: The biggest agricultural expo in Limpopo!

By Ané du Plessis, Potatoes SA

The annual Vivo Boerebemarkingsdag is a major agricultural expo held in South Africa's Limpopo province.

This event serves as an important platform for local producers to showcase their agricultural products, services, and technologies. The expo attracts many visitors including producers, agricultural professionals, investors, and buyers from different parts of the country.

The event features a diverse range of exhibitors, including livestock breeders, farm equipment manufacturers, fertiliser and pesticide suppliers, and many more.

One of the highlights of this expo is the informative seminars and workshops conducted by experts in the agricultural industry. These sessions cover various topics such as sustainable farming practices, crop management, and marketing strategies. These informative discussions provide valuable insights and knowledge to farmers and agricultural professionals, helping



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them to improve their farming techniques and business practices.

Despite the scorching hot weather, with temperatures reaching up to 40°C, the expo still saw an average of 2 500 visitors each day.

Potatoes SA meeting

One of the major events that takes place at the Vivo Boerebemarkingsdag is the annual meeting hosted by Potatoes SA. This meeting brings together farmers, market agents, retailers, and pre-packers to collaborate on strategic plans for the potato industry. This meeting creates a valuable opportunity for the entire value chain to come together and communicate face-to-face, paving the way for better cooperation and an understanding of the needs and challenges of each stakeholder.

These types of meetings are of immeasurable value

to potato producers as it ensures the sustainability of the potato industry in South Africa. By working together, the industry can identify and address issues such as production, marketing, distribution, and develop strategies to overcome them. This ultimately benefits all stakeholders involved and contributes to the growth and success of the potato industry in the country.

Economy and climate

Potatoes SA would like to express our sincere gratitude to Nedbank for providing us with the invaluable expertise of Crystal Huntley. During her presentation titled "The economic prospect of enduring amidst a harsh climate", she shed light on the challenges that the economy is currently facing and will continue to face in future.

Her presentation was an eye-opener that provided us with a better understanding of the economic climate we operate in. We are grateful for the opportunity to gain insights from such a knowledgeable expert, and we believe that the information shared will help us navigate the challenges ahead with greater confidence. ©



Potatoes SA held an annual meeting during which producers were able to network with other role-players in the potato value chain.

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