

Farm life on display

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When many people think of Nampo, they think of a bunch of farmers wandering around looking at the latest tractor or combine harvester or checking out the best pedigree of livestock. Frankly, there is a great deal of that, complete with khaki shorts and shirts and people queuing up to literally spend millions of rands on merchandise in the John Deere shop.



[Image source: Agri4Africa](#)

But it is a fascinating place to visit, if only to watch in awe as planes and helicopters are squeezed into tight parking spaces in a field in the middle of nowhere. There is big money at Nampo. And big money is spent. Case II quad tractors cost about R4m, John Deere combine harvesters even more. There is probably livestock costing the same come to think of it.

Wandering around the massive showground, it was possible to view everything from cars to bakkies to tractors and trucks, as well as all types of agricultural equipment. Yes, I did say cars. Nissan had a big stand which focused mainly on bakkies laden with hay bales, but it also had on display the GT-R that won the King of the Hill Supercar shootout with Jaki Scheckter behind the wheel.

Jaguar Land Rover had everything from its drive-to-church-on-a-Sunday Range Rover to its tear-up-the-tarmac F-Type. Ford showcased its Ranger bakkie, but it also had a number of cars and vans too. Mahindra also previewed its new Scorpio along with other models in its workhorse range.

Truck manufacturers queue up to get a spot at the show and this year there were impressive stands from Hino, Scania, Mercedes-Benz, MAN, Volkswagen and Tata among others. Many trucks on display were obviously equipped with huge cattle bars on the back but there was also some of the latest in terms of technology and innovation. Transporting livestock, grain and equipment is big business.

But the main attention was on traditional agricultural equipment and everywhere you looked there were tractors and other machinery on display. John Deere is a dominant force in the industry and at Nampo, and as well as its huge on-site shop it had everything from an original tractor to the latest in combine harvesters and other equipment, essential for the modern farm.

Massey Ferguson and Case IH also had huge displays of gleaming machinery, while smaller equipment was present from the likes of JCB and others.

There were also numerous displays of the latest innovations when it comes to harvesting, ploughing, storage and more, most of which I investigated but will not even try to say I understand properly.

Nampo is a truly fascinating place to visit, whether you are currently in the agricultural industry or considering joining it. For me, it fascinates based on the incredible technology that exists, but also because it is one full-scale farm set, like the ones we had when we were children. But I didn't buy anything at the John Deere store.

Source: Business Day

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