



MEDIA RELEASE

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BLOEM SHOW 2016's GREAT SUCCESS!

The 2016 Bloem Show that took place from 27 April 2015 till 7 May 2016, was yet again another great success. Bloem Show would not be possible without hundreds of role players, exhibitors, breed societies, breeders, sponsors and visitors.

This year's show kicked off on 27 April and was marked by the glorious weather accompanied by the two of public holidays and a wonderful show atmosphere. The show ended in icy cold weather on Saturday, 7 May.

Statistically we had an 10,6% decrease in the overall attendance, compared to 2015. We were despite the decrease, blessed with excellent attendance numbers of **101 164** over the 11 days of the show. The biggest contributor to the decrease in attendance, was definitely the economic climate as well as the cold weather over the last two days of the show.

Bloem Show also supported various drought relief projects this year and has already made a donation to Free State Agriculture. Bloem Show took hands with Itau Milling and Free State Agriculture and for each kilogram of Itau maize which was sold during Bloem Show at the Pancake King stall, an additional 1 kg of maize was donated. We are grateful to report that 1ton maize were collected and handed over to Free State Agriculture as donation for drought relief. An additional 1 ton of maize were also handed over to Solidarity. These institutions will do the distribution of maize where the need is greatest.



Outstanding entertainment was the highlight

This year's entertainment program offered true value for money options for all visitors. Top artists at this year's Bloem Show included Karlien van Jaarsveld, Adam Tas, Corlea Botha, Kevin Leo, the Parlotones, Dr Victor & the Rusta Rebels, Kurt Darren, Matthew Mole, Mathys Roets and child artists like Tjiff and Tjaff and Lollos as well as the popular Jazz artists Lesego and Siphokazi . Included in the entertainment program were performances by emerging artists, many dance groups and upcoming artists.

This year, several new actions were also launched. The Standard Bank and Bloemfontein Courant extreme outdoor demo day was presented at the Bloem Show on Saturday, 30 April. The national championships of the South African Strongman, as well as the Crossfitt ("Iron Eagle Games ") also formed part of the day and attracted much interest. Many demonstrations were done by 4 x 4 vehicles, motorcycles and Remote controlled toys, while visitors also could watch the Extreme demo jumps by the BMX bike and motocross "motorcycle. Several well-known Bloemfonteiners also jumped from a tower between 1 and 11 meters onto an inflatable bag. The father and child braai competition was also held during the event and the "Hot shots" team of Wikus and Devon Corbett were the winners.

The second **Fun Walk** was also presented this year on 2 May by Ola and Radio Rosestad - visitors really enjoyed themselves, with each one receiving a free water bottle and water, ice cream and medal, whilst also getting the opportunity to discover the rest of the show grounds.

The Clover Cook Competition were held on Sunday, 1 May with Koekedor Mareli and Kokkedor, Tiaan as judges.

The traditional **beauty pageant** competitions were very popular, with Marylyn van Vuuren crowned the **Miss Windmill Bloem Show 2016**. OloratoMalotle was chosen as first princess and Tamzen Strauss as second princess.

The crowning of **Little Miss Bloem Show 2016** was a highlight. Jodene Lemena was chosen as the winner, with Karla Botha as first princess and Mphoeutle Seitshiro as second princess.



In the section 3 – 5 years, Xante Pretorius was crowned **Little Miss Daisy**, Mine Truter and Chloe Sutherland were respectively crowned first and second princess.

The third **Bloem Show “Talent Search” Competition** was presented in conjunction with Computicket, PACOFS and Kovsie FM. The winner of the 2016 competition was voted as Botshelo Bjwa Ngwa (traditional dance group). They walked away with the grand prize of R10 000. The second place winner won R5 000 and this was awarded to Tsalanang Cultural Group (dancers) while the third place went to Take 5 (singing group), who walked away with R2 500 in prize money and the remaining seven finalists each winning R500. The top 3 will also get the privilege of being part of the Free State Golden Bean Music Awards road shows, workshops, and mentorship programmes, and receive entry into the best Newcomer Category at the awards that will be taking place later this year in November.

The **jazz festival** on Saturday, 7 May 2016 were well attended. This year the program already started at 13h00 in the main Vertical Signs arena. Several local and upcoming artists such as African Beat, Simpl3 Stori3s, DA Vibe Tribe, Piyet Live, DJ Patrick Tsolo, Mokotjo, Pulse of Joy, Steven Molapo, Taylor K and Alan Yen formed part of the great festival atmosphere. Bloem show were well supported by Mangaung Metro Municipality and the Department of Sports, Arts, Culture and recreation for these upcoming local artists. The highlight of the Jazz festival was the performance of the well-known Lesego and **Siphokazi** with MC’s King Marvellous and Puso Kgosinkwe.

Bloem Show exhibitors exceptional this year

Despite a lot of pressure on consumers and businesses in the current economic conditions there were about 300 exhibitors in just over 400 exhibition spaces at this year's Bloem Show. Despite the fact that there was a 15% drop in the number of exhibitors, there was increased interest by the public sector and many exhibitors booked larger exhibition spaces to display and sell their products. The food stalls were once a major attraction at this year's show with about 46 different food and refreshment stalls to choose from.



During the annual **ABSA exhibitors prize giving** and breakfast on 2 May, outstanding exhibitions at the Bloem Show were rewarded.

The **judging of the exhibitions** was done by an independent panel of 10 judges over a period of two days (28 and 29 April 2016). A variety of aspects were taken into consideration, including impression, appearance, originality and marketing.

A total of 300 exhibitors in about 400 exhibition spaces were judged – of which 59 received gold awards and 101 merit certificates awards. A total of 19 trophies were awarded to exhibitors.

The quality and standard of the exhibitions this year were good and exhibitors put in a lot of effort with the image of the theme “Love”.

In addition to this, 7 experts from the food industry conducted the **rating of 46 food and refreshment stalls** on 28 April 2016, focusing on aspects such as appearance, service, marketing and taste. Four trophies were awarded in this section. Detailed results of all awards were already circulated to the media.

The Bloem Show **Creative Crafts section** received 2805 entries this year! We received entries from all over South Africa and classes vary from Knitwear, Baking, Bottled items, Crocheting, Patchwork and Quilting, Machine Work, Creative Embroidery, Hobbies, Carpentry, Sugar craft, Teddy Bears, Traditional Embroidery, WAU competitions, Weaving and Spinning, Flowers arrangements, Writing, Art, Primary Schools’ baking, Cookery for Secondary schools’ , Needle craft for schools and photography. There was a section for everyone, young or old!

We also accommodated exciting **demonstrations** at this year’s Bloem Show. This included demonstration of Quilting, Weaving and spinning, Knitting, Sugar craft, Bobbin lace and also an exhibition of 100 year old bobbin lace items.

Bloem Show experiences a revival in Agriculture

The Agricultural program is part of Bloem Show’s core activities and this year was no exception. With 1 international show, 8 National and 13 regional and provincial agricultural championships



of horses, cattle and small stock that were successfully presented during the Bloem Show, the Bloem Show established itself as the platform for the development of excellence in agriculture in South Africa.

The SA Saddle Horse National Championship is the biggest of its kind in the world and is annually presented at the Bloem Show. Altogether 152 classes took place and 850 horses had registered for the championships. The biggest champions in three gaited and five gaited were:

- SA GRAND CHAMPION THREE GAITED HORSE winner was BASH VIVA TONITE - performer was Chantell Bosman and owner Mr PH OLIVIER.
- SA GRAND CHAMPION FIVE GAITED HORSE winner was VALLEY'S TOUCH THE WIND - performer was JUNIOR HUGO and owner WILLOW TREE SADDLE BREDS.

Tentpegging Divisional Championship: Six teams participated and this championship took place on 6 May.

The **National Friesian** Horse Championships, together with the **SA Boerperd** regional Championships, took place from 2 – 5 May. On 6 – 7 May, the Provincial **Miniture Horse Championships** also took place during the Bloem Show.

The Dorper and White Dorper's national and world championship was also presented from 2 to 6 May 2016 at Bloem Show. Attie Westraad, Breed director of the Dorper Sheep Breeders Society, from Middelburg in the Eastern Cape, said the championship was not only the largest yet of its kind, with 1 256 animals enrolled by 36 breeders nationwide and from Namibia, but one of the very best and most successful championships ever. He said the competition great, but the Bloem Show was also one of the best places where the show has been presented.

The results of the **ABSA Dairy Cattle Interbreed Competition** that took place on 29 April during the Bloem Show, amongst the dairy cattle breeds of the Holsteins, Jerseys and Ayrshires, were as follows:

- Neatest stall - Braun Kristalle
- Best Leader - Double Zero Moyo, Bertie van Zyl PTY LTD, Pinzgauer
- Super Cow - PA Anderson, Rivervalley Becky AB0633, Simmentaler
- Father seed of 3 - Eduan Farming, Braunvieh



- Mother seed of 2 - HJ Strydom Amadues Dexter, Dexter
- Best pair - PA Abrahamic Drie Riviere, Rivervalley Christy AB0845, Simmentaler & PJ Nienaber Rustenburg, Leeupoort PN13132, Simmentaler
- Best group of five animals - Braunvieh
- Supreme Junior Champion Male - PJ Nienaber Rustenburg, Leeupoort PN146, Simmentaler
- Supreme Junior Champion Female - PJ Nienaber, Rustenburg, Leeupoort, Simmentaler
- Breed Champion Male - Z100464, Cappuccino Zorro, Pinzgauer
- Breed Champion Female - PA Abrahamic Drie Riviere, Rivervalley Christy, Simmentaler
- Supreme Champion - PA Abrahamic Drie Riviere, Rivervalley Christy, Simmentaler
- Reserve Supreme Champion - Z100464, Cappuccino Zorro, Pinzgauer

Results of the **ABSA Meat and Dual-Purpose Cattle Interbreed Competition** that took place on 6 May during the Bloem Show were as follows:

- Neatest stall - Stoke Limousin
- Best Leader - Moki Peter Tshabalala, Angus
- Phase D Performance Test - Desmond Robertson Santarific, SS15-14, Santa Gertrudis
- Super Cow - Devlan Limousin, Devlan Depth DK0727, Limousin
- Father seed of 3 - LaRhone Limousins, LR0754 Groep La Rhone Greenday, Limousin
- Mother seed of 2 - Cornelis Dersen Trust Corzel CHD 1371C & Corzel CHD1380C, Simbra
- Best group of five animals - Devlan Limousins, Limousin
- Supreme Junior Champion Male - La Rhone Limousins, LR1385 La Rhone rat-race, Limousin
- Supreme Junior Champion Female - Cornelis Dersen Trust Corzel CHD 1380 C Simbra
- Breed Champion Male - La Rhone Maserati LR1174, Limousin
- Breed Champion Female - Devlan Limousins, Devlan Depth DK06123, Limousin
- Supreme Champion - Devlan Limousins, Devlan Depth DK06123, Limousin
- Reserve Supreme Champion - La Rhone Maserati LR1174, Limousin

The **Dairy Section** received 219 applications, 65 more than in 2015. The biggest dairy trademarks were represented here with cattle, goat and sheep milk products. The Jan Alleman Class, where the public consumers' choice of the best cheese chosen was again hosted. The



different companies' cheeses' were bought from a local supermarket, just like the consumer does on a daily basis. The University of the Free State assisted with the tasting sessions during the Bloem Show and the following trophies were awarded to the winners:

- Nampak Floating Trophy for the Champion Dairy exhibitor - Clover Frankfort
- Bloem Show Floating Trophy for the Champion Dairy Product - Dairybelle Bloemhof - Haloumi from cow milk
- Jan Alleman Floating Trophy for the Champion consumer class – Clover

The **Vleissentraal - SA Stud Book Elite Bull Growth Test Class** was hosted on 3 May 2016 during Bloem Show in the Main cattle ring. Eleven bulls qualified to partake in the class. The winner was the Pinzgauer of Bertie van Zyl (Pty) Ltd with Paul Bester as the herd manager.

Bloem Show thanks you

We **thank** every visitor, exhibitor, exhibitor, service provider, sponsor and media for the incredible support and contribution to the success of Bloem Show 2016 which once again assisted with the great economic boost for Bloemfontein and the Free State!

A special word of thanks goes to the media for covering all the events at the Bloem Show, and for taking our message to the community of central South Africa. The value of this message to all readers and listeners alike is priceless!

All honor to our Heavenly Father, for the incredible blessings that have contributed to such a successful 2016 Bloem Show.

We are also pleased to announce the date of Bloem Show 2017. Work has already started wondering about next year's Bloem Show and making it an unforgettable experience for visitors, exhibitors and competitors. **Bloem Show 2017 will be held from 27 April to 6 May.**

For more information about Bloem Show visit www.bloemshow.co.za or call 051 448 9897 during office hours.

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