

Bell displays at 50th NAMPO Harvest Day



Bell Equipment reinforced its presence in the South African agricultural and construction market during the golden jubilee of the now world famous NAMPO Harvest Day near Bothaville in May this year.

This year marked the fiftieth year that the Harvest Day, which started as one-day exhibition back in 1966, was held. It has since grown to a four-day event and draws visitors from across Africa and the wider world. According to figures released, a record number of more than 75 000 people visited the stands of the 685 exhibitors, the latter being the most ever.

“Over the past half-century the NAMPO Harvest Day has evolved into a brand that accurately represents modern agriculture in South Africa. It speaks to the general public as consumers of our agricultural products; it speaks to all producers in our country; it speaks to decision makers in government and the industry; it even appeals to the international arena and the growing interest from abroad confirms it,” Cobus van Coller, Chairman of the Harvest Day, said.

Adding to these comments, Izak van Niekerk, Bell Equipment’s General Manager: Central Region said: “In this wonderful 50th milestone year for NAMPO, it is indeed a privilege for us as Bell Equipment to exhibit a comprehensive mix of products to the same audience that NAMPO targets. We have also learnt that in the current challenging business world, with the huge

downturn in commodities, we have to show different products. NAMPO has succeeded to not only attract members of the farming community but a wider audience as this works well for us with our diversified product range.”

“Global confidence levels may not be where we’d like them to be yet but we do notice a certain air of quiet confidence and we as a leading original equipment manufacturer, will ensure that we are ready for the upturn. This we can confidently reinforce with the very positive start that we’ve seen since the beginning of this year,” he said.

Bell Equipment’s stand proved to be a real draw card and many people bought scale models, branded clothing and apparel. Members of the company’s sales force manned the stand daily and were on hand to explain the finer rudiments of equipment features, applications and financing options.

The following equipment was on display: Bell 1734A Haul Tractor, Bell 220A Forklift, Bell B18E Articulated Dump Truck, Bell 315SK Tractor Loader Backhoe, Bell 850J Dozer, Bell HX230E Excavator, Bomag BW211D-40 Padfoot Roller, Bomag BW120 Tandem Roller, Bomag BW900-50 Tandem Roller, Bomag BW75H Walk-behind Roller, Bomag BW65H Walk-behind Roller and a Finlay 683 Supertrak Screen





Johan Stemmet from Vanrhynsdorp on the Cape West Coast takes a closer look at model of a Bell Excavator.



Kaylan Botha (8) of Winterton in KwaZulu-Natal seated on the Bomag BW120AD Roller.



Junrú Smith, Phillip Nel, Ruan Keyser (seated in the cab of a Bell HX230E Excavator), and Ruan Nel are matric learners at Hoërskool Lichtenburg, who all plan to go farming after school.



Farmers, Johan Loubser and Coen Strydom, from Mariental in Namibia are shown around the Bell stand by Sales Representative, David Papi.



Winburg farmers: Bouwer Venter, Minnaar Erlank, Annelize le Roux and Martin le Roux enjoy their time on the Bell stand.



Isabel and Jan van Rensburg, farmers from Bethlehem in the Free State visited with their friend Attie de Jager (right), who is a farmer from Grootfontein in Namibia.



Monica de Villiers and Zanelle van Wyk, both of Kanoneiland in the lower Orange River area, get comfortable in the cab of the Bell B18E ADT.



Samuel Mwangi, who is with a construction material crushing group in Nairobi, Kenya is seen with Bell Sales Representative, Eric van der Merwe, next to the Bell B18E ADT.