



## **2027 STRATEGIC EVENTS & INDUSTRY ALIGNMENT CALENDAR**

**CONNECTING EVERY ISSUE TO THE MOMENTS THAT MATTER IN SOUTH AFRICAN AGRICULTURE**

**IN 2027, HARVEST SA WILL STRATEGICALLY ALIGN SELECTED MAGAZINE EDITIONS WITH MAJOR AGRICULTURAL EVENTS, CONGRESSES, COMMODITY ORGANISATIONS AND INDUSTRY MILESTONES.**

**THE OBJECTIVE IS TO ENSURE THAT EACH EDITION IS POSITIONED AT THE CENTRE OF THE CONVERSATIONS, DECISION-MAKING AND COMMERCIAL ACTIVITY TAKING PLACE ACROSS SOUTH AFRICA'S AGRICULTURAL SECTOR.**

**NOVEMBER / DECEMBER 2026**

# THE MACADAMIA EDITION

## Strategic Partnership: SAMAC

**Industry Focus:** Macadamia Production & Agribusiness

The Macadamia Edition will be developed in partnership with **SAMAC**, creating a dedicated platform focused on South Africa's macadamia industry.

### Strategic Focus

- Macadamia production and market trends
- Grower challenges and opportunities
- Technology and innovation
- Input suppliers and service providers
- Export markets and global demand
- Industry investment and expansion

**Commercial Opportunity:** Position Harvest SA as a key media platform connecting agricultural brands with macadamia growers and industry decision-makers.



JANUARY / FEBRUARY 2027

# THE CITRUS EDITION

## Strategic Partnership: CGA

*Aligned with the CGA Bi-Annual Congress*

The Citrus Edition will place Harvest SA directly into one of South Africa's most important citrus industry conversations, with editorial and commercial content built around the citrus value chain.

### Strategic Focus

- Citrus production
- Export markets
- Packhouses and logistics
- Irrigation and water management
- Crop protection
- Agricultural technology
- Finance and insurance
- Sustainability and compliance
- Grower profitability

### Event Alignment: CGA Bi-Annual Congress

**Commercial Opportunity:** Create a dedicated citrus advertising environment for brands targeting commercial citrus growers and decision-makers.



**MARCH / APRIL 2027**

# **INDUSTRY FOCUS: TBC**

## **Strategic Event / Partnership: To Be Confirmed**

This edition will be allocated to a high-value agricultural event, commodity organisation or strategic industry opportunity.

Potential focus areas could include:

- Grain & row crops
- Livestock
- Precision agriculture
- Agricultural finance
- Irrigation
- Agri-technology
- Agricultural machinery
- Input suppliers

**Objective:** Identify an event or industry partnership capable of generating significant reader engagement, advertiser participation and commercial value.



MAY / JUNE 2027

# THE NAMPO EDITION

## Strategic Event Alignment: NAMPO

Harvest SA will align this edition with **NAMPO**, creating a major agricultural technology, machinery and commercial farming platform.

### Strategic Focus

- Agricultural machinery
- Mechanisation
- Precision agriculture
- Farm technology
- Inputs and equipment
- Finance
- Insurance
- Renewable energy
- Digital agriculture
- Commercial farming solutions

**Commercial Opportunity:** Position Harvest SA as an extension of the NAMPO experience, allowing exhibitors and agricultural brands to continue engaging farmers beyond the physical event.



**HARVEST SA × NAMPO**  
*FROM THE EXHIBITION FLOOR  
TO THE FARMER'S FARM.*

JULY / AUGUST 2027

# THE WORLD AVOCADO CONGRESS EDITION

## Strategic Event Alignment: World Avocado Congress 2027

Harvest SA will create a dedicated avocado-focused edition aligned with the **World Avocado Congress 2027**.

### Strategic Focus

- Avocado production
- Global avocado markets
- Export opportunities
- Orchard management
- Irrigation and water efficiency
- Technology and innovation
- Post-harvest management
- Packhouses and logistics
- Sustainability
- International market trends

**Commercial Opportunity:** Connect international and Southern African avocado industry participants with Harvest SA's commercial agricultural audience.



SEPTEMBER / OCTOBER 2027

# THE NAMPO CAPE EDITION

## Strategic Event Alignment: NAMPO Cape

The September/October edition will align with **NAMPO Cape**, providing a dedicated Western Cape and Southern African agricultural platform.

### Strategic Focus

- Western Cape agriculture
- Grain and livestock
- Mechanisation
- Agricultural technology
- Irrigation
- Renewable energy
- Farm infrastructure
- Agricultural finance
- Inputs and equipment

**Commercial Opportunity:** Give NAMPO Cape exhibitors and agricultural brands an extended digital and print platform to engage farmers before, during and after the event.

**HARVEST SA × NAMPO CAPE**  
*EXTENDING THE EVENT CONVERSATION  
BEYOND THE EXHIBITION GROUNDS.*



**NOVEMBER / DECEMBER 2027**

# **INDUSTRY FOCUS: TBC**

## **Strategic Event / Partnership: To Be Confirmed**

The final 2027 edition will be aligned with a strategically selected agricultural event, commodity organisation or industry campaign.

The objective will be to close the year with a high-value sector focus and create a strong commercial platform for advertisers planning their 2028 agricultural marketing strategies.

### **Potential Focus Areas**

- Horticulture
- Livestock
- Grain
- Agricultural finance
- Agri-technology
- Sustainability
- Export agriculture
- Farm inputs and equipment



# 2027 AT A GLANCE

| Edition      | Strategic Theme        | Major Alignment             |
|--------------|------------------------|-----------------------------|
| Nov/Dec 2026 | The Macadamia Edition  | SAMAC Partnership           |
| Jan/Feb 2027 | The Citrus Edition     | CGA + Bi-Annual Congress    |
| Mar/Apr 2027 | Industry Focus         | TBC                         |
| May/Jun 2027 | The NAMPO Edition      | NAMPO                       |
| Jul/Aug 2027 | The Avocado Edition    | World Avocado Congress 2027 |
| Sep/Oct 2027 | The NAMPO Cape Edition | NAMPO Cape                  |
| Nov/Dec 2027 | Industry Focus         | TBC                         |

## THE 2027 STRATEGY

SEVEN EDITIONS. MULTIPLE INDUSTRY TOUCHPOINTS.  
ONE CONNECTED AGRICULTURAL AUDIENCE.

Harvest SA's 2027 editorial calendar will move beyond a traditional magazine publishing model by strategically connecting each edition to the agricultural events and organisations that already command the attention of commercial farmers and industry decision-makers.

This creates an **always-on agricultural media platform** where:

EVENT → EDITION → CONTENT → DIGITAL ENGAGEMENT → AI → SOCIAL → LEADS

Each strategic alignment gives participating brands the opportunity to extend their event presence through:

- Premium print advertising
- Dedicated editorial features

- Harvest Unpacked™ Audio Deep Dives
- Conversational AI Chatbots
- Interactive digital advertising
- Lead-generation opportunities
- Event-focused content

### The objective

Don't just advertise around the agricultural event. Become part of the conversation surrounding it.

# 2027 COMMERCIAL OPPORTUNITY FOR ADVERTISERS

## TURN MAJOR AGRICULTURAL EVENTS INTO YEAR-ROUND BRAND ENGAGEMENT

Harvest SA's 2027 event-aligned publishing strategy gives advertisers the opportunity to connect their brands with farmers and agricultural decision-makers **before, during and after the industry's major events.**

Instead of relying on a single event presence, advertisers can use Harvest SA to extend their visibility, communicate their value proposition and create ongoing engagement with the agricultural market.

### THE COMMERCIAL ADVANTAGE

#### EVENT VISIBILITY + MEDIA EXPOSURE + CONTENT + AI ENGAGEMENT + LEAD GENERATION

Each event-aligned edition creates a focused environment where brands can position themselves around the conversations that matter most to their target agricultural audience.

## 1. OWN THE CONVERSATION

Position your brand alongside the major agricultural events and industry conversations attracting your target market.

Advertisers can secure:

- Premium advertising positions
- Industry-specific editorial opportunities
- Sponsored content
- Product and technology features
- Executive thought-leadership profiles
- Event-related campaigns

**Your brand becomes part of the conversation — not simply another advertisement.**

## 2. EXTEND YOUR EVENT INVESTMENT

Agricultural events typically create intense engagement over a limited number of days.

Harvest SA gives advertisers an opportunity to extend that engagement through the magazine and digital ecosystem.

### BEFORE THE EVENT

Build awareness and generate interest.

### DURING THE EVENT

Amplify products, solutions, demonstrations and announcements.

### AFTER THE EVENT

Continue the conversation and drive readers towards further information, enquiries and sales conversations.

**One event. Multiple opportunities to engage.**

## 3. TURN ADVERTISING INTO INTERACTION

Traditional advertising communicates a message.

Harvest SA's digital environment can allow the reader to **interact with the brand**.

Advertisers can integrate:

### AI-POWERED BRAND CHATBOTS

A branded AI assistant can answer product and technical questions, provide information and guide interested farmers towards an enquiry or sales conversation.

Examples:

**"Ask our AI about this product."**

**"Which solution is right for my farm?"**

**"Get technical information."**

**"Request more information."**

## 4. TURN TECHNICAL CONTENT INTO ENGAGEMENT

Through **Harvest Unpacked™**, advertisers can transform complex agricultural subjects into accessible audio content.

Potential topics include:

- Product technology
- Agronomic solutions
- Machinery
- Irrigation
- Crop protection
- Fertilisation
- Finance and insurance
- Agricultural technology

This gives brands another way to communicate with farmers who prefer **listening and learning rather than simply reading an advertisement**.

## 5. TARGET HIGH-VALUE AGRICULTURAL AUDIENCES

Each edition can be structured around a specific agricultural sector.

For example:

**Macadamia** → Macadamia growers & industry suppliers

**Citrus** → Citrus growers & value-chain businesses

**NAMPO** → Commercial farmers, machinery & technology buyers

**Avocado** → Avocado growers & international industry participants

**NAMPO Cape** → Western Cape & Southern African agricultural market

This allows advertisers to align their message with the **specific commercial audience they want to reach**.

## 6. CREATE A 360° EVENT CAMPAIGN

Advertisers can combine multiple Harvest SA assets into one campaign.

### PRINT

Premium magazine advertising and editorial.

### DIGITAL

Interactive digital advertising and content.

### AI

Branded conversational AI engagement.

### AUDIO

Harvest Unpacked™ technical deep dives.

### SOCIAL

Extended social media exposure and traffic generation.

### LEAD GENERATION

Convert engagement into measurable enquiries and potential sales opportunities.

## 7. THE BIGGER COMMERCIAL IDEA

**DON'T JUST SPONSOR THE EVENT.**

**EXTEND YOUR EVENT PRESENCE INTO THE FARMER'S HANDS, PHONE AND CONVERSATION.**

Harvest SA can help advertisers move from:

**EVENT EXPOSURE → MEDIA EXPOSURE → FARMER ENGAGEMENT → INTERACTION → LEAD GENERATION → SALES CONVERSATION**

## 2027 ADVERTISER OPPORTUNITY

With multiple major agricultural events and commodity-sector editions throughout the year, advertisers can build a **strategic annual presence** rather than purchasing isolated advertisements.

Strategic opportunities include:

### Event Edition Sponsorships

Own the advertising environment around a major agricultural event.

### Industry Takeovers

Build a dominant presence within a specific commodity edition.

### Thought Leadership

Position executives and technical specialists as industry voices.

### Product Education

Use editorial, audio and AI to explain complex products and solutions.

### AI Lead Generation

Turn reader questions into measurable commercial interactions.

### Multi-Edition Campaigns

Maintain consistent brand visibility throughout the agricultural calendar.



# THE 2027 HARVEST SA PROPOSITION

**YOUR EVENT MAY LAST THREE DAYS.**

**YOUR HARVEST SA CAMPAIGN CAN KEEP  
THE CONVERSATION GOING FOR WEEKS.**

