

Agri's Got Talent 2021

LET'S SING! It's about having faith

Faith Nogemane, a general worker from Wildekrans Wine Estate, Botriver became the eighth winner of Agri's Got Talent on Friday, 1 October 2021. By Elise-Marie Steenkamp



From left: Jack Jonas, Faith Nogemane and Ronel Radloff

Due to the COVID-19 pandemic, the final event was live-streamed via social media platforms for the first time ever, and saw the finalists bravely battle it out with heart and soul.

Ronel Radloff from Diemersfontein, Wellington came second, and Jack Jonas from CRI Citrus Foundation Block, Uitenhage took third place.

Historically, the South African agricultural sector carries a heavy burden and often gets media attention for all the wrong reasons. Against this backdrop, Agri's Got Talent (AGT) stands firm as a beacon of hope and celebrates people for the fact that they are also mothers, fathers, daughters, sons, part



AGT 2021 group photo

of a community, immensely talented, and also have an opportunity to have their voices heard.

Faith who won the judges over with her performance of "Amazulu" and "Stand up for love" said that the event had a huge impact on her. "We learned so much in the past week, and although I was motivated to win, I was constantly aware of how talented the other finalists are."

Apart from being a singing competition, AGT is also a social development programme for agricultural workers in the fruit and wine industries. The programme is a joint venture between Hortgro, the Citrus Growers' Association, Vinpro, the South African Table Grape Industry, and the Western Cape Department of Agriculture.

All the finalists received voice, stage and media training, and were also given make-overs (including clothes and a self-care package), and attended self-development workshops hosted by Procure. These workshops aim to grow



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finalists' self-awareness and confidence through soft skills development, such as conflict resolution and money and time

management. Skills that are invaluable for potential music careers, but also in the work context. 

If you missed the AGT finals, you may watch it here:

<https://fb.watch/8qxyEWLT9K/>

Join the AGT family on social media: Facebook and
<https://www.agrisgottalent.com/agris-got-talent-2021-top-10/>

For more information, contact Thea van Zyl
at thea@hortgro.co.za or 021 870 2900.