

AGRI'S
GOT
TALENT

ENTRIES & ENQUIRIES
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20 JULY 2021

**LET'S
SING!**

**Agri's Got Talent is a skills development
programme and singing competition
for agricultural workers in the fruit
and wine industries.**

SPONSORED BY:

**HORTGRO, Citrus Growers' Association, Vinpro, South African Table Grape Industry and
the Western Cape Department of Agriculture.**

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SING

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

The musical sphere creates a boundary-less environment where everyone is equal; AGT thus endeavours to build a positive image of agriculture where agri-workers proudly represent the industry, develop their talent and find joy in singing and having their voices heard.

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 (CGA), Vinpro, the South African Table Grape Industry (SATI) and the Western Cape Department of Agriculture (WCDoA). This year sees the

eightth iteration of the competition, which is open to anyone working in the fruit and wine industries to enter via WhatsApp. From the entries, the Top 10 finalists are chosen and they battle it out at a gala event to see who gets to wear the AGT crown.

The Top 10 all receive one week of intensive voice, media and social media skills training. Apart from performing skills, the finalists also get make-overs (including clothes and a self-care package) and attend self-development workshops. These workshops specifically aim to grow finalists' self-awareness and confidence through soft skills development, such as conflict resolution, and money and time management. These skills are invaluable



for potential music careers, but also in the work context.

Previous Top 10 contestants had this to say about AGT:

Maychen Manuel (2020): "Through this event, I grew as a rapper and singer. AGT gave me new hope and courage, and helped me see my life visions and dreams more clearly."

Jenny Maarman (2020): "I recommend all my fellow agri-workers to enter Agri's Got Talent! It's an incredible experience! The confidence I gained is just wow and invaluable."

Additionally, some of the previous Top 10 contestants have built remarkable music careers. Some have had opportunities to perform at local events, and others regularly release new songs via streaming platforms. One has even written a book!

Value for agriculture:

Top Ten participants "pay forward" to their communities what they have learned during their AGT journey. Some start music groups, some train other singers or community choirs,

2020 in pictures...



...2020 in pictures continued



Entries opened in March this year and will close on 20 July 2021. Songs can be performed in any genre, so whether you're into pop, R&B, acoustic, rap, or classical, AGT wants to hear it all!

To enter:

Contestants send voice recordings or videos via WhatsApp to 082 372 1577, or email them to agrisgottalent@gmail.com.

Include:

- Name and surname
- Date of birth
- Own cell phone number
- Name of farm/cellar/packhouse
- Job description
- Length of time the contestant has been working on the farm, in the packhouse or cellar
- Nearest town
- Supervisor's name and cell phone number

Join the AGT community and find the latest news on Facebook: www.facebook.com/agrisgottalent or visit www.agrisgottalent.com.

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



or perform at local events. They are truly considered rock stars/ambassadors in their respective communities. Paying it forward is not limited to music. Most of them have been promoted as their confidence and self-worth grew, with other farm workers seeing them as leaders, inspiring them to also be open to self-actualisation (e.g. some Top 10 finalists who were previously seasonal workers are now permanent staff members).

Having a Top Ten contestant as a staff member raises the morale and productivity within the farming entity (farm/packhouse/cellar), and breaks down barriers between the employer and employee, as well as industries, regions, age groups, cultures, languages, genders, work statuses and communities.

With a Top 10 contestant in its employ, the farming entity's brand is promoted, creating awareness of the talented individuals in agriculture.

The finalists all receive phones as part of their prizes. Finalists are asked to create videos "A day in the life of ..." showing their teams and their work. This is shared on social media platforms, which creates an enlightened perception for agriculture.

The AGT Top 10 are agri-ambassadors par excellence. Wherever they go, they promote the competition and their experiences – thereby promoting the agricultural industry as one that is serious about developing individuals and taking care of its own.

AGT brings people together as human beings.

