



AGT



going on 10

The people-focused foresight of Anton Rabe about 10 years ago, has built an agri legacy that still unites people through song. By Gerrit Rautenbach

Hortgro Executive Director Anton Rabe had a brainwave just over a decade ago. Although agriculture is a business about producing food, he thought, it is in essence all about the people producing the food. He was also aware that music could make magic by dismantling walls and boundaries, helping in the healing process of reconciliation and education. As we know, music is used worldwide as a vehicle for social change and to bring communities together.

Hortgro launched Agri's Got Talent (AGT) in 2014. This year, in its 10th year, the event won't be a competition but rather a glitzy and glamorous musical feast. AGT has

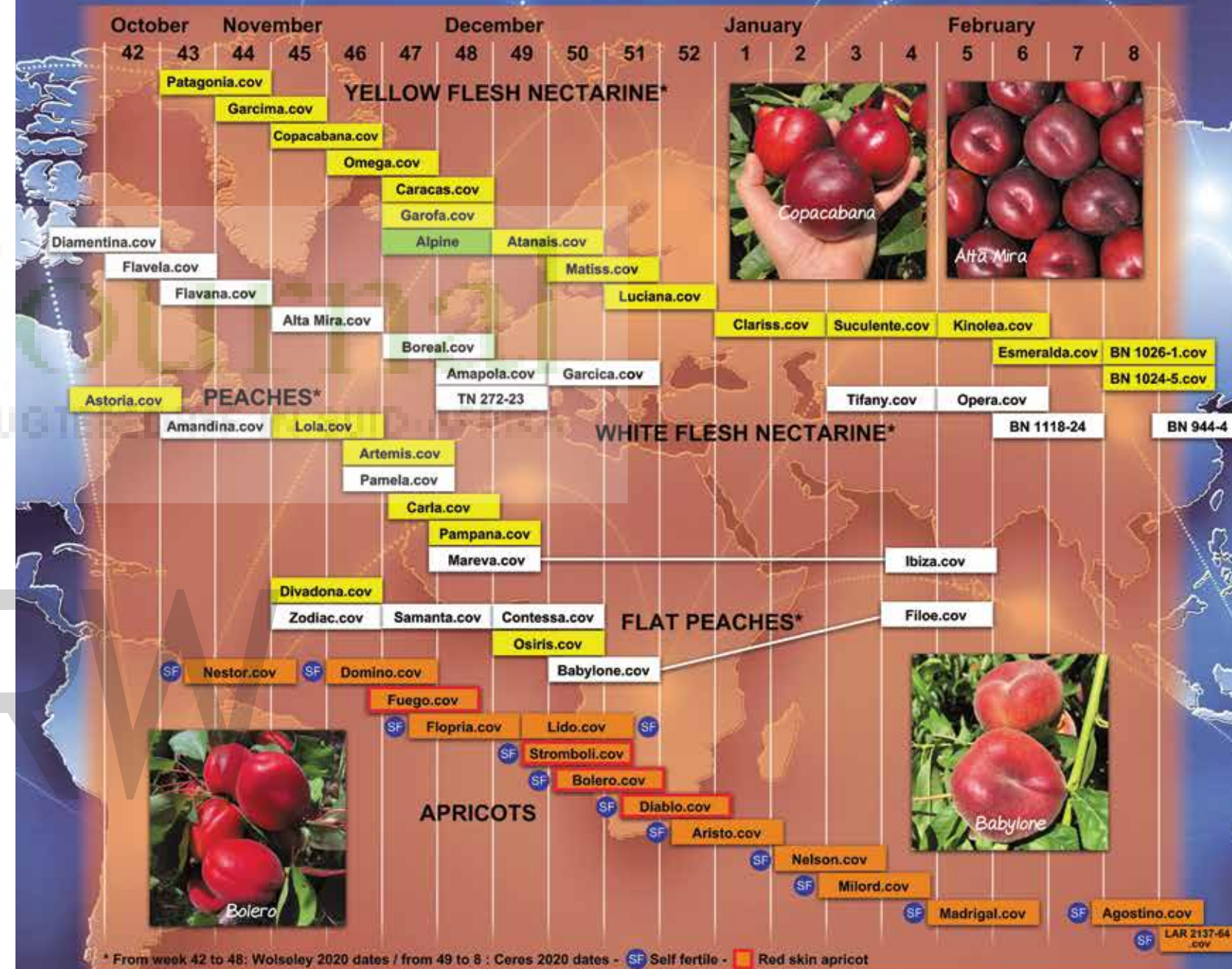
grown to a countrywide iconic fruit industry event that not even COVID-19 could silence.

In its wake, AGT has left many contestants (not only winners) with the passion to plough their gain back into communities. The competition creates much newfound confidence and life skills, and inspires participants to serve as role models for their communities.

With AGT, agriculture becomes a people's story where music is the equaliser. It brings together people from all walks of life, and helps them grow.

May the next 10 years of AGT never go out of tune. 🎵

VARIETAL INNOVATION TO BENEFIT THE FARMER



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