

The reunion show and roadshow

To mark the 10-year milestone of Agri's Got Talent (AGT), top contestants from previous years will showcase just how this much-loved industry project has enriched their lives. Well-known local artist and AGT song coach Frieda van den Heever will be the music director. And Francois van der Merwe, who has been part of the AGT family for the past three years, will be the technical director.

Agricultural hubs in Limpopo, Mpumalanga, Langkloof and the Western Cape form part of the roadshow that kicked off on 20 September, culminating in the main show on 18 November at the Afrikaanse Taalmonument amphitheatre in Paarl. Tickets are available at R50 from Computicket. AGT is the brainchild of Hortgro Executive Director Anton Rabe, who hopes that the show will continue to represent the whole agriculture arena in SA. Hortgro hosted the first AGT show in 2014.

Since those early days, AGT now boasts sponsorships from South Africa Wine (SA Wine), the Citrus Growers Association (CGA), the South African Table Grape Industry (SATI), the Western Cape Department of Agriculture (WCDoA), and Hortgro. Rabe considers the competition a representation of the multi-faceted agriculture sector and its various rural communities. The sector contributes immensely to the economy of SA and, therefore, to SA as whole.

Justin Chadwick, CEO of CGA, said: "The citrus industry was a later addition to AGT – we watched from the sidelines as those in the other fruit industries were showcased, eventually getting our chance to compete in 2019. Since becoming involved, we have benefitted from those who went ahead; now citrus is an integral part of this well-organised and professional contest."

Phil Bowes, SA Wine Manager Industry Transformation Advisory: "The wine industry

has proudly co-crafted and sponsored Agri's Got Talent since the year after its inception a decade ago. Agri's Got Talent truly bridges the divide between the vineyards and the stage, with six top-three finalists from our industry having captivated hearts since 2014. In addition to the quality of musical instruction offered in the programme, the impact of personal coaching received by contestants is clear. We are proud to be involved in the programme once again."

AGT reaches far beyond the top contestants and their families, a project that is so much more than a singing competition. Over the years, previous contestants have become true ambassadors for their employers, farms, packhouses, and communities. They have inspired their colleagues and made a real difference in their communities, some becoming involved in youth and other upliftment projects, or sharing their singing skills. In this regard, the project has been a great success.

Follow AGT on Facebook, Twitter and TikTok to get the latest news, and to celebrate and journey with AGT 2023. Contact: info@agrisgottalent.com for more information.

Hortgro hosted the first iteration of AGT in 2014. The show has since created true brand ambassadors in workplaces and communities.

This year, we celebrate a decade of Agri's Got Talent with a reunion show and roadshow, instead of the usual competition.



AGRI'S GOT TALENT

18 NOV 2023

PAARL AMFITEATER

DIE AFRIKAANSE TAALMUSEUM & -MONUMENT
GABBEMA DOORDRIFT ST, SUIDER PAARL

AGRI'S GOT TALENT

10 YEAR REUNION

HOSTED BY

Citrus Growers' Association
GROWING FRUIT IQ

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SOUTH AFRICAN TABLE GRAPE INDUSTRY

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