

9 April 2021

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 your voice 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, Vinpro, SATI (South African Table Grape Industry) and the Western Cape Department of Agriculture. 2021 will be the eighth year that the competition has been held and it is open to anyone working in the fruit and wine industries to enter via WhatsApp. From the entries the Top Ten finalists are chosen and they battle it out at a gala event to see who wears AGT crown in 2021.

The Top Ten all receive voice, media and social media training during an intense training week. Apart from performing skills, the finalists also get make-overs (including clothes and a self-care package) and self-development workshops. These workshops specifically aim to grow finalists' self-awareness and confidence, through soft skills development, such as conflict resolution, money and time management. These skills are invaluable for potential music careers but also in the work context.

Previous Top Ten 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 Ten contestants have built remarkable music careers. Some have had opportunities to perform at local events and others regularly release new songs via streaming platforms, and one has even written a book!

VALUE FOR AGRICULTURE:

- Top ten participants 'pay forward' to their communities what they learned during their AGT journey. Some start music groups, some train other singers or community choirs, 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 and inspiring them to also be open to self-actualisation, e.g. some Top Ten finalists are now permanent staff, where previously they were seasonal.
- The mere fact of having a Top Ten contestant at your workplace raises the farm's, packhouse's or cellar's morale and productivity and breaks down barriers between employer and employee.
- Having a Top Ten contestant promotes the farming entity's brand and creates 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 enlightened comprehension for agriculture.
- The AGT Top Ten are agri-ambassadors par excellence. Where ever they go they promote the competition and their experiences - thereby promoting the agriculture industry as one that is serious about developing individuals and taking care of its own.
- Music breaks down barriers between industries, regions, age-groups, cultures, languages, gender, work status and communities. Agri's Got Talent brings people together as human beings.

Entries opened in March 2021 and close 20 July 2021. Songs can be performed in any genre, so whether you're into pop, RnB, acoustic, rap, or classical, Agri's Got Talent wants to hear it all!

TO ENTER:

Contestants enter the competition by sending voice recordings or videos via WhatsApp to 082 372 1577 or email to agrisgottalent@gmail.com.

INCLUDE:

- Name & surname
- Date of birth
- Own cell phone number
- Name of farm / cellar / pack house
- Job description
- How long you have been working on the farm, in the pack house or cellar
- Nearest town
- Supervisor name and cell phone number

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

ANYTHING ELSE? Please contact Thea van Zyl at thea@hortgro.co.za or 021 870 2900 for more information.

