

March 2022

## AGRI'S GOT TALENT 2022 CELEBRATES THE AGRICULTURE SECTOR AND ITS WORKERS

Over the past two years, the South African agriculture industry remained resilient during a time of deep uncertainty. Agri's Got Talent celebrates agriculture as a sector as well as our agricultural workers—who made this possible and stayed strong during this difficult time.

We are a diverse nation with different mother tongues and cultures. But music is the medium that ties all people together and transcends language barriers and cultural differences.

Agri's Got Talent (AGT) shows that the farming community is as diverse as our country. That is why, this year, we are encouraging those entering to sing songs in their home languages.

Now in its ninth year, Agri's Got Talent is more than just a singing competition but a social development programme for agriculture workers. 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.

Agri's Got Talent is open to all South African farm workers in the deciduous fruit, citrus and wine industries. The top 10 will receive voice and social media training during a training week held in the Western Cape before the grand finale. During this week they will also get make-overs, including new clothes and self-care packages. More importantly, the finalists will take part in self-development workshops, presented by accredited social workers, which will focus on developing confidence and self-worth. The workshops also aim to develop soft skills, like conflict, time and financial management. These skills are important in any path the finalists choose to take following the competition.

After the week of training, the grand finale will take place. Here, the Top Ten will perform two songs in front of a panel of judges and a live audience at a gala event, where the winner of AGT 2022 will be crowned. Past AGT galas have proven that the event can bring together an entire farming community, with farms bringing fellow agriculture workers to see their colleagues perform. Covid-19 protocols will be followed in line with Government mandates.

Last year's winner, Faith Nogemane, said that AGT meant a lot to her. "I was shy when it came to singing in front of people. But at AGT I learned to build more confidence and express my feelings." She added that she was grateful for all the doors it opened for her. "It made me believe in myself."

**Contestants enter the competition by sending voice recordings or videos via WhatsApp to 082 372 1577 or email to [info@agrisgottalent.com](mailto:info@agrisgottalent.com). Entries open 15 March 2022 and close 30 June 2022. Songs can be performed in any genre or language, so whether you're into pop, RnB, acoustic, rap, or classical, Agri's Got Talent wants to hear it all!**

### TO ENTER:

WhatsApp a sound clip of no longer than 3 minutes to 082 372 1557 or e-mail [info@agrisgottalent.com](mailto:info@agrisgottalent.com)

### INCLUDE:

- Name & surname
- Date of birth
- Your 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](https://www.facebook.com/agrisgottalent) or visit [www.agrisgottalent.com](http://www.agrisgottalent.com).

**ANYTHING ELSE?** Please contact Thea van Zyl at [info@agrisgottalent.com](mailto:info@agrisgottalent.com) or call 083 642 5342 for more information.

