Press release

1 December 2023

AGRI'S GOT TALENT: Fruit and wine industries' agricultural workers celebrate singing talent with musical showcase

Ten years ago, Anton Rabe, Hortgro's executive director, was on his way somewhere, when the thought suddenly hit him... there's Idols, America's Got Talent... why not Also Agri's Got Talent?

"Our agricultural workers have so much more to give than just working on farms, cellars, or packhouses. They're tremendously talented people."

Back at the office, Rabe shared the idea with then colleague, Retha Louw. "She started the project. Initially small, but within a few years AGT, as it is known today, grew into the most exciting project in Agriculture," says Rabe.

On Saturday evening 18 November, ten years of AGT were celebrated at the Taalmonument's amphitheatre in Paarl. Previous years' top-ten contestants, as well as some of the winners, came together for an agricultural music spectacle.

Nearly a thousand people attended the show that was sponsored by the Western Cape Department of Agriculture, Hortgro, the Citrus Growers' Association, the South African Table Grape Association (SATI) and SA Wine.

Frieda van den Heever, renowned local artist, has been at the helm of coaching for the past ten years; she also produced the show.

Frieda van den Heever

Ciska Oranje and Show Technical Director, Francois van der Merwe

AGT is more than just a singing competition. There is also a strong focus on life skills development and over the years, the top ten contestants have reached astonishing milestones.

Ayabonga Mboho, the first winner of AGT, was initially a seasonal worker. Since winning AGT, he has been invited to sing overseas three times and today teaches music at a school in Paarl. Victor Fredericks, who was in the top ten in 2018, today has a senior position at La Plaisante, Wolseley, and has published two books.

Victor Fredericks

From left to right: Jenny Maarman, Ronel Radloff, Simone Abrahams, Josephine Karelse, Raylene Pypers, Magdalene Philander and Faith Nogemane

Rapper Jason Baartman took second place in 2017. Initially he was a general worker, today he shines as a production manager on the well-known farm Laastedrif, Ceres, with as many as 50 nursery workers under him, and at harvest time he also looks after 10 picking teams. Baartman is also part of the ATKV-Crescendo project and has performed at the Woordfees.
Beyond personal milestones, AGT participants give back to their communities. Newfound self-confidence, skills and knowledge are shared with families, colleagues, and the community.

They become ambassadors for agriculture. This knock-on effect cannot be measured by money but builds much-needed relationships that promote rural stability and make agriculture a proud workplace.

Western Cape MEC for agriculture, Ivan Meyer, said that AGT is great for the morale and self-esteem of agri workers. “AGT is doing amazing work in restoring dignity and wellness in our rural communities. I cannot thank the organisers enough.”

Jacomien de Klerk, who represented the Citrus Growers' Association shared: "What a zesty, juicy show it was! The citrus industry is so privileged to be part of this, to help create a (real!) stage for showing what people are really capable of when you give them the opportunity to use their talents and shine brightly."

Jason Baartman

Jack Jonas

Zenobia Petersen

Click on the video link below to watch the highlight reel of the 10 Year Reunion Show:

In 2024 AGT will again take on the format of a singing competition. Follow AGT on Facebook to get all the news.

Contact info@agrisgottalent.com for more information.

HOSTED BY:

Citrus Growers' Association of Southern Africa
HORTGRO Growing Fruit IQ
SATI South African Table Grape Industry
SOUTH AFRICA WINE discover diversity in a glass
Western Cape Government FOR YOU Agriculture

Persverklaring

1 Desember 2023

AGRI'S GOT TALENT: Vrugte- en wynbedrywe se landbouwerkers vier sangtalent met musiekskouspel

Tien jaar gelede was Anton Rabe, Hortgro se uitvoerende direkteur, op pad erens heen, toe die gedagte hom skielik tref...daar is Idols, America's Got Talent...hoekom nie ook Agri's Got Talent nie?

"Ons landbouwerkers het soveel meer om te gee as net om te werk op die plaas of pakhuis. Hulle is ontsettende talentvolle mense."

Terug by die kantoor het Rabe die gedagte met destydse kollega, Retha Louw, gedeel. "Sy het die projek begin. Aanvanklik klein, maar binne 'n paar jaar het AGT, soos dit vandag bekend staan, gegroei tot die opwindendste projek in Landbou," vertel Rabe.

Saterdagaand 18 November is tien jaar van AGT by die Taalmonument se amfiteater in die Paarl gevier. Vorige jare se top-tien-deelnemers asook van die wenners, het saamgekom vir 'n landbou musiekfees soos selde gesien.

Bykans 'n duisend mense het die skouspel, wat deur die Wes-Kaapse Departement van Landbou, Hortgro, die Sitruskwekersvereniging, die Suid-Afrikaanse Tafeldruifvereniging (SATI) en SA Wine geborg word, bygewoon.

Die musiekafrigting vir die kompetisie en die konsert word die afgelope tien jaar deur die bekende kunstenaar, Frieda van den Heever, waargeneem.

Frieda van den Heever

Ciska Oranje en Tegniese Direkteur, Francois van der Merwe

AGT is meer as net 'n sangkompetisie. Daar word ook sterk gefokus op lewensvaardighede ontwikkeling.

Met die jare het top-tien-deelnemers verstommende mylpale bereik. Ayabonga Mboho, die eerste wenner van AGT, was aanvanklik 'n seisoenale werker. Sedert hy AGT gewen het, is hy al drie keer genooi om oorsee te sing en gee hy vandag musiek by 'n skool in die Paarl. Victor Fredericks, wat in 2018 in die top-tien was, het vandag 'n senior pos op La Plaisante, Wolseley, en het al twee boeke gepubliseer. Jason Baartman, 'n rymkletser het in 2017 tweede plek behaal. Aanvanklik was hy 'n algemene werker, vandag is 'n produksiebestuurder op die bekende plaas Laastedrif, Ceres, wat soveel as 50 werkers in die kwekery en in oestyd sowat 10 plukspanne onder hom het. Baartman is ook deel van die ATKV-Crescendo projek en het al by die Woordfees opgetree.

Victor Fredericks

Links na regs: Jenny Maarman, Ronel Radloff, Simone Abrahams, Josephine Karelse, Raylene Pypers, Magdalene Philander en Faith Nogemane

Buiten persoonlike mylpale, gee AGT-deelnemers terug aan hul gemeenskappe. Nuutgevonde selfvertroue, vaardighede en kennis word met families, kollegas en die gemeenskap gedeel. Hulle word ambassadeurs vir landbou. Hierdie uitkringeffek kan nie 'n geld gemeet word nie, maar bou broodnodige verhoudinge wat landelike stabiliteit bevorder en landbou 'n trotse werkplek maak.

Die Wes-Kaapse Minister van Landbou, Ivan Meyer, het die borge bedank vir dié fenomenale projek wat hy meen die moraal en selfwaarde van landbouwerkers bou. "AGT gee menswaardigheid terug aan mense, veral in landelike gebiede. Ek kan die organiseerders nie genoeg bedank nie," het hy gesê.

Jacomien de Klerk, wat die sitrusbedryf verteenwoordig het die volgende gedeel: "Wat 'n verruklike vertoning was dit nie! Die sitrusbedryf is so bevoorreg om deel hiervan te wees, om 'n (regte!) verhoog te help skep om te wys waartoe mense in staat is wanneer hulle die geleentheid kry om met hul talente te woeker en helder te skyn."

Jason Baartman *Jack Jonas* *Zenobia Petersen*

Kliek op die video onder om na 'n video oor die hoogtepunte van die 10 Jaar Reunie Skouspel te kyk:

AGT sal in 2024 weer die formaat van 'n sangkompetisie aanneem. Volg AGT op Facebook vir al die nuus.

Kontak info@agrisgottalent.com vir meer inligting.

Aangebied deur::