

30 May 2024

# Celebrate the vibrant spirit of agriculture with Agri's Got Talent!

Agri's Got Talent is thrilled to announce that entries for its 2024 season is now open. We invite South African agricultural workers to showcase their exceptional talents and contributions to the agricultural sector.

More than just a singing competition, AGT aims to shine a spotlight on the immense talent within South Africa's farming community while recognizing the vital role agricultural workers play in driving the sector forward. Over the past decade, AGT has defied stereotypes, revealing the boundless creativity and skill of farm workers.



The faces of all our contestants over the past decade.

Open to all South African farm workers in the deciduous fruit, citrus, and wine industries, AGT offers participants an unparalleled opportunity for personal and professional growth. The top 10 finalists will embark on a transformative journey during a week of intensive training in the picturesque Western Cape. Alongside expert voice and social media coaching, finalists will receive glamorous makeovers and indulge in self-care packages.

However, the true essence of AGT lies in its self-development workshops led by accredited social workers. These sessions are meticulously designed to boost confidence, enhance self-worth, and equip participants with essential soft skills such as conflict resolution, time management, and financial literacy — tools that will serve them well in any future endeavor. Berries ZA is sponsoring this year's self-development workshops.

Over the years, AGT has demonstrated significant value within the agricultural community:

- Top Ten AGT participants contribute back to their communities, acting as role models and leaders through activities like starting music groups, training others, and performing locally.
- Their presence on farms boosts morale and productivity while fostering a sense of unity among workers.

- The visibility of Top Ten contestants enhances the agricultural brand and showcases talent within the industry.
- AGT Top Ten serve as exceptional agricultural ambassadors, promoting the competition and industry wherever they go.
- AGT seasons have brought together entire farming communities, fostering a sense of unity and pride as colleagues cheer on their peers.

AGT 2024 promises to be an extraordinary celebration of talent, unity, and empowerment within South Africa's agricultural sector.

**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 close 31 July 2024. 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!**

**Employers are also welcome to manage the entry process for their workers. Feel free to record all interested employees and email us all their information.**

**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.

**THIS COMPETITION IS PROUDLY HOSTED BY:**



30 Mei 2024

# Agri's Got Talent vier die ongelooflike talent van ons landbouwerkers!

Inskrywings vir Agri's Got Talent se 2024 seisoen is oop en ons nooi alle Suid-Afrikaanse landbouwerkers met 'n liefde vir sang om in te skryf!

AGT is meer as net 'n sangkompetisie en poog om die ongelooflike talent binne Suid-Afrika se landbougemeenskap, ten toon te stel, terwyl die noodsaaklike rol wat landbouwerkers speel om die bedryf te bevorder, erken word.



Ons vorige deelnemers.

Die kompetisie is oop vir alle Suid-Afrikaanse landbouwerkers in die sagtevrugte-, sitrus- en wynbedrywe en bied 'n ongeëwenaarde geleentheid vir persoonlike en professionele groei aan deelnemers. Die top 10 finaliste neem deel aan 'n week van intensiewe sang- en verhoogopleiding, en ontvang ook sosiale media-afrigting en "makeovers".

Die hart van AGT lê egter in die selfontwikkelingsprogram, gelei deur ervare maatskaplike werkers. Hierdie sessies is noukeurig ontwerp om selfvertroue 'n hupstoot te gee, eiewaarde te verbeter en deelnemers toe te rus met noodsaaklike sagte vaardighede soos konflikoplossing, tydsbestuur en finansiële geletterdheid - vaardighede wat hulle kan aanwend in hul persoonlike lewe, sowel as in hul loopbane binne landbou. Berries ZA borg hierdie jaar se selfontwikkelingsprogram.

Oor die jare het AGT aansienlike waarde tot die landbousektor toegevoeg:

- Top Tien AGT-deelnemers dra by tot hul gemeenskappe, wat as rolmodelle en leiërs optree. Sommige begin musiekgroepe, ander gee self sangopleiding en van hulle tree gereed by gemeenskapsgeleenthede op.
- AGT bring gemeenskappe bymekaar en bevorder 'n gevoel van eenheid en trots.
- Die moraal en produktiwiteit van die deelnemers word bevorder; ook die van hul kollegas wat hul eweknieë tydens die kompetisie aanmoedig.

- Die beeld van landbou word bevorder.
- Die Top Tien dien as besondere landbou-ambassadeurs waar hulle ook al gaan.

AGT 2024 belooft om 'n spesiale viering van talent, eenheid en bemagtiging in die SA landbousektor te wees.

**Deelnemers kan inskryf vir die kompetisie deur stemopnames of video's per WhatsApp te stuur na 082 372 1557 of te e-pos na [info@agrisgottalent.com](mailto:info@agrisgottalent.com). Inskrywings sluit 31 Julie 2024. Liedjies kan in enige genre of taal opgevoer word, so of jy nou hou van pop, RnB, akoesties, rap of klassiek hou, Agri's Got Talent wil dit alles hoor!**

**HOE OM IN TE SKRYF:**

WhatsApp 'n klankgreep van nie langer as 3 minute nie na 082 372 1557 of e-pos [info@agrisgottalent.com](mailto:info@agrisgottalent.com)

**SLUIT DIE VOLGENDE IN:**

- Naam en van
- Geboortedatum
- Jou eie selfoonnommer
- Naam van plaas / kelder / pakhuis
- Posbeskrywing
- Hoe lank werk jy al op die plaas, in die pakhuis of by die kelder
- Naaste dorp
- Toesighouer se naam en selfoonnommer

Volg die jongste AGT nuus en op Facebook ([www.facebook.com/agrisgottalent](http://www.facebook.com/agrisgottalent)) of besoek [www.agrisgottalent.com](http://www.agrisgottalent.com).

**ENIGIETS ANDERS?** Kontak gerus vir Thea van Zyl by [info@agrisgottalent.com](mailto:info@agrisgottalent.com) of skakel 083 642 5342 vir meer inligting.

**Hierdie kompetisie word met trots aangebore deur:**



**AGRI'S GOT TALENT**

WHATSAPP YOUR ENTRY TO  
**082 372 1557**  
ENTRIES CLOSE 31 JULY 2024

**READY TO FOLLOW YOUR DREAMS?**

**Agri's Got Talent is a skills development programme and singing competition for agricultural workers in the fruit and wine industries.**

[www.agrisgottalent.com](http://www.agrisgottalent.com)

Sponsored by: