

Press release

8 May 2025

ENTRIES NOW OPEN FOR AGRI'S GOT TALENT 2025!

Celebrating the Voices and Stories of South Africa's Agri-Workers

Agri's Got Talent (AGT) is back for its 12th season - and entries are officially open! If you work in the fruit, wine, or citrus industries and are passionate about singing, this is your time to shine.

AGT is not just a singing competition—it's a life-changing journey of self-development, confidence building, and community upliftment. The programme collaborates with Hortgro, the Citrus Growers' Association, SA Wine, SATI, and the Western Cape Department of Agriculture. It is open to all agricultural workers in the deciduous fruit, table grape, citrus and wine industries across South Africa.

Why enter AGT 2025?

Finalists will receive professional voice and social media training, attend self-development workshops, enjoy makeovers, and participate in a high-profile training week from 14–19 September 2025 in the Western Cape. The week culminates in a spectacular AGT gala finale, where the Top 10 perform on stage in front of a panel of judges and a live audience.

Real voices. Real stories.

Many past participants have gone on to grow personally, creatively, and professionally in ways they never imagined, thanks to their determination and the platform AGT provides.

CORLEA BOTHA - EULANDA WAGNER - VICTOR FREDERICKS - RIKU LÄTTI

NOU OF NOOIT

MET 'N BIETJIE JUICE EN GIN

16 MEI 2025
R150 - 19:00

Daisy Jones-teater
Summerhill Wine Estate,
Stellenbosch

www.crescendo.org.za

Hertz Crescendo Quicket Daisy Jones

Victor Fredericks, a production foreman on Speenvlei farm in Wolseley, was born with a pen in his hand. He's a published author and songwriter whose literary work includes his debut poetry collection *Ons stryd was ook in Afrikaans* (2001), followed by *Voetpad oor Witzenberg* (2020), and *Laat Pa vertel* (2022). He was a Top 10 finalist in AGT 2018 and a featured performer at AGT's 10-Year Reunion Concert in 2023 at the iconic Afrikaanse Taalmonument Amphitheatre. Since then, Victor joined the ATKV Mentorship Programme and recorded singles including "Boland Blues" and "Blackberry Juice & Jin" (released 2 May 2025). On 16 May 2025, he'll share the stage at Daisy Jones Theatre with Corlea Botha, Eulanda Wagner, and Riku Lähti.

"AGT was a good starting block for me to reach bigger things," says Victor. "Don't let your circumstances hold you back. Use every opportunity, believe in yourself, and work hard."

Jason Baartman, a production assistant at Laastedrift in Ceres and AGT alumnus, has continued to inspire. In 2023, he was selected for the prestigious ATKV-Crescendo programme. By 2024, he had returned to AGT, not as a contestant but as a mentor and judge. He also performed at the Woordfees with Frieda van den Heever for the second time; an experience close to his heart.



Jason with Emo Adams at the Oesfees 2025



Jason with Koos Kombuis at the Oesfees 2025

In 2025, he returned to the Oesfees stage and entered the Suidoosterfees competition. While he didn't win, he walked away with friendships and creative partnerships that will last a lifetime. "There are so many people who believe in me and my music," says Jason. "I can't give up now. Grab hold of your dreams because if you wake up, they're gone."

Chanthel Boonzaier, first runner-up in AGT 2024, is now performing internationally. She traded the vineyards of Franschhoek for the hospitality stages of Greece, where she performs in a trio called "Legends," singing Whitney Houston hits alongside artists honouring Wilson Pickett and Lionel Richie. Chanthel describes AGT training week as a moment of profound transformation. With the support of Procure's Petra Nel, she rediscovered her found clarity and confidence in how she wants to show



Top: Chanthel performing at AGT 2025 finals. Insert: Chanthel as Whitney Houston.

up in the world. "AGT helped me see the person I strive to be," she says.

AGT celebrates diversity, talent, and pride in South Africa's agri-sector. Contestants are encouraged to sing in their home languages and across any genre, from pop, gospel, and RnB to rap or classical. Whether you sing at church, in the packhouse, in the vineyards, or in the shower, AGT wants to hear your voice!

ENTRIES CLOSE: 31 JULY 2025

To enter, send a voice note (max 3 minutes) via WhatsApp to **082 372 1577** or email your recording to **info@agrisgottalent.com** with the following:

- Full name
- Date of birth
- Your cell number
- Name of your farm/cellar / packhouse
- Job description
- How long you've worked there
- Nearest town
- Supervisor's name and cell number
- Where did you hear about AGT

For more info, follow Agri's Got Talent at facebook.com/agrisgottalent or visit **www.agrisgottalent.com**.

Contact: Thea van Zyl at **info@agrisgottalent.com** or **083 642 5342**.

Let your voice be heard. **Agri's Got Talent 2025 could be your moment!**

MAIN SPONSORS:

