

25 June 2025

## AGRI'S GOT TALENT: WHERE DIVERSE VOICES UNITE

*"It's not just a competition - it's a place where we find each other through music."*

From the citrus groves of Limpopo to the vineyards of the Western Cape, Agri's Got Talent (AGT) continues to celebrate South Africa's agricultural workers through music. As entries roll in for the 2025 season, past contestants are reflecting on how AGT brought them together across regions, languages, and genres.

Each year, AGT invites workers from the fruit, wine, and citrus industries to step forward and share their voices. But more than a singing competition, it's a journey of self-discovery, friendship, and pride.

"Through my life, I realised I didn't choose classical music, it chose me," says Sandile Mathebula, who was a finalist in 2024 while working at KMI Farming in Nelspruit. "I thought the competition was only for pop singers, until I saw Ayabonga (AGT's first ever winner in 2014) perform during the AGT reunion tour. From there, doors opened - from my first flight to Cape Town to being welcomed with true hospitality. AGT is like a parent: it accepts you but also pushes you to grow."

For Bradwin Jonas from Rietfontein, Ceres, who entered in 2020, AGT changed how he saw his art. "Rap was just a hobby. I entered not expecting anything, but AGT made me feel seen. Frieda van den Heever boosted my confidence and my craft. You don't have to win to gain from AGT. You become an ambassador for agriculture and music."



*Sandile Mathebula at the AGT 2024 finals*



*Bradwin Jonas performing at the 10 Year Reunion Show*



*Magdalene Philander performing on the AGT 2019 stage*



Armando Baartman performing at the 10 Year Reunion Show

For Magdalene Philander, from Nonna, Worcester, joining AGT in 2019 was a leap outside her comfort zone. "I was so shy. But we all felt at home. We connected deeply. People from different places and cultures. AGT is about people and letting them shine."

Armando Baartman, an irrigation supervisor from Saratoga in Robertson, sings R&B and Soul. He remembers the 2023 Reunion Show in Paarl as a defining moment. "It was amazing to share the stage with so many genres and stories. AGT helps artists pursue their dreams. Don't let your circumstances define your limits."

These are just a few of the voices shaping the legacy of Agri's Got Talent. Whether singing gospel, rap, classical, or pop, every finalist brings a story. And every story is a reminder that agriculture is filled with untapped talent waiting to be heard.

## ENTRIES CLOSE: 31 JULY 2025

**To enter**, send a voice note (max 3 minutes) via WhatsApp to **082 372 1557** or email your recording to **[info@agrisgottalent.com](mailto: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](https://www.facebook.com/agrisgottalent)** or visit **[www.agrisgottalent.com](http://www.agrisgottalent.com)**.

A promotional poster for Agri's Got Talent 2025. The background is a vibrant orange and red gradient. At the top, it says "STEP INTO THE SPOTLIGHT. UNLOCK YOUR POTENTIAL!". Below this, three performers are shown singing into microphones. The text "AGRI'S GOT TALENT" is written in a large, bold, white font with a yellow outline, and "2025" is written in a smaller, bold, white font with a yellow outline. At the bottom, there is a black banner with white text: "AGT is a platform empowering agricultural workers in the fruit and wine industries to showcase their singing talents, develop life skills, and make a lasting impact on their communities." Below this, it says "Entries close 31 July 2025!". At the very bottom, there is a green WhatsApp icon followed by the text "ENTER BY SENDING US A WHATSAPP ON 082 372 1557" and the website "WWW.AGRISGOTTALENT.COM".

Contact: Thea van Zyl at [info@agrigo.com](mailto:info@agrigo.com) or 083 642 5342.

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

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