

Agriculture places hope, pride and dignity in the spotlight



Stellenbosch – The final of Agri's Got Talent 2025 filled the Boland with pride and emotion on Friday evening, as ten agricultural workers from the fruit and wine industries across South Africa showcased their talents on stage.

This unique singing competition, the only one of its kind in the country, not only provides a platform for agricultural workers to showcase their musical talent but also offers hope, pride, and dignity to farmworkers and everyone working in agriculture.

The highlight of the evening was when **Jenedine Jantjies** (25) from Patensie in the Eastern Cape was crowned the winner. Jantjies, who works as a childminder on Endulini citrus farm, captivated the judges and audience with her raw talent and sincere interpretations of "This is Me" and "One and Only".



Image 1: Jenedine Jantjies



Image 2: Receiving the trophy from Hortgro Pome Chair, Calla du Toit

Jantjies, who had to step onto the stage without any family or friends present to support her, said she wanted to prove something to the people back home. Although she initially did not want to take part in the competition, a friend "forced" her to.

"I love all music and don't just stick to one genre," Jantjies said before the final. "My dream is to record my own music one day and to inspire young people in my community to chase their dreams."

Jantjies believes that God has a purpose for everything, including her life. "There is a reason why I am part of this competition: for the exposure and opportunity to represent my community. I am extremely grateful."

Clayton Mentoor (27), a seasonal worker in the pome fruit industry at Kromco near Grabouw, earned a well-deserved second place. Mentoor's musical heritage runs deep – his mother, Claudine Fielander, was also among the top ten in Agri's Got Talent in 2016.

Third place was awarded to **Mervin Williams** (30) of DGB near Wellington, who proudly represented the wine industry.



Image 3: From left to right, Mervin Williams, Jenedine Jantjies and Clayton Mentoor



Image 4: Sandeline Mowers

Additionally, **Sandeline Mowers** of Bo-plaas 1743, Simondium, received the special award for the best performance in an indigenous language, sponsored by the Afrikaanse Taalraad (Afrikaans Language Council). Her rendition of “Vergeet my nie” (Forget me not) had the audience on their feet.

According to Thea van Zyl, project manager of Agri's Got Talent, the significance of the competition extends well beyond the stage.

During the training week, participants share their stories – often filled with sadness and pain. But the moment they realise they have been chosen as part of the Top Ten, it brings hope. It shows them that good things can indeed happen, and that their lives and voices matter. This positivity is carried back to their families and the wider agricultural community.

With every note and story, the finalists demonstrated that Agri's Got Talent is more than just a contest – it is a tribute to people, their dignity, and the power of music at the centre of South African agriculture, Van Zyl said.

This project is sponsored by Hortgro, the Citrus Growers' Association, the South African Table Grape Industry, SA Wine, and the Western Cape Department of Agriculture, with additional support from FruitFly Africa and Culdevco.



Image 5: The AGT 2025 Top 10, from left to right: Mervin Williams, Jenedine Jantjies, Marco Jacobs, Heinrich Fortuin, Felicia Ngomane, Janine Galant, Clayton Mentoort, Sandeline Mouers, Jayson Pondt and Booi Swarts

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