

AGRI'S GOT TALENT



Persverklaring: 4 April 2018

Agri's got Talent is sy wortelstelsel

Verlede jaar hierdie tyd het Jason Baartman nog gewik en geweeg of hy moet inskryf vir die grootste sangkompetisie in landbou.

Met ondersteuning van sy familie het hy die bul by die horings gepak, sy eie rymkletskomposisie geskryf en die WhatsApp-knoppie gedruk.

In Augustus 2017, by die Agri's got Talent (AGT) Gala-aand het hy met die tweede plek weggestap, maar sedertdien het sy lewe ingrypend verander.

“AGT het 'n geweldige positiewe impak op my werk en my lewe gehad, en hou steeds aan om positiewe dinge te laat gebeur,” sê Jason. “Op 'n persoonlike vlak het dit vir my selfvertroue en blootstelling gegee om my liefde vir musiek uit te leef. Ek kan myself met 'n gesonde vrugteboom vergelyk wat alles kry wat hy moet hê om aan te hou groei.”

AGT is die fondasie, die “wortelstelsel” van sy musiekloopbaan, meen hy.

“Nadat ek aan die kompetisie deelgeneem het, het ek onlangs my eerste groot geleentheid gekry toe ek by die Woordfees op Stellenbosch opgetree het. Ek was saam groot name soos HemelBesem, Churchill Naudé en Frieda van den Heever op die verhoog. “Ek moet veral vir Frieda uitsonder en vir haar baie dankie sê vir die geleentheid en dat sy in my geglo het,” sê Jason.

Vir Jason het dié optrede hom opnuut in homself laat glo en het hy sy werk weer met nuwe passie aangegryp. Jason wat vroeër 'n algemene landbouwerker was, is nou junior-assistent produksiebestuurder by 'n kwekery waar hy appelbome op die plaas Laastedrif buite Ceres, kweek. “Ek is mal oor my werk,” sê hy.

“'n Mens besef dit nie altyd nie, maar alles begin by jou werk en hoe jy oor jou werk voel. Die kompetisie het my geleer om leiding te neem in alles wat ek aanpak en dat ek nie hoef terug te staan vir enigiets nie. Dit is die tipe saad wat mens in jouself geplant wil hê. Vandag kan ek alles wat ek by AGT geleer het in my werksplek toepas.”

Volgens Jason is sy familie baie ondersteunend. “Hulle het nog altyd geweet dat ek ver gaan kom en dat AGT nog maar net die begin was. Hulle was so trots toe ek tweede plek behaal het en moedig my elke dag aan om nie moed op te gee nie. Ook my kollegas by die werk het my as 'n heel ander mens ontvang. Van hulle het nooit geweet van die talent wat in my steek nie. Hulle spot my daagliks oor hoekom ek nog nie oorsee of op die TV is nie, maar my antwoord is: ‘Wanneer die tyd reg is, sal dinge gebeur’.”

Jason se groot musiekdroom is om eendag 'n suiwer Afrikaanse rymkletsalbum vry te stel waar hy moontlik saam met groot name soos HemelBesem, Churchill Naudé, en selfs David Kramer en Boeta Gammie kan werk. “My doelwitte hierdie jaar is om meer op te tree, met die jeug te werk en hulle te inspireer.”

Jason sluit af: “As ek so na my musiekloopbaan kyk kan ek net vir ons Hemelse Vader dankie sê en vir AGT, waar alles vir my begin het.”



Jason Baartman in aksie by die US Woordfees 2018.

Om in te skryf:

WhatsApp 'n klankgreep van nie langer as 3 minute na 082 372 1557 of e-pos dit na: agritalent@gmail.com

Sluit in:

- Naam en Van
- Geboortedatum
- Persoonlike selfoon nommer
- Naam van plaas/pakhuis waar u werk
- Naaste dorp aan plaas/pakhuis

Kriteria:

- Jy moet 'n landbouwerker wees in die vrugte of wyn industrie en werk of gewerk het op 'n plaas of in 'n pakhuis of kelder vir tenminste 3 maande in die afgelope 12 maande.
- Jy mag slegs inskryf indien jy 'n landbouwerker is in een van die volgende bedrywe: Appels, pere, pruime, nektariens, perkses, appelkose, kersies, swartbessies, bloubessies, vye, granate, frambose, gedroogde sagtevrugte, heuningbostee, wyn- en tafeldruiwe, fynbos en olywe.
- Jy mag nie inskryf as jy in die volgende bedrywe werk nie: Aarbeie, sitrus en neute
- Deelnemers moet 18 jaar of ouer wees
- Jy mag in enige Suid-Afrikaanse inheemse taal inskryf
- Net soliste mag inskryf. Geen groepe sal aanvaar word nie.
- Vorige Top 10 finaliste mag nie weer inskryf nie.

Inskrywings sluit 15 Mei 2018.

Vir die nuutste nuus besoek: www.facebook.com/agrisgottalent of www.agrisgottalent.com.

Navrae: Kontak asseblief vir Thea van Zyl by thea@hortgro.co.za or 021 870 2900 vir meer informasie.

Agri's Talent is 'n sosiale opheffingsprojek geborg deur HORTGRO, die VinPro Stigting en die Wes-Kaap Departement Landbou. SATI borg die nasorgprogram.



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Press release: 4 April 2018

Agri's got Talent is his root system

Last year round about this time, Jason Baartman was in two minds whether he should enter the biggest song competition in agriculture.

With support from his family, he grabbed the bull by the horns, wrote his own rap song and pressed the WhatsApp send button.

At the August 2017 Agri's got Talent (AGT) Gala Evening he walked away as the runner-up, but since then, his life has changed quite dramatically.

"AGT has had a tremendously positive impact on my work and my life, and it continues to make positive things happen for me," says Jason. "At a personal level, it gave me the self-confidence to get up on stage and express my love for music. I can compare myself to a healthy fruit tree that gets everything it needs to keep growing."

He sees AGT as the foundation, the "root system", of his music career. "After taking part in the competition, I got my first big break early in 2018 to take part in a production at the Woordfees in Stellenbosch. I was on stage with big names like HemelBesem, Churchill Naudé, and Frieda van den Heever. I especially have to thank Frieda for believing in me and giving me the opportunity," says Jason.

Performing at the Woordfees boosted his confidence and self-belief - attributes he now applies with vigour in his work environment. Jason, a former general agricultural worker, is now a junior assistant production manager at a nursery where he grows apple trees on the farm Laastedrif outside Ceres. "I love my job," he says.

"One does not always realize it, but everything starts with your work and how you feel about your work. The competition taught me to stand up for myself and to take the lead. I don't have to stand back for anyone. This is the type of seed that you want to plant in yourself. Today, I can apply everything I have learned at AGT in my workplace."

According to Jason, his family is very supportive. "They have always believed that I have a bright future and that AGT was just the beginning. They were so proud when I came second and they still encourage me every day to never give up. My colleagues at work say that they never knew that I had hidden talents and they also see me in a different light now. Almost every day they ask me, 'Jason when are you going overseas, when are you on TV?' My answer is always the same, 'when the time is right, things will happen'."

Jason's music dream is to release an Afrikaans rap album with big names like HemelBesem, Churchill Naudé, David Kramer and Boeta Gammie. "My goals this year are to perform more, to create opportunities to work with and inspire the youth."

Jason concludes, "If I look at my music journey, I can only thank the Heavenly Father and AGT, because that is where everything started for me."



Jason Baartman in action at the 2018 US Woordfees.

To Enter:

WhatsApp a sound clip of no longer than 3 minutes to 082 372 1557 or e-mail: agritalent@gmail.com

Also include:

- name & surname
- date of birth
- own cell number
- name of farm/cellar/ pack house
- nearest town

Criteria:

- Should be an agricultural worker in the fruit or wine industry working on a farm, pack house or cellar for a total of three months or longer in the past 12 months.
- You may only enter if you are an agricultural worker in one of the following industries: apple, pear, plum, nectarine, apricot, peaches, blackberries, blueberries, figs, pomegranate, raspberry, cherry, dried fruit, honeybush tea, wine and table grapes, fynbos or olives.
- The following industries do not qualify: strawberries, citrus, and nuts.
- Entrants must be 18 years or older.
- May enter in any South African indigenous language.
- May only enter as a singer – no groups.
- Previous Top 10 finalists may not enter again.

For the latest news and action follow us on Facebook: www.facebook.com/agrisgottalent or visit www.agrisgottalent.com.

Enquiries: Please contact Thea van Zyl at thea@hortgro.co.za or 021 870 2900 for more information.

Agri's got Talent is a social upliftment project sponsored by HORTGRO, the VinPro Foundation and the Western Cape Government's Department of Agriculture. The South African Table Grape Industry sponsors the after-care programme.

