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## AGT 2023: The Reunion Show and Roadshow



To celebrate ten years of Agri's Got Talent (AGT) and instead of hosting the usual competition, AGT will celebrate a decade of music with a Reunion Show and Roadshow in 2023.

Previous year's top contestants will show what AGT meant to them and how the project enriched their lives.

Well-known local artist and AGT song coach Frieda van den Heever will be the music director. Francois van der Merwe, who has been part of the AGT family for the past three years, will be the technical director.

Agricultural hubs in Limpopo, Mpumalanga, Langkloof and the Western Cape will form part of the roadshow that will kick-off in the coming months.

The big AGT show will take place in Paarl at the Afrikaanse Taal Monument's amphitheatre, on 18 November 2023.

AGT was first held in 2014 by Hortgro, the South African deciduous fruit industry organization and is the brainchild of Hortgro's Executive Director, Anton Rabe, who hopes that the show will take root and represent the whole agricultural arena in South Africa.

Since those early days, AGT now boasts sponsorships from South Africa Wine (SA Wine), the Citrus Growers Association (CGA), the South African Table Grape Industry (SATI), the Western Cape Department of Agriculture (WCDoA) and Hortgro.

Rabe considers the competition as an example of the multi-dimensional nature of agriculture and rural communities as a whole and the contribution that this sector can make to unlock the potential of this country.

Justin Chadwick, CEO of CGA, said: "The citrus industry was a later addition to AGT – we watched from the sidelines as those in the other fruit industries were showcased, eventually getting our chance to compete in 2019. Since becoming involved, we have benefitted from those who went ahead; now citrus is an integral part of this well-organised and professional contest."

Phil Bowes, SA Wine Manager Industry Transformation Advisory: "The Wine Industry has proudly co-crafted and sponsored Agri's Got Talent since the year after its inception a decade ago. Agri's Got Talent truly bridges the divide between the vineyards and the stage, with six top-three finalists from our industry having captivated hearts since 2014. In addition to the quality of musical instruction offered in the programme, the impact of personal coaching received by contestants is clear. We are proud to be involved in the programme once again."

Agri's Got Talent is much more than just a singing competition. The project reaches further than just the top contestants and their families. Over the years, previous contestants have become true ambassadors for their employers, farms, packhouses, and communities. They have inspired their colleagues and made a real difference in their communities, some becoming involved in youth and other upliftment projects or sharing their singing skills. In this regard, the project has been a success.

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