Media Release

Tuesday10th May 2016

**Farmstrong welcomes ACC as a new strategic partner**

Farmstrong is pleased to announce that ACC has joined the rural wellbeing initiative as a strategic partner.

Farmstrong was launched in June 2015 by rural insurer FMG and the Mental Health Foundation and is designed to give farmers the skills and resources to live well, farm well and get the most out of life.

“This is a great partnership and one we’re really excited to be entering into” says Farmstrong’s Gerard Vaughan.

“Farmstrong’s focus is on supporting farmers and growers to see themselves as the most important asset on the farm. If farmers are looking after their own personal wellbeing then they’re in a better position to also look after their family, their staff and contribute to the communities they’re involved in.

Sid Miller, Chief Customer Officer from ACC commented: “Farmstrong is a great programme of work and partnership for ACC to be involved in. Together we are all able to bring different expertise to support the farming community, so we can help rural New Zealanders live well and farm well.”

**Notes to Editors:**

Farmstrong has an initial target to make a positive difference to the lives of a thousand farmers in its first year. After 11 months it’s on track to achieve this and has:

* had over 42,000 people visit its website
* around 6,200 followers on Facebook,
* 900 people actively involved with the Farmstrong Challenge initiative
* seen around 800 farmers attend Healthy Thinking workshops throughout the country with medical doctor Dr Tom Mulholland; and has seen
* more than 400 people attend a community day as part of the Fit4Farming Cycle Tour.

In 2015, there were over 37,000 active injury claims in the agriculture sector, with ACC paying out over $78 million dollars.

**What is Farmstrong?**

Farmstrong takes a preventative approach to rural health and wellbeing and encourages farmers to see themselves as the most important asset on the farm. Farmstrong provides practical advice, tools, resources and information on how farmers can maintain a healthy physical and emotional lifestyle, putting them in a better position to run their businesses and support their families, staff and communities.

Farmstrong is a non-commercial giveback and was launched in June 2015 by rural insurer FMG along with the Mental Health Foundation and Movember.

**Why has Farmstrong and ACC formed a strategic partnership?**

Like Farmstrong, ACC wants to use its expertise and knowledge to help farmers and their families to maintain a safe and healthy lifestyle. Both organisations promote a preventative approach to physical safety and personal wellbeing. Given both organisations share common goals, ACC will be working with Farmstrong for at least the next two years help to provide strategic advice and funding support.

For more information on Farmstrong please visit: <http://farmstrong.co.nz>

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