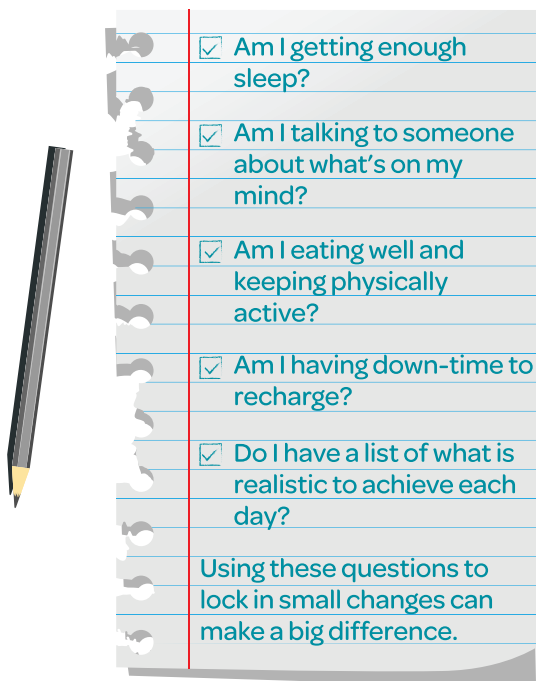


Under the pump?

Here are some questions that can help you get through.



☒ Am I getting enough sleep?

☒ Am I talking to someone about what's on my mind?

☒ Am I eating well and keeping physically active?

☒ Am I having down-time to recharge?

☒ Do I have a list of what is realistic to achieve each day?

Using these questions to lock in small changes can make a big difference.



Staying Farmstrong When You're Under the Pump

Three successive droughts taught central Hawke's Bay farmer Will Foley about the importance of looking after himself during tough times. Now he's getting behind the nationwide rural wellbeing initiative Farmstrong which promotes the positive things farmers can do to keep well when they're 'under the pump'.



Hawke's Bay sheep and beef farmer Will Foley.

Will runs a 1,300 hectare sheep and beef operation and manages a team of four. He took over the farm in 2001 and things were going well until he hit three bad dry spells. "It was stressful," he remembers. "I wanted to give up farming and do something else. I'd never struck anything like it before. Drought really is a 'slow beast' – it creeps up on you. It's not a one-off event like a flood that you can just get on and deal with. It felt like a burden."

Will says the key to coping was connecting with others and getting off farm. Federated Farmers put him in touch with farmers who'd been in similar situations. "These farmers were older and wiser. Rubbing shoulders with them took my mind off things and changed my way of thinking. You soon

realise that everyone's been there, everyone gets their turn and the key is to learn from the experience."

These days Will's older and wiser himself and is Hawke's Bay Federated Farmers President. "I study weather patterns, average market prices and do my best to plan, but what I've learnt is that every year is different."

"The reality of farming in New Zealand is that there is always someone out there somewhere doing it tough. So enjoy the good times, but make sure you are prepared for the challenges. If you are feeling under the pump talk to friends and neighbours because everyone has been there."



Farmstrong, using resources fronted by their ambassador rugby icon Sam Whitelock, is currently promoting '5 ways to wellbeing' to farmers at a number of A&P shows and Field Days around the country. Sam says Farmstrong is about farmers investing in simple habits to stay well.

"I call them the 'Big 5' - staying connected with mates, keeping active, enjoying the simple things in life, learning new things, giving back to the community."

Visitors to the Farmstrong stand can take a photo with a life-size replica of the towering rugby lock and share their own top tips for keeping well on the farm. Entrants go into the draw to win a rugby ball signed by Sam as well as Farmstrong gear.

Event-goers can also play the Big 5 game on a giant Farmstrong wall display. All good fun, but there's a serious side too, says Whitelock who plans to go farming once he finishes his rugby career.

"Farming and professional sport share similar pressures and challenges. There are lots of things outside your control. That's why I've made the Big 5 part of my life and I'm encouraging farmers to look after themselves, as well as their stock and their pasture, when things get busy. After all, the most important asset on the farm is the farmer."



There's a ton of practical resources and farmer-to-farmer videos on the Farmstrong website www.farmstrong.co.nz. So check out what works for you and lock it in. ■



**Find out what
works for you
then lock it in.**

Sam Whitelock
Farmstrong Ambassador

Founding Partners



Strategic Partners



Official Media Partners

