

## Who we are

Farmstrong is a social good initiative founded by the Mental Health Foundation and FMG as a give back to rural communities. Soon after launching in 2015 ACC joined as a strategic partner.

## What we do

We go to where farmers are to share practical information and tools based on the latest wellbeing science. In particular:

- At Ag events where farmers socialise and learn
- In rural media and online via farmer stories about the practical things they do to improve their wellbeing
- Through educational content delivered face-to-face and via multi-media platforms
- By supporting rural community initiatives to help farmers connect, get off farm and improve their wellbeing.

For more information visit [farmstrong.co.nz](http://farmstrong.co.nz)

## Mission

Improve the wellbeing of people working in farming and growing.

## Vision

A rural New Zealand that adapts and thrives in a constantly changing world.

## Call to action

“Find out what works for you then lock it in.”

## Key messages

- **The most important asset on any farm is the farmer, their family and the farming workforce.**
- **Farmstrong is about wellness not illness. Investing in your wellbeing is good for business.**
- **Small, regular wellbeing habits help farmers and their families get through the ups and downs of farming and perform at their best.**

## Strategic Priorities 2020–2025

1. Extend Farmstrong’s reach to more groups working in agriculture
2. Increase numbers attributing improvement in their wellbeing to Farmstrong
3. Support more people to share Farmstrong messages and content
4. Increase scope and depth of our content covering individual to workplace wellbeing.

## How we monitor progress

We annually track progress through a random sample survey of 450 farmers and growers against ten wellbeing measures. We also track awareness of Farmstrong and levels of improvement attributed to their involvement in Farmstrong.

Our Big Hairy Goal for farmers and growers by 2025 is:

- 20% attributing an improvement to their wellbeing to involvement in Farmstrong
- 30% unprompted recall of Farmstrong
- 40% engagement in one or more ways with Farmstrong initiatives.