

Farmstrong Annual Results 2021

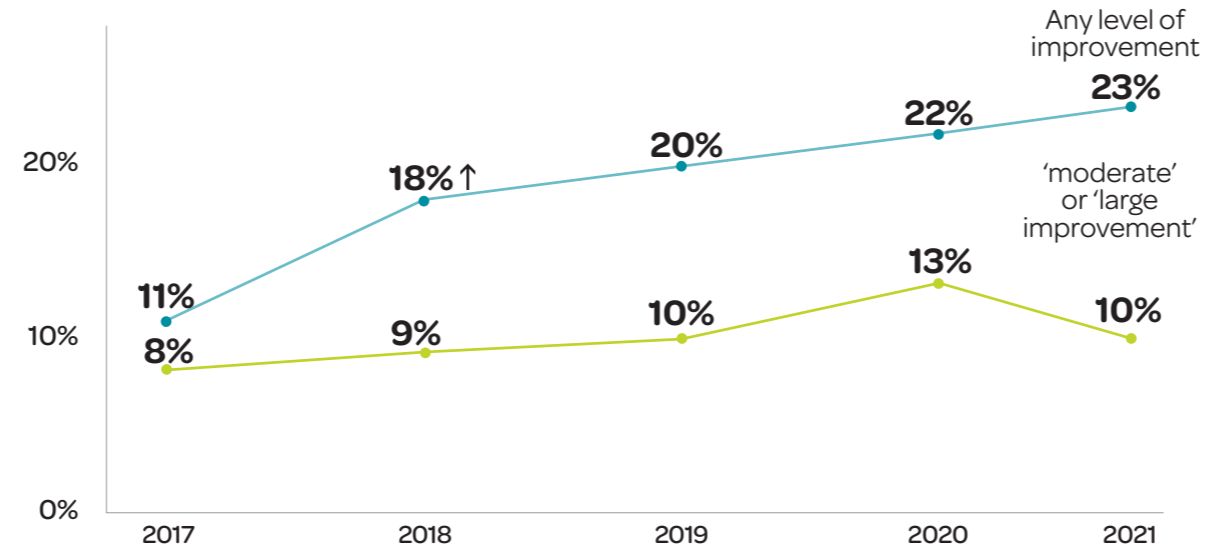
Introduction

Since Farmstrong launched in 2015 an annual telephone interview survey has been completed with a random sample selection of 450 farmers and growers. The survey asks farmers questions about their awareness of and engagement in Farmstrong, and what changes in 10 wellbeing areas have occurred over the last 12 months. Farmers/growers who have engaged in Farmstrong are also asked how much they would attribute improvements in these 10 areas to their involvement in Farmstrong.

The 10 wellbeing areas we ask about are:

1. Ability to cope with the ups and downs of farming
2. Amount of sleep
3. Amount of time away from the farm
4. Balance between work and leisure
5. Level of contact with friends
6. Amount of exercise
7. Contribution to other farmers or local community
8. Time spent learning new things
9. Time spent taking more notice of the small things in life that bring enjoyment
10. Amount of time work was impaired by an injury.

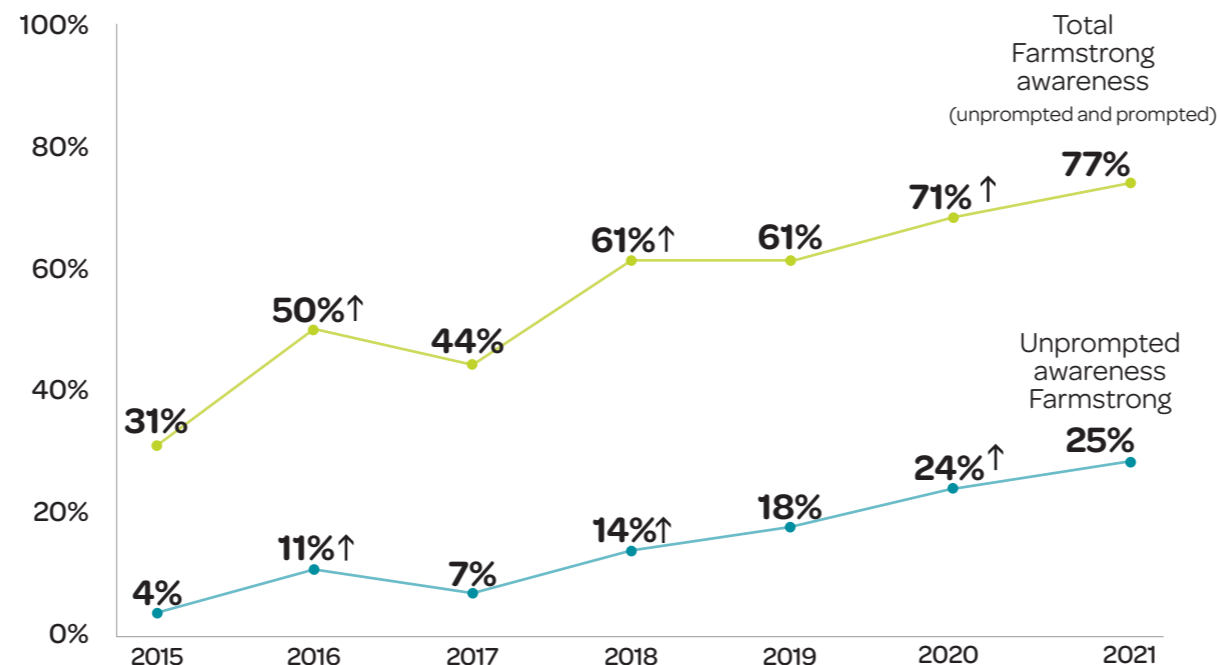
Improvement attributed to Farmstrong



In 2021:

- **23%** of all surveyed attributed improvement in their wellbeing to engagement with Farmstrong
- **10%** attributed a 'moderate' or 'large' improvement to Farmstrong.

Farmer Awareness of Farmstrong



In 2021:

- **25%** of all surveyed were able to name Farmstrong without prompting
- **77%** were aware of Farmstrong (prompted and unprompted).

↑ The upward arrows on the graphs indicate significant differences between years.

Farmer engagement in Farmstrong

Farmers and growers engage through the following channels:

- attending workshops, webinars, visiting Farmstrong at Field Days and local Ag events
- accessing resources and blogs on the Farmstrong website and via social media
- reading articles and sharing their stories via Farmstrong on radio, TV and in Farmers Weekly and other print media.

In 2021:

- 36% reported having engaged with Farmstrong over the last six years (approx 24,000 farmers/growers and farm workers).
- 32% reported engaging in the last 12 months (approx 22,000 farmers/growers and farm workers).
- Engaging with Farmstrong via four or more channels was a level at which the number of improvements farmers attributed to Farmstrong showed a marked increase.

Farmer engagement and improvement in wellbeing

Compared with those who had never engaged with Farmstrong, those who had engaged with Farmstrong through three or more channels were significantly more likely to report improvements in the last 12 months in their:

- ability to cope with the ups and downs of farming
- balance between work and leisure
- amount of exercise
- contribution to other farmers or local community
- level of contact with friends.

For more information visit farmstrong.co.nz