Farmstrong Eighth Year Monitoring Report

Report prepared for

Farmstrong

September 2023

Wyllie & Associates

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Acknowledgements

We wish to thank the persons who so kindly participated in this research.

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CONTENTS

1 SUMMARY

INTRODUCTION

- Farmstrong was publicly launched on 3 June 2015 and this monitoring report assesses changes in key measures over the first eight years, to June 2023.
- The Farmstrong mission is to: Improve the wellbeing of people working in farming and growing.

RESEARCH METHOD

- National telephone surveys of farmers and growers have been undertaken annually since 2015. The usual sample size is 450.
- Also included is monitoring data collected by the Farmstrong team, such as use of the website and social media, media reach and numbers attending Farmstrong events.

KEY FINDINGS

- **The data reflect a difficult year for farmers, with increased proportions reporting a worsening over the previous 12 months on four of the dashboard measures.**
- **Those who reported high levels of engagement with Farmstrong were more likely than usual to report a worsening on the dashboard measures, particularly for 'ability to cope with the ups and downs of farming'. This suggests there may be an increased use of Farmstrong for wellbeing support during extreme hardships.**
- **A new measure identified that 78% of the farmers had 'ever seen or read about well-known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming'.**
- **The only significant change in awareness was an increase in the combined level for total Farmstrong awareness and any awareness of Sam Whitelock resources/messages (up by 7% to 90%).**
- **Overall levels of engagement with Farmstrong decreased for the second year (see graph below).**
- **This decrease occurred in the lowest engagement level categories, with the higher levels of engagement retaining their numbers.**
- **This decrease in engagement was particularly evident among women.**
- **Despite the overall decrease in engagement, there was no decrease in use of the Farmstrong website (15% of all farmers) and e-newsletters (10%).**
- **The single most important measure in these tracking surveys is the percentage attributing changes to Farmstrong. Among those engaging with Farmstrong, the programme is still continuing to work as well as in other recent years.**
- **The ACC return on investment modelling for expected claims avoided due to Farmstrong exceeded expectations by 1100%, which was even higher than the 819% level the previous year.**

RECOMMENDATIONS

- **Consider whether Farmstrong needs to have a greater focus on supporting the wellbeing of farmers experiencing extreme hardship**
- **Review options to address the decreased engagement, particularly for women**

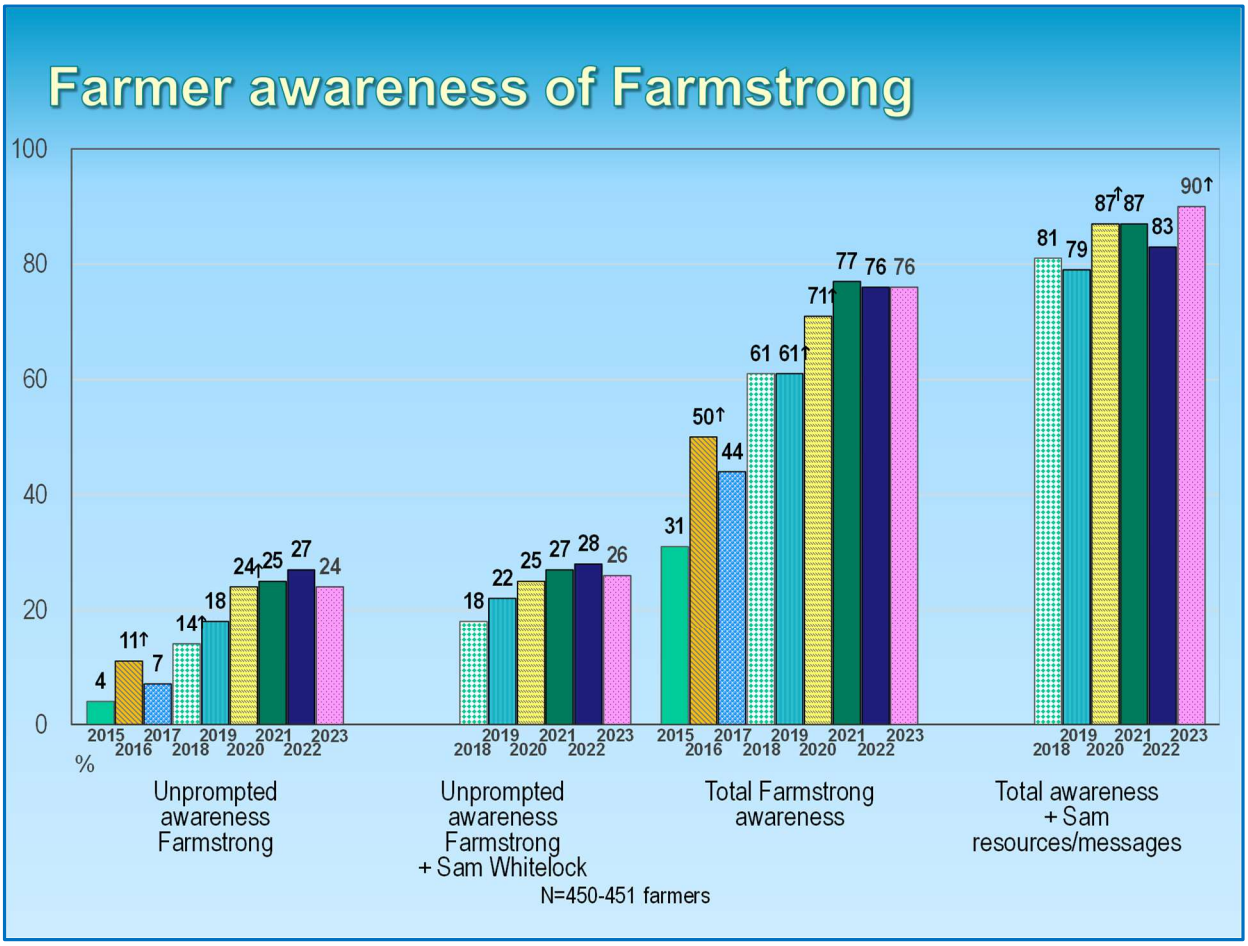
OTHER FINDINGS

PROGRESS ON BHAGs		2020 /1 %	2021 /2 %	2022 /3 %	2023 /4 %	2024 /5 %	BHAG %
Improvements attributed to Farmstrong in 'My ability to cope with the ups and downs of faming'	AIM	12	13	14	15	16	20
	ACHIEVE	**13**	**14**	**14**			
Unprompted Farmstrong recall	AIM	20.5	22	23.5	25	26.5	30
	ACHIEVE	**25**	**27**	**24**			
Ever engaged with Farmstrong	AIM	30	32	34	36	38	40
	ACHIEVE	**36**	**30**	**25**			
% using five or more channels	**ACHIEVE**	**NM**	**9**	**11**			
% engaging 30 or more times a year	**ACHIEVE**	**NM**	**7**	**7**			
% attributing any level of improvement to Farmstrong	**ACHIEVE**	**22**	**21**	**18**			
% attributing at least one 'large' or 'moderate' improvement to Farmstrong	**ACHIEVE**	**10**	**13**	**11**			

NM= Not measured

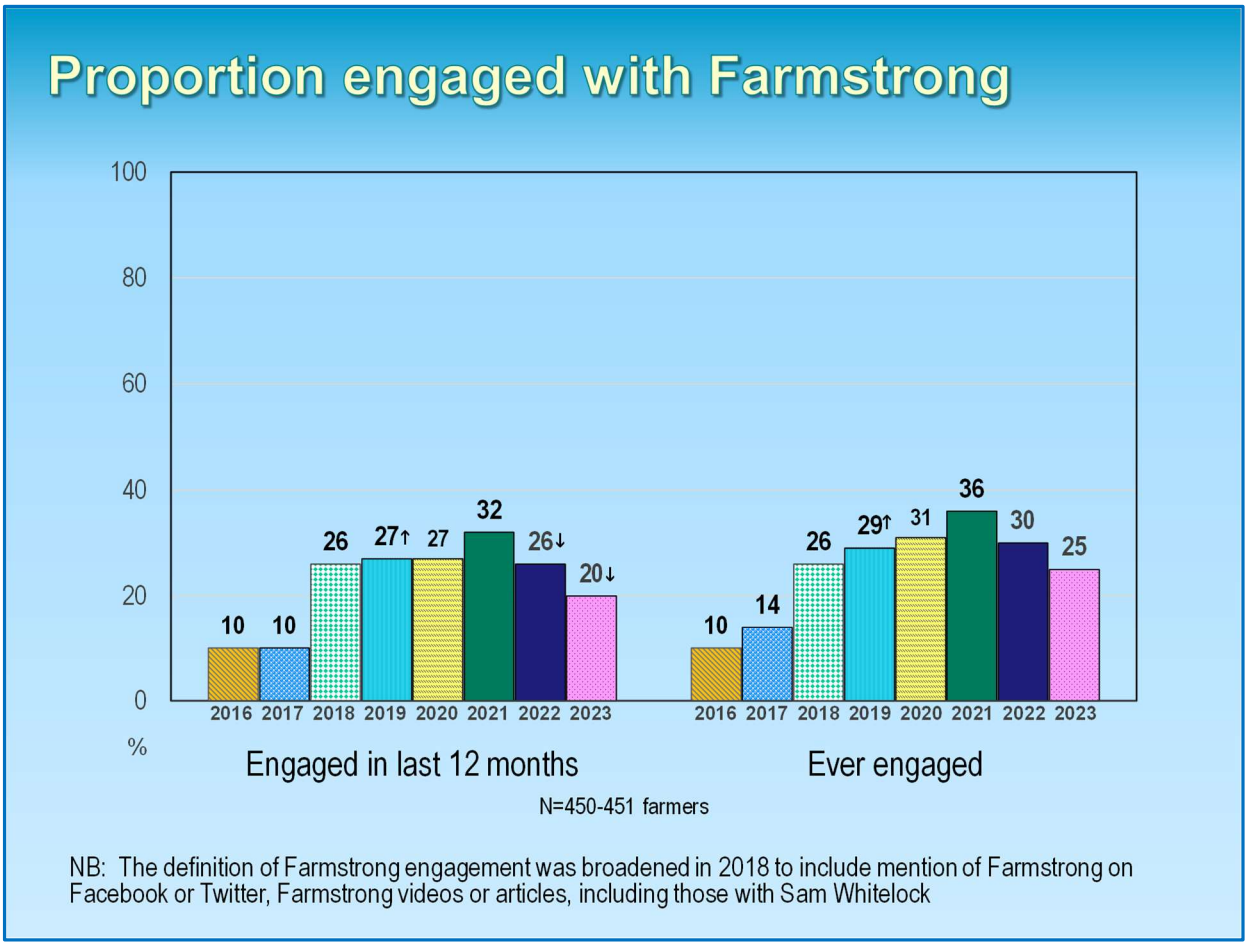
Awareness

- Unprompted Farmstrong Awareness decreased a non-significant 3%, down to 24%. However, Total Farmstrong Awareness remained at the same level as 2022 (76%), while the inclusion of mention of Sam Whitelock showed a significant 7% increase to 90%.
- A new measure identified that 78% of the farmers had 'ever seen or read about well-known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming'.

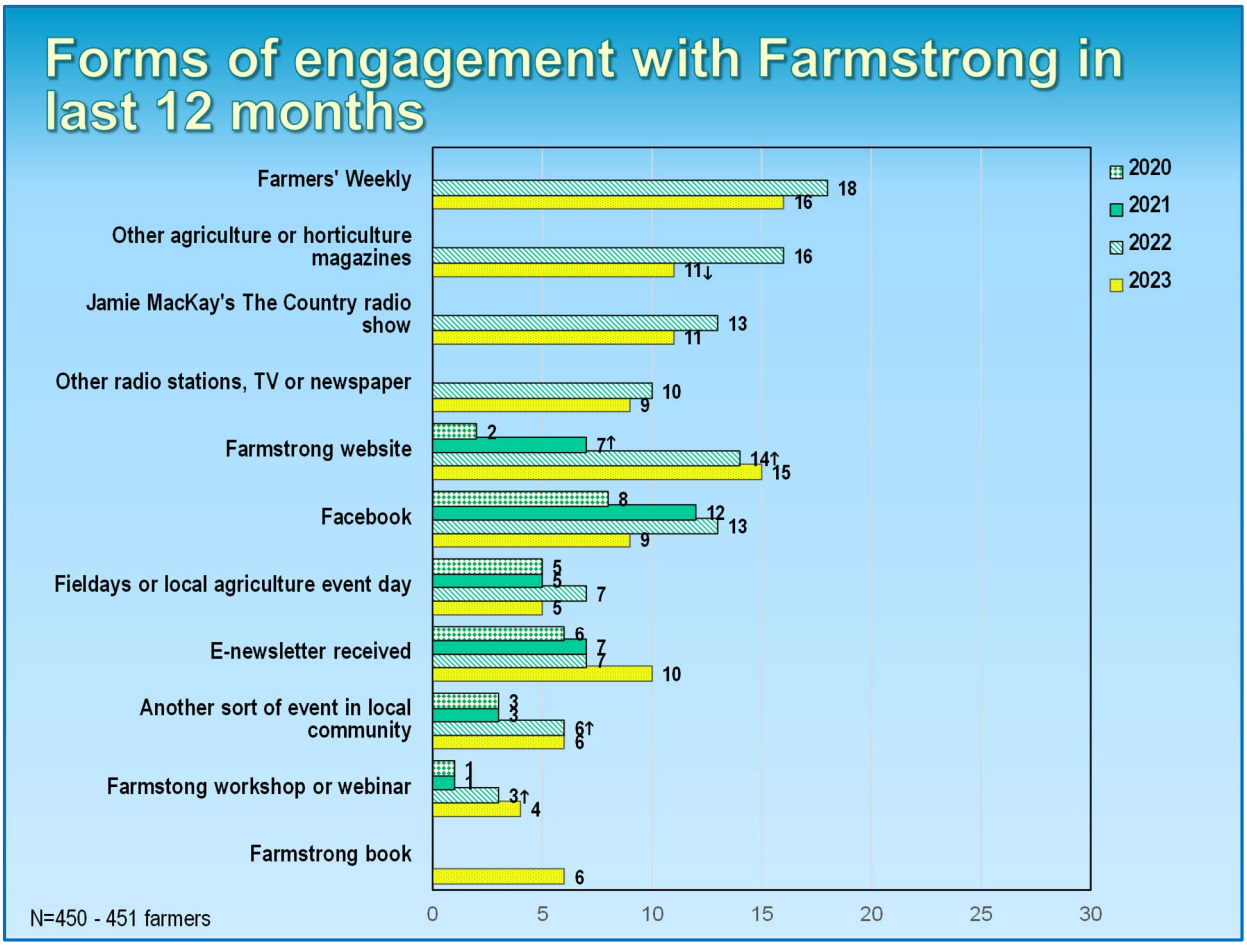


Engagement with Farmstrong initiatives

- There have been significant decreases in engagement in the last 12 months in both of the last two surveys. This downward trend is also reflected in the proportion reporting having ever engaged, although the decreases each year have not been large enough to be significant.
- The downward trend in those engaging in the last 12 months is evident in both first time engagement in the last 12 months and those who also had engagement prior to this.
- The proportion of women who had ever engaged decreased by 13% (down from 33% to 20%), while men (27%) remained at similar levels to 2022 (29%).
- The best estimate of the total farmers/growers/farm workers who have ever engaged with Farmstrong is approximately 20,000 and for the last 12 months it is approximately 16,000.



- Against the general downward trend, engagement with the Farmstrong website (15%) retained a similar level to 2022, which had been a significant increase over the previous year.
- The other form of engagement which defied the trend was e-newsletters, where the percentage increased by a non-significant 3% to 10%.



- The non-survey website data showed mixed results, but on the key measure of visiting for at least 5 minutes the level had increased to an all-time high of 3,507 visits. Those who engaged for at least 3 minutes were down a little from the 2022 level. The number of unique website visitors was down 22% to 49,783 and the number of website sessions down 25% to 62,055.
- The number of Facebook fans increased by 14% to 13,418.
- The number of engagements with the Farmstrong Facebook increased by 50% to 79,813.
- The key Facebook measure of engagement rate increased from 4.9% to 5.6%.
- Total media articles increased 10% to 350, with most of this increase coming from a 39% increase in online articles (up to 93).
- The total media audience reach decreased 18% to 5,891,642.
- The number of talks increased slightly from 18 to 20, but the number who attended increased 55% to 1,865. While the number of workshops halved from six to three, the numbers who participated increased from 105 to 205.
- There were 84 participant events organised and supported, which was similar to the previous two years (88 and 83).

Knowledge of Farmstrong

- While there were no significant changes, the proportion knowing at least a 'moderate amount' continued an upward trend, after there had been a significant increase the previous year.

National dashboard measures

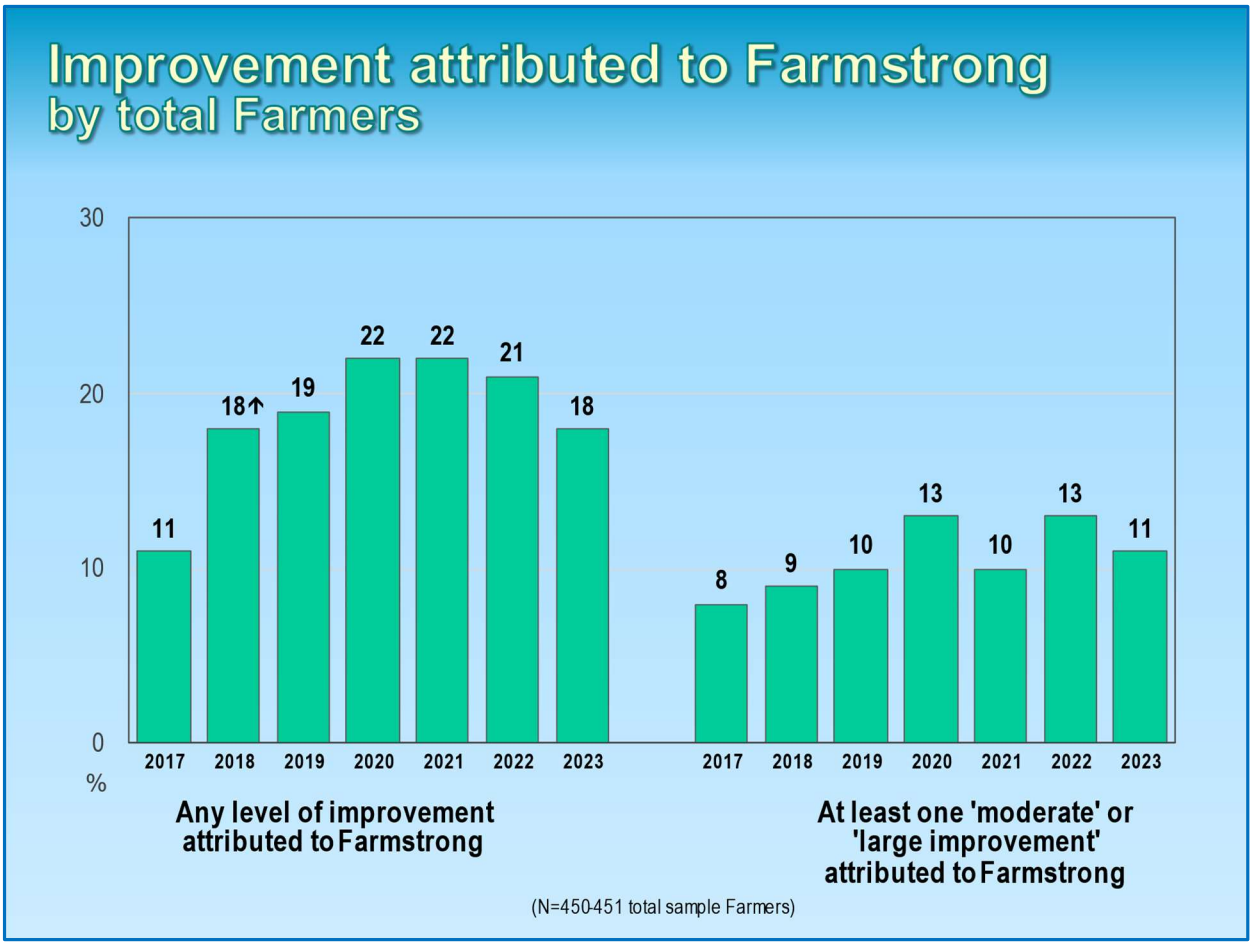
- Four of the nine measures showed significant decreases among all farmers in the mean improvement rating since 2022, while others showed indications of decreases. Those with significant decreases were:
  - Balance between my work and leisure
  - Time spent learning new things
  - Time spent taking notice of small things in life that bring me enjoyment
  - Amount of sleep
- After a significant decrease in 2022, 'level of contact with my friends' had a significant increase to return to the 2021 level.
- Although the mean rating for 'Ability to cope with the ups and downs of farming' did not decrease significantly, the percentage reporting some level of increase in the last 12 months did decrease significantly.
- Those reporting decreases since 2022 in their ability to cope with the ups and downs of farming were females, the two lowest income groups and 45 to 54 year olds.
- Those having five or more forms of engagement with Farmstrong had only one item on which the percentage reporting improvement was significantly higher than the never engaged group, compared with five in 2022. There was also one item on which they were lower, compared with none in 2022.
- While most of the dashboard mean ratings for the higher engagement groups remained non-significantly higher than the never engaged group one exception was 'Ability to cope with the ups and downs of farming' where the means for the high engagement groups were lower than for the never engaged, which was a marked change from 2022. This was due to a significant difference (57% high engaged group compared to 32% not engaged group) reporting 'small', 'moderate' or 'large' worsening in their ability to cope).
- 'Level of contact with my friends' had a significantly higher mean rating for those who had engaged 30 plus times, compared with the never engaged.

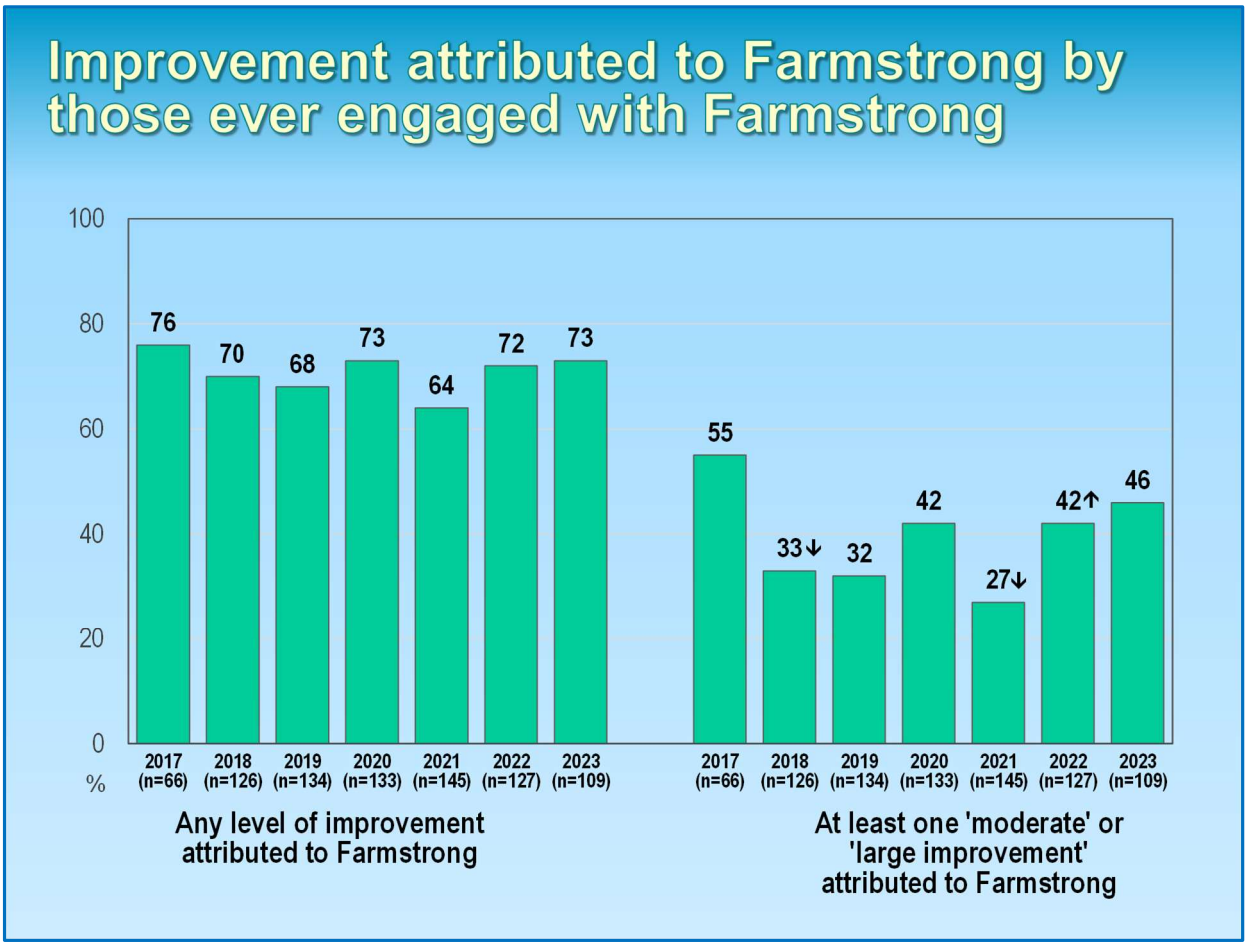
Improvements attributed to Farmstrong

- When considering all the farmers/growers in the survey, 18.3% attributed some level of improvement to Farmstrong on at least one of the nine items (i.e. 'small', 'moderate' or 'large' improvement).[1] This equates with approximately 14,000 farmers/growers/farm workers. There were 11.4% who attributed at least one 'moderate' or 'large' level of improvement to Farmstrong. This equates with approximately 9,000 farmers/growers/farm workers.
- On the individual items, the only significant change was an increase in the proportion attributing Farmstrong with a moderate or large increase in exercise (up by 3% to 6%).
- The decreases in levels of improvement, based on all farmers, were not significant and were due to the overall decrease in engagement levels. When the analyses are based just on those who had ever engaged with Farmstrong (see second graph below), there were no decreases and in fact those reporting at least one 'moderate' or 'large' improvement due to Farmstrong increased a non-significant 4% to 46%.

1 In the 2017 survey respondents who had ever engaged with Farmstrong were asked: "For each of the following how much, if any, improvement do you think is a result of your involvement with Farmstrong or Healthy Thinking?" Since 2018 the wording has been: "For each of the following how much, if any, improvement do you think is a result of your involvement with what you've heard from Farmstrong, Sam Whitelock or Healthy Thinking?"

- This second graph also shows that almost three-quarters (73%) of those who had ever engaged with Farmstrong attributed some form of improvement to Farmstrong, while almost half (46%) attributed at least one 'moderate' or 'large' improvement to Farmstrong.
- Among those who had ever engaged there were increases in the proportion attributing improvements on four of the nine items and on one of these items there was an increase for the proportion attributing 'moderate' or 'large' improvements to Farmstrong.





Limitations of the research

- The dashboard sample is selected from a panel which contains over 15,000 farmers/growers, mostly farm owners. Those who choose to be on a panel may not be representative of all farmers/growers. The same applies for those who agree to be interviewed. It is also possible that some of this panel may have been randomly selected and participated in more than one of the nine surveys, thereby affecting awareness levels.
- While farm/grower owners are the priority audience for Farmstrong, the initiative is also seeking to reach others working in farming. The estimates provided in this report for numbers of farmers/growers and farm workers impacted are informed by the relative levels for farm/grower owners and non-owners in a separate survey of recently injured farmers/growers, so needs to be treated as a best approximation (see Appendix B).

2 DISCUSSION

This section presents the researcher's interpretation of the implications of the research findings and the conclusions to be drawn from these.

How well is Farmstrong performing?

The increasingly impressive results from the ACC modelling of injuries prevented is obviously very positive. Another positive result is the continued high level of engagement with the website, particularly given the investment that Farmstrong has put into it. At 15% of all farmers it is now only 1% behind Farmers Weekly as the most used form of engagement. The website is getting good use among key priority groups of women and dairy farmers.

The importance of the Farmstrong e-newsletter was also reflected in the e-newsletter category now being at 10%. While this could include mention of Farmstrong in non-Farmstrong e-newsletters, it might be assumed that it is mostly the Farmstrong one which they are engaging with.

The single most important measure in the tracking surveys is the percentage attributing changes to Farmstrong. Among those engaging with Farmstrong, the programme is still continuing to work as well as ever. In the context of reductions in wellbeing among all farmers, as evidenced in the dashboard measures, these results are particularly impressive.

When based on all farmers, the reduced engagement levels have pushed the attribution levels down a little, although not to a level that was statistically significant.

So how much concern should there be about the reduced engagement levels? This question needs to be addressed in the context which farmers find themselves. In the last 12 months these included workforce shortages, increasing interest rates and cost of living, plus adverse weather events in the North Island.

A key finding is that it is the low engagement groups where the drop off has occurred. A possible interpretation of the data is that when things get particularly difficult for farmers, those who have in the past had low levels of engagement with Farmstrong no longer have the time or inclination to have as much engagement. They may not be spending so much time reading Farmers Weekly, listening to Jamie MacKay's The Country radio show, engaging with Facebook etc.

Another factor in the decline in engagement could be that after eight years some are not finding anything sufficiently new within the Farmstrong messages, so are no longer engaging with them.

Are some farmers looking to other programmes instead of Farmstrong? There has been a marked increase in mention of Rural Support Trust in the awareness question asking about initiatives that are 'designed to support farmer and grower wellbeing' and some of the other initiatives also had increased mention. With the growth of other rural wellbeing initiatives, are increasing proportions not aware that what they are engaging with is Farmstrong?

The strategy that has been developed for Farmstrong moving forward will need to be reviewed, to see whether it offers the best options for addressing the decline in engagement.

Interpreting changes in the dashboard data

One might ask, given those engaging with Farmstrong are still reporting high levels of attribution of improvements to Farmstrong, why have differences between high engagement and non-engaged diminished on the dashboard measures. The reason is that the dashboard measures record changes in

last 12 months, not overall levels. A worsening over last 12 months for the high engagement groups may be because they were at high overall levels before and are particularly noticing worsening in last 12 months. Whereas those who have never engaged with Farmstrong may already be at lower overall levels and didn't perceive there to have been as much change in the level of worsening over the last 12 months. These findings show that those who had higher engagement with Farmstrong had felt the negative influences on farming particularly strongly over the last 12 months. We don't know how many of these people always had high levels of engagement with Farmstrong and how many became high users in the last 12 months, to try and deal with the increased pressures they were facing.

Need to prioritise women

Women were one of the groups who reported decreased levels for coping with the ups and downs of farming. This coupled with their marked decrease in engagement with Farmstrong makes them a priority audience. The findings suggest that communication channels and content for reaching and appealing to women farmers should be reviewed. They reported a big decrease in engagement with Farmstrong via Facebook and increased engagement via workshops. At present the channels used by the highest proportion of women are the Farmstrong website, followed by Farmers Weekly and e-Newsletters. Jamie MacKay's The Country radio show is not currently reaching women as effectively as it is with other groups, while noting that the level was higher in 2022.

Indications of decrease among dairy farmers

Although the differences are not significant there are indications of a bigger decrease in engagement by dairy farmers than other types of farming, so strategies for this sector should also be given specific consideration. At present their main channels are: Farmers Weekly, Farmstrong website and e-Newsletters. As with women, Jamie MacKay's The Country radio show is not currently reaching dairy farmers as effectively as it is with other groups. Dairy farmers had a reduction this year in engagement with Farmstrong at fieldays. 'Other events in the local community' are reaching sheep/beef farmers much more than dairy. There would be value in checking whether this finding is consistent with knowledge of the community events Farmstrong has supported.

Engagement with Facebook

The decreases in the survey levels of engagement with the Farmstrong Facebook somewhat reflected the reductions in overall engagement levels. Women in particular have reduced their use of Facebook for engaging with Farmstrong, which is linked with their overall reduction in engagement with Farmstrong over the last 12 months.

Other non-survey data presented a more positive picture on the performance of the Farmstrong Facebook, with a 50% increase in engagement level and improvements in the engagement rate and number of fans. The highest level of engagement was with "The Big Check In" promotional video with Te Radar. Might it be that Te Radar attracted a lot of non-farmers?

CONCLUSIONS

Considering all the pressures on farmers, particularly the demands on their time, the decrease in levels of engagement is understandable. Knowing that it is the low level engagers who are currently being lost reduces the level of concern about the reduction in engagement. However, it would still seem important to try and identify ways of improving engagement, particularly given engagement levels have decreased over the last two years and it would be unfortunate if that downward trend continued.

If Farmstrong places more emphasis on sharing farmer stories about dealing with their wellbeing in extreme situations, that might attract back some of those who are not currently engaging, as well as better meeting the needs of those who are already engaging.

We know from the ACC modelling, these tracking surveys and qualitative research that there is a lot about Farmstrong that works really well, which has made it into a very successful programme. This survey shows that among the farmers who are engaging it is still working as successfully as ever. So there is a need to identify what is contributing to the decline in engagement and how this might be addressed.

Research would assist with this process, to obtain an understanding of how farmers currently feel about Farmstrong and their perceptions of its value to them now compared with previously. This could be incorporated into the stakeholder interviews which are currently planned, beginning mid-2024 with young farmers, women farmers and Farmstrong stakeholders and supporters. Perhaps this might need to be extended to older famers as well, beyond just the older farmers who are Farmstrong stakeholders. The planned research with Farmstrong supporters is only a self-completion survey, which will not be a very useful vehicle for exploring this issue. While it could be argued that research is needed sooner than mid- 2024, trying to get farmer participation in research in the busy period prior to Christmas would be a challenge. It would be likely to rule out the very farmers who we most need to hear from; those who are very busy and under a lot of pressure.

Another topic for discussion is whether the Farmstrong content needs to be expanded into new messages/topics, but it needs to be acknowledged that a key to the success of the programme to date has been its focus on a limited number of messages and communicating these frequently via a range of channels. There is the risk that extending the content may reduce its effectiveness. One question in relation to this is whether there are other important messages which farmers would benefit from. Maybe if one or two new messages were introduced it could be effective? The research should assist in identifying whether there is a demand for new messages/topics and could test out interest in possible options.

The current findings also raise questions about whether this is as good as it gets? The proportion attributing any level of improvement to Farmstrong has varied between 18% and 22% for the last six years. The proportion attributing at least one 'moderate' or 'large' improvement to Farmstrong has remained between 10% and 13% for the last five years. Unprompted and total prompted awareness have remained at relatively similar levels for the last four years. For the five years prior to the current year the levels for ever engaged and engaged in the last 12 months had remained at relatively similar levels. The consistency of these measures and the lack of any upward trend does suggest that it is going to be very difficult to obtain increases. Plans are underway to research wider engagement of Farmstrong in the rural community, so putting energy into extending the reach to a wider community may well be more effective than trying to obtain increases with the existing priority audiences. However, on-going effort will still be required to retain the current levels of Farmstrong impacts.

3 INTRODUCTION

Farmstrong was publicly launched on 3 June 2015 and this monitoring report assesses changes in key measures over the first eight years, to June 2023.

About Farmstrong

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 helps you through the ups and downs of farming. It will also mean you're better placed to look after your family, your team and it's good for business.
- Farmstrong shares practical information and tools to support small but important habits that help you live well to farm well

Ways in which farmers/growers engage with Farmstrong

- Attending workshops, webinars, visiting Farmstrong at fieldays 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

Results Based Accountability framework

As part of the programme planning a Results Based Accountability (RBA) framework was established. This report addresses the RBA questions: How much did we do? How well did we do? Is anyone better off? This is not a full evaluation of the programme to date; the most recent evaluation report was undertaken in 2019 and the next will be at the end of 2024.

Method

The Method is detailed in Appendix A. Approximately 450 farmers/growers are surveyed annually. Also included in the report is monitoring data collected by the Farmstrong team, such as use of the website and social media and media reach.

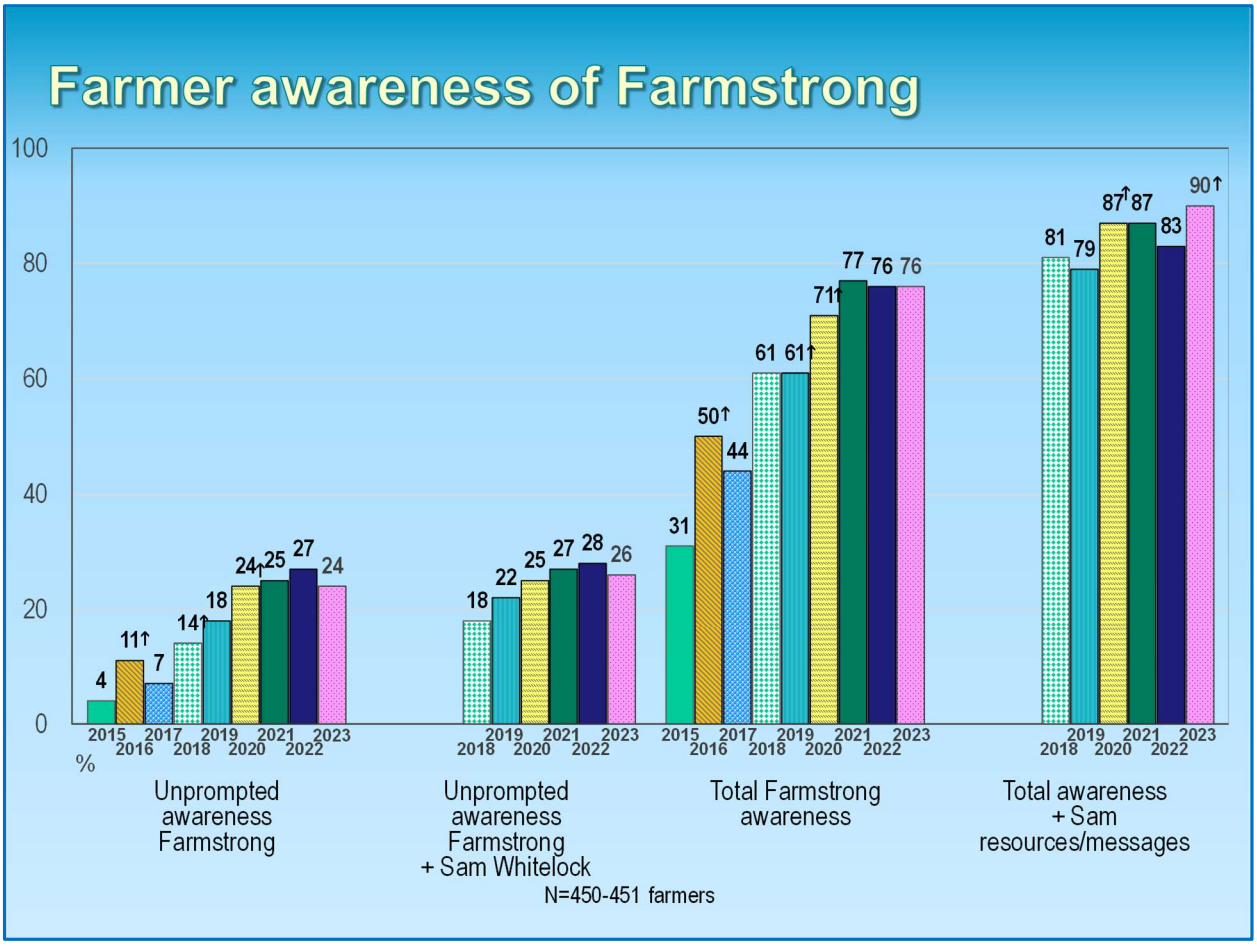
All differences reported in the commentary are statistically significant, unless otherwise stated.

4 MAIN FINDINGS

4.1 AWARENESS OF FARMSTRONG

Unprompted Farmstrong Awareness decreased a non-significant 3%, down to 24%. However, Total Farmstrong Awareness remained at the same level as 2022, while the inclusion of mention of Sam Whitelock showed a significant 7% increase to 90%.[2]

For the first time all farmers were asked the Sam Whitelock prompted question and 78% had 'ever seen or read about well-known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming'.



Sub-group changes

These are shown in the graphs which follow, for both unprompted recall and total awareness of Farmstrong or the Sam connection.

Unprompted recall

After a significant increase in unprompted awareness in 2002, the 45 to 54 year olds decreased a non-significant 11% to 30%, but this was still higher than the levels before the big 2022 increase.

[2] The question asked: 'Have you ever seen or read about well-known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming?'

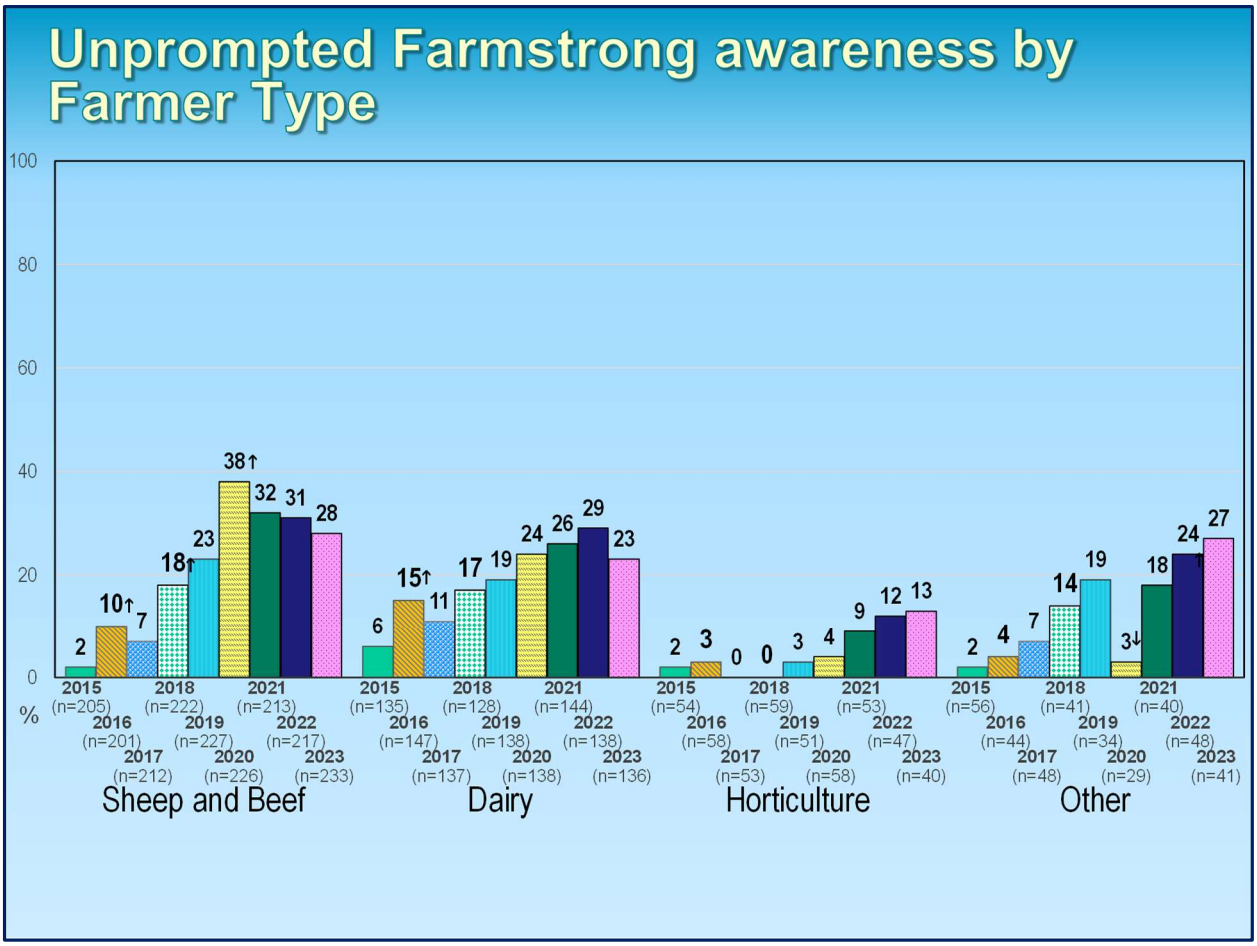
Total awareness +Sam

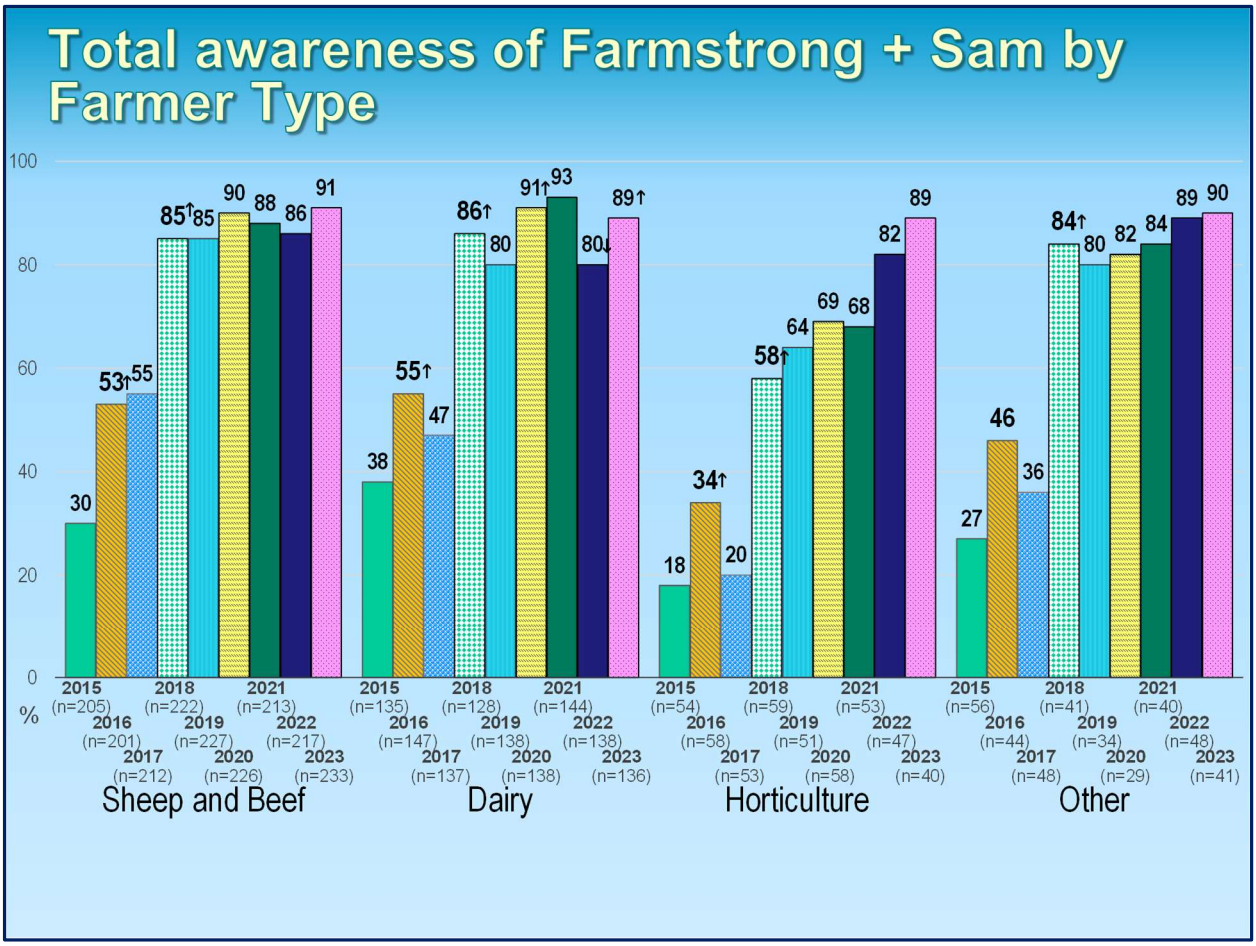
Dairy increased by 9% to 89%, after a 13% decrease in 2022. Women and men both had increases, women by 13% to 90% and men by 5% to 90%. Under 45 year olds increased by 19% to 95%. The two higher income groups also reported increases.

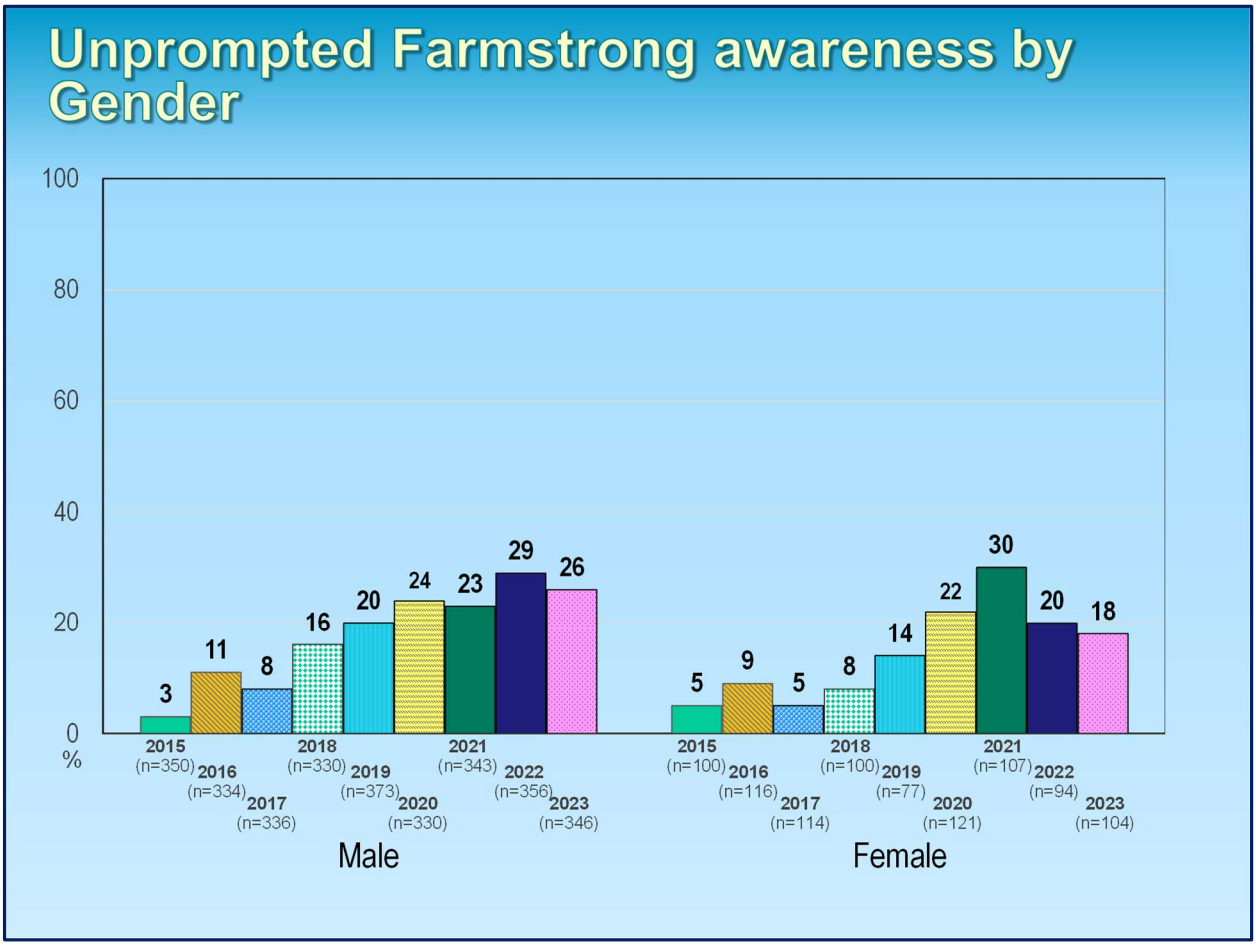
Subgroup differences in 2023

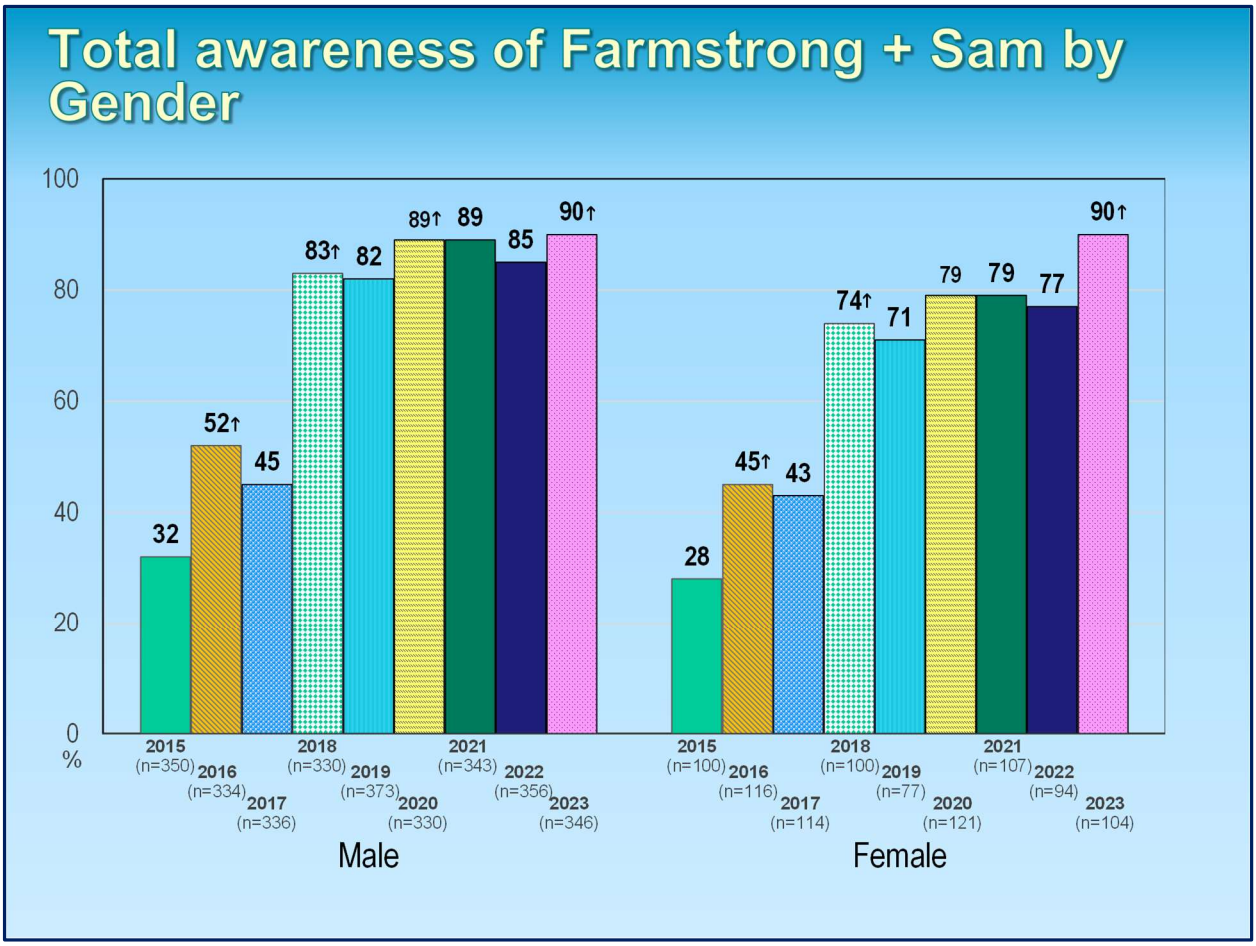
Unprompted awareness of Farmstrong (excluding those who just mentioned Sam) among men was 26% and women 18%, this difference being non-significant. Among both under 45 year olds and 45 to 54 year olds the level was the same (30%), while it was significantly lower for those aged 65 and over (12%). The level for sheep/beef was 28% and dairy 23%, but the only significant difference was the lower level for horticulture (13%). The unprompted awareness was significantly higher among those with the highest income (31%) and significantly lower among the lowest income group (12%).

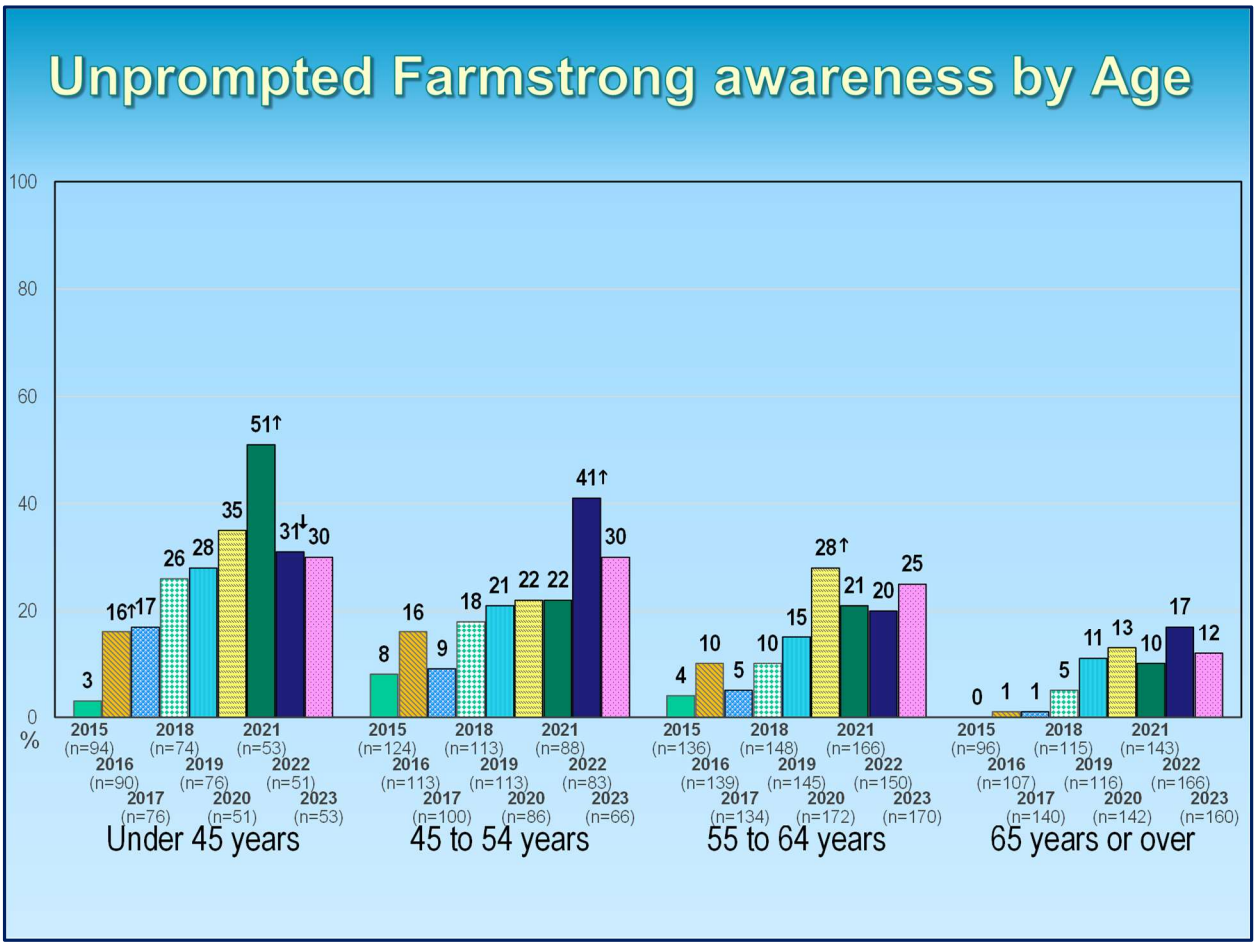
Awareness of Sam promoting the messages was higher for sheep/beef farmers (84%, dairy was 75%), and those in the Lower South Island (87%). There was no significant gender difference (males 80%, females 74%).



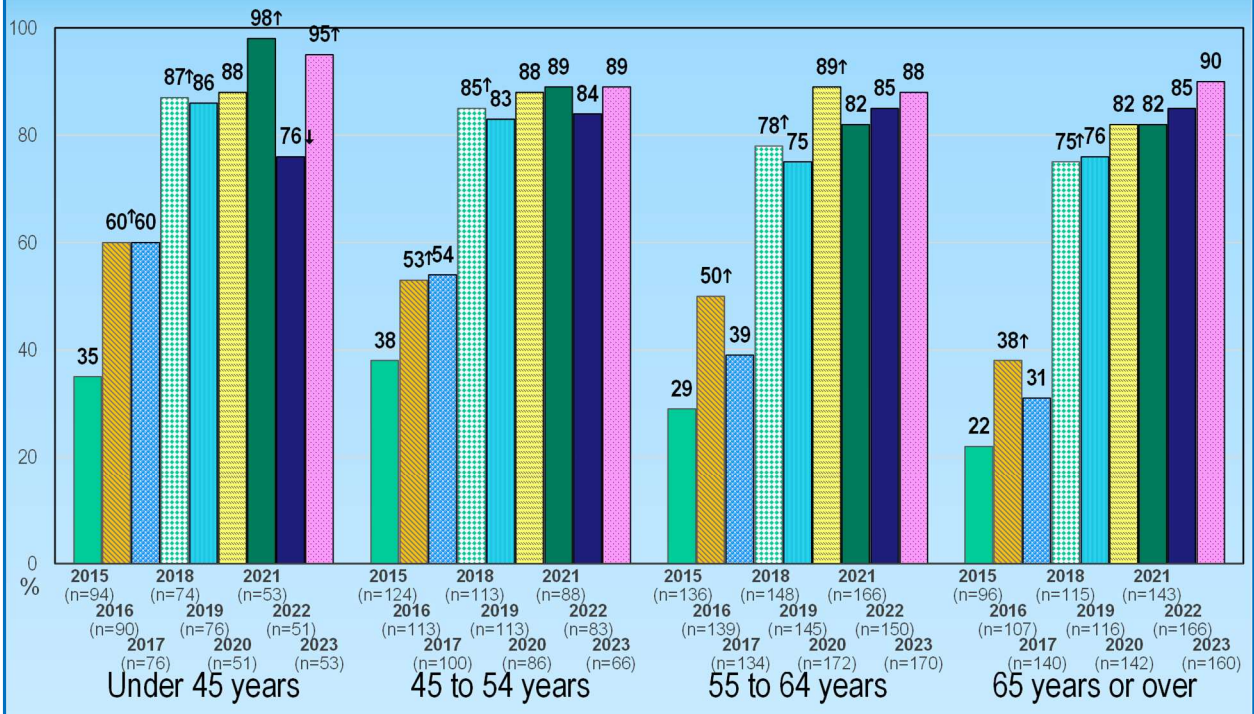

Total awareness of Farmstrong + Sam by Farmer Type
100
80
60
40
20
0
%
30
53↑
55
85↑
85
90
88
86
91
38
55↑
47
86↑
80
91↑
93
80↓
89↑
18
34↑
20
58↑
64
69
68
82
89
27
46
36
84↑
80
82
84
89
90
2015 (n=205)
2016 (n=201)
2017 (n=212)
2018 (n=222)
2019 (n=227)
2020 (n=226)
2021 (n=213)
2022 (n=217)
2023 (n=233)
Sheep and Beef
2015 (n=135)
2016 (n=147)
2017 (n=137)
2018 (n=128)
2019 (n=138)
2020 (n=138)
2021 (n=144)
2022 (n=138)
2023 (n=136)
Dairy
2015 (n=54)
2016 (n=58)
2017 (n=53)
2018 (n=59)
2019 (n=51)
2020 (n=58)
2021 (n=53)
2022 (n=47)
2023 (n=40)
Horticulture
2015 (n=56)
2016 (n=44)
2017 (n=48)
2018 (n=41)
2019 (n=34)
2020 (n=29)
2021 (n=40)
2022 (n=48)
2023 (n=41)
Other


Unprompted Farmstrong awareness by Gender
100
80
60
40
20
0
%
3
11
8
16
20
24
23
29
26
5
9
5
8
14
22
30
20
18
2015 (n=350)
2016 (n=334)
2017 (n=336)
2018 (n=330)
2019 (n=373)
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
Male
2015 (n=100)
2016 (n=116)
2017 (n=114)
2018 (n=100)
2019 (n=77)
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
Female

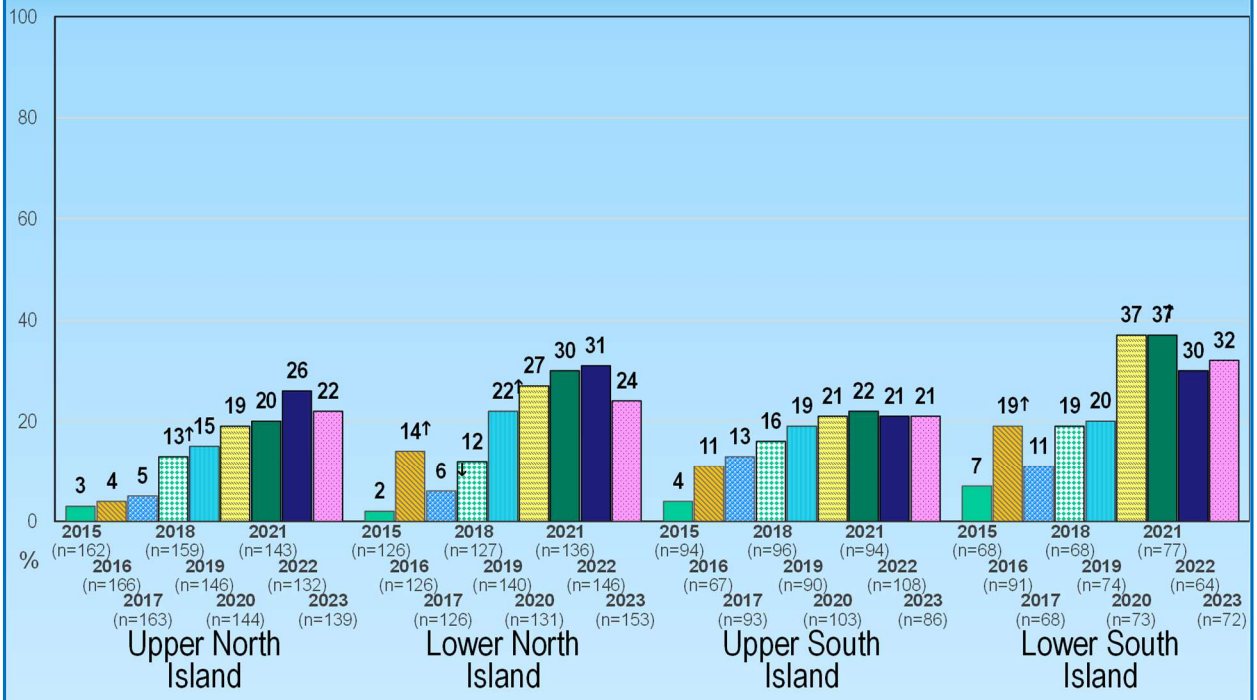

Total awareness of Farmstrong + Sam by Gender
100
80
60
40
20
0
%
32
52↑
45
83↑
82
89↑
89
85
90↑
28
45↑
43
74↑
71
79
79
77
90↑
2015 (n=350)
2016 (n=334)
2017 (n=336)
2018 (n=330)
2019 (n=373)
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
2015 (n=100)
2016 (n=116)
2017 (n=114)
2018 (n=100)
2019 (n=77)
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
Male
Female


Unprompted Farmstrong awareness by Age
100
80
60
40
20
0
%
3
16↑
17
26
28
35
51↑
31↓
30
8
16
9
18
21
22
22
41↑
30
4
10
5
10
15
28↑
21
20
25
0
1
1
5
11
13
10
17
12
2015 (n=94)
2016 (n=90)
2017 (n=76)
2018 (n=74)
2019 (n=76)
2020 (n=51)
2021 (n=53)
2022 (n=51)
2023 (n=53)
2015 (n=124)
2016 (n=113)
2017 (n=100)
2018 (n=113)
2019 (n=113)
2020 (n=86)
2021 (n=88)
2022 (n=83)
2023 (n=66)
2015 (n=136)
2016 (n=139)
2017 (n=134)
2018 (n=148)
2019 (n=145)
2020 (n=172)
2021 (n=166)
2022 (n=150)
2023 (n=170)
2015 (n=96)
2016 (n=107)
2017 (n=140)
2018 (n=115)
2019 (n=116)
2020 (n=142)
2021 (n=143)
2022 (n=166)
2023 (n=160)
Under 45 years
45 to 54 years
55 to 64 years
65 years or over

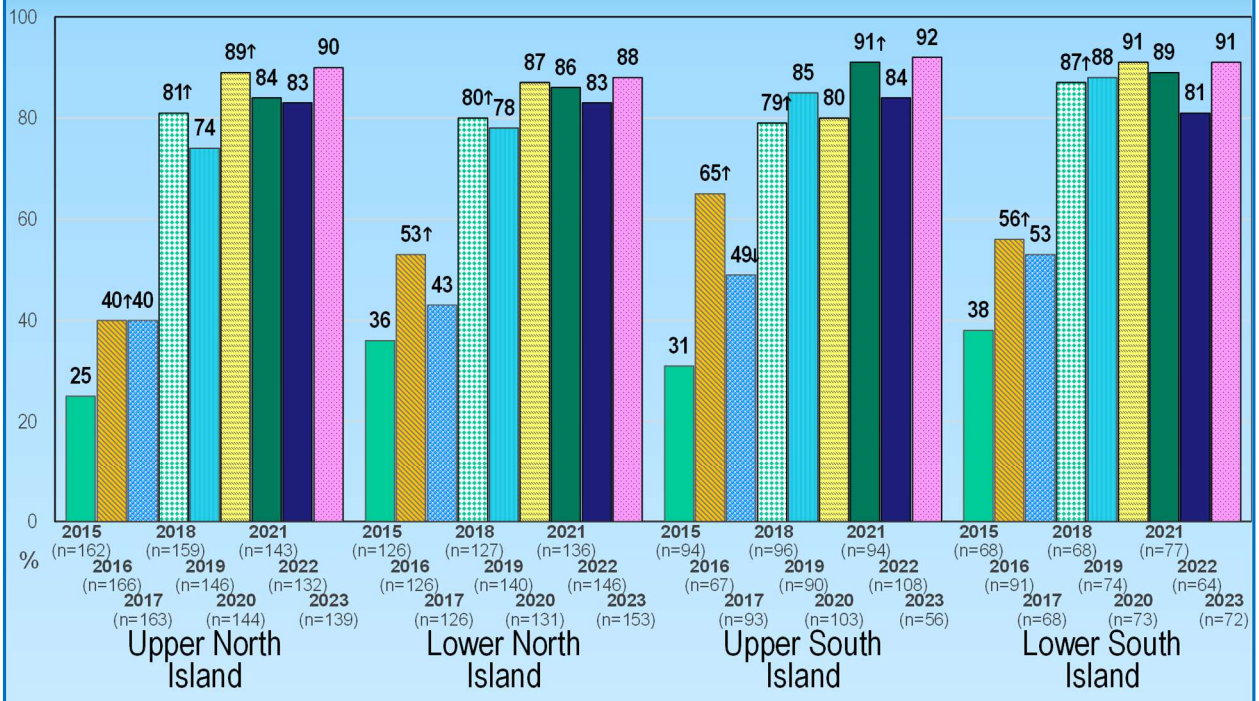
Total awareness of Farmstrong + Sam by Age



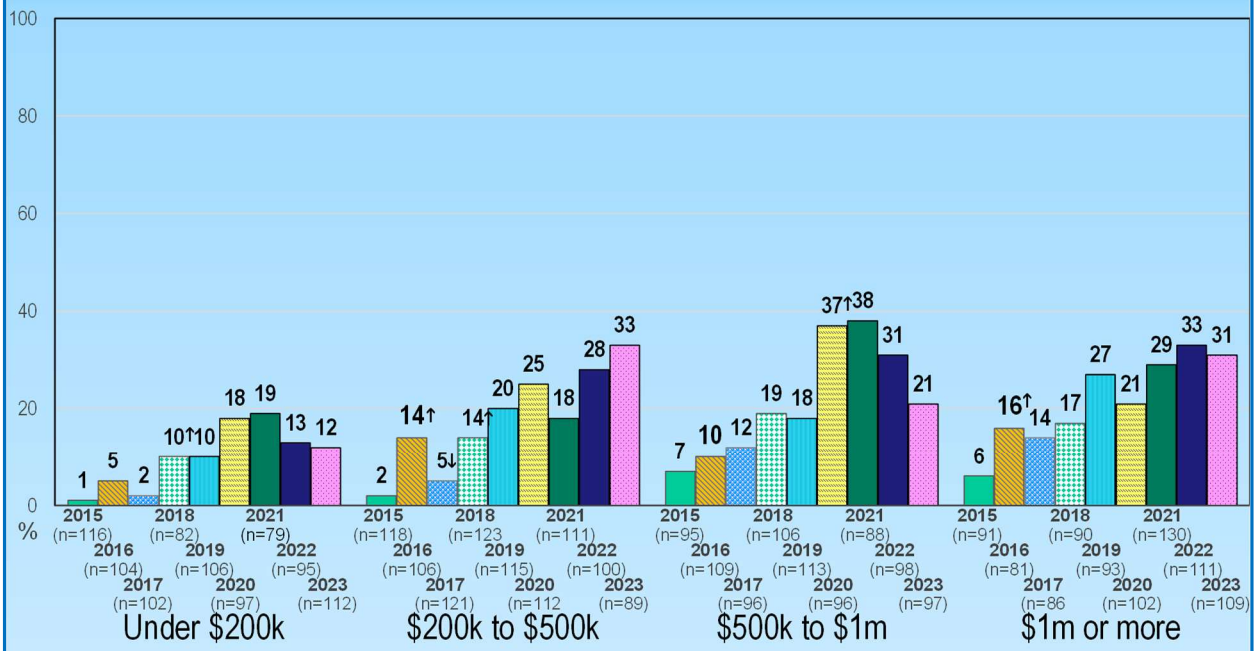
Unprompted Farmstrong awareness by Region

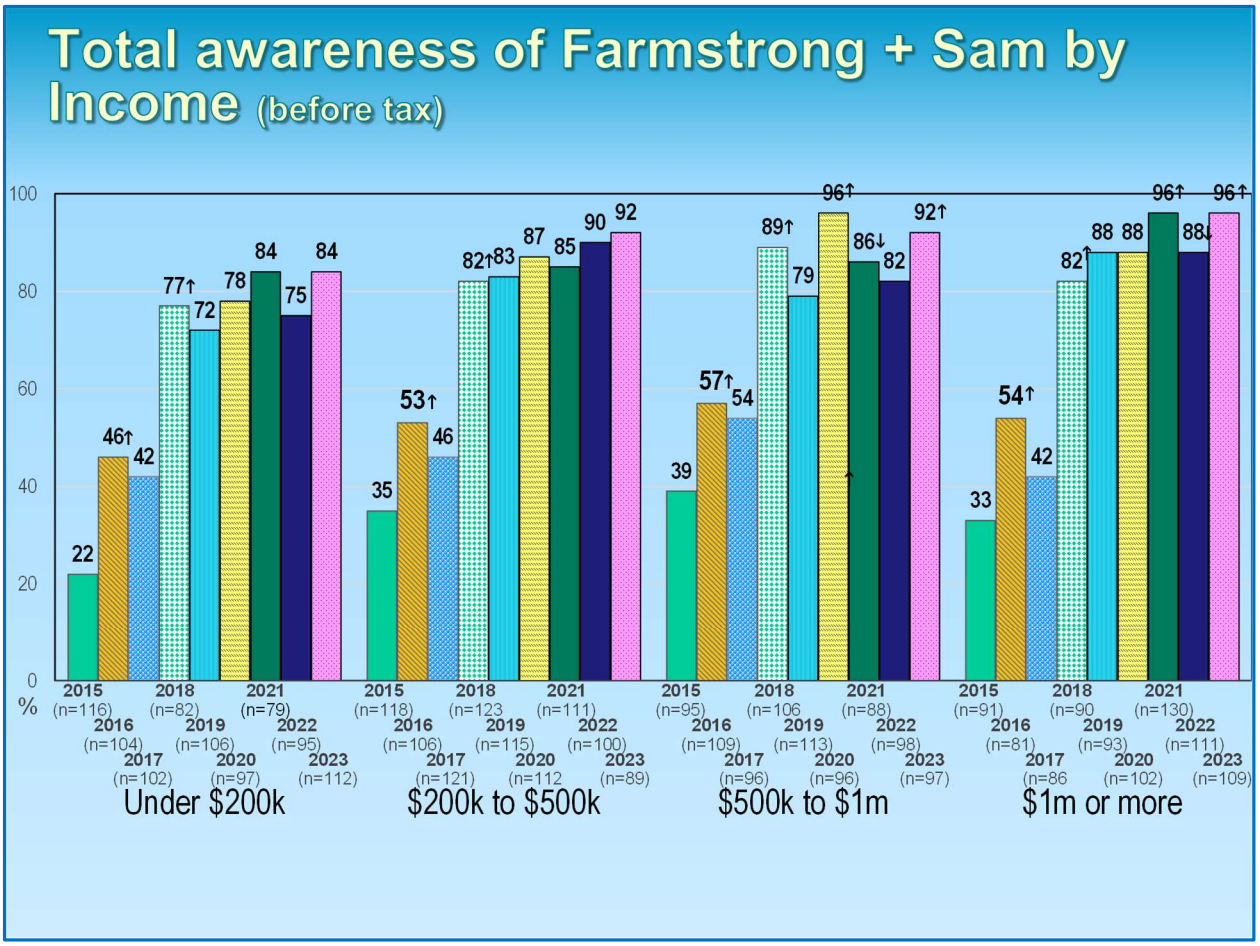


Total awareness Farmstrong + Sam by Region



Unprompted Farmstrong awareness by Income (before tax)




Total awareness of Farmstrong + Sam by Income (before tax)
100
80
60
40
20
0
%
22
46↑
42
77↑
72
78
84
75
84
35
53↑
46
82↑
83
87
85
90
92
39
57↑
54
89↑
79
96↑
86↓
82
92↑
33
54↑
42
82↑
88
88
96↑
88↓
96↑
2015 (n=116)
2016 (n=104)
2017 (n=102)
2018 (n=82)
2019 (n=106)
2020 (n=97)
2021 (n=79)
2022 (n=95)
2023 (n=112)
Under $200k
2015 (n=118)
2016 (n=106)
2017 (n=121)
2018 (n=123)
2019 (n=115)
2020 (n=112)
2021 (n=111)
2022 (n=100)
2023 (n=89)
$200k to $500k
2015 (n=95)
2016 (n=109)
2017 (n=96)
2018 (n=106)
2019 (n=113)
2020 (n=96)
2021 (n=88)
2022 (n=98)
2023 (n=97)
$500k to $1m
2015 (n=91)
2016 (n=81)
2017 (n=86
2018 (n=90
2019 (n=93)
2020 (n=102)
2021 (n=130)
2022 (n=111)
2023 (n=109)
$1m or more

Unprompted awareness of other initiatives

When asked the question, *'What programmes or initiatives are you aware of that are designed to support farmer and grower wellbeing?'* others mentioned in addition to Farmstrong and Sam Whitelock are shown in the table below. The Farmstrong figures are included for comparison.

Rural Support Trust had a significant 8% increase to 36%. After a decrease in 2022, Federated Farmers had a significant increase this year (up by 5% to 9%). Three others with significant increases were: Dairy Women's Network (up by 3% to 4%), Young Farmers (up by 3% to 4%) and Surfing for Farmers (up by 3% to 8%).

UNPROMPTED RECALL	Nov 2015	Nov 2016	Nov 2017	June 2018	June 2019	June 2020	June 2021	June 2022	June 2023
	450	450	450	450	450	451	450	450	450
	%	%	%	%	%	%	%	%	%
Farmstrong	**4**	**11↑**	**7**	**14↑**	**18**	**24↑**	**25**	**27**	**24**
Sam Whitelock	**NR**	**NR**	**NR**	**4**	**5**	**3**	**3**	**3**	**5**
Total Farmstrong/Sam Whitelock	**NR**	**NR**	**NR**	**18**	**22**	**25**	**27**	**28**	**26**
Rural Support Trust	11	9	10	25↑	20	21	28↑	28	36↑
Federated Farmers	12	11	8	10	7	9	12	4↓	9↑
DairyNZ/ Dairy Connect	11	9	5↓	3	2	9↑	2↓	4	5
Dairy Women's Network	1	1	-	2↑	-↓	1	2	1	4↑
Doug Avery/ Resilient Farmer	1	-	1	2	2	-↓	-	3	3
Young Farmers	NR	NR	NR	1	-	-	-	1	4↑
Beef and Lamb NZ	9	4↓	3	-	1	2	4	2	2
Fonterra	-	-	2	-	1	1	1	-	-
Surfing for farmers	NR	NR	NR	NR	NR	NR	4	5	8↑
None/ don't know	53	54	61↑	44↓	51	43↓	37↓	37	34

NR=Not recorded

4.2 ENGAGEMENT WITH FARMSTRONG INITIATIVES

Using the Results Based Accountability (RBA) framework, this section addresses 'How much did we do?' and 'How well have we done it?' The table below summarises key data, primarily relating to website and media usage and reach.

The website data showed mixed results, but on the key measure of visiting for at least 5 minutes the level had increased to an all-time high of 3,507 visits. This followed a decrease to 2,566 in 2022 from the former high of 3,209 in 2021. Those who engaged for at least 3 minutes were down a little from the 2022 level. The number of unique website visitors was down 24% to 49,783 and the number of website sessions down 25% to 62,055.

The total video views increased 5% to 315,011, while the number of video viewings via the Farmstrong website increased 2% to 11,022.

Total media articles increased 10% to 350, with most of this increase coming from a 39% increase in online articles (up to 93).

The total media audience reach decreased 18% to 5,891,642.

The number of talks increased slightly from 18 to 20, but the number who attended increased 56% to 1,865. While the number of workshops halved from six to three, the numbers who participated increased from 105 to 205.

There were 84 participant events organised and supported, which was similar to the previous two years (88 and 83).

Facebook

The number of Facebook fans increased 14% to 13,418.

There were 147 Farmstrong Facebook posts/articles, which was a 6% decrease on the 157 in 2022. These produced 1,421,002 impressions (number of times the content was displayed), which was a 31% increase on 2022. These posts resulted in 79,813 engagements (e.g. liked, commented, shared, clicked on, read), which was a 50% increase on the previous year.

A key Farmstrong measure of success with Facebook is engagement rate, which is the number of engagements as a percentage of impressions. The 2022/23 rate was 5.6%, which was an increase on the 4.9% in 2022. (Industry standards say that anything over 1% is good).

Farmstrong's top three most engaged posts/articles listed below totalled 24,507 of the 80,321 engagements over the 12 months (31%). These top 3 reached 136,598 people.

- "The Big Check In" promotional video with Te Radar - resulting in 14,140 engagements.
- "Sam Whitelock on recent weather events" video with Farmstrong Ambassador Sam Whitelock – resulting in 7,162 engagements.
- "Farmer Wellbeing Hub launched in Pukehina" with Bay of Plenty dairy farmer Mohi Beckham-Adams -resulting in 3,205 engagements.

There were 13 videos (15 in 2022) published on the Farmstrong Facebook page, which received a combined 113,324 views (36% of the total). As there were another 11,022 viewings on the Farmstrong website, this leaves 190,665 viewed directly from YouTube, NZME sources, or other social media sources.

Annual engagement results by key areas since launch in 2015

MEASURE	First 13 month	Second year	Third year	Fourth year	Fifth year	Sixth year	Seventh year	Eighth year
Website unique visitors	51,451	71,135	61,547	57,366	67.542	75,409	65,579	49,783
Total website sessions	65,866	79,955	67,578	68,938	79,201	90,810	83,259	62,055
Average engagement per visit	1 min 22 sec	48 sec	39 sec	50 sec	1 min 37 sec	1 min 35 sec	1 min 25 sec	1 min 7 sec
Bounce rate (single page only)	75%	84%	84%	80%	83%	84%	76%	76%
Proportion of repeat visitor sessions	22%	12%	6%	10%	13%	13%	13%	12%
Average number of pages viewed	1.7	1.4	1.3	1.5	1.5	1.4	1.8	1.7
Number of website visits of at least 3 minutes	NR	NR	NR	4,129	5,093	5,120	4,919	4,776
Number of website visits of at least 5 minutes	2,452	2,165	2,250	2,201	2,718	3,209	2,556	3,507
Number of website visits of at least 10 minutes[3]	946	1,684	1,701	1,805	1,908	1,601	1,502	1,650
Facebook fans	6,205	NR[4]	9,527	10,184	10,536	11,343	11,725	13,418
Total video views in 12-month period	68,400	137,000	114,000	108,216	328,454	308,225	301,095	315,011
Video views via Farmstrong website	NR	NR	NR	10,016	10,245	10,676	10,845	11,022
Media articles (total volume)	659	NR	NR	246	163	243	317	350
Newspaper/print articles	NR	NR	NR	137	95	118	112	123
Online articles	NR	NR	NR	104	67	87	67	93
Broadcast stories (radio/TV)	NR	NR	NR	5	1	38	138	134
Total media audience reach for 12 month period	NR	NR	NR	4,112,942	3,181,894	5,371,799	7,152,106	5,891,642
Talks/workshops given	31 Healthy Thinking	14 Healthy Thinking	NR	9 FS talks 5 FS 2 hr workshops	7 Talks 8 workshops 3 webinars	18 Talks 7 workshops 2 webinars	18 Talks 6 workshops 7 webinars	20 Talks 3 workshops 5 webinars
Numbers attending talks/workshops	1,122 Healthy Thinking	374 Healthy Thinking	NR	383 FS talks 157 FS workshops	400 talks 237 workshops 393 webinars	1,274 talks 467 workshops 100 webinars	1,197 talks 105 workshops 215 webinars	1,865 talks 205 workshops 195 webinars
Number of participant events organized and supported	NR	NR	32	58	64	83	88	84
Number sent FMG newsletter with Farmstrong article	4 issues to 47,000	4 issues to 47,000	4 issues to 47,000	4 issues to 47,000	4 issues to 47,000	4 issues to 47,000	4 issues to 47,070	4 issues to 49,327

[3] Also included in the 3 and 5 minute totals.

[4] There are no figures for the end of the second year because numbers stopping being fans were not factored into the data recorded then.

The number of page views and average time for the top 10 website pages are shown below. For most pages the number of page views was lower in 2023, as was the average time on each page. The exceptions were a higher average time for contact-support in 2023 and no clear changes in the average time for 'wellbeing-topics', 'wellbeing-getting started', and 'blog'. Those who viewed the 'slow-cooked Mexican-beef-mince' had a much higher average time than any of the other pages.

Top 10 website page views in last 12 months

TOP 10 PAGES	Number of page views		Average time on page (mins)	
	2022	2023	2022	2023
Home page	48,887	42,389	2.09	1.40
Resources	4,963	3,785	2.42	2.21
Wellbeing topics	3,678	3,077	0.50	0.54
About[5]	-	1,967	-	1.45
Video	2,067	1,710	1.01	0.52
Wellbeing-getting-started	1,989	1,651	0.50	0.46
Blog	2,087	1,594	1.00	1.02
Contact-support	1,689	1,570	1.57	2.14
Slow-cooked-Mexican-beef mince	NT	1,394	NT	6.46
Events	1,720	1,392	1.09	0.47

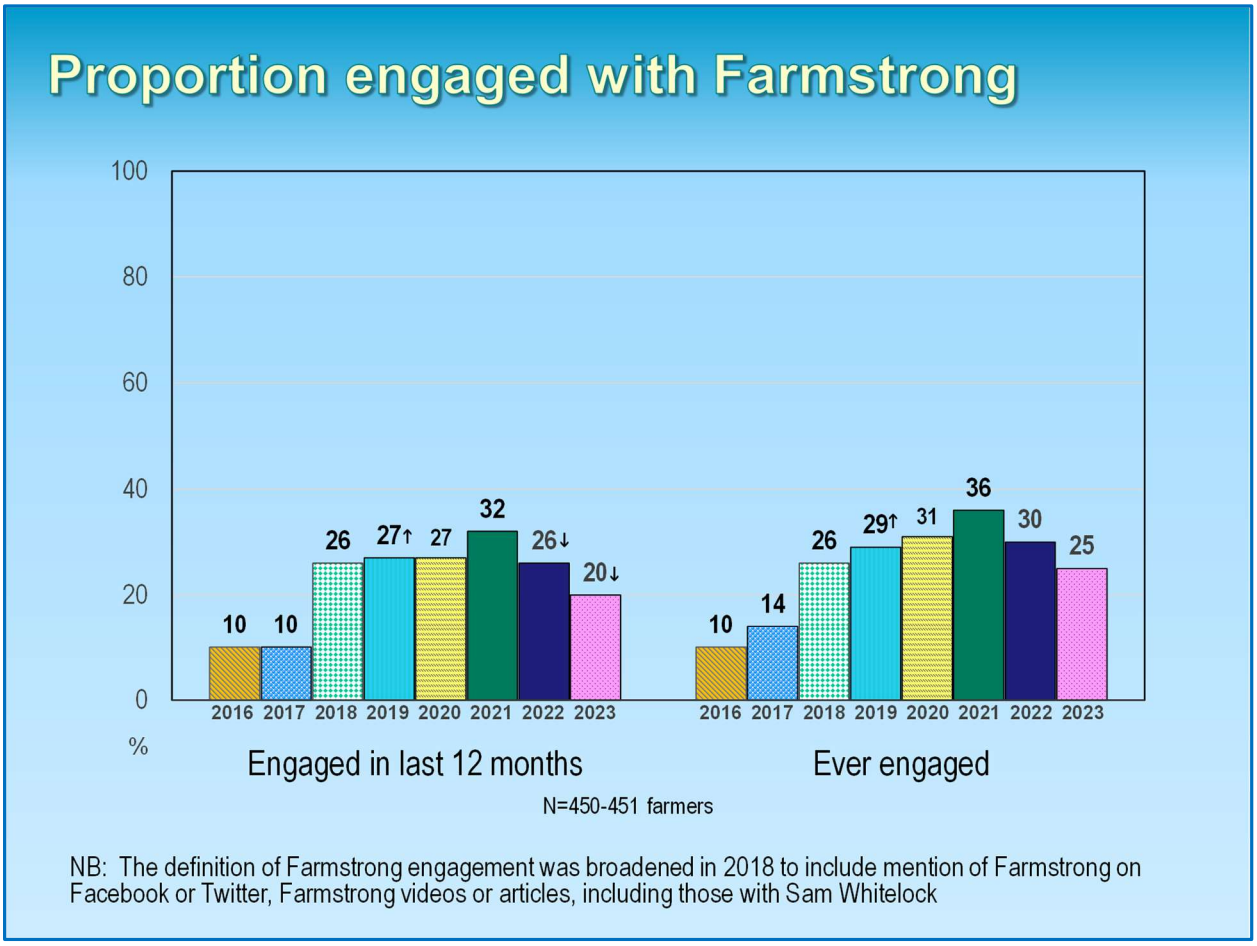
NT = Not in top 10

[5] The 'About' page was introduced part way through 2022, so data for the full 2022 period was not available.

Level of engagement reported in surveys

There have been significant decreases in engagement in the last 12 months in both of the last two surveys. This downward trend is also reflected in the proportion reporting having ever engaged, although the decreases each year have not been large enough to be significant.

The best estimate of the total farmers/growers/farm workers who have ever engaged with Farmstrong is approximately 20,000 and for the last 12 months it is approximately 16,000. Details on how these estimates are calculated are included as Appendix B.



As shown in the table below, the downward trend in those engaging in the last 12 months is evident in both first time engagement in the last 12 months and those who also had engagement prior to this.

WHEN ENGAGED IN FARMSTRONG INITIATIVES	2017	2018	2019	2020	2021	2022	2023
	450	450	450	451	450	450	450
	%	%	%	%	%	%	%
Ever engaged	14.4	26.4↑	29.1	30.7	35.6	29.8	25.0
In last 12 months	9.7	25.6↑	26.5	27.0	32.2	25.9↓	20.2↓
First time in last 12 months	8.0	19.4↑	14.6	19.5	18.3	13.4↓	11.2
Both last 12 months and before	1.7	6.2↑	11.9↑	7.5↓	13.9↑	12.5	9.0
Only prior to last 12 months	4.4	0.8↓	2.6↑	3.5	3.3	3.8	4.6

Ever engaged sub-group changes since previous survey

The proportion of women who had ever engaged, as shown in the graphs below, decreased by 13% (down from 33% to 20%), while men (27%) remained at similar levels to 2022 (29%). A similar pattern was evident when just considering those who had engaged in the last 12 months, where there was a significant 13% decrease to 15% for women, while men showed only a non-significant 3% decrease to 22%.[6]

Although there were no significant differences, there was a larger decrease for dairy (down 9% to 25%), while sheep/beef was down 4% to 30%.

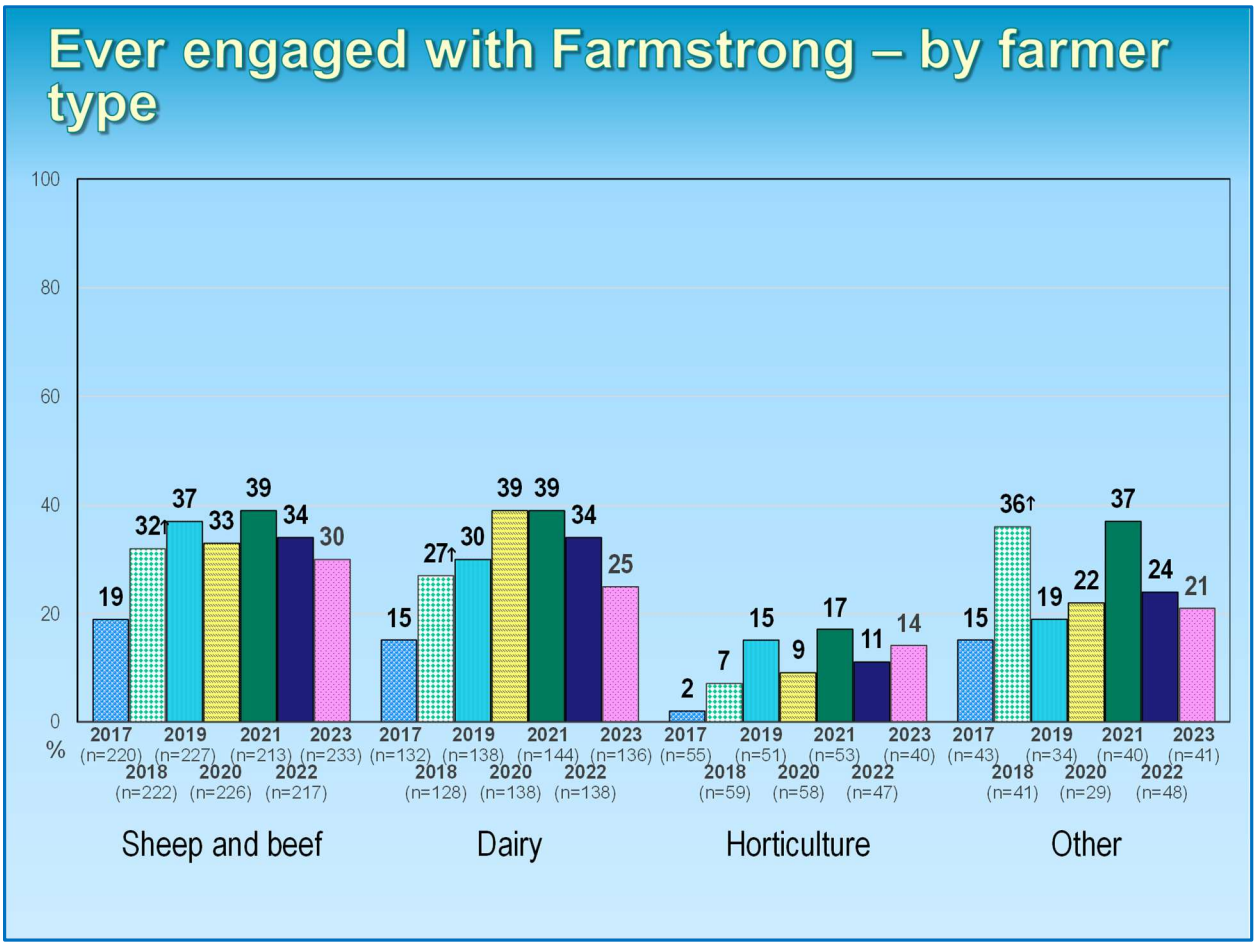
The biggest decrease by age was for 55 to 64 year olds (a non-significant 9% decrease to 17%). After a significant decrease in 2022, engagement levels for under 45 year olds remained at a similar level to 2022.

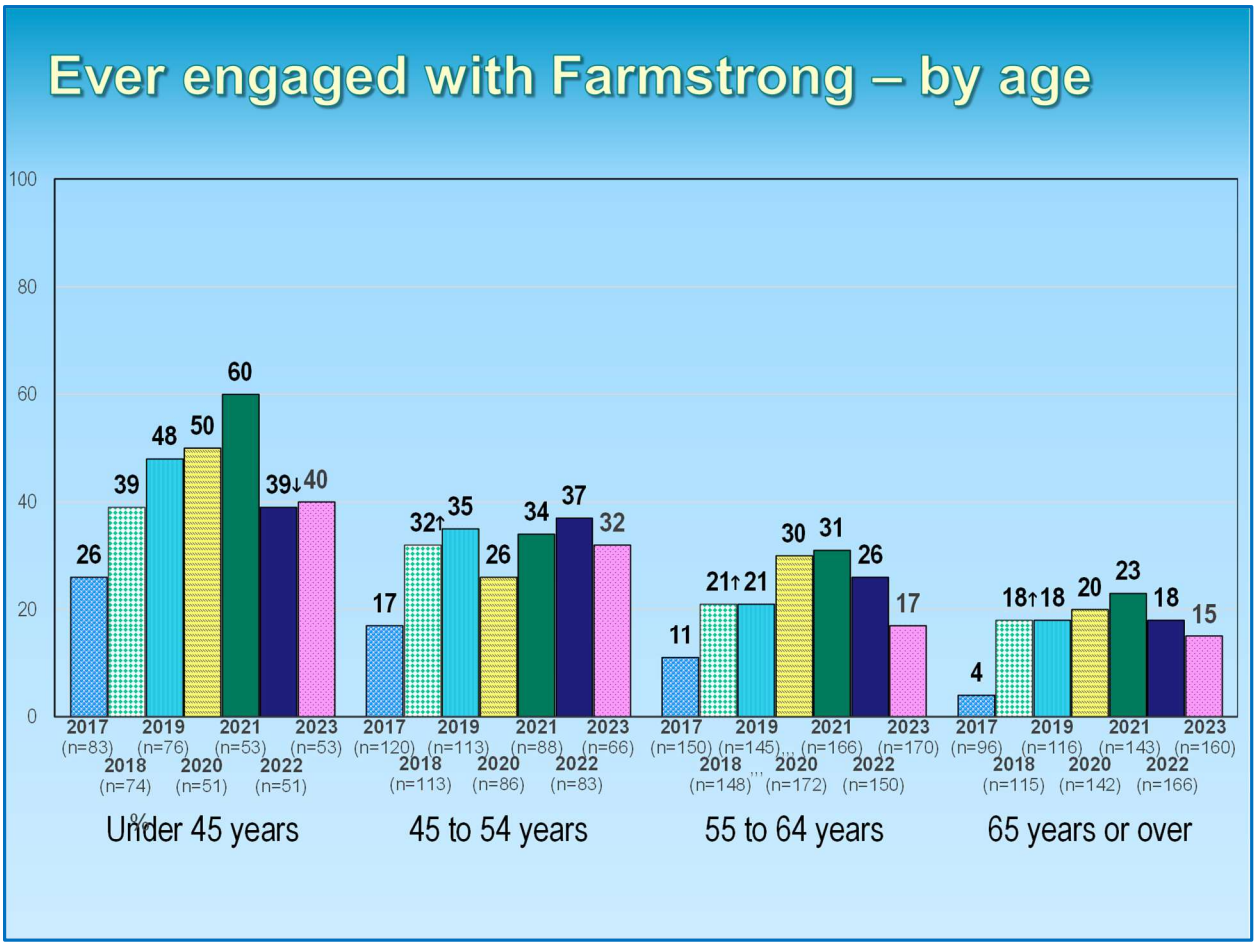
While there were no significant regional differences, the only region which did not decrease was the Lower North Island. The two middle income groups showed the biggest decreases, although none were significant. After a significant decrease in 2022, the lowest income group have remained at a similar level in 2023.

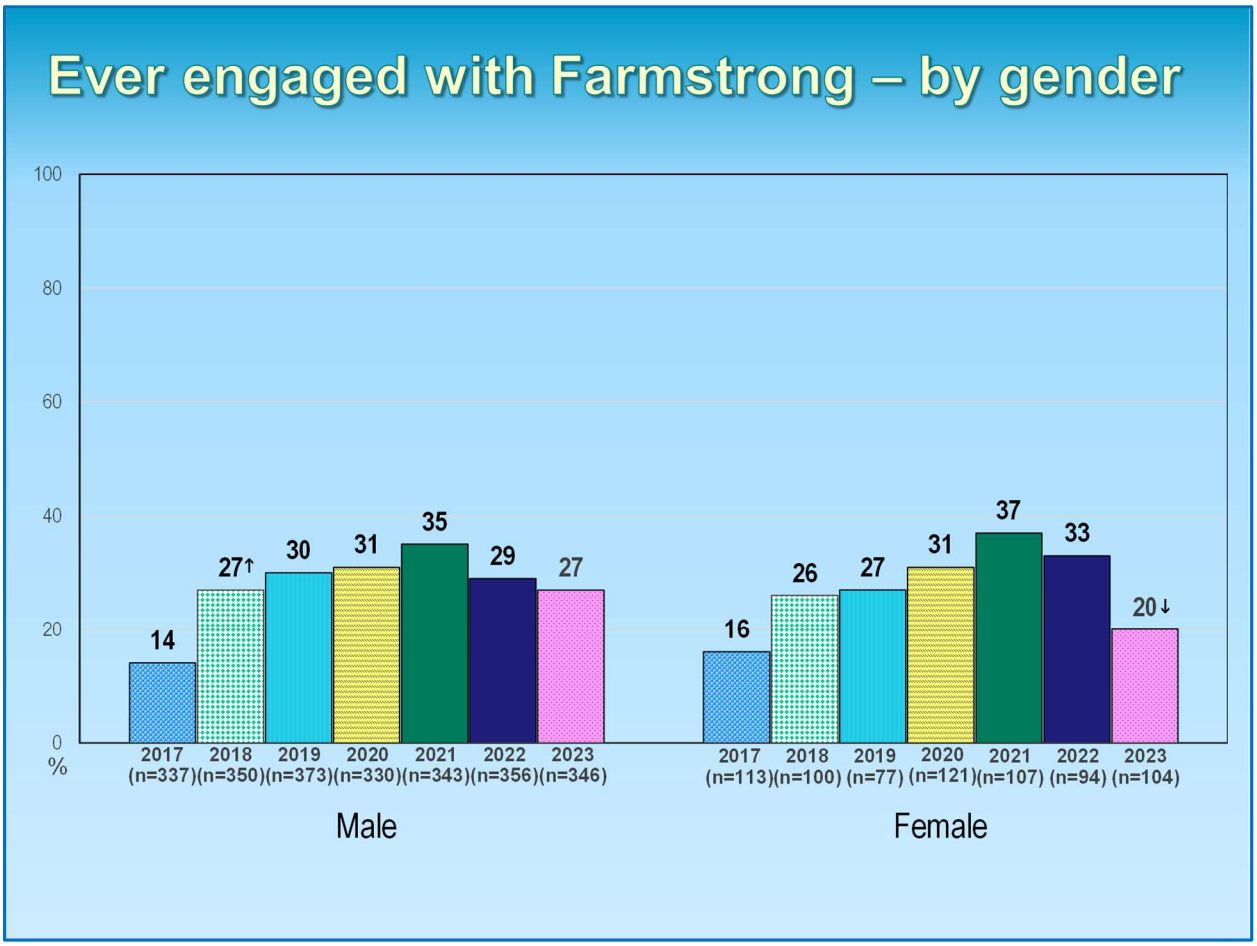
Ever engaged subgroup differences in 2023

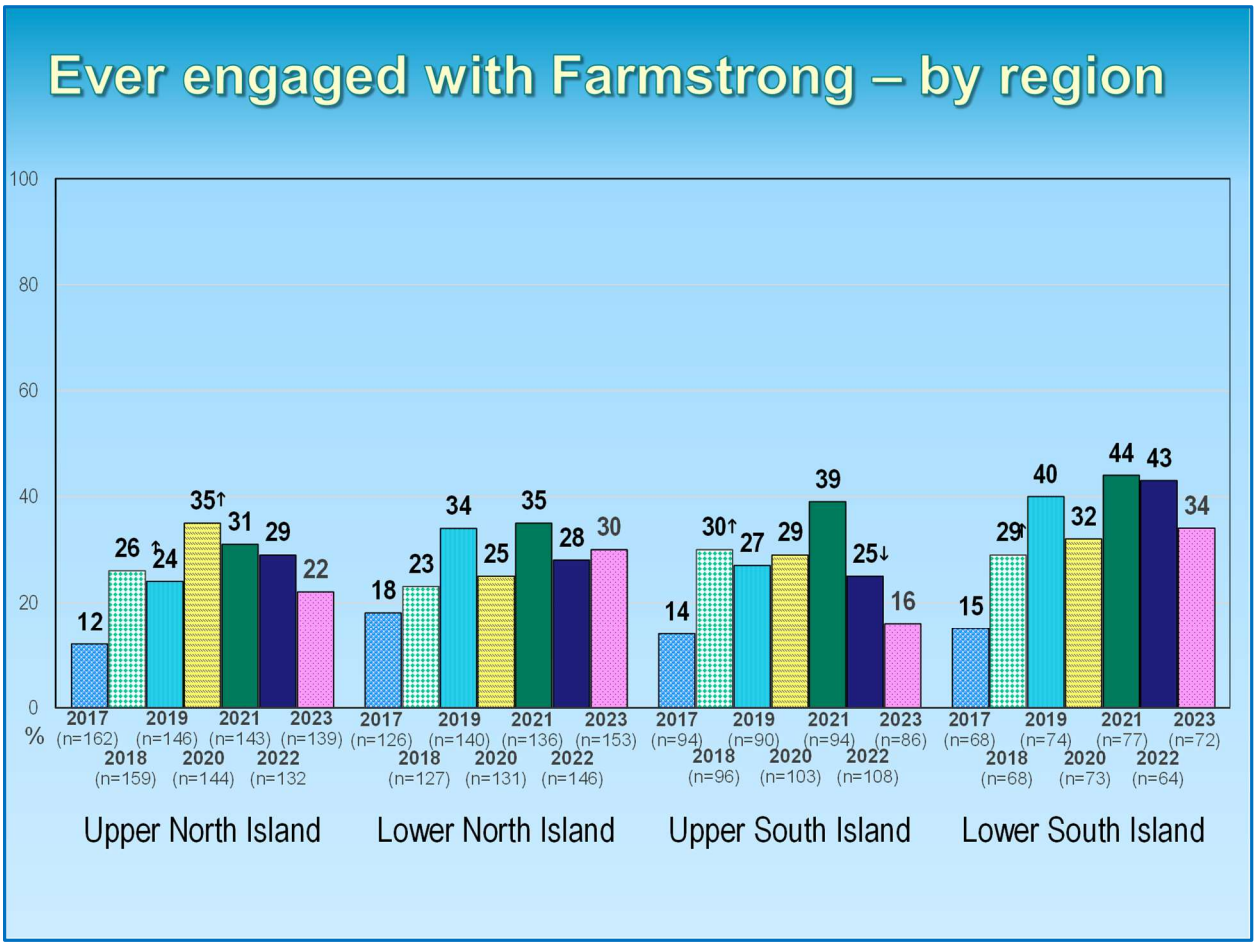
Under 45 year olds reported higher levels of having ever engaged (40%), while the two oldest age groups, those aged 55-64 years (17%) and 65 years and over (15%), reported lower levels. There were also lower levels within horticulture (14%), and the Upper South Island (16%). Those in the highest income bracket reported higher levels of engagement (31%).

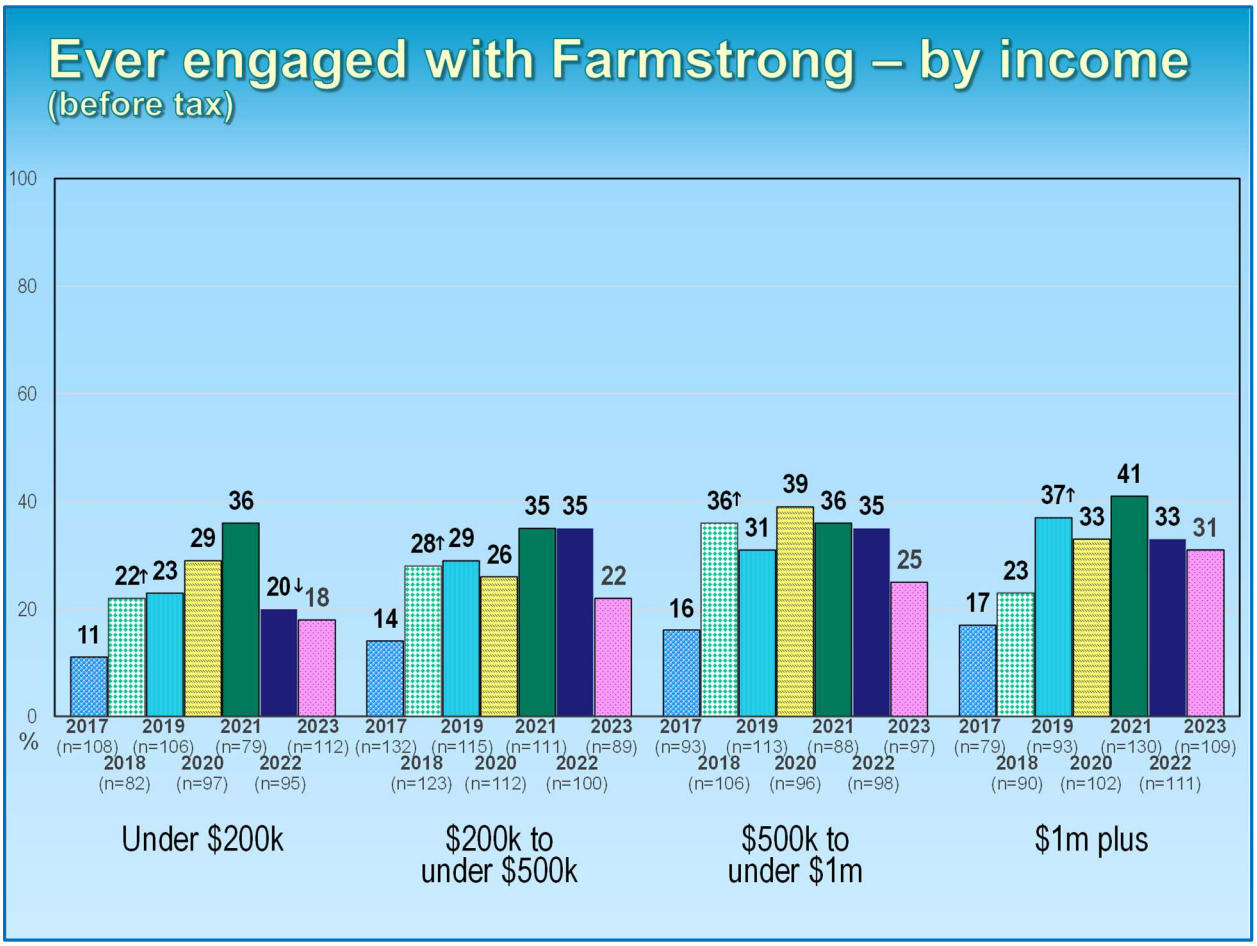
[6] The 12 month engagement data is not shown in the graphs. It was mentioned in relation to women, given their large decrease in ever engaged.


Ever engaged with Farmstrong – by farmer type
100
80
60
40
20
0
%
19 32↑ 37 33 39 34 30
2017 2018 2019 2020 2021 2022 2023
(n=220) (n=222) (n=227) (n=226) (n=213) (n=217) (n=233)
Sheep and beef
15 27↑ 30 39 39 34 25
2017 2018 2019 2020 2021 2022 2023
(n=132) (n=128) (n=138) (n=138) (n=144) (n=138) (n=136)
Dairy
2 7 15 9 17 11 14
2017 2018 2019 2020 2021 2022 2023
(n=55) (n=59) (n=51) (n=58) (n=53) (n=47) (n=40)
Horticulture
15 36↑ 19 22 37 24 21
2017 2018 2019 2020 2021 2022 2023
(n=43) (n=41) (n=34) (n=29) (n=40) (n=48) (n=41)
Other


Ever engaged with Farmstrong – by age
100
80
60
40
20
0
%
26 39 48 50 60 39↓ 40
2017 2018 2019 2020 2021 2022 2023
(n=83) (n=74) (n=76) (n=51) (n=53) (n=51) (n=53)
Under 45 years
17 32↑ 35 26 34 37 32
2017 2018 2019 2020 2021 2022 2023
(n=120) (n=113) (n=113) (n=86) (n=88) (n=83) (n=66)
45 to 54 years
11 21↑ 21 30 31 26 17
2017 2018 2019 2020 2021 2022 2023
(n=150) (n=148) (n=145) (n=172) (n=166) (n=150) (n=170)
55 to 64 years
4 18↑ 18 20 23 18 15
2017 2018 2019 2020 2021 2022 2023
(n=96) (n=115) (n=116) (n=142) (n=143) (n=166) (n=160)
65 years or over


Ever engaged with Farmstrong – by gender
100
80
60
40
20
0
%
14
27↑
30
31
35
29
27
16
26
27
31
37
33
20↓
2017 (n=337)
2018 (n=350)
2019 (n=373)
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
2017 (n=113)
2018 (n=100)
2019 (n=77)
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
Male
Female


Ever engaged with Farmstrong – by region
100
80
60
40
20
0
%
12
26
24↑
35↑
31
29
22
18
23
34
25
35
28
30
14
30↑
27
29
39
25↓
16
15
29↑
40
32
44
43
34
2017 (n=162)
2018 (n=159)
2019 (n=146)
2020 (n=144)
2021 (n=143)
2022 (n=132)
2023 (n=139)
2017 (n=126)
2018 (n=127)
2019 (n=140)
2020 (n=131)
2021 (n=136)
2022 (n=146)
2023 (n=153)
2017 (n=94)
2018 (n=96)
2019 (n=90)
2020 (n=103)
2021 (n=94)
2022 (n=108)
2023 (n=86)
2017 (n=68)
2018 (n=68)
2019 (n=74)
2020 (n=73)
2021 (n=77)
2022 (n=64)
2023 (n=72)
Upper North Island
Lower North Island
Upper South Island
Lower South Island



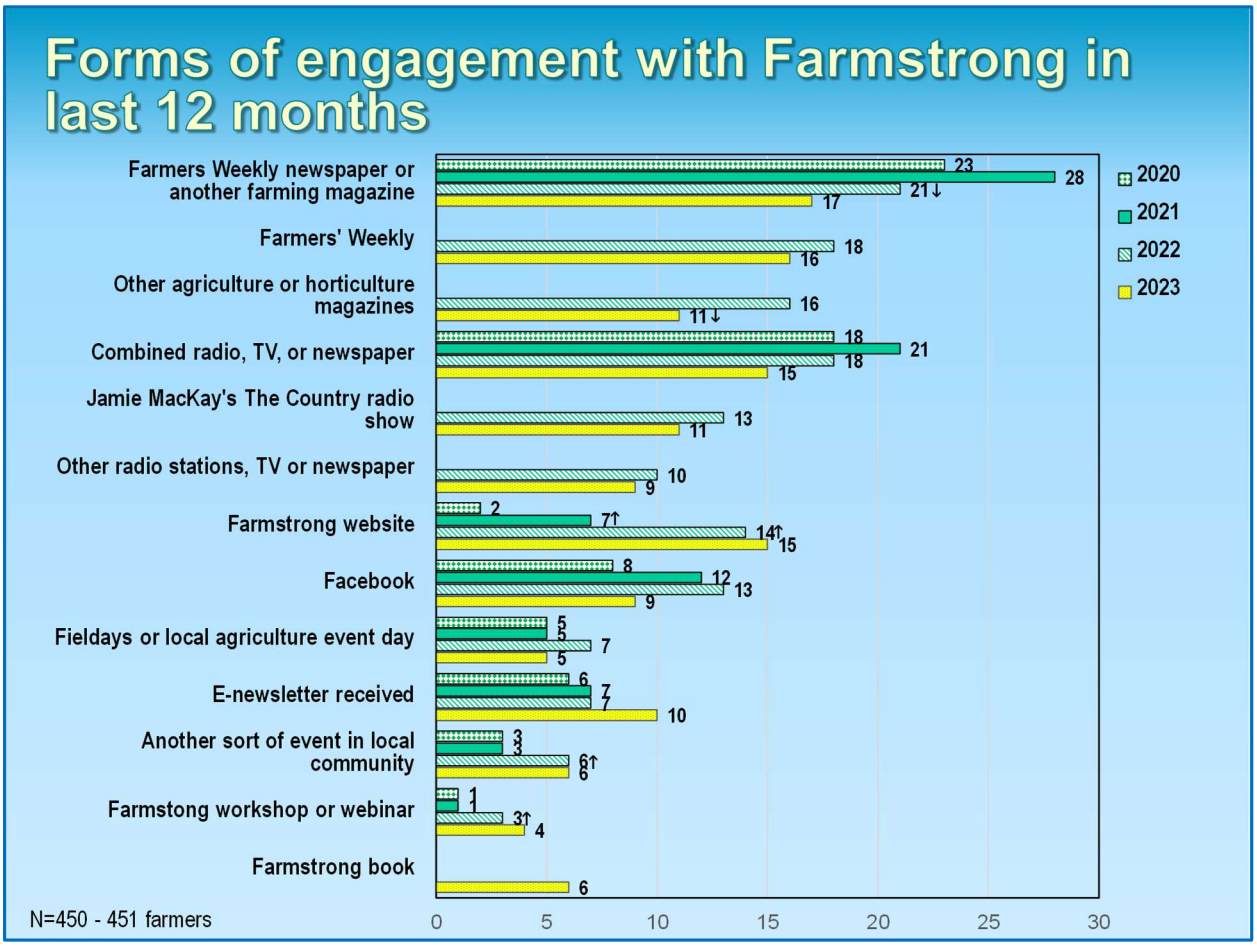
Forms of engagement reported in survey

A new question in 2020 asked: 'In the last 12 months, at which of the following places have you obtained information about Farmstrong or seen Sam Whitelock talking about things to help farmers cope?' In 2022, some of the categories were changed and the question was also reworded to measure frequency of engagement. In 2023 one further category was added, 'The Farmstrong book, 'Live Well, Farm Well'.[7] This recorded an engagement level of 6% among all farmers.

As the figures shown in the graph and tables below are based on all farmers, there tended to be decreases since 2022 consistent with the decrease in overall farmer engagement. The most notable exception was for the Farmstrong website which retained a similar percentage level (15%) versus the 14% in 2022, which had been a significant increase from the previous year. The first table shows that the website mean frequency increased significantly from 2.2 to 3.4 among those who had engaged with Farmstrong in the last 12 months and non-significantly from 0.49 to 0.68 among all farmers. This level for all farmers took it above Facebook for the first time. The other communication channel which defied the trend was e-newsletters, where the percentage of all farmers engaging with them increased by a non-significant 3% to 10%, while the mean frequency remained the same as 2022.

The first category in the graph is a combined grouping of the two which follow, which prior to 2022 were asked as one category. Likewise 'Combined radio, TV or newspaper' includes the two categories below it.

[7] For those in horticulture the wording included the name of the book for horticulture, 'Live Well, Grow Well'.



	Total farmers		Engaged in last 12 months	
MEAN FREQUENCY OF ENGAGEMENT	2022 (n=450)	2023 (n=450)	2022 (n=109)	2023 (n=91)
Farmers Weekly	1.43	1.32	6.6	7.9
Jamie MacKay's The Country radio show	1.10	1.00	5.2	6.5
Other agriculture or horticulture magazines	0.85	0.68	3.7	3.4
Facebook	0.70	0.59	3.1	3.5
Farmstrong website	0.49	0.68	2.2	3.4↑
On other radio stations, TV, or in a newspaper	0.49	0.45	2.1	2.2
E-newsletter	0.27	0.27	1.1	1.3
Fieldays or other agriculture event day	0.20	0.11	0.8	0.6
Another sort of event in local community	0.20	0.10	0.8	0.5
Farmstrong workshop or webinar	0.16	0.20	0.8	1.4
Farmstrong book 'Live Well, Farm Well'	NM	0.18	NM	0.9
Other	0.07	0.16	0.3	0.8↑

FREQUENCY OF ENGAGEMENT	Once or twice %	3-5 times %	6-10 times %	11-20 times %	20+ times %
Farmers Weekly	3	3	5	2	3
Jamie MacKay's The Country radio show	3	3	1	1	3
Other agriculture or horticulture magazines	2	2	6	1	-
Facebook	3	2	3	-	1
Farmstrong website	6	4	3	2	-
On other radio stations, TV, or in a newspaper	4	1	2	1	-
E-newsletter	3	1	2	-	-
Fieldays or other agriculture event day	4	1	-	-	-
Another sort of event in local community	5	1	-	-	-
Farmstrong workshop or webinar	3	-	-	-	1
Farmstrong book 'Live Well, Farm Well'	4	1	1	-	-
Other	2	1	-	1	-

N=450 farmers

The following table shows a similar proportion of all farmers engaging with five or more forms of Farmstrong communications in the last two years. The 10% figure in brackets has the Farmstrong book removed from the 2023 count, to allow direct comparison with 2022, which was at 9%.

Among those who had engaged in the last 12 months, the percentage engaging with five or more forms and the mean number of forms both showed non-significant increases, after removing the Farmstrong book from the 2023 count.

NUMBER OF FORMS OF ENGAGEMENT	All farmers		Engaged with Farmstrong in last 12 months	
	2022 (450) %	2023 (450) %	2022 (109) %	2023 (91) %
1 form of engagement	3	- (1)	10	2
2 forms	4	3 (3)	14	13
3 forms	5	3 (3)	21	14
4 forms	5	3 (4)	18	14
5 forms	2	4 (4)	8	22
6 forms	3	2 (2)	13	11
7-9 forms	2	3 (3)	9	16
10-12 forms	2	1 (1)	6	7
% engaging with 5+ forms	**9**	**11 (10)**	**37**	**56 (50)**
Mean number of forms of engagement	**1.11**	**1.02 (0.96)**	**4.28**	**5.06↑(4.75)**

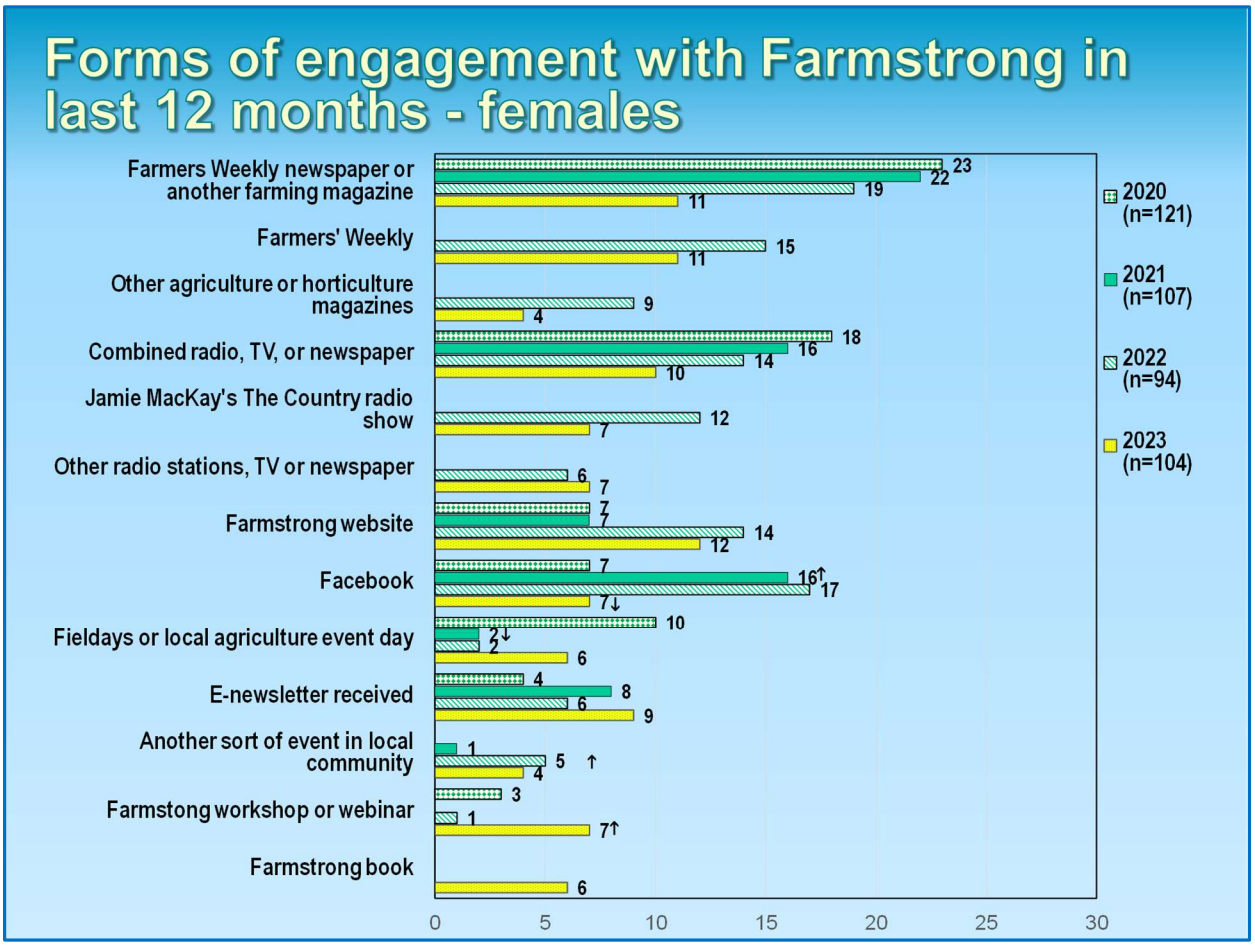
The figures in brackets are with the new Farmstrong book category removed to compare like with like across the two years.

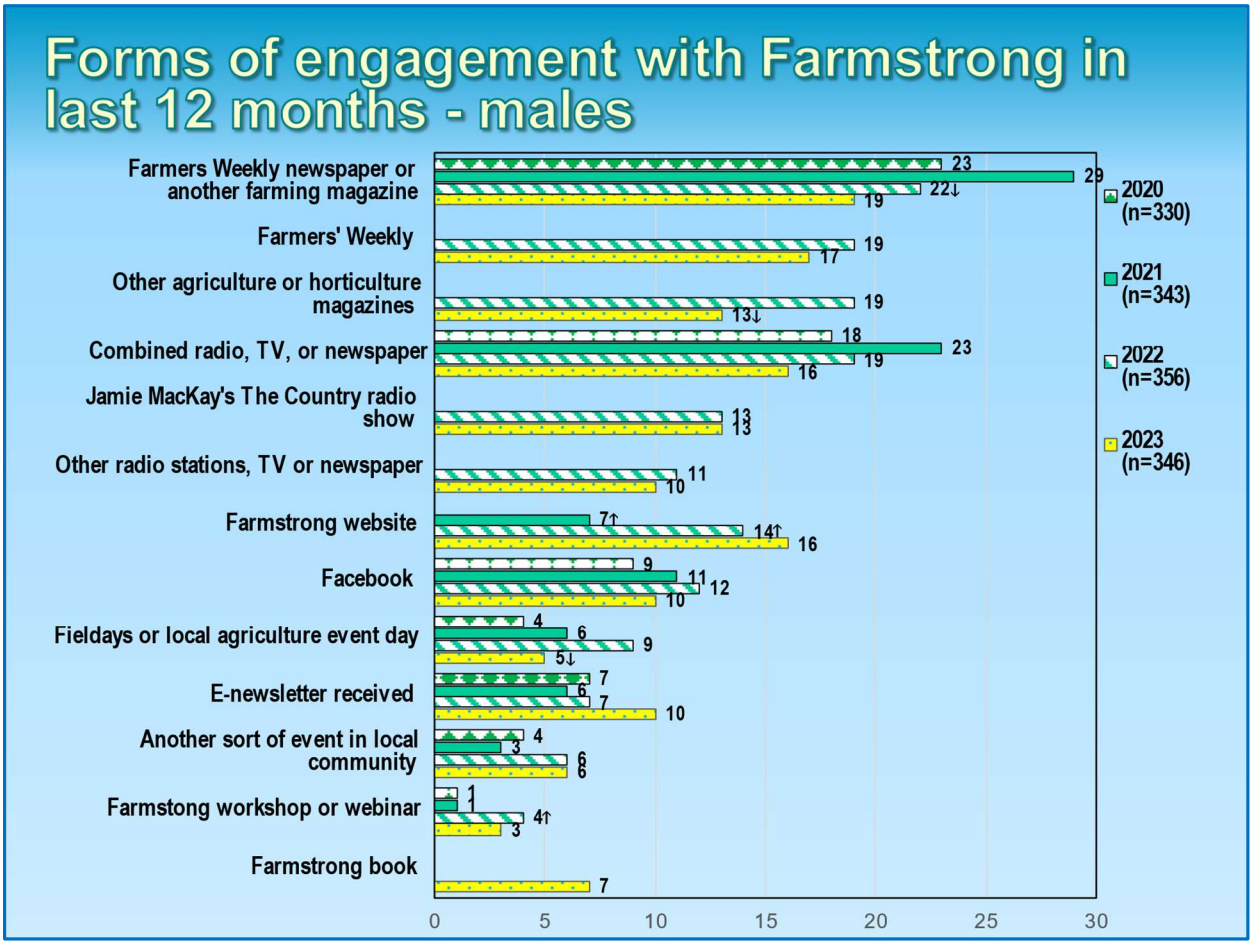
Subgroup trends in forms of engagement

The graphs below show the trends for four of the key subgroups.

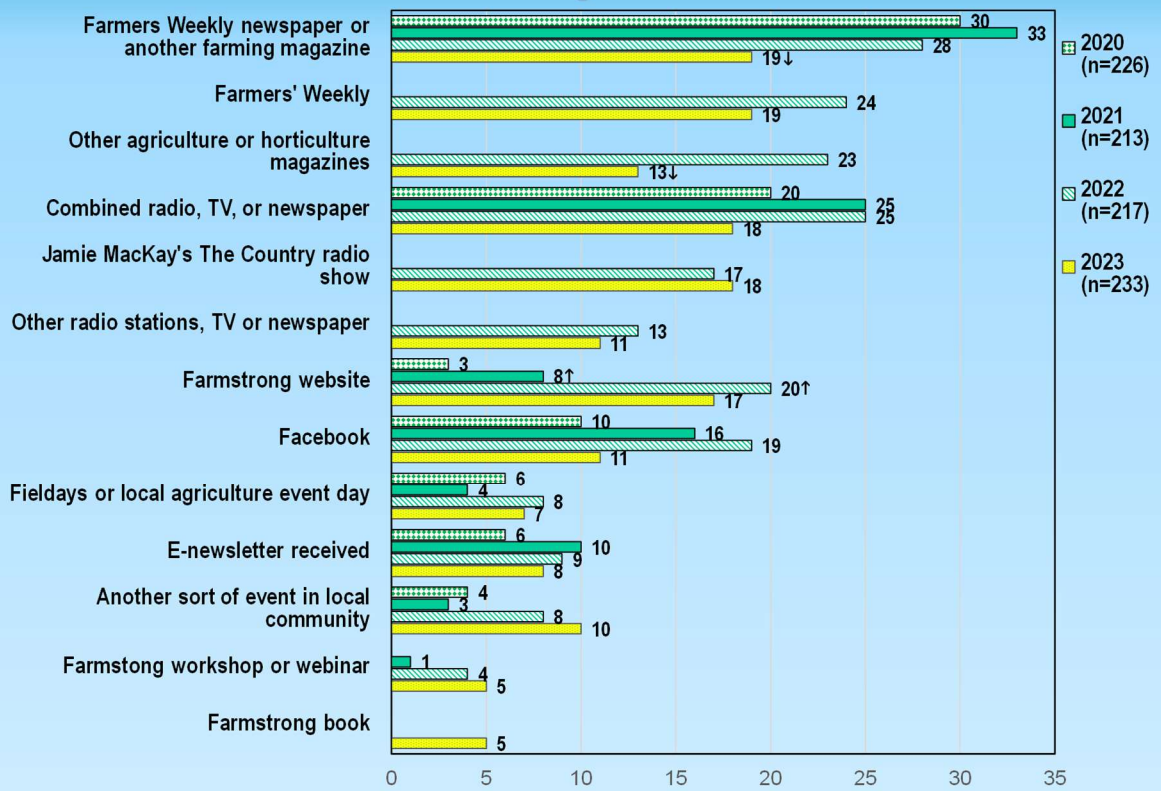
Changes since previous survey (this commentary includes subgroups not included in the graphs)

- Dairy farmers had a reduction for 'Jamie MacKay's The Country radio show' (down by 7% to 7%) and fieldays (down by 6% to 4%). There were non-significant decreases for 'Other agricultural or horticultural magazines' (down by 5% to 9%), Farmers Weekly (down by 4% to 16%). Against this trend, the dairy farmers had a non-significant increase for e-newsletters (up by 5% to 11%).
- Sheep/beef farmers reported decreased engagement with Farmstrong via 'Other agriculture/horticulture magazines' (down by 10% to 13%). They also had non-significant decreases for Facebook (down by 8% to 11%) and Farmers Weekly (down by 5% to 19%).
- The overall decrease in engagement by women was evident for several of the channels, although the only significant decrease was for Facebook (down by 10% to 7%). Other channels with non-significant decreases included 'Jamie MacKay's The Country radio show' (down by 5% to 7%), Farmers Weekly (down by 4% to 11%) and 'Other agricultural or horticultural magazines' (down by 5% to 4%). Against this trend they had a significant increase for engagement via workshops/webinars (up by 6% to 7%) and non-significant increases for fieldays (up by 4% to 6%) and e-newsletters (up by 3% to 9%).
- Men reported decreases for fieldays (down by 4% to 5%) and 'Other agricultural or horticultural magazines' (down by 6% to 13%).
- Under 45 year olds reported decreases for Facebook (down by 14% to 18%) and 'Other agricultural or horticultural magazines' (down by 14% to 11%) and an increase for Workshops (up by 10% to 13%).
- 40 to 54 year olds had an increase for e-Newsletters (up by 15% to 15%).
- Those aged 65 years and over reported a reduction for Fieldays (down by 4% to 1%).
- Those in the Upper North Island reported decreases for: Facebook (down by 8% to 5%), Fieldays (down by 5% to 3%) and 'Jamie MacKay's The Country radio show' (down by 9% to 10%).
- Those in the Lower North Island had an increase for e-newsletters (up by 9% to 14%).
- In the Lower South Island there were decreases for workshops (down by 9% to 2%) and 'Other agricultural or horticultural magazines' (down by 10% to 13%).
- The top income bracket reported increases for e-newsletters (up by 10% to 15%) and a reduction for 'Jamie MacKay's The Country radio show' (down by 9% to 10%).

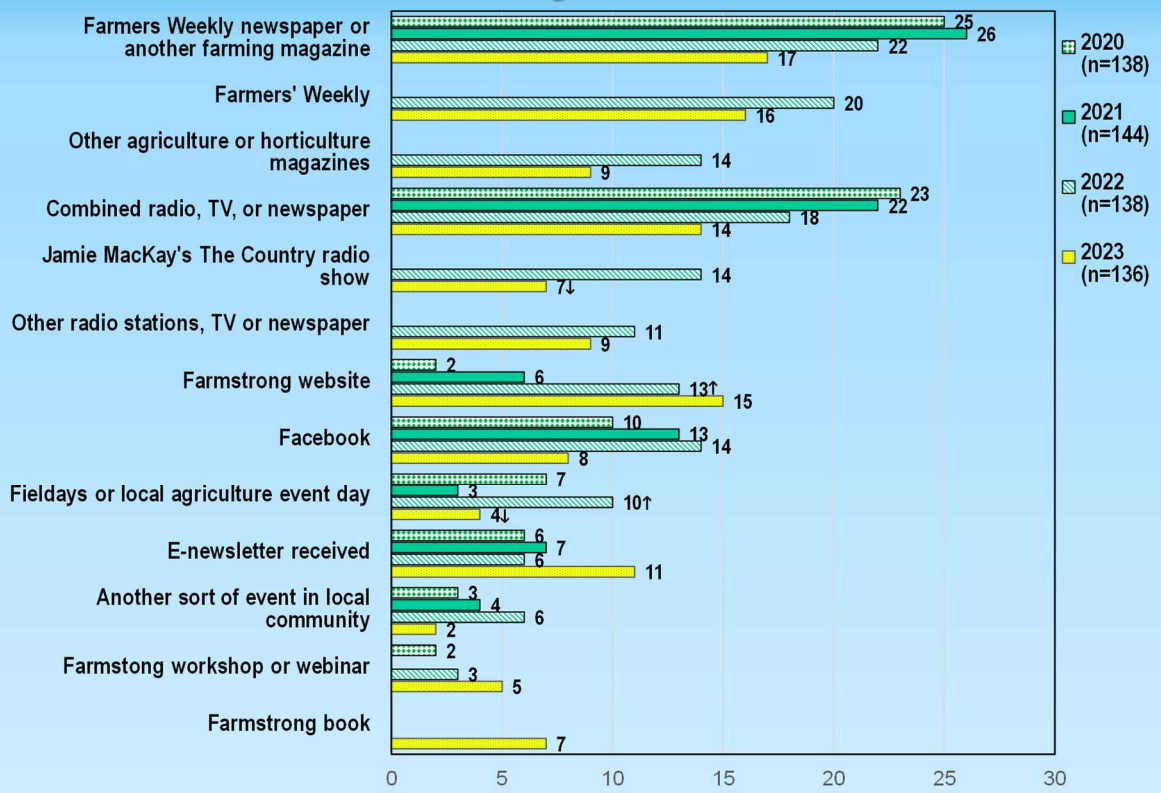

Forms of engagement with Farmstrong in last 12 months - females
Farmers Weekly newspaper or another farming magazine
Farmers' Weekly
Other agriculture or horticulture magazines
Combined radio, TV, or newspaper
Jamie MacKay's The Country radio show
Other radio stations, TV or newspaper
Farmstrong website
Facebook
Fieldays or local agriculture event day
E-newsletter received
Another sort of event in local community
Farmstong workshop or webinar
Farmstrong book
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
0
5
10
15
20
25
30


Forms of engagement with Farmstrong in last 12 months - males
Farmers Weekly newspaper or another farming magazine
Farmers' Weekly
Other agriculture or horticulture magazines
Combined radio, TV, or newspaper
Jamie MacKay's The Country radio show
Other radio stations, TV or newspaper
Farmstrong website
Facebook
Fieldays or local agriculture event day
E-newsletter received
Another sort of event in local community
Farmstong workshop or webinar
Farmstrong book
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
0
5
10
15
20
25
30

Forms of engagement with Farmstrong in last 12 months – sheep/beef farmers



Forms of engagement with Farmstrong in last 12 months – dairy farmers



Differences in current survey

Subgroup differences in use of different channels will be influenced by the overall level of engagement for the different subgroups. The significant differences identified were:

- Sheep/beef farmers were more likely to be engaging with 'Jamie MacKay's The Country radio show' (18%) and dairy farmers less likely (7%).
- Sheep/beef farmers were also higher for 'Another sort of event in local community' (10% vs 2% for dairy).
- Women (4%) were less likely than men (13%) to mention 'Other agriculture or horticulture magazines'.
- Those in the lowest farm income group were lower than others for engagement via Facebook (3%).
- The highest income group were more likely than others to have engaged with the Farmstrong book (10%).

Forms of engagement for key subgroups

FORMS OF ENGAGEMENT	Sheep/beef (233) %	Dairy (136) %	Male (346) %	Female (104) %
Farmers Weekly	19	16	17	11
Jamie MacKay's The Country radio show	18↑	7↓	13	7
Other agriculture or horticulture magazines	13	9	13↑	4↓
Facebook	11	8	10	7
Farmstrong website	17	15	16	12
On other radio stations, TV, or in a newspaper	11	9	10	7
E-newsletter	8	11	10	9
Fieldays or other agriculture event day	7	4	5	6
Another sort of event in local community	10↑	2↓	6	4
Farmstrong workshop or webinar	5	5	3	7
Farmstrong book 'Live Well, Farm Well'	5	7	7	6

Total frequency of engagement

The frequencies of engagement for all the different forms of engagement were summed to provide an overall frequency of engagement.[8] Among those who had engaged with Farmstrong in the last 12 months (the group who were asked the question), the average farmer had engaged 32.4 times, which equated with 6.56 times when averaged over all farmers. The level of 32.4 was a non-significant 5.8 increase (22%) from 2022. Of this 5.8 increase, 0.9 was due to the new category of the Farmstrong book, so the increase was effectively 4.9 when comparing like with like.

[8] To obtain the total frequency the following frequencies were used for each of the categories in the survey: Not in last 12 months = 0, once or twice = 1.5, 3-5 times = 4, 6-10 times = 7, 11-20 times = 12, More than 20 times in last 12 months = 30

The table below shows that the decrease in engagement has been among those with low levels of engagement. The proportion of all farmers engaging with a frequency of less than 10 halved, from 10% to 5%.

TOTAL FREQUENCY OF ENGAGEMENT	All farmers		Engaged with Farmstrong in last 12 months	
	2022 (450) %	2023 (450) %	2022 (109) %	2023 (91) %
Less than 10	10	5↓ (5↓)	38	23↓ (25)
10-19	4	5 (4)	17	24 (22)
20-29	5	3 (4)	19	16 (19)
30 or more	7	7 (7)	26	37 (34)
% 20 or more	**12**	**11 (11)**	**45**	**53 (53)**
Mean frequency of engagement	**6.89**	**6.56 (6.38)**	**26.6**	**32.4 (33.5)**

The figures in brackets are with the new Farmstrong book category removed to compare like with like across the two years.

Subgroups with Frequency of Engagement changes since 2022

Based on all 450 farmers, the only significant change in the mean frequency of engagement since 2022 was an increase for horticulture (up by 4.0 to 5.0).

Frequency of engagement differences between sub-groups in 2023

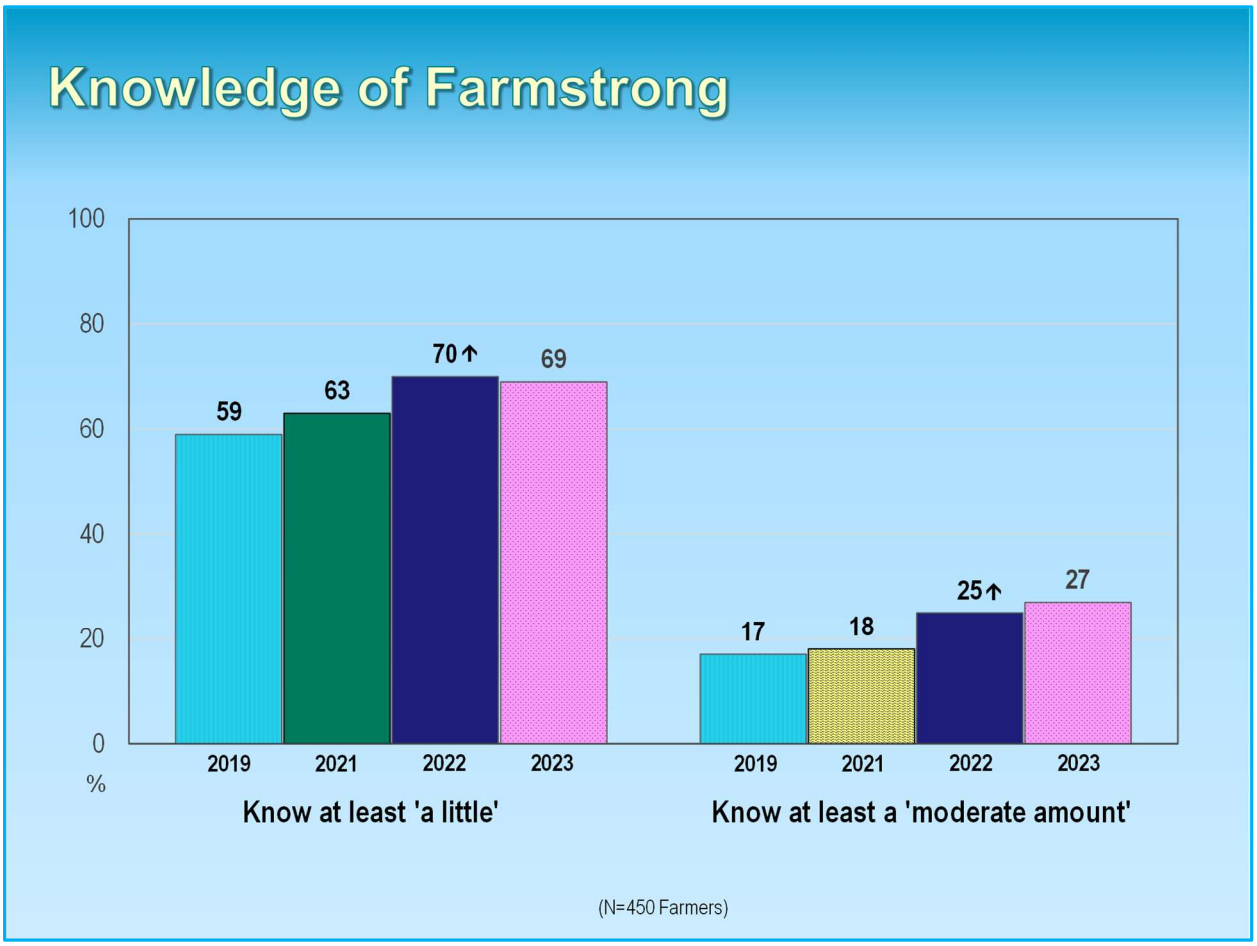
Based on all 450 farmers, the following differences were identified in the mean frequency of engagement:

- Higher among Under 45 year olds (13.3) and lower among those age 65 years and over (2.5), with a downward trend between these two age groups.
- Lower in the Upper North Island (4.0)

While there were no significant differences by type of farmer, sheep/beef were at 8.7, while dairy was 5.1 and horticulture 5.0. Some of this difference between sheep/beef and dairy will be a product of their engagement levels in the last 12 months (the group who answered this question), where sheep/beef were at 25% and dairy 19%, but this does not account for all of it. Among those who had engaged in the last 12 months sheep/beef was at 35.2 and dairy 26.4. Again this is a non-significant difference, particularly given the smaller sub-sample sizes.

4.3 KNOWLEDGE OF FARMSTRONG

This question, which began in 2019, asked those who were aware of Farmstrong or the Sam resources/messages, *'How much do you feel you know about what Farmstrong does?'* While there were no significant changes shown in the graph below, the proportion knowing at least a 'moderate amount' continued an upward trend, after there had been a significant increase the previous year.



KNOWLEDGE OF FARMSTRONG	ALL FARMERS 2019 (450) %	2021 (450) %	2022 (450) %	2023 (450) %	THOSE AWARE OF FARMSTRONG[9] 2019 (280) %	2021 (337) %	2022 (341) %	2023 (343) %	HIGH FREQUENCY ENGAGE-MENT[10] 2023 (34) %	HIGH FORMS ENGAGE-MENT[11] 2023 (49) %
Nothing	20	24	13↓	21↑	14	21↑	12↓	15	-	-
A little	42	45	46	42	60	57	56	51	16↓	21↓
A moderate amount	16	15	19	23	24	19	25	29	81↑	67↑
A lot	1	3	6↑	4	2	3	7↑	5	3	12↑
Not aware of Farmstrong	21	13↓	17	10↓	-	-	-	-	-	-
Know at least a little	**59**	**63**	**70↑**	**69**	**86**	**79↓**	**88↑**	**85**	**100**	**100**
Know at least a moderate amount	**17**	**18**	**25↑**	**27**	**26**	**22**	**32↑**	**34**	**77**	**79**

9 Excluding those who only know of Sam Whitelock

10 30 or more times

11 Five or more

The only significant changes since 2022 in the proportion knowing at least a moderate amount were increases for horticulture (up by 17% to 29%) and for the Upper North Island (up by 9% to 28%).

Comparing the demographic groupings within 2023, the only significant difference for those who were more likely to know at least a moderate amount was a lower level for those in the lowest income bracket.

4.4 NATIONAL DASHBOARD MEASURES

Changes over time

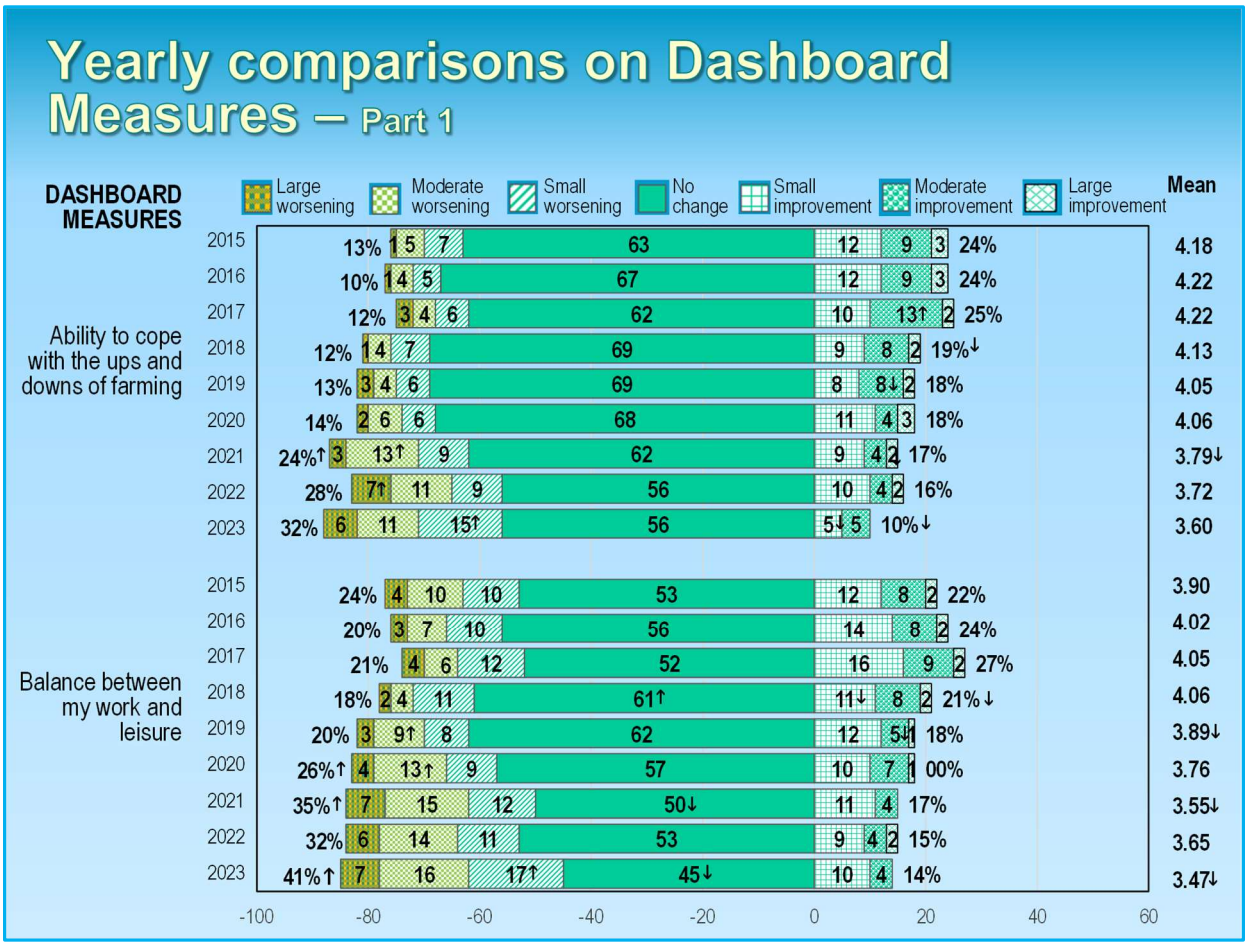
These measures identify changes in perceived levels of improvement or worsening over the previous 12 months. This section provides findings for all the farmers/growers to examine overall trends. Subsequent sections examine how these differed based on level of engagement with Farmstrong.

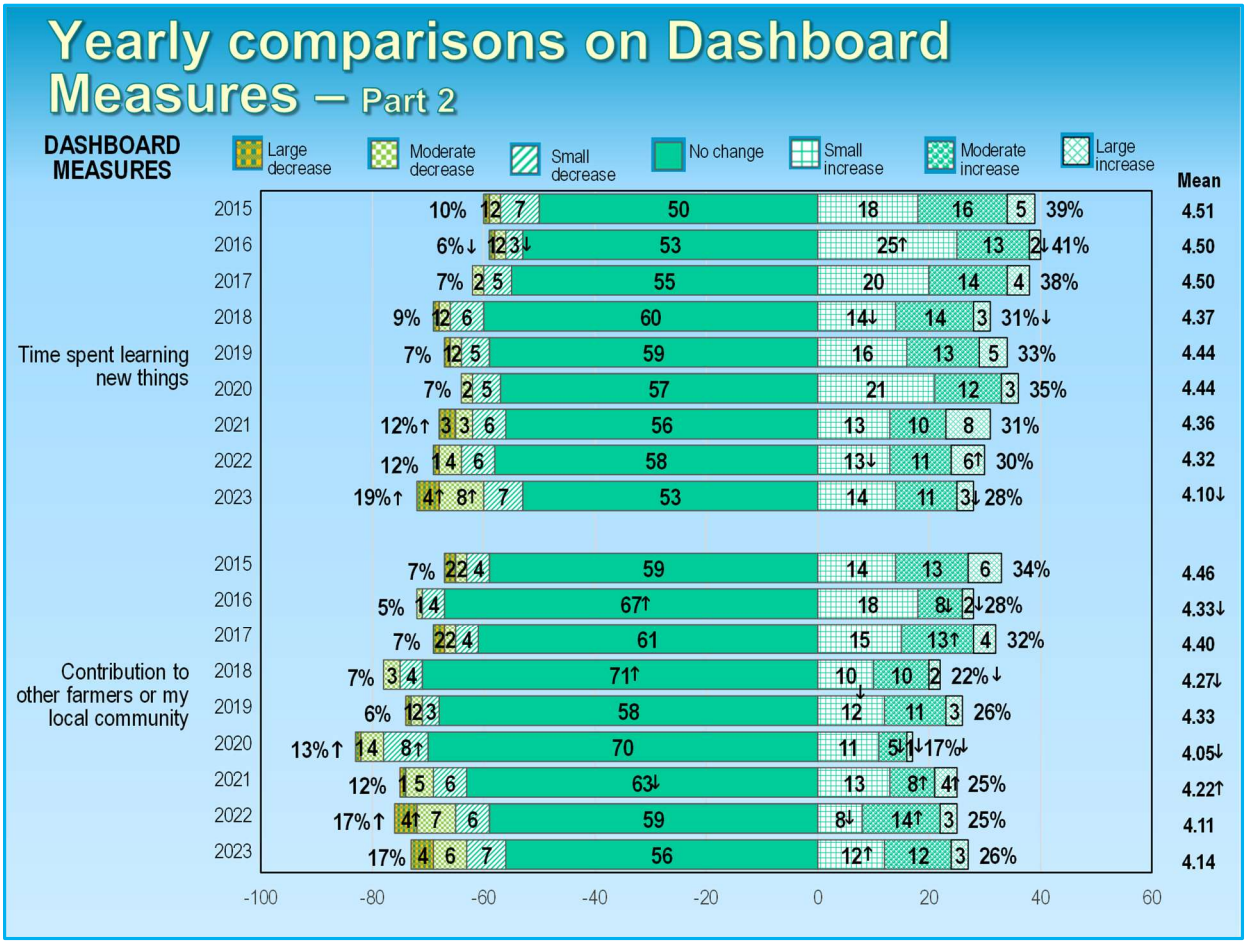
Four of the nine measures showed significant decreases in the mean rating since 2022, while others showed indications of decreases. Those with significant decreases were:

- Balance between my work and leisure (there was also a significant increase in the percentage reporting a worsening, up by 9% to 41%)
- Time spent learning new things (also a significant increase in the percentage reporting a worsening, up by 7% to 19%)
- Time spent taking notice of small things in life that bring me enjoyment (also a significant increase in the percentage reporting a worsening, up by 9% to 32%)
- Amount of sleep (also a significant increase in the percentage reporting a worsening, up by 8% to 32%)

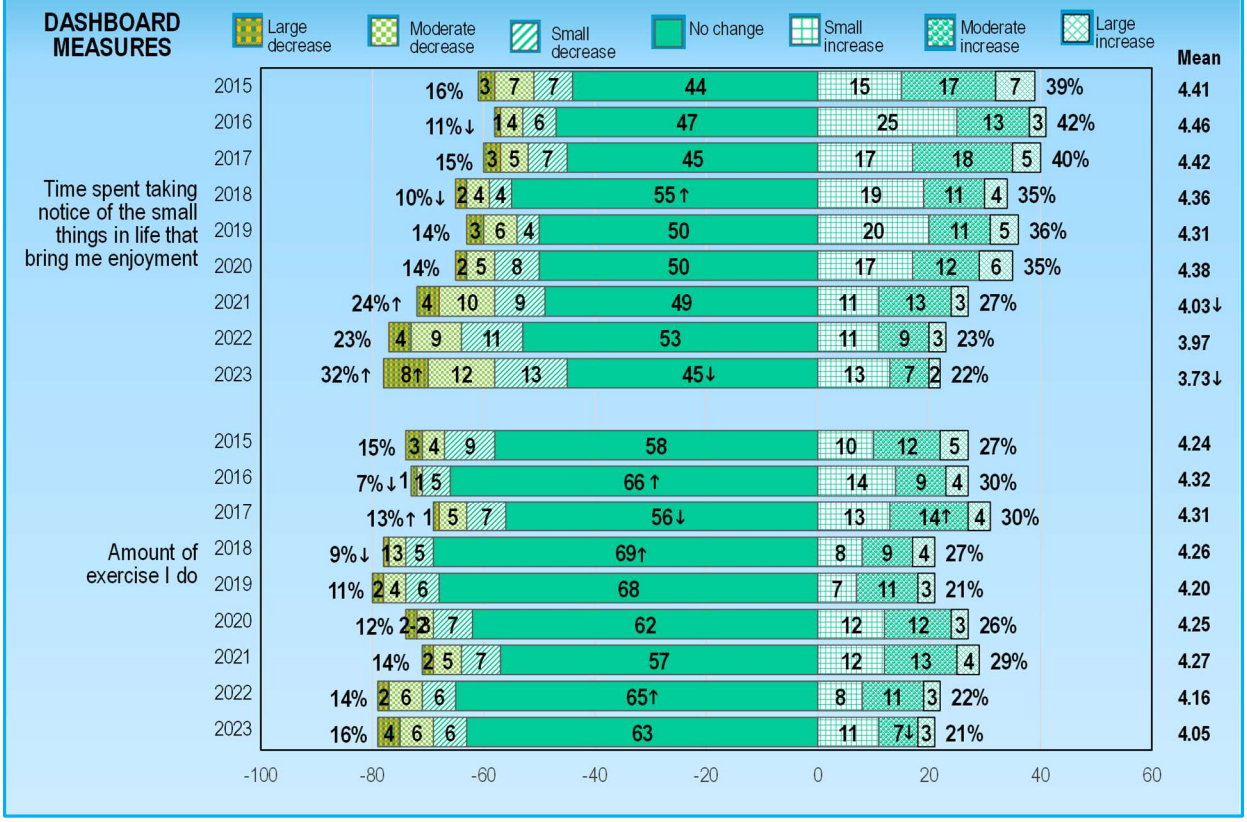
After a significant decrease in 2022, 'level of contact with my friends' had a significant increase to return to the 2021 level (there was also a significant decrease in the percentage reporting a worsening, down by 7% to 28%).

Although the mean rating for 'Ability to cope with the ups and downs of farming' did not decrease significantly, the percentage reporting some level of improvement in the last 12 months did decrease significantly (down by 6% to 10%). This was the only measure for which there was a significant decrease for the percentage reporting an improvement. As shown above, the significant mean decreases were due to an increase in the percentage reporting a worsening.

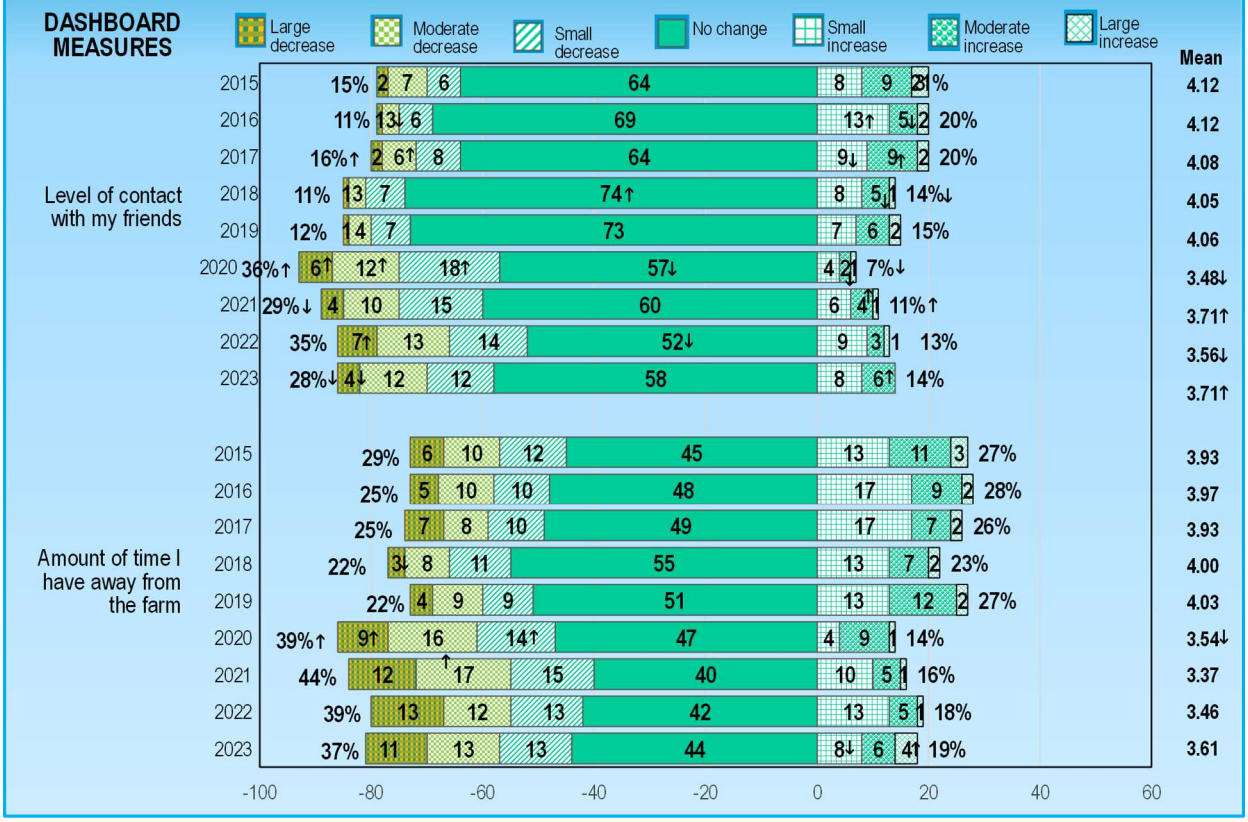

Yearly comparisons on Dashboard Measures – Part 1
DASHBOARD MEASURES
Large worsening
Moderate worsening
Small worsening
No change
Small improvement
Moderate improvement
Large improvement
Mean
Ability to cope with the ups and downs of farming
2015 13% 1 5 7 63 12 9 3 24% 4.18
2016 10% 1 4 5 67 12 9 3 24% 4.22
2017 12% 3 4 6 62 10 13↑ 2 25% 4.22
2018 12% 1 4 7 69 9 8 2 19%↓ 4.13
2019 13% 3 4 6 69 8 8↓ 2 18% 4.05
2020 14% 2 6 6 68 11 4 3 18% 4.06
2021 24%↑ 3 13↑ 9 62 9 4 2 17% 3.79↓
2022 28% 7↑ 11 9 56 10 4 2 16% 3.72
2023 32% 6 11 15↑ 56 5↓ 5 10%↓ 3.60
Balance between my work and leisure
2015 24% 4 10 10 53 12 8 2 22% 3.90
2016 20% 3 7 10 56 14 8 2 24% 4.02
2017 21% 4 6 12 52 16 9 2 27% 4.05
2018 18% 2 4 11 61↑ 11↓ 8 2 21%↓ 4.06
2019 20% 3 9↑ 8 62 12 5↓ 1 18% 3.89↓
2020 26%↑ 4 13↑ 9 57 10 7 1 00% 3.76
2021 35%↑ 7 15 12 50↓ 11 4 17% 3.55↓
2022 32% 6 14 11 53 9 4 2 15% 3.65
2023 41%↑ 7 16 17↑ 45↓ 10 4 14% 3.47↓
-100 -80 -60 -40 -20 0 20 40 60

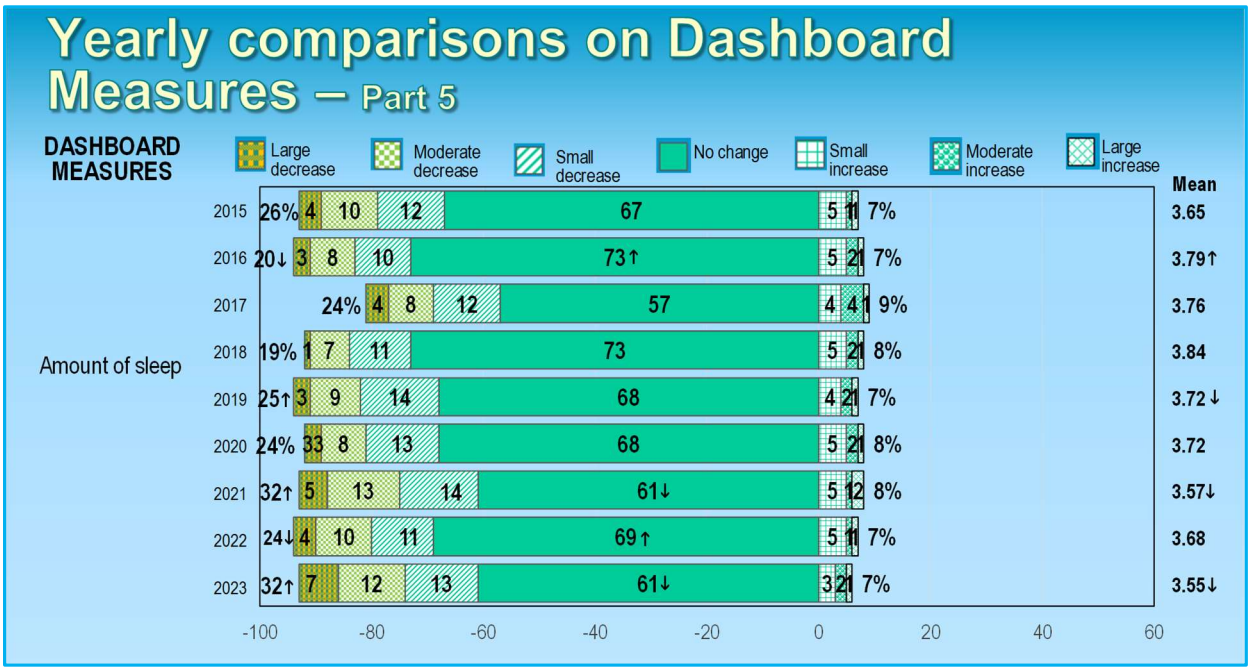

Yearly comparisons on Dashboard Measures – Part 2
DASHBOARD MEASURES
Large decrease
Moderate decrease
Small decrease
No change
Small increase
Moderate increase
Large increase
Mean
Time spent learning new things
2015 10% 1 2 7 50 18 16 5 39% 4.51
2016 6%↓ 1 2 3↓ 53 25↑ 13 2↓ 41% 4.50
2017 7% 2 5 55 20 14 4 38% 4.50
2018 9% 1 2 6 60 14↓ 14 3 31%↓ 4.37
2019 7% 1 2 5 59 16 13 5 33% 4.44
2020 7% 2 5 57 21 12 3 35% 4.44
2021 12%↑ 3 3 6 56 13 10 8 31% 4.36
2022 12% 1 4 6 58 13↓ 11 6↑ 30% 4.32
2023 19%↑ 4↑ 8↑ 7 53 14 11 3↓ 28% 4.10↓
Contribution to other farmers or my local community
2015 7% 2 2 4 59 14 13 6 34% 4.46
2016 5% 1 4 67↑ 18 8↓ 2↓ 28% 4.33↓
2017 7% 2 2 4 61 15 13↑ 4 32% 4.40
2018 7% 3 4 71↑ 10 10 2 22%↓ 4.27↓
2019 6% 1 2 3 58 12 11 3 26% 4.33
2020 13%↑ 1 4 8↑ 70 11 5↓ 1↓ 17%↓ 4.05↓
2021 12% 1 5 6 63↓ 13 8↑ 4↑ 25% 4.22↑
2022 17%↑ 4↑ 7 6 59 8↓ 14↑ 3 25% 4.11
2023 17% 4 6 7 56 12↑ 12 3 26% 4.14
-100 -80 -60 -40 -20 0 20 40 60

Yearly comparisons on Dashboard Measures – Part 3



Yearly comparisons on Dashboard Measures – Part 4





Differences with higher number of forms and frequencies of engagement with Farmstrong

As identified in previous reports, higher levels of engagement tend to be required before the engagement with Farmstrong is associated with significantly different outcomes to those who are not engaged at all. This level is five or more forms of engagement and for frequency it is now 30 or more engagements. It was 20 or more in the 2022 report, but the 2023 data supported a 30 or more level.

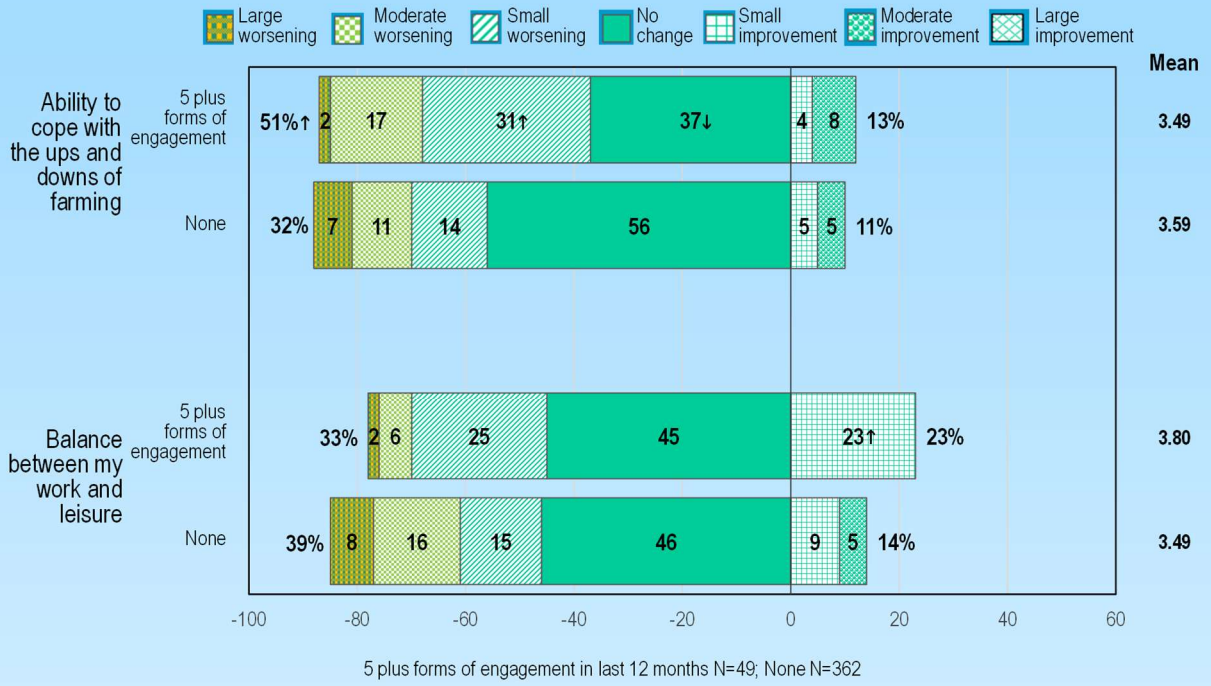
Differences by number of forms of engagement

Because of the small number in the five plus forms of engagement group (n=49), it requires larger differences to attain significance. Although none of the means showed significant differences, the five plus forms group were higher on six of the nine items and similar on two. They were lower for one item, which was 'Ability to cope with the ups and downs of farming' (3.49 vs 3.59). This was a marked change from the 4.10 vs 3.7 in 2022.

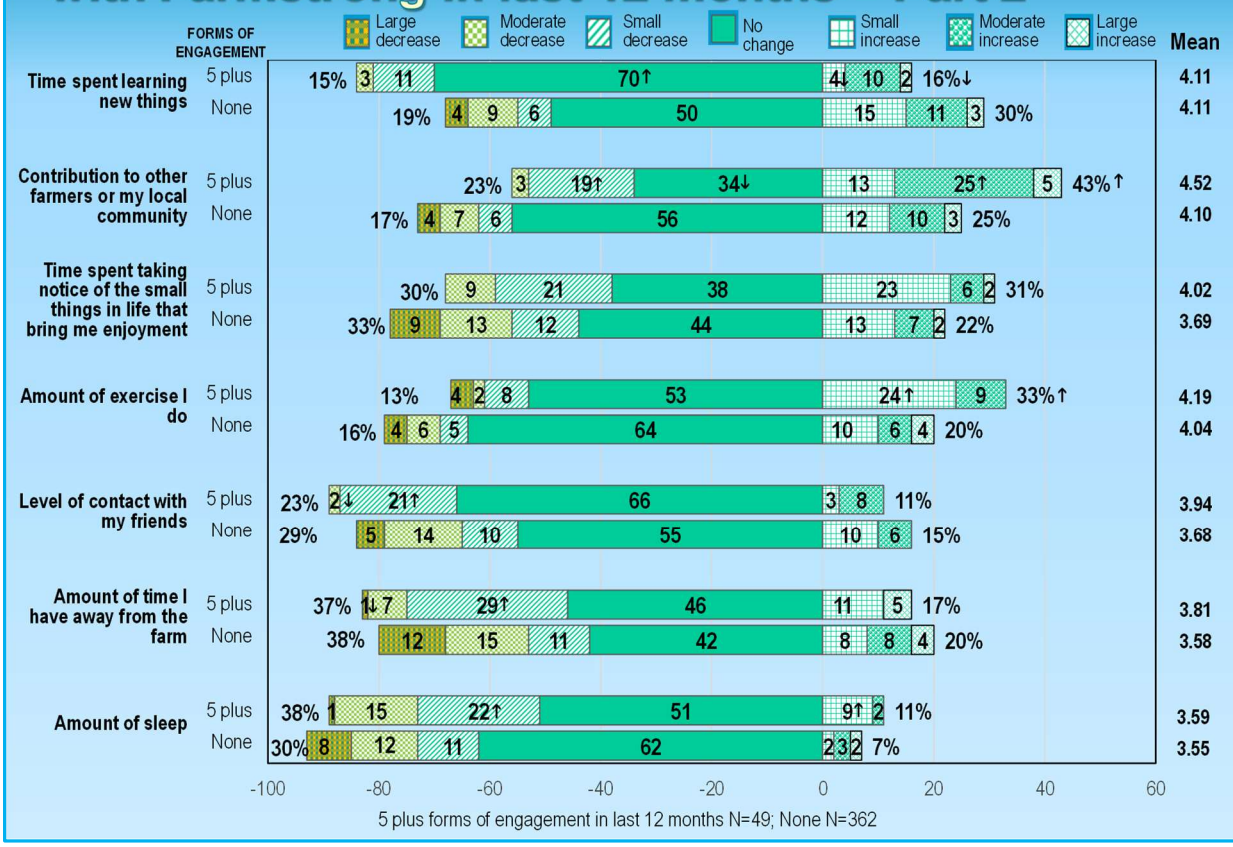
There was only one item where those reporting five or more forms of engagement with Farmstrong were significantly more likely than the non-engaged to report improvements over the last 12 months, which was for: 'Contribution to other farmers or my local community' (43% vs 25%). In comparison there were five items in 2022 where the five plus forms group were significantly higher.

In 2023 there was also one item where the five plus group had a lower percentage reporting increased improvement than those who had not engaged: 'Time spent learning new things' (16% vs 30%). There were no such examples in 2022.

Differences by number of forms of engagement with Farmstrong in last 12 months – Part 1



Differences by number of forms of engagement with Farmstrong in last 12 months – Part 2



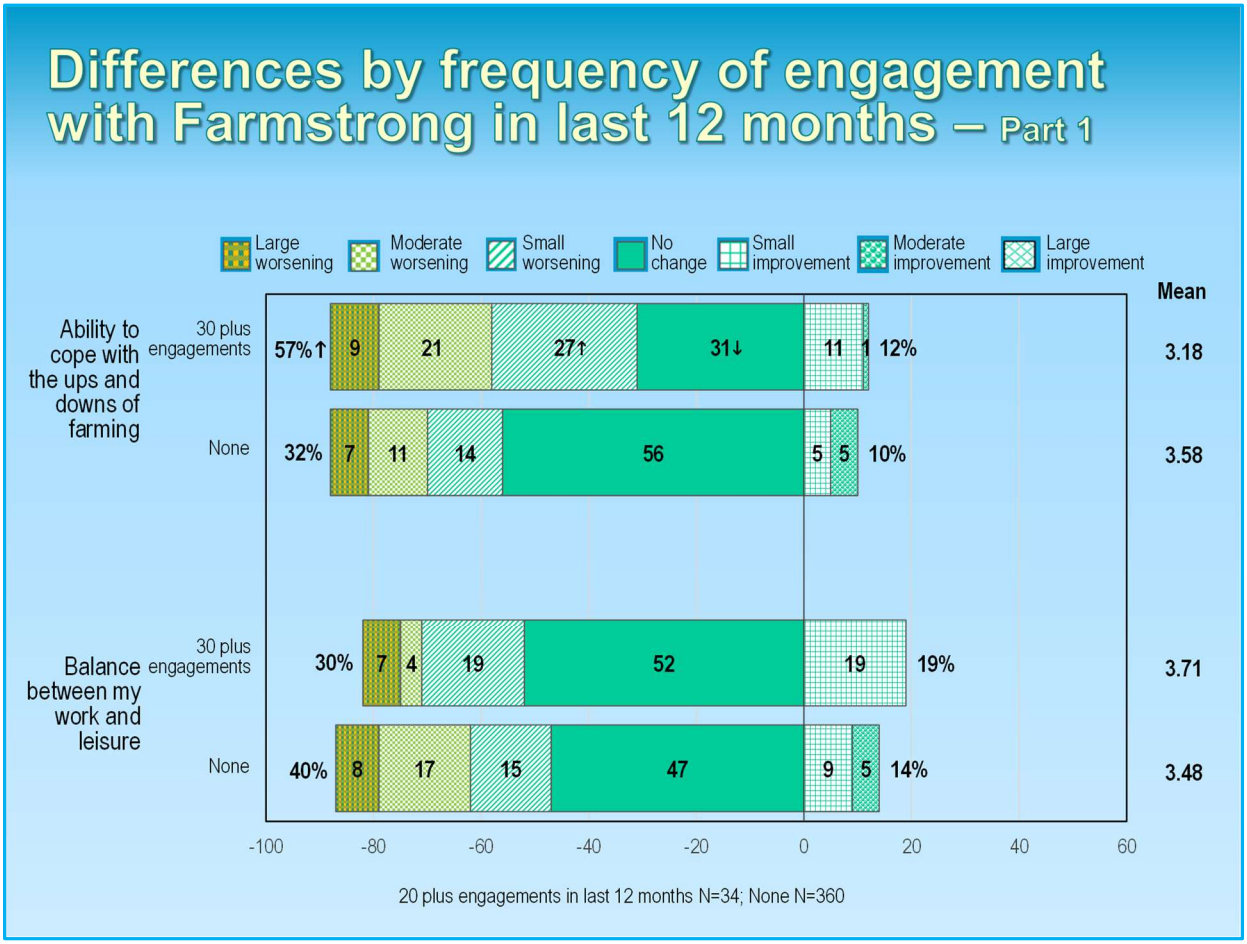
Differences by frequency of engagement

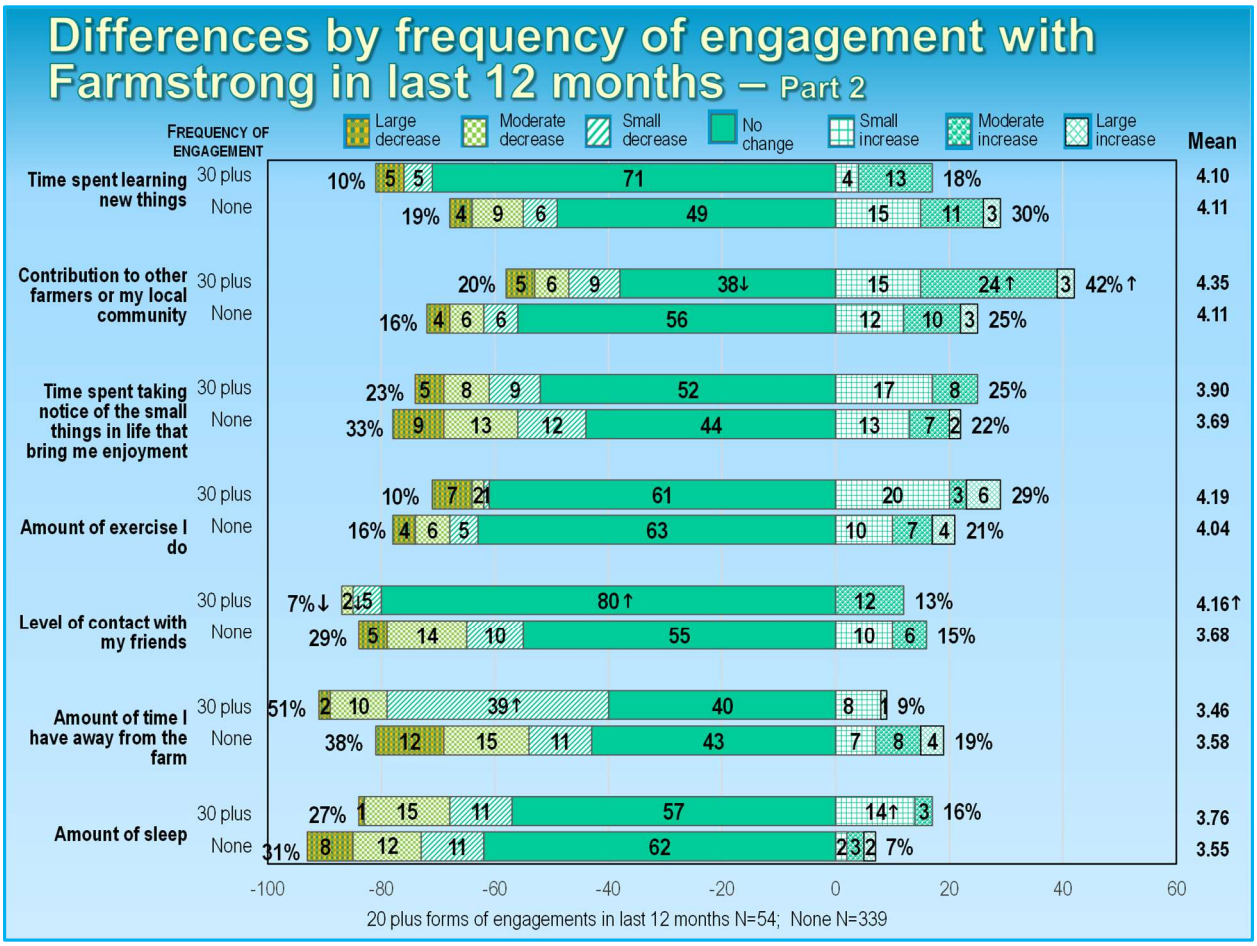
It should be noted that there were only 34 farmers in the group reporting 30 or more engagements. Not surprisingly, similar patterns were evident as for the forms of engagement, although there were also some differences. There was one significantly higher mean rating for this group, which was for 'Level of contact with my friends' (4.16 vs 3.68). There were five other items for which the high frequency group had higher ratings. The two items where this group had non-significantly lower ratings were:

- 'Ability to cope with the ups and downs of farming' (3.18 vs 3.59). In 2022 the high frequency group, which was then 20 plus engagements, was at a similar level to the non-engaged (3.73 vs 3.70)
- 'Amount of time I have away from the farm' (3.46 vs 3.58)

'Contribution to other farmers or my local community' (42% vs 25%) was the only item where those reporting five or more forms of engagement with Farmstrong were more likely than the non-engaged to report improvements over the last 12 months. This compared with five significant differences in 2022.

'Ability to cope with the ups and downs of farming' was at a similar level to the non-engagement group for the percentage reporting an improvement (12% vs 10%), whereas in 2022 it had been significantly higher (35% vs 15%).





Sub-group changes since 2022

Those reporting decreases in their 'ability to cope with the ups and downs of farming' were females, the two lowest income groups, 45 to 54 year olds and those from the Upper North Island. Changes for other items are also listed below.

MEASURE	Increased since 2022	Decreased since 2022
Ability to cope with ups and downs of farming		Females, 45-54 year olds, Lowest income, Second lowest income, Upper North Island
Balance between work and leisure	Sheep & Beef	'Other' farming types
Contribution to other famers or local community	Dairy, 55-64 year olds, Upper North Island	Upper South Island
Level of contact with friends	Females, All age groups except under 45 year olds, Dairy, Upper North Island, Lowest income	Under 45 year olds, Lower South Island
Amount of exercise		Upper South Island
Time taking notice of small things in life that bring enjoyment		Females, Under 45 year olds, Sheep/Beef, 'Other' farming types, Lower North Island, Lower South Island, Second lowest income
Time spent learning new things		Males, Under 45 year olds, Sheep/beef, Lower South Island, Second lowest income
Amount of sleep		Males, 65 year olds and over, 'Other' farming types, Lower South Island. Lowest income
Amount of time away from farm	Dairy, Second highest income	Second lowest income

Sub-group differences in 2023

The following subgroups reported significantly higher or lower mean ratings in 2023, compared with the rest.

MEASURE	Higher than others	Lower than others
Ability to cope with ups and downs of farming	Males (3.66 vs 3.39 females), 65 years and over (3.83)	45-54 year olds (3.32), Lower South Island (3.34)
Balance between work and leisure	65 years and over (3.67), Horticulture (3.96), Lowest income (3.95)	'Other' farming types (3.02), Second lowest income (3.08), Highest income (3.31)
Contribution to other famers or local community	Females (4.40 vs 4.06 for males), Dairy (4.32), Upper North Island (3.47)	Sheep/beef (3.95), Upper South Island (3.87)
Level of contact with friends	Upper North Island (3.91)	Under 45 years (3.38), Sheep/beef (3.55), Lower South Island (3.23)
Amount of exercise	45-54 year olds (4.29)	
Time taking notice of small things in life that bring enjoyment	Upper North Island (3.97)	Under 45 (3.38)
Time spent learning new things	Lowest income (4.37)	Second lowest income (3.75)
Amount of sleep	45-54 years (3.81), Dairy (3.68), Upper North Island (3.79)	Sheep/beef (3.40), Lower South Island (3.05)
Amount of time away from farm	65 years and over (3.86), Horticulture (4.01), Second highest income (4.07)	Second lowest income group (2.88)

Where farmers/growers making most and least progress

The items where farmers (based on all farmers) reported the highest levels of improvement over the last 12 months were:

- Contribution to other famers or local community (4.14)
- Time spent learning new things (4.10)
- Amount of exercise (4.05)

The items where they were making the least progress were:

- Balance between work and leisure (3.47)
- Amount of sleep (3.55)

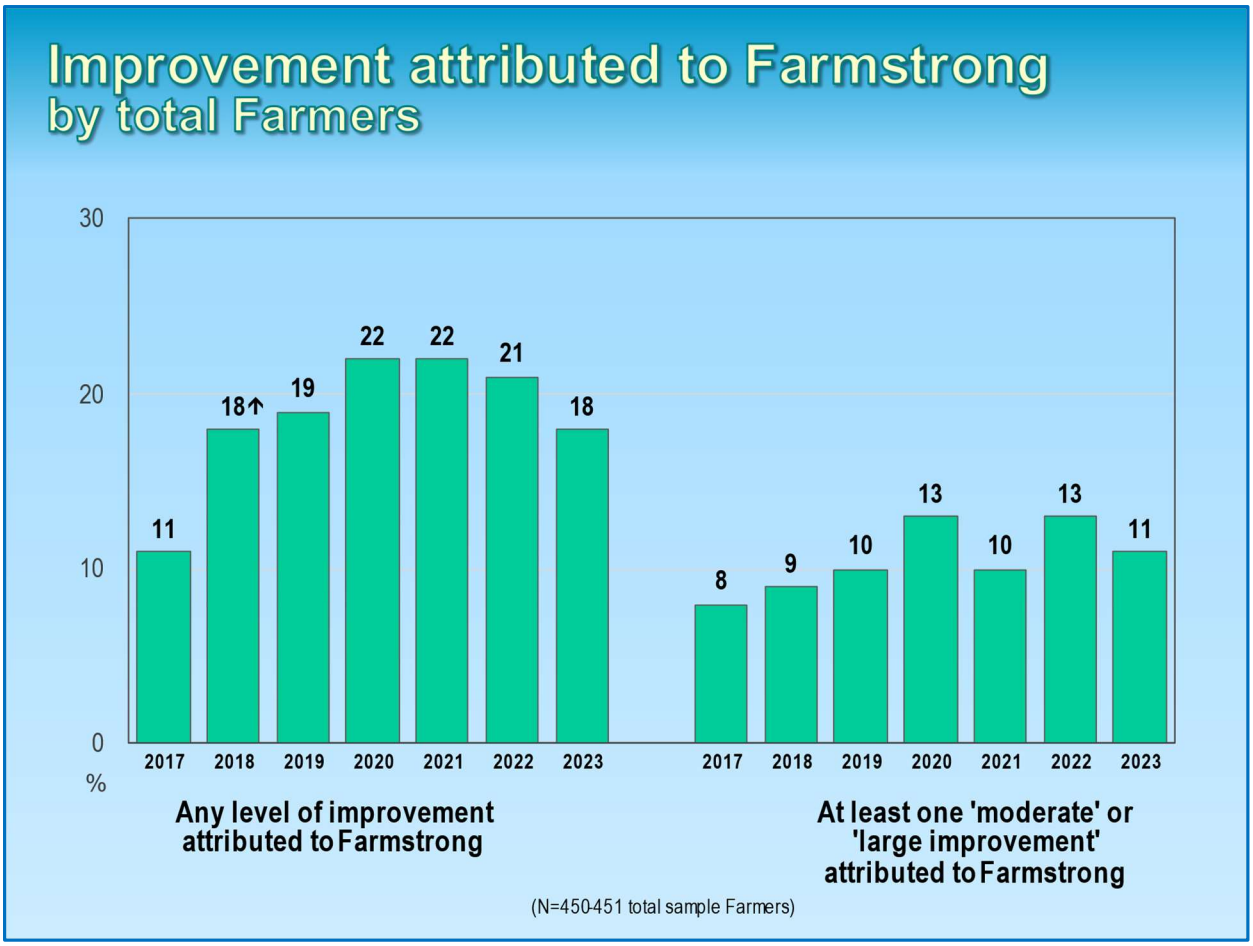
4.5 IMPROVEMENTS ATTRIBUTED TO FARMSTRONG

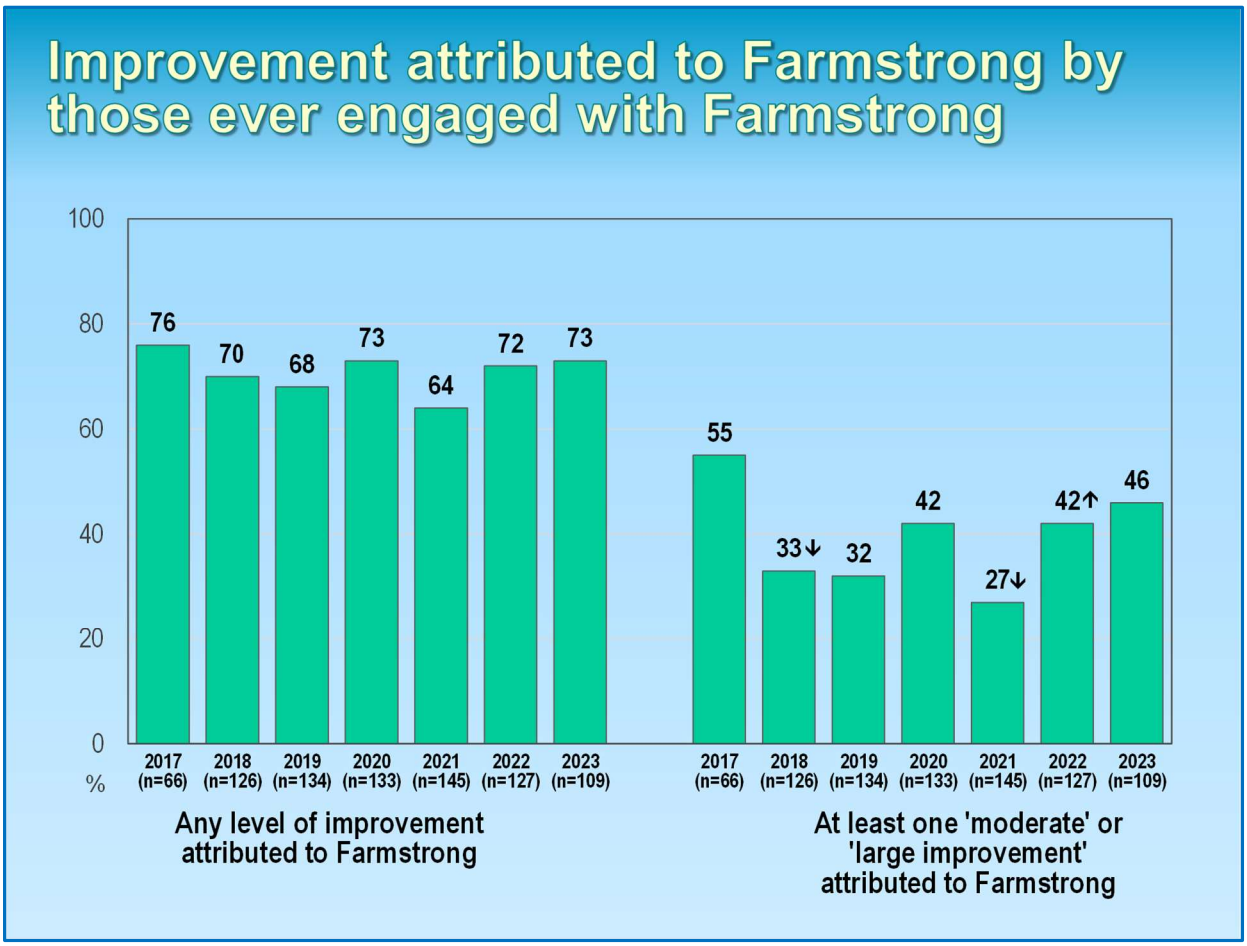
When considering all the farmers/growers in the survey, 18.3% attributed some level of improvement to Farmstrong on at least one of the nine items (i.e. 'small', 'moderate' or 'large' improvement).[12] This equates with approximately 14,000 farmers/growers/farm workers. There

[12] In the 2017 survey respondents who had ever engaged with Farmstrong were asked: "For each of the following how much, if any, improvement do you think is a result of your involvement with Farmstrong or Healthy Thinking?" Since 2018 the wording has been: "For each of the following how much, if any, improvement do you think is a result of your involvement with what you've heard from Farmstrong, Sam Whitelock or Healthy Thinking?"

were 11.4% who attributed at least one 'moderate' or 'large' level of improvement to Farmstrong, which was a non-significant increase of 3%, to return to the 2020 level. This equates with approximately 9,000 farmers/growers/farm workers.

The decreases in levels of improvement, based on all farmers, were not significant and were due to the overall decrease in engagement levels. When the analyses are based just on those who had ever engaged with Farmstrong (see second graph below), there were no decreases and in fact those reporting at least one ‘moderate or large improvement’ due to Farmstrong increased a non-significant 4% to 46%. This graph also shows that almost three-quarters (73%) of those who had ever engaged with Farmstrong attributed some form of improvement to Farmstrong, while almost half (46%) attributed at least one ‘moderate or large improvement’ to Farmstrong.





The table below shows the number of improvements being attributed to Farmstrong, out of the nine asked about.

IMPROVEMENTS ATTRIBUTED TO FARMSTRONG (All farmers)	2017	2018	2019	2020	2021	2022	2023
	450 %	450 %	450 %	451 %	450 %	450 %	450 %
Any level of improvement							
1-2	3	6↑	3↓	6↑	9	7	3
3-4	3	4	7	4	4	4	3
5 or more	5	8	10	12	10	10	12
At least one improvement	**11**	**18↑**	**19**	**22**	**22**	**21**	**18**
'Moderate' or 'large' level of improvement							
1-2	3	5	4	7↑	5	6	6
3-4	2	2	4	2	2	3	2
5 or more	3	2	2	4	3	3	3
At least one 'moderate' or 'large' improvement	**8**	**9**	**9**	**13**	**10**	**13**	**11**
Ever engaged with Farmstrong but attributing no improvements	**3**	**8↑**	**10**	**9**	**13↑**	**8↓**	**7**
Never engaged with Farmstrong	**86**	**74↓**	**71**	**69**	**64**	**70**	**75**

The graphs below show the responses to the individual items asked about, for both total farmers and those who had ever engaged. Among **total farmers** the only significant change was an increase

in the proportion attributing Farmstrong with a moderate or large increase in exercise (up by 3% to 6%).

Among those who had **ever engaged**, there were significant increases for:

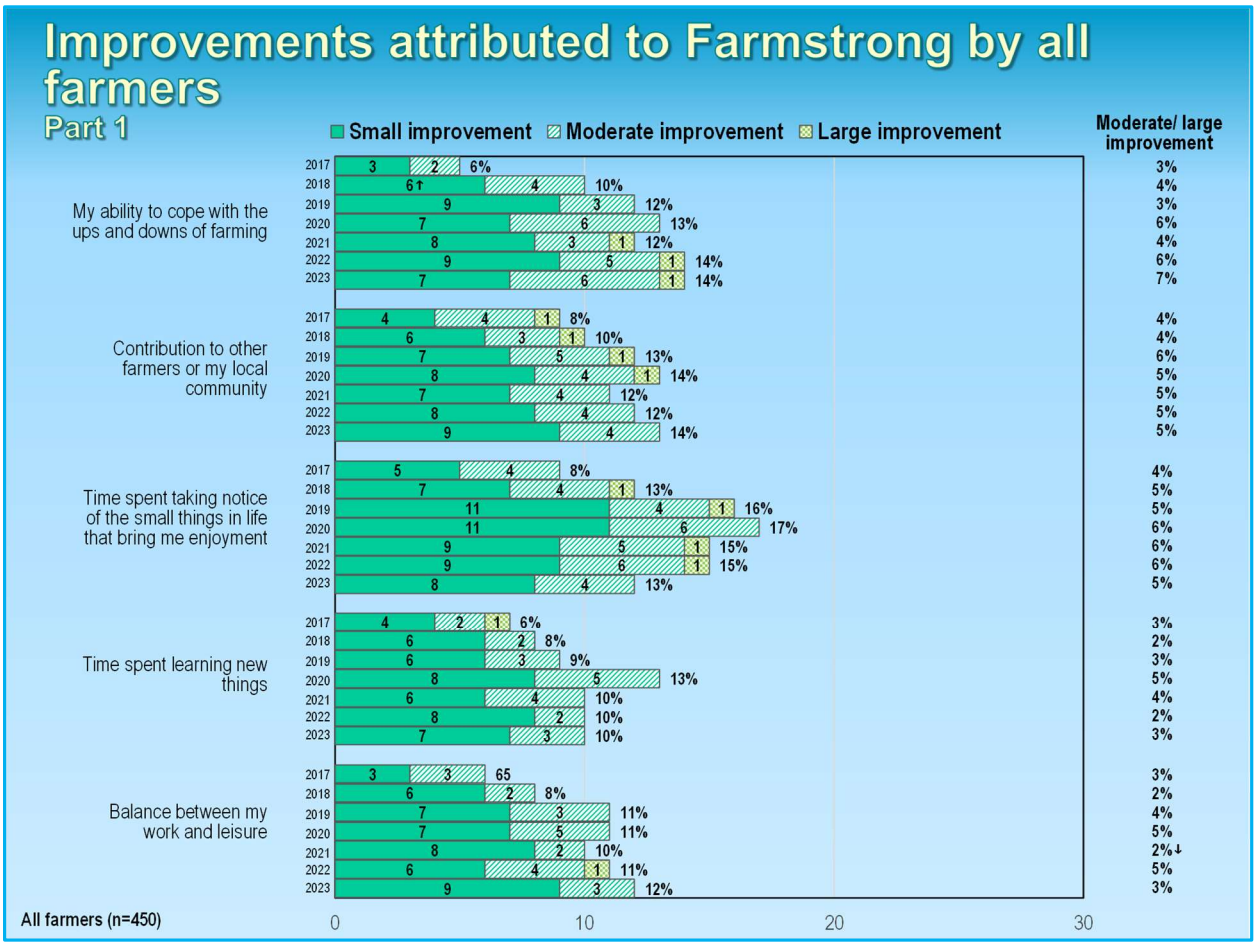
- ‘Amount of exercise’ (18% increase for any improvements and 13% increase for moderate/large improvements)
- ‘Amount of time away from the farm’ (16% increase for any improvement)
- ‘Contribution to other farmers or my local community’ (15% increase for any improvement)
- ‘Level of contact with my friends’ (12% increase for any improvement)

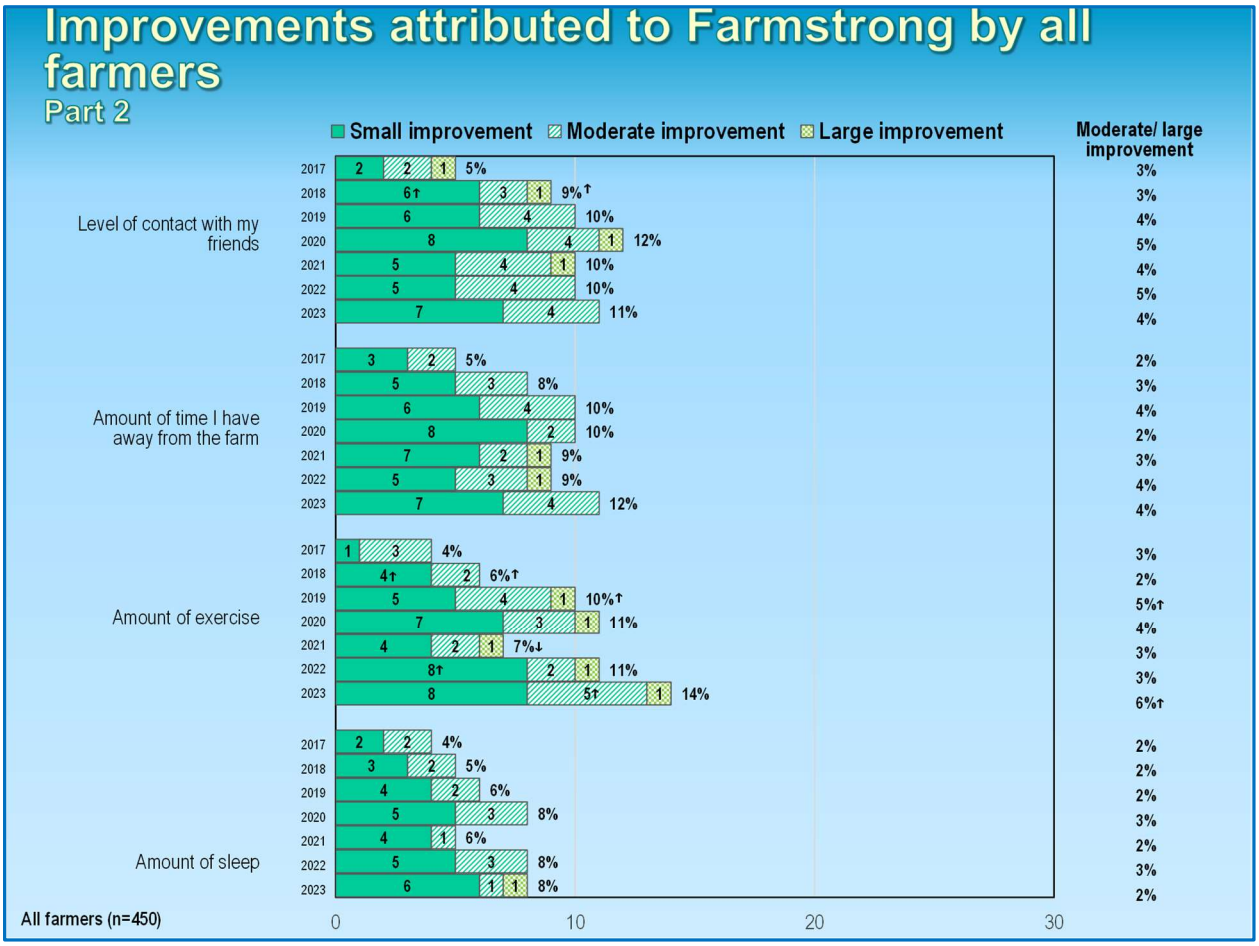
In 2023 the greatest numbers (of all farmers) attributing some level of improvement to Farmstrong were for:

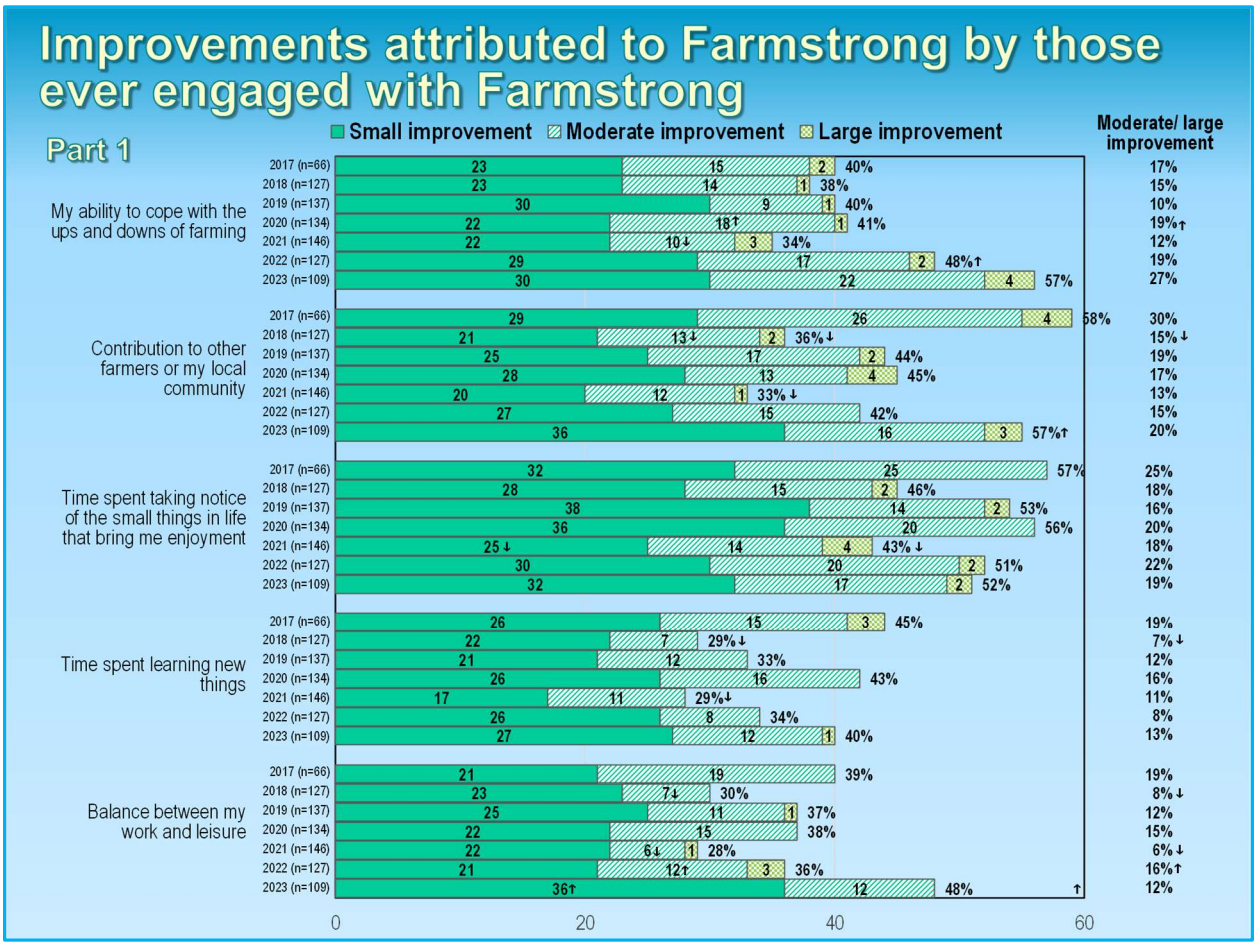
- 'My ability to cope with the ups and downs of farming' (14% of all farmers/growers)
- 'Contribution to other farmers or my local community' (14%)
- ‘Amount of exercise’ (14%)
- 'Time spent taking notice of the small things in life that bring me enjoyment' (13%)

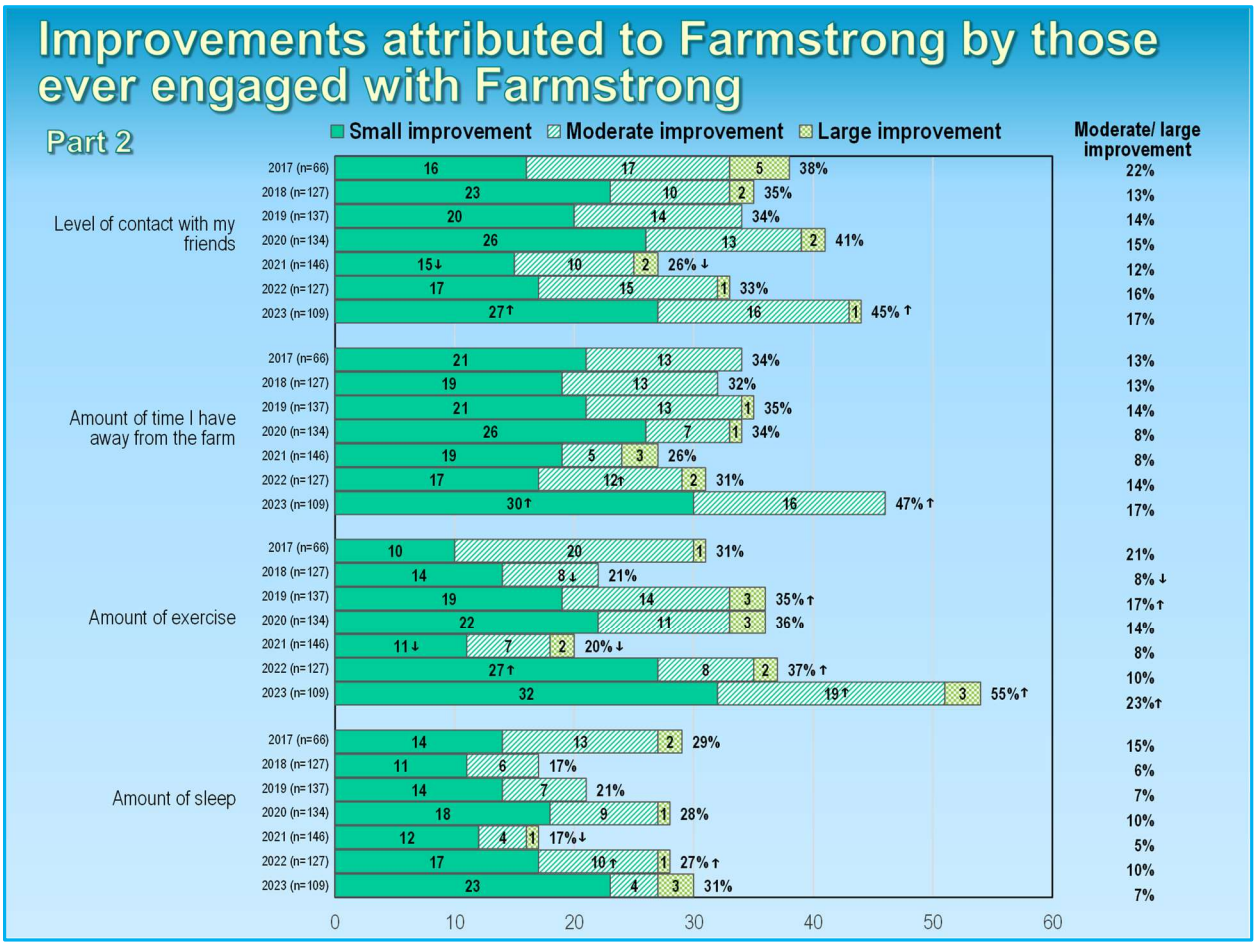
When considering just the 'moderate' or 'large' responses, the most mentioned were:

- ‘Ability to cope with the ups and downs of farming’ (7%)
- ‘Amount of exercise’ (6%)


Improvements attributed to Farmstrong by all farmers
Part 1
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
My ability to cope with the ups and downs of farming
Contribution to other farmers or my local community
Time spent taking notice of the small things in life that bring me enjoyment
Time spent learning new things
Balance between my work and leisure
2017
2018
2019
2020
2021
2022
2023
All farmers (n=450)
0
10
20
30


Improvements attributed to Farmstrong by all farmers
Part 2
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Level of contact with my friends
Amount of time I have away from the farm
Amount of exercise
Amount of sleep
2017
2018
2019
2020
2021
2022
2023
All farmers (n=450)
0
10
20
30


Improvements attributed to Farmstrong by those ever engaged with Farmstrong
Part 1
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
My ability to cope with the ups and downs of farming
2017 (n=66) 23 15 2 40% 17%
2018 (n=127) 23 14 1 38% 15%
2019 (n=137) 30 9 1 40% 10%
2020 (n=134) 22 18↑ 1 41% 19%↑
2021 (n=146) 22 10↓ 3 34% 12%
2022 (n=127) 29 17 2 48%↑ 19%
2023 (n=109) 30 22 4 57% 27%
Contribution to other farmers or my local community
2017 (n=66) 29 26 4 58% 30%
2018 (n=127) 21 13↓ 2 36%↓ 15%↓
2019 (n=137) 25 17 2 44% 19%
2020 (n=134) 28 13 4 45% 17%
2021 (n=146) 20 12 1 33%↓ 13%
2022 (n=127) 27 15 42% 15%
2023 (n=109) 36 16 3 57%↑ 20%
Time spent taking notice of the small things in life that bring me enjoyment
2017 (n=66) 32 25 57% 25%
2018 (n=127) 28 15 2 46% 18%
2019 (n=137) 38 14 2 53% 16%
2020 (n=134) 36 20 56% 20%
2021 (n=146) 25↓ 14 4 43%↓ 18%
2022 (n=127) 30 20 2 51% 22%
2023 (n=109) 32 17 2 52% 19%
Time spent learning new things
2017 (n=66) 26 15 3 45% 19%
2018 (n=127) 22 7 29%↓ 7%↓
2019 (n=137) 21 12 33% 12%
2020 (n=134) 26 16 43% 16%
2021 (n=146) 17 11 29%↓ 11%
2022 (n=127) 26 8 34% 8%
2023 (n=109) 27 12 1 40% 13%
Balance between my work and leisure
2017 (n=66) 21 19 39% 19%
2018 (n=127) 23 7↓ 30% 8%↓
2019 (n=137) 25 11 1 37% 12%
2020 (n=134) 22 15 38% 15%
2021 (n=146) 22 6↓ 1 28% 6%↓
2022 (n=127) 21 12↑ 3 36% 16%↑
2023 (n=109) 36↑ 12 48%↑ 12%
0
20
40
60


Improvements attributed to Farmstrong by those ever engaged with Farmstrong
Part 2
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Level of contact with my friends
2017 (n=66) 16 17 5 38% 22%
2018 (n=127) 23 10 2 35% 13%
2019 (n=137) 20 14 34% 14%
2020 (n=134) 26 13 2 41% 15%
2021 (n=146) 15↓ 10 2 26%↓ 12%
2022 (n=127) 17 15 1 33% 16%
2023 (n=109) 27↑ 16 1 45%↑ 17%
Amount of time I have away from the farm
2017 (n=66) 21 13 34% 13%
2018 (n=127) 19 13 32% 13%
2019 (n=137) 21 13 1 35% 14%
2020 (n=134) 26 7 1 34% 8%
2021 (n=146) 19 5 3 26% 8%
2022 (n=127) 17 12↑ 2 31% 14%
2023 (n=109) 30↑ 16 47%↑ 17%
Amount of exercise
2017 (n=66) 10 20 1 31% 21%
2018 (n=127) 14 8↓ 21% 8%↓
2019 (n=137) 19 14 3 35%↑ 17%↑
2020 (n=134) 22 11 3 36% 14%
2021 (n=146) 11↓ 7 2 20%↓ 8%
2022 (n=127) 27↑ 8 2 37%↑ 10%
2023 (n=109) 32 19↑ 3 55%↑ 23%↑
Amount of sleep
2017 (n=66) 14 13 2 29% 15%
2018 (n=127) 11 6 17% 6%
2019 (n=137) 14 7 21% 7%
2020 (n=134) 18 9 1 28% 10%
2021 (n=146) 12 4 1 17%↓ 5%
2022 (n=127) 17 10↑ 1 27%↑ 10%
2023 (n=109) 23 4 3 31% 7%
0
10
20
30
40
50
60

Sub-group differences

Under 45 year olds were more likely to be reporting five or more improvements which they attributed to Farmstrong (24%), while 55 to 64 year olds were less likely (6%). These differences are at least in part a product of the levels of engagement with Farmstrong in the last 12 months (the group who get asked these questions).

4.6 FARMSTRONG IMPACTS ON FARMER INJURY

Results from the ACC Farmstrong Return on Investment model for expected claims avoided for 2022/23 has exceeded the expected claim savings annual target for Farmstrong by 1100% (compared with 819% in the previous year). Based on ACC modelling, they were expecting 298 claims avoided for 2022/23. ACC report that Farmstrong has achieved 3,279 claims avoided over this 12-month period i.e. 3,279 people who have been 'saved' from having an injury. ACC use a model that compares agriculture with a peer group from a range of industry groups who have a similar injury profile, but don't have a wellbeing programme.

APPENDIX A: RESEARCH METHOD

Data has been collected from national surveys since 2015. What is known as the Dashboard Survey has been undertaken in each of the eight years in late May/early June. Awareness was included in this survey for the first time in 2018. Prior to that, it had been measured in a separate survey in November each year, using the same methodology as the May surveys.

The random national phone surveys of approximately 450 farmers/growers were undertaken for Kantar Research Company, using their Farm Market Index Panel. This panel has more than 15,000 farmer contacts built up over the years, from which survey participants were randomly selected.

Kantar has quotas which they say makes their data representative of the population by farm activity and region and they also weight the data to ensure it is representative on these two variables. However, they are basing their quotas and weighting on data from another random digit dialling survey of farmers/growers, rather than Statistics New Zealand data.

At the request of Wyllie & Associates the data is also weighted by age and gender. The gender weighting was added in 2020, but all the previous surveys were then reweighted.

The profile of survey participants was as listed below, where the weighted Kantar data for the dashboard surveys is compared with Statistics NZ (SNZ) data (where available) and FMG client base data[13]. Where the sample composition was similar in all the dashboard surveys, only the data from the current survey is shown. These levels can vary slightly from survey to survey, usually by only one or two percent.

The SNZ occupation data came from the analyses of Census data commissioned by Farmstrong. This analysis did not get the horticulture/viticulture percentages separately identified, so this is included in the 'Other' category. The SNZ farm type came from FMG analyses of 2012 SNZ data which they obtained. (Some columns don't add to exactly 100% due to rounding.)

The SNZ profile differs considerably when comparing farm types versus persons who listed their occupation as farmers or farm managers. For dairy the dashboard survey level (41%) was the same as the SNZ Census occupation data (41%), but much less than the SNZ farm type data (23%). The 35% in the dashboard survey for sheep & beef was a reasonable match with the 39% for SNZ occupations, but again the SNZ farm types differed.

On the tables in this report, an upward arrow ↑ denotes a statistically significant higher level than the comparison group and a downward arrow ↓ a statistically significant lower level.

The percentages of farmers/growers from each type of farm remained similar in all surveys, as it was subject to quotas and weighting.

TYPE OF FARM	Dashboard survey 2023 450 %	SNZ 2012 farm types 53,157 %	SNZ 2013 Census occupations 50,388 %	FMG clients 20,357 %
Dairy	42	23	41	41
Beef/sheep	35	47	39	38
Horticulture/Viticulture	15	17	NR	7
Cropping/Other	9	14	20	15

[13] No statistical significance testing has been undertaken on these comparisons between surveys and the Census.

In the following region table, Upper North Island includes Northland, Auckland, Waikato and Bay of Plenty. Lower South Island includes Otago and Southland. Survey levels vary by up to two percent for the different years. The Dashboard survey sample was a reasonable match to the SNZ occupation profile (SNZ farm type data was not available).

REGION	Dashboard survey 2023 450 %	SNZ 2013 Census occupations 50,388 %	FMG clients 20,357 %
Upper North Island	40	38	34
Lower North Island	26	25	27
Upper South Island	17	21	20
Lower South Island	17	16	19

GENDER	Dashboard surveys 450 %	SNZ 2013 Census occupations 50,388 %
Male	76	72
Female	24	28

Most of the participants in the Dashboard surveys were aged 45 years and over (80%), after weighting.

AGE	Dashboard surveys 450 %
Under 35 years	4
35 to 45 years	16
45 to 54 years	25
55 to 64 years	31
65 years and over	24

The following table shows income from the farm before tax and operating expenses are taken out, excluding those who refused the question. There are no quotas or weighting for this measure, so it does vary between surveys. The current survey had a lower proportion of the lowest income group, compared with the 2020 survey.

INCOME	Survey 2020 407 %	Survey 2021 408 %	Survey 2022 404 %	Survey 2023 407 %
Under $200k	24	18↓	22	24
$200k to $500k	25	27	25	18↓
$500k to $1m	25	24	24	26
More than $1m	26	31	29	33

The 2015 dashboard survey also included a question to ascertain role on the farm. This identified that the survey was completed by predominantly farm owners (92%). The remainder consisted of family members of the farm owners (2%), farm managers (2%), sharemilkers (2%) and other (2%), but none classified themselves as farm workers/labourers/milkers.

Statistical significance

Differences between years, surveys and demographic sub-groups are only mentioned in the written reporting if they are statistically significant at the 95% level of confidence, unless otherwise stated. With demographic comparisons within the 2022 survey, the value for the sub-group being reported as significant has been compared with the combined value for the rest of the sample. For a figure of 50% reported by 450 farmers/growers, the margin of error at the 95% confidence level is plus or minus 4.6%. This means that, if the survey was repeated, 95 times out of 100 the result would be between 45.4% and 54.6% (i.e. between 50% - 4.6% and 50% + 4.6%). For higher or lower figures the margin of error is less. For example a figure or 20% or 80%, based on 450 farmers/growers, would have a margin of error of plus or minus 3.7%. For smaller sub-samples the margin of error is greater. For example a figure of 50% reported by 150 farmers/growers would have a margin of error of plus or minus 8.0%.

APPENDIX B: CALCULATION OF NUMBERS OF FARMERS/GROWERS ENGAGED WITH FARMSTRONG

The target audience for this programme is all those living and working in the rural sector, but with a particular emphasis on farmers, farm workers and growers. It is therefore important to ascertain the size of this target audience.

Farmstrong purchased some analyses of the 2018 Census data by StatsNZ, to identify the numbers of farmers/growers and farm workers living in rural areas. 'Rural' for Farmstrong purposes was defined as persons living in rural areas or towns of less than 10,000 persons. There were 61,278 who had their occupation classified as 'farmer' and another 28,482 as 'farm workers', giving a total of 89,760. The 'farmer' grouping included growers.

As well as these national dashboard surveys, this question on participation in Farmstrong was also asked in a survey of recently injured farmers/growers undertaken in June/July 2018 and February 2019. This survey produced a higher level for farm owners of 41%, compared with the 30% in the 2019 dashboard survey (most of the dashboard participants are farm owners). What we don't know is how those who get injured and report their injuries differ from other farmers/growers. We also don't know what biases are present in the sample that is used for the dashboard surveys. Given the dashboard survey is our on-going source of trend data, we have used the figures from this survey. These are the more conservative figures.

Obviously farm owners are only part of the group who are classified as 'farmers/growers', based on what they enter on their Census form. However, as we don't have data to differentiate between the different types of farmers/growers, we have used the 2022 survey level for having ever engaged of 29.8% for all farmers/growers. Based on the 61,278 farmers/growers in the 2018 Census, there are an estimated 19,700 farmers/growers who have ever engaged with Farmstrong. The 25.9% having engaged with Farmstrong in the previous 12 months equates with approximately 15,900 farmers/growers.

The survey of recently injured farmers/growers is the only survey we have which included all types of farmers/growers and farm workers. In that survey non-farm owners reported a rate of participation with Farmstrong that was 40% lower than the farm owner rate. We have therefore added 60% of the 28,482 farm workers in the 2018 Census (17,089) to the farm/grower owner 61,278, giving a total of 78,367.

On this basis the best estimate for the number of farm/grower owners and farm workers who had ever engaged with Farmstrong is 23,400 and for engagement in the last 12 months it is 20,300.

On the same basis, the 18.3% attributing any level of improvement to Farmstrong equates with approximately 14,000 farmers/growers/farm workers and the 11.4% attributing moderate/large improvements to Farmstrong equates with approximately 9,000.

APPENDIX C: QUESTIONNAIRE

Section 1. INTRODUCTION

Hello, my name is …….. from Kantar, an independent market research company. We are conducting a short study for some of the companies that provide goods and services to rural New Zealand to help them improve their performance and provide higher standards of services and better products to farmers.

This is a short survey and will take about 12 minutes. Is now convenient for me to run through these?

IF NO ASK

Can you suggest a more suitable time that I can call you back?

[**IF NECESSARY**] Your name has been selected at random from a list of New Zealand farms. Any information that you give us will be confidential.

START

Firstly, I would like to ask a few very general questions about your farming activity.

Q1. Could I please confirm that you are operating a farm, and that your primary industry is agricultural?

Yes, farm based agriculture	1	
No, a non agricultural business	2	Terminate
Refused	98	Terminate
Don't know	99	Terminate

Q2. What best describes the main type of farm activity that you undertake

Nursery production	1
Horticulture (fruit, vegetables, flowers, grapes, berries)	2
Sheep & wool farming	3
Beef cattle farming	4
Sheep-beef cattle farming (neither sheep nor beef make up more than 70%)	5
Grain growing (cereals, oats, wheat maize)	6
Other cropping	7
Dairy cattle farming	8
Poultry farming (eggs)	9
Deer farming	10
Horse farming	11
Pig farming	12
Other livestock (goats, rabbits, ostriches)	13
Forestry	**Terminate**
Other agriculture	**Terminate**

ASK THOSE IN HORTICULTURE

Q2b. What type of horticulture are you involved in?

Read if necessary, code all mentioned

MULTIPLE RESPONSE

Wine/ Viticulture	1
Vegetables	2
Kiwifruit	3
Avocado	4
Apples/pears	5
Other types of fruit or berries	6
Other	7

Q3. Over the last 3 full financial years, on average what was the annual gross on-farm income of your business? That is the average annual income derived from your farm BEFORE operating expenses and tax are taken out. Would you say it was … [**READ OUT**]

[**SINGLE RESPONSE ONLY**]

Less than $50,000	**Terminate**
$50,000 – under $200,000	1
$200,000 – under $500,000	2
$500,000 – under $1 million	3
Between $1 million and under $2 million	4
$2 million or more	5
Refused/Prefer not to say [**DO NOT READ OUT**]	98
Don't know [**DO NOT READ OUT**]	99

FARMSTRONG SECTION

FS1a. Now we are moving on to a new topic. Thinking about the last 12 months, for each of the following behaviours, please tell me whether for you they have increased, decreased or stayed the same. Was that increase/decrease in the last 12 months small, moderate or large?.

[READ OUT. RANDOMISE ROWS. READ OUT CODEFRAME ONCE]

	Large decrease	Moderate decrease	Small decrease	No change	Small increase	Moderate increase	Large increase	Don't know
Level of contact with friends	1	2	3	4	5	6	7	98
Amount of exercise I do	1	2	3	4	5	6	7	98
Contribution to other farmers or my local community	1	2	3	4	5	6	7	98
Time spent taking notice of the small things in life that bring me enjoyment	1	2	3	4	5	6	7	98
Time spent learning new things	1	2	3	4	5	6	7	98
Amount of sleep	1	2	3	4	5	6	7	98
Amount of time I have away from the farm	1	2	3	4	5	6	7	98
Amount of time my work was impaired by an injury	1	2	3	4	5	6	7	98

FS1b. Still thinking about the last 12 months, for the following two behaviours, please tell me whether for you they have improved, worsened or stayed the same.

[READ OUT. RANDOMISE ROWS]

	Large worsening	Moderate worsening	Small worsening	No change	Small improvement	Moderate improvement	Large improvement	Do kn
Balance between my work and leisure	1	2	3	4	5	6	7	9
My ability to cope with the ups and downs of farming	1	2	3	4	5	6	7	9

FS5a. What programmes or initiatives are you aware of that are designed to support farmer and grower wellbeing?

[MULTIPLE RESPONSE. DO NOT READ OUT]

Farmstrong	1
Rural Support Trust	2
Doug Avery / Resilient Farmer	3
Ian Hancock / Fit for Farming	4
Dairy NZ programme / Dairy Connect	5
Dairy Women's Network	6
BNZ programme	7
NZ Farmer.co.nz / NZ Farmer	8
Federated Farmers	9
Farming Mums	10
Sam Whitelock	11
Young Farmers	12
Good Yarn	13
Other [SPECIFY]	90
None / don't know	98

[IF FS5a=1 SKIP FS5b]

FS5b. Have you heard of a programme for farmers and growers called Farmstrong?

Yes	1
No	2
Don't know	98

ASK ALL

FS5c. Have you ever seen or read about well known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming?

Yes	1
No	2
Don't know	98
Refused	99

ASK FS4 IF CODE 1 AT FS5a, FS5b, FS5c

FS4. Have you ever visited the Farmstrong website, Facebook or twitter, seen any Farmstrong videos or articles, including those with Sam Whitelock, or attended any workshops or other activities associated with Farmstrong or Healthy Thinking?

(IF ASKED:: Sam Whitelock is an ambassador for Farmstrong)

Yes	1
No	2
Don't know	98
Refused	99

ASK FS5a2-b2 IF YES AT FS4 – OTHERWISE SKIP TO FS6

FS5a2 Was this…

READ ALL OPTIONS

1. Within the last 12 months
2. Before then, or
3. Both the last 12 months and before?
4. Don't know
5. Refused

ASK FS5a3 IF 1 OR 3 CODED AT FS5A2 AND NOT IN HORTICULTURE

FS5a3 In the last 12 months, how often have you heard about or obtained information about Farmstrong or seen Sam Whitelock talking about things to help farmers cope on ….?

READ AND CODE ALL THAT APPLY

1. The Farmstrong website
2. The Farmstrong book, 'Live Well, Farm Well'
3. Facebook
4. In Farmers Weekly
5. In other agriculture or horticulture magazines
6. At Fieldays or at a local agriculture event day
7. At a Farmstrong workshop or webinar
8. On Jamie MacKay's The Country radio show
9. On other radio stations, TV or in a newspaper
10. In an e-newsletter that you receive
11. At another sort of event in your local community

11. Any other places (please specify)

12. Don't know

Answer options:

Not in last 12 months, once or twice, 3-5 times, 6-10 times, 11-20 times, More than 20 times in last 12 months

ASK FS5a3 IF 1 OR 3 CODED AT FS5A2 AND IN HORTICULTURE

FS5a3 In the last 12 months, how often have you heard about or obtained information about Farmstrong or seen Sam Whitelock talking about things to help farmers cope on ….?

READ AND CODE ALL THAT APPLY

1. The Farmstrong website
2. The Farmstrong book, 'Live Well, Farm Well' or 'Live Well, Grow Well'
3. Facebook
4. In Farmers Weekly
5. In other agriculture or horticulture magazines
6. At Fieldays or at a local agriculture event day
7. At a Farmstrong workshop or webinar
8. On Jamie MacKay's The Country radio show
9. On other radio stations, TV or in a newspaper
10. In an e-newsletter that you receive
11. At another sort of event in your local community

11. Any other places (please specify)

12. Don't know

Answer options:

Not in last 12 months, once or twice, 3-5 times, 6-10 times, 11-20 times, More than 20 times in last 12 months

FS5b2. For each of the following how much, if any, improvement do you think is a result of what you've heard from Farmstrong, Sam Whitelock or Healthy Thinking?'

READ

- Level of contact with my friends
- Amount of exercise I do
- Contribution to other farmers or my local community
- Time spent taking more notice of the small things in life that bring me enjoyment
- Time spent learning new things
- Amount of sleep
- Amount of time I have away from the farm
- Balance between my work and leisure
- My ability to cope with the ups and downs of farming

CODE TO

1. None
2. Small
3. Moderate
4. Large improvement due to Farmstrong
5. Don't know
6. Refused

ASK IF YES AT FS4 OR CODE 1 AT FS5a, FS5b, FS5c

FS6. How much do you feel you know about what Farmstrong does?

1. Nothing
2. A little
3. A moderate amount
4. A lot

FSAge. Which of the following age groups do you fall into?

[SINGLE RESPONSE. READ OUT]

Under 35 years	1
35-44	2
45-54	3
55-64	4
65 years and over	5
Refused	99

Male	1
Female	2