

# Farmstrong Annual Results 2023

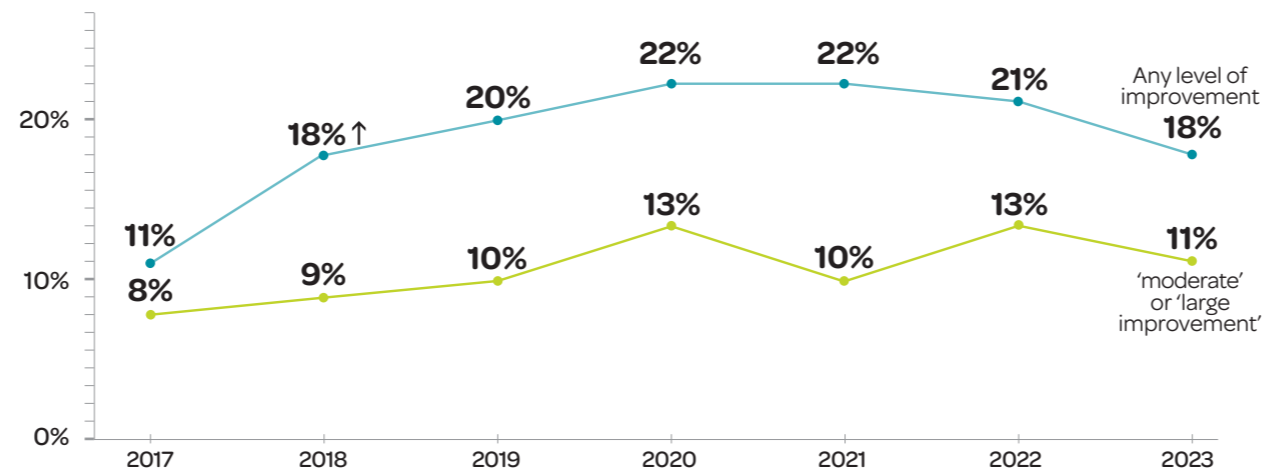
## Introduction

Since Farmstrong launched in 2015 an annual telephone interview survey has been completed with a random sample selection of 450 farmers and growers. The survey asks farmers questions about their awareness of and engagement in Farmstrong, and what changes in 9 wellbeing areas have occurred over the last 12 months. Farmers/growers who have engaged in Farmstrong are also asked how much they would attribute improvements in these 9 areas to their involvement in Farmstrong.

## The 9 wellbeing areas we ask about are:

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

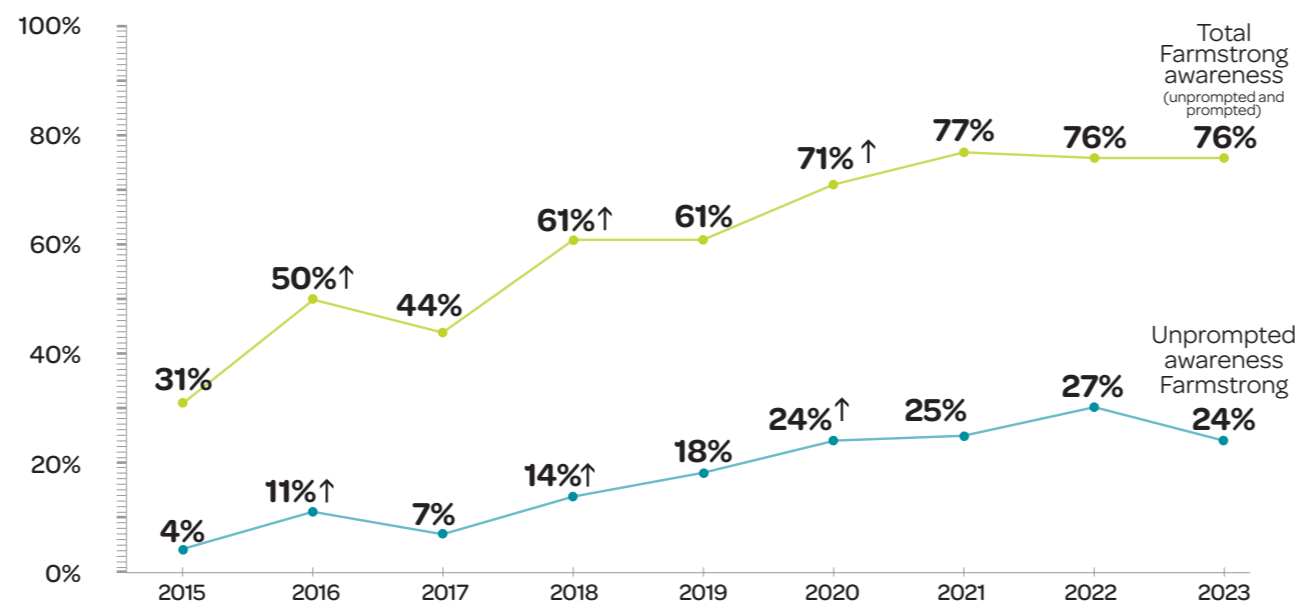
## Improvement attributed to Farmstrong



### In 2023:

- **18%** of all surveyed attributed improvement in their wellbeing to engagement with Farmstrong (approx 14,000 farmers/growers).
- **11%** attributed a 'moderate' or 'large' improvement to Farmstrong (approx 9,000 farmers/growers).

## Farmer Awareness of Farmstrong



### In 2023:

- **27%** of all surveyed were able to name Farmstrong without prompting
- **76%** were aware of Farmstrong (prompted and unprompted).

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

## Farmer engagement in Farmstrong

Farmers and growers engage through the following channels:

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

### In 2023:

- 25% reported having ever engaged with Farmstrong.
- 20% reported engaging in the last 12 months.
- Engaging with Farmstrong via five or more channels thirty times or more was a level at which the number of improvements farmers attributed to Farmstrong showed a marked increase.

## Farmer engagement and improvement in wellbeing

Almost three-quarters (73%) of those who had ever engaged with Farmstrong attributed some form of improvement, while almost half (46%) attributed at least one 'moderate or large' improvement to Farmstrong.

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