

Thursday 13 February

Media Release

More than 5000 copies of Farmstrong's *Getting Through* book distributed

More than 5000 copies of Farmstrong's *Getting Through* book have been distributed around the country so far. With another 5000 printed, Farmstrong is hitting some of the country's Regional Field Days to distribute the resource even further.

Getting Through, was officially launched in November and features the stories of more than 20 farmers, growers and industry leaders. Their stories were captured following the cyclones and floods of 2023 and the book discusses what it takes to get through severe weather events.

The *Getting Through* book (and accompanying website) includes a toolkit of mental skills and daily habits designed to help people manage workload, stress and pressure.

Farmstrong Programme Director Gerard Vaughan said the uptake of the book had been very encouraging and demonstrated how much the rural community valued the wisdom and experience of other farmers and growers.

"These resources are full of practical, actionable advice about what works and what doesn't when you're facing a long-haul recovery. That's why we're keen to get as many people across them as possible."

"It is a new year, but with that comes the unknown. *Getting Through* is a tool for not just farmers and growers, but anyone facing uncertainty or tough times.

"I really encourage anyone visiting any of the Field Days or shows this year to come and find us on the Farmstrong stand. We are always up for a chat and we will have free copies of the book available for you to take home and read in your own time".

You can find Farmstrong at:

Northland Field Days, Dargaville, 27th, 28th February and 1st March

Wanaka A&P Show, Wanaka, 7th to 8th March

Central Districts Field Days, Feilding, 13th to 15th March

South Island Agricultural Field Days, Kirwee, 26th to 28th March

Farmstrong would also be setting up alongside FMG at the Mystery Creek Fielddays in June where the rural wellbeing programme would acknowledge its 10th birthday.

Free copies of the book can be requested via emailing info@farmstrong.co.nz. For more information visit: <https://gettingthrough.farmstrong.co.nz/>.

Getting Through was made possible with the support of Ministry for Primary Industries, Health New Zealand Te Whatu Ora and Rural Support Trust.

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About Farmstrong

Farming is a job with a unique set of challenges. Many are hard to predict or control. They range from climate events like drought and flood to fluctuations in commodity prices, changing government legislation and new technology.

Along with these external factors, come the demands of running any business – financial and production planning, managing cash flow, hiring and managing staff, succession planning etc. These pressures aren't going to disappear so it's vital that farmers develop the skills and resilience to cope.

Research shows many farmers are great at looking after their equipment and stock, but, like other NZers, they can neglect their own wellbeing. As an industry, we can't afford to let these pressures reach the point where they damage productivity and affect the lives of families. Farmstrong is an initiative to help farmers, growers and their families to cope with the ups and downs of farming by sharing things they can do to look after themselves and the people in their business.

In 2023, 15,500 farmers and growers attributed an improvement in their wellbeing thanks to Farmstrong.