Farmstrong Nineth Year Monitoring Technical Report

Report prepared for

Farmstrong

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Wylie & Associates

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Acknowledgements

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

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1 SUMMARY

INTRODUCTION

- Farmstrong was publicly launched on 3 June 2015 and this monitoring report assesses changes in key measures over the first nine years, to June 2024.
- 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 by Kantar Research since 2015. The usual sample size is 450. In 2024 the survey was also undertaken by Research First, who were able to provide sub-samples for Farm Managers, Sharemilkers/Contract Milkers, Farm workers/shepherds, Māori and Filipinos as part of their 710 interviews.
- 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

Based on the Research First findings (total sample of 710):

- **18% (approximately 15,500 farmers/growers/workers) attributed some level of improvement to Farmstrong and 12% (10,500 people) attributed 'moderate' or 'large' improvements.**
- **Sharemilkers/contract milkers (30% attribution) and managers (22%) were attributing higher levels of improvements to Farmstrong than were owners (14%), while farm workers/shepherds were at a similar level (15%), although none of these differences were statistically significant because of the smaller non-farm owner sub-sample sizes.**
- **Those aged under 45 years had significantly higher engagement and attribution levels, but lower awareness of the Sam Whitelock association with Farmstrong.**
- **Māori (16% attribution) and Filipino (15%) were both attributing similar levels of improvements to Farmstrong as NZ Europeans (17%), despite having lower awareness and engagement levels.**
- **Those from the Cyclone Recovery regions (20%) reported slightly (non-significant) higher levels of improvements attributed to Farmstrong than other regions (17%), despite non-significantly lower levels of unprompted awareness of Farmstrong.**

There were an estimated 25,000 farmers/growers/workers who had ever engaged and 22,000 in the last 12 months.

Based on Kantar findings (450 farmer/growers, who were predominantly owners):

- **Among all farmers there was a non-significant decrease of 1.3% (to 17.0%) for those attributing some level of improvement to Farmstrong, and a non-significant 2.7% decrease (to 8.7%) for those attributing at least one 'moderate' or 'large' level of improvement to Farmstrong.**
- **This decrease may be due to the decrease in engagement in 2023, as there is some evidence to support a hypothesis that there is a lag effect between changes in engagement and this transferring into attributed improvements, particularly 'moderate' or 'large' improvements.**

- **There was a large significant 12% increase since 2023 in unprompted Farmstrong Awareness, to 36%.**
- **After decreases in the previous two years, the proportion who had engaged with Farmstrong in the last 12 months had a non-significant 3% increase to 23%, while those who had ever engaged had a 1% increase to 26%.**
- **After a significant 13% decrease in females having ever engaged in 2023, females increased a non-significant 8% to be at a similar level to males.**
- **Engagement with 5 or more Farmstrong channels is associated with higher numbers of improvements attributed to Farmstrong.**
- **Compared with the worsening picture in 2023, there has been more positive change in the national dashboard measures, with three of the nine showing significant increases in the mean rating.**
- **There were three measures where the means for the 5 plus forms of engagement group were significantly higher than for those who had never engaged.**

Other key findings

- **There was a 20% increase in media reach which has likely contributed to the significant increase in unprompted awareness.**
- **The increased focus on community engagement was reflected in a 23% increase in the number of participant events organised and supported (up to 103).**

RECOMMENDATIONS

- **Develop a strategic focus on building awareness and engagement among farm workers/shepherds, Māori and Filipinos.**
- **Consider other social media channels that might be more effective reaching these audiences.**
- **Use other Farmstrong research to explore what farm owners and managers currently do and could possibly do in the future to build awareness and engagement with Farmstrong among their workers.**

OTHER FINDINGS

Progress on BHAGs

- As the Kantar surveys were predominantly farm owners, the Research First (RF) results are presented for both owners and the total sample. As shown in the table below, the unprompted awareness levels for Research First were slightly lower than for Kantar, but the ever engaged level was slightly higher.[1]
- For use of five plus channels and attribution of improvements to Farmstrong the Research First total sample results were higher than for the Research First Owners and were a better match

[1] No significance testing has been undertaken for comparisons between the Kantar and Research First findings.

to the Kantar results (no significance testing has been undertaken comparing the results from the two different surveys).

PROGRESS ON BHAGs		2021 %	2022 %	2023 %	2024 %	RF Owners 2024 %	RF Total 2024 %	2025 %	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**	**11**	**9**	**13**		
Unprompted Farmstrong recall	AIM	20.5	22	23.5	25			26.5	30
	ACHIEVE	**25**	**27**	**24**	**36**	**33**	**33**		
Ever engaged with Farmstrong	AIM	30	32	34	36			38	40
	ACHIEVE	**36**	**30**	**25**	**26**	**29**	**29**		
% using five or more channels	ACHIEVE	**NM**	**9**	**11**	**11**	**8**	**11**		
% attributing any level of improvement to Farmstrong	ACHIEVE	**22**	**21**	**18**	**17**	**14**	**18**		
% attributing at least one 'large' or 'moderate' improvement to Farmstrong	ACHIEVE	**10**	**13**	**11**	**9**	**9**	**12**		

NM= Not measured

Key findings by farmer role and younger farmers from Research First Survey

Despite being lower on awareness, knowledge and some engagement measures, farm workers had comparably good levels for five plus forms of engagement and attribution of improvements to Farmstrong. Farm owners provided a somewhat opposite picture of tending to do well on awareness and knowledge but being relatively low for attribution of improvements to Farmstrong.

KEY FINDINGS BY FARMER ROLE	Total sample (710) %	Owners (488) %	Sharemilkers/ contract milkers (60) %	Managers (81) %	Farm workers/ shepherds (72) %	Under 45 year olds (195) %
Unprompted awareness	33	33	34	41	25	37
Total awareness + Sam	84	91↑	80	78	68↓	78↓
Engaged in last 12 months	25	24	32	30	19	33
Ever engaged	29	29	35	34	21	37↑
Five plus forms of engagement	11	8	15	17	13	17↑
Know at least 'a little'	67	73↑	67	67	48↓	62
Know at least a 'moderate' amount	19	23	11	23	7↓	14
Any level of improvement attributed to Farmstrong – at least one item	18	14	30	22	15	25↑
Five plus items	10	7	15	16	11	16↑
At least one 'moderate' or 'large' improvement attributed to Farmstrong– at least one item	12	9	18	17	12	18↑
Five plus items	4	3	3	8	5	6

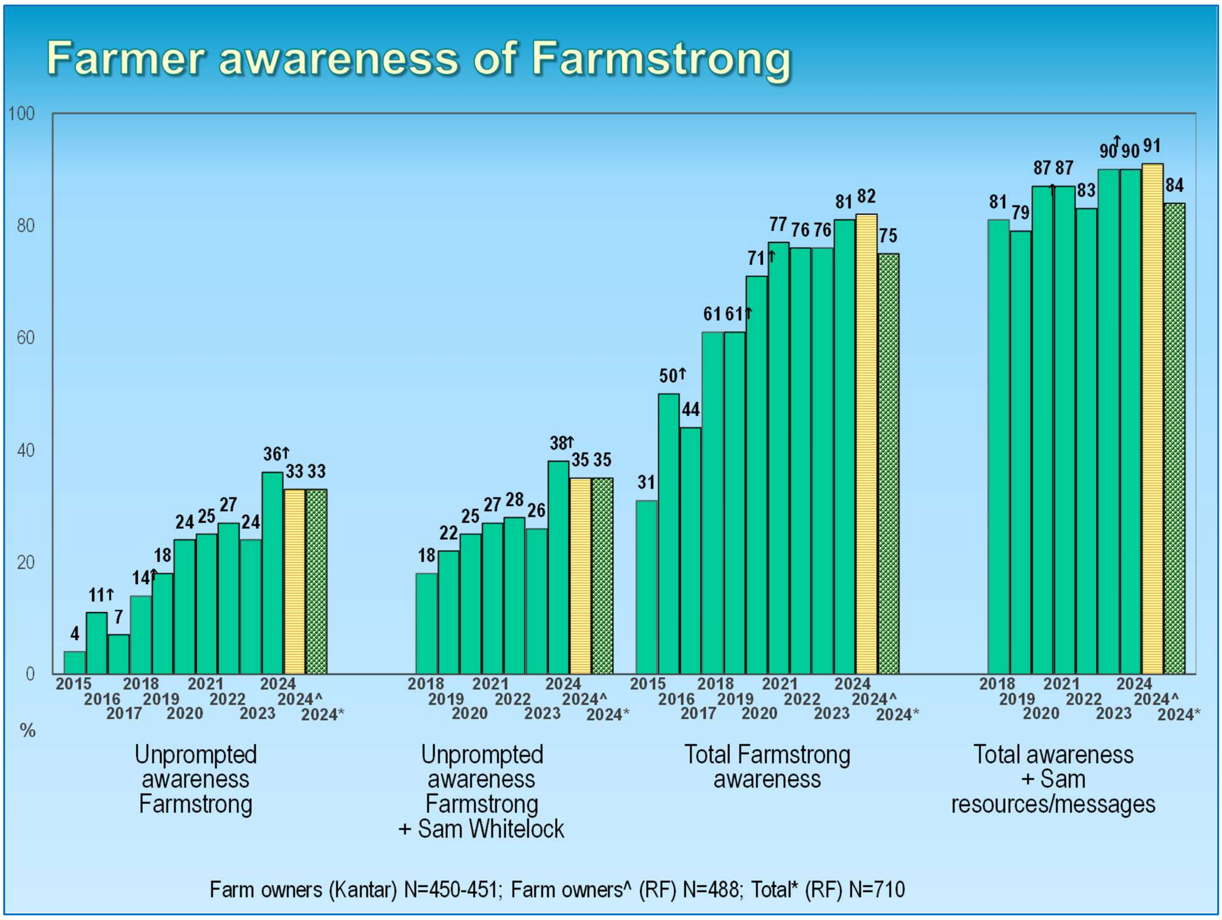
Key findings by ethnicity

Despite having lower levels of awareness and engagement, Māori and Filipinos had comparably good levels of attribution of improvements to Farmstrong. The Filipino data needs to be interpreted with caution because of the small sub-sample size.

KEY FINDINGS BY ETHNICITY	NZ European (627) %	Māori (64) %	Filipino (32) %
Unprompted awareness	35	27	21
Total awareness + Sam	90	69↓	40↓
Engaged in last 12 months	26	22	18
Ever engaged	30	22	18
Five plus forms of engagement	11	10	9
Know at least 'a little'	73↑	52	26↓
Know at least a 'moderate' amount	21	13	3
Any level of improvement attributed to Farmstrong – at least one item	17	16	15
Five plus items	9	15	9
At least one 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	11	10	15
Five plus items	4	4	3

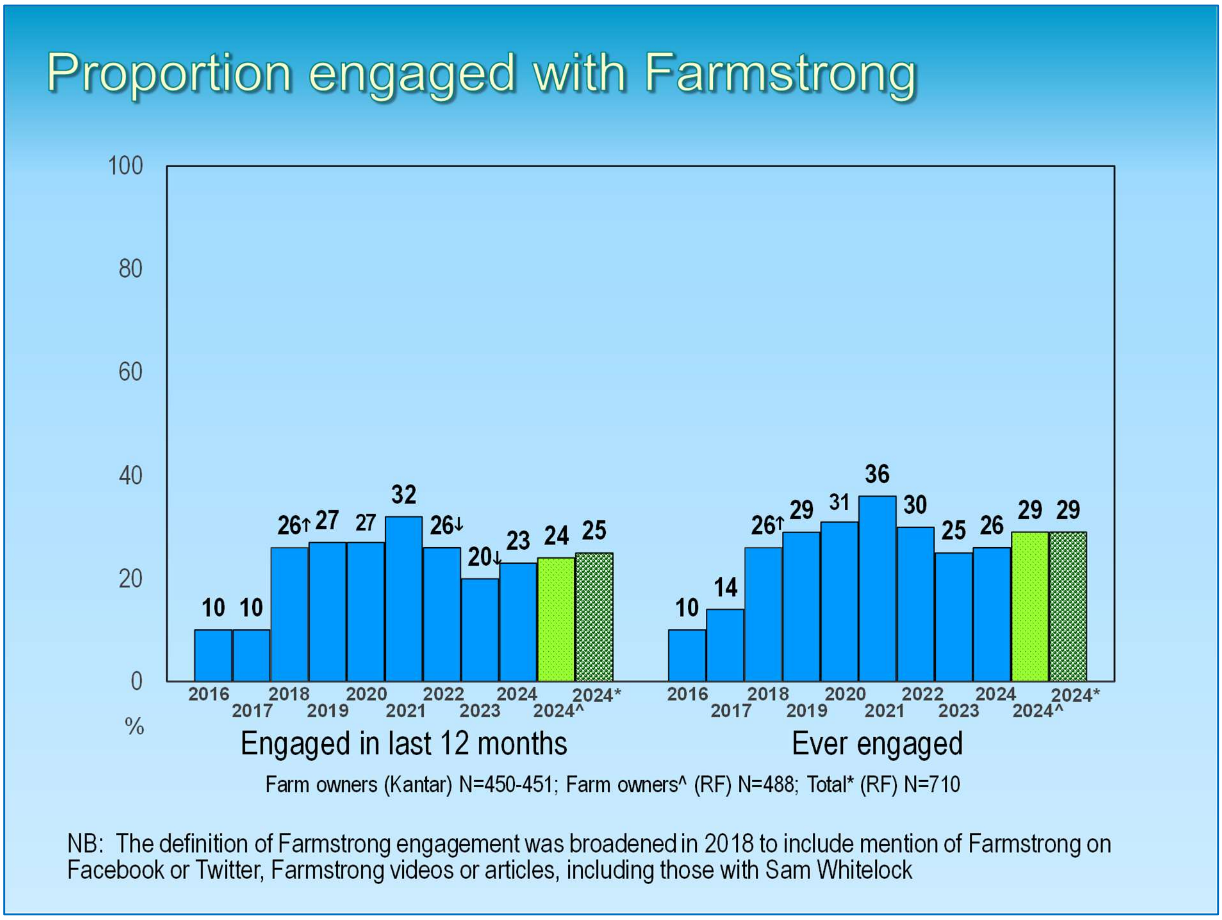
Awareness

- The unprompted awareness for both the Research First (RF) farm owners and the Research First total sample was 33% for both, which would tend to remove any doubt that the big Kantar increase since 2023 (up by 12% to 36%) could be an aberration.
- As well as the large increase in unprompted recall noted above, there was a non-significant 5% increase in Total Farmstrong awareness to 81%, while Total awareness including Sam remained on 90%.
- The proportion of all farmers/growers who 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' decreased a non-significant 2% to 76%.
- Rural Support Trust continued their upward trend in unprompted awareness with a non-significant 7% increase to 43%.
- Rural Support Trust worked closely with Farmstrong in the Cyclone Relief and both had non-significantly lower awareness in these regions.



Engagement with Farmstrong initiatives

- Contributors to the 20% increase in media reach were a 39% increase in broadcast stories (radio/TV), a 33% increase in online articles, a 27% increase in media articles (total volume), and an 11% increase in newspaper/print articles.
- Despite a 24% decrease in Facebook postings by Farmstrong and a 33% decrease in the number of times the content was displayed, the proportion of the surveyed farmers engaging via Facebook was similar to 2023, which was consistent with the pattern for all the forms of engagement.
- Within the 2024 surveys engagement via Facebook and the Website was significantly higher in the youngest age group and significantly lower in the two oldest age groups (aged 55 years and over).
- Those in the Cyclone Recovery regions were more likely to report five or more engagements (14% vs 10% for other regions), but this difference was not significant. They also reported a higher mean number of engagements (12.4 vs 7.4), but again this was not significant.
- Those in the Cyclone Recovery regions also reported non-significantly higher levels for having engaged via ‘Another sort of event in local community’ (11% vs 6% for other regions) and the Farmstrong book (12% vs 8%).



Knowledge of Farmstrong

- Those who felt they knew at least a 'moderate' amount about Farmstrong was down a non-significant 5% to 22%, while the proportion knowing at least 'a little' was down a non-significant 2% to 67%.

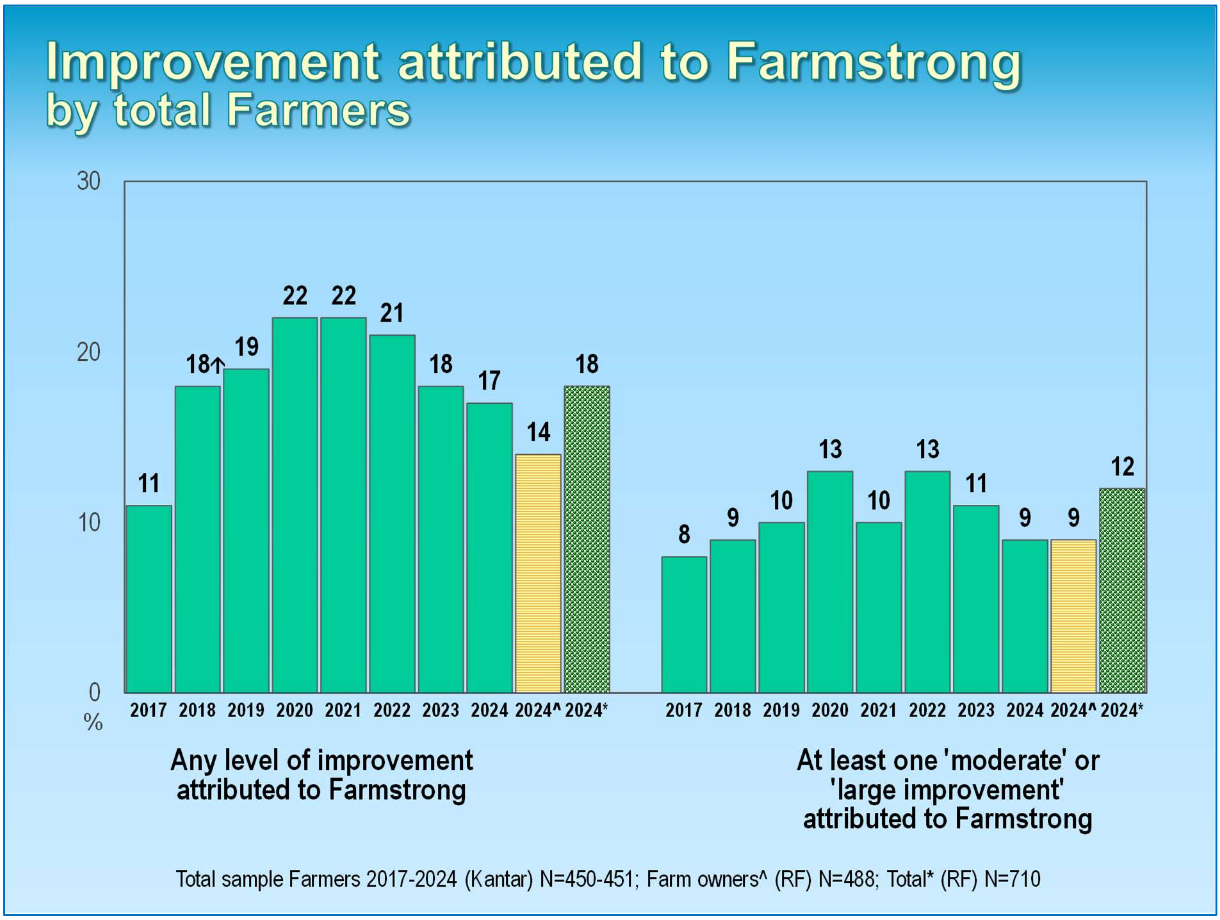
National dashboard measures

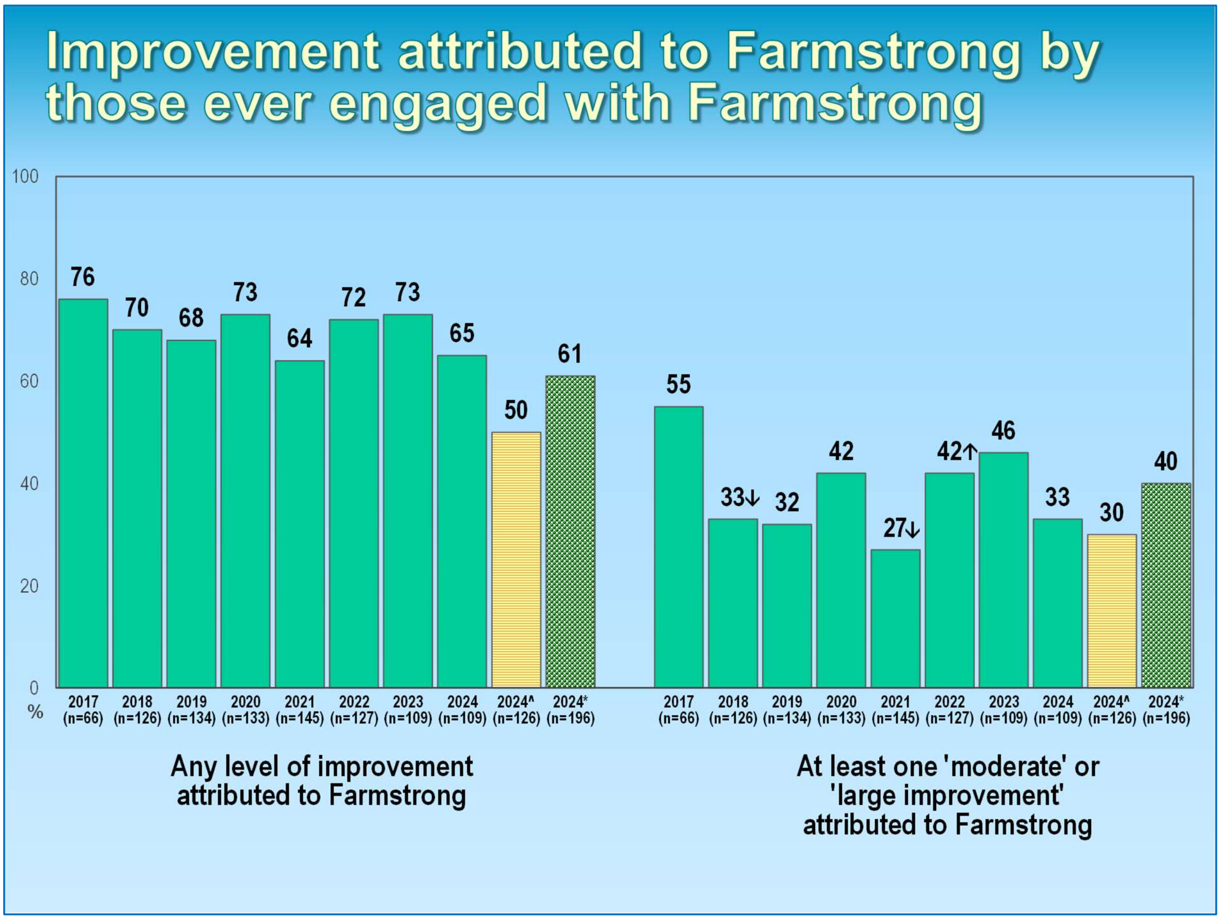
- The three measures showing significant increases in the mean rating compared with 2023 were:
    - 'Ability to cope with the ups and downs of farming'
    - 'Level of contact with my friends'
    - 'Time spent taking notice of the small things in life that bring me enjoyment'
- The three measures where higher means were reported for those having five or more forms of engagement, compared with those who had not engaged were:
    - 'Amount of time I have away from the farm'
    - 'Contribution to other farmers or my local community'
    - 'Time spent taking notice of small things in life that bring me enjoyment'

Improvements attributed to Farmstrong

- As shown in the first graph below for total farmers, there were small non-significant decreases for attribution of improvements to Farmstrong.

- The second graph shows that among those who had ever engaged with Farmstrong there were non-significant decreases of 8% (down to 65%) for any level of improvement attributed to Farmstrong and 13% (down to 33%) for at least one 'moderate' or 'large' improvement.
- Males tended to be reporting higher levels of attribution than females, although the results were not significant. Dairy and sheep/beef had very similar levels. Those from the Cyclone Recovery regions were a little higher, but the differences were not significant.
- Among total farmers there were decreases for all the items in the proportion attributing Farmstrong with any level of improvement, with two being significant:
    - 'Amount of exercise'
    - Balance between my work and leisure'
- Among those who had ever engaged with Farmstrong there were five significant decreases in the proportions attributing any improvement to Farmstrong:
    - 'Amount of exercise'
    - 'Balance between my work and leisure'
    - 'My ability to cope with the ups and downs of farming'
    - 'Time spent learning new things'
    - 'Amount of time I have away from the farm'
- Engagement with five or more channels was associated with higher levels of attribution. However, increased frequency of engagement was associated with higher levels of attribution for only some people.





Communication channels

The table below shows which channels had the highest prevalence and frequency of engagement (denoted by H). For some groups the frequency for Farmers Weekly was more than double the level for any other channel, so this is denoted as VH for Very High. The lowest levels are denoted by L, while the unlabelled boxes are medium levels.[2] This table can be used to identify the best mix of channels to use to reach different audiences.

The first figure shown in brackets in the table below is the total numbers in each of these sub-groups. However, channel usage was only asked of those who had engaged in the last 12 months and these numbers are the second figure shown in the brackets below. As there were only four Filipinos who provided channel data, these results need to be seen only as possibly indicative. The levels for the other sub-groups with less than 30 answering the question should also be interpreted with some caution. With subsequent surveys the survey data can be combined to provide more confidence in the findings.

Of the channels currently being used by Farmstrong, **Farmers Weekly** is performing well across the total sample and most of the sub-groups. It is only a medium performer for Māori in terms of prevalence but was in the high grouping for frequency. While the prevalence and frequency levels are relatively low among some groups, the levels still compare favourably with the levels for other channels in those groups.

2 The ratings were based on difference between the highest and lowest values (the range). High was the top 30% of the range and Low was the bottom 30%. Farmers Weekly was excluded from the frequency range calculations because it was in most cases more than double any of the other channels, in which case is was labelled VH (Very High).

Jamie MacKay's The Country show is a medium level performer in terms of prevalence but increases to high levels for some groups for frequency because it is a more frequently engaged with medium. It is a low performer for reaching farm workers/shepherd, under 45 year olds and Māori.

Other **agriculture or horticulture magazines** tend to be medium performers, but are higher for females and horticulture.

Facebook is a high performer among sharemilkers/contract milkers, farm workers/shepherds, and under 45 year olds. It is also high among dairy farmers, but this may may be at least in part a product of dairy having more of the farm workers than the other farm types, plus the sharemilkers/contract milkers. Facebook is low in horticulture.

The **Farmstrong website** tends to be a moderate performer but is high for females, under 45 year olds and Māori. It is low for horticulture.

Other radio stations, TV, or newspaper also tends to be a moderate performer, but is high for females and horticulture.

E-newsletters tend to be medium to low performers.

Fieldays or other agricultural event day had high prevalence among sharemilkers/contract milkers, managers, under 45 year olds, Māori and Filipino. Frequency levels were generally low, consistent with the infrequent nature of these events. This channel was low for farm owners and horticulture.

Another sort of event in the local community was at medium prevalence among sharemilkers/contract milkers, managers, farm workers, under 45 year olds. Māori were medium for prevalence and high for frequency.

Farmstrong workshop or webinar was low across all groups.

The **Farmstrong book** was low across most groups, but it did have a medium prevalence among sharemilkers/contract milkers and farm workers/shepherds, and a high frequency among managers.

The combined measures to identify **face-to-face engagement** (fieldays, another sort of event in local community, workshops/webinars) had high prevalence and frequency among: managers, under 45 year olds, Māori, Filipino and dairy farmers. It also had high prevalence among sharemilkers/contract milkers and farm workers/shepherds and high frequency among males.

ENGAGEMENT WITH COMMUNICATION CHANNELS	Total sample (710/ 166)	Owners (488/ 106)	Sharemilkers/ contract milkers (60/ 18)	Managers (81/ 24)	Farm workers/ shepherds (72/ 17)	Under 45 year olds (195/ 66)
Farmers Weekly: Prevalence	H	H	H	H	H	H
Frequency	VH	VH	H	H		H
Jamie MacKay's The Country radio show: Prevalence					L	L
Frequency	H	H	L	H	L	L
Other agriculture or horticulture magazines: Prevalence			H			
Frequency		H			L	L
Facebook: Prevalence			H	H	H	H
Frequency	H		H		H	H
Farmstrong website: Prevalence			H		H	H
Frequency	H			H		H
On other radio stations, TV, or in a newspaper: Prevalence						
Frequency	H		L	L		L
E-newsletter: Prevalence	L	L	L	H	L	L
Frequency			L			L
Fieldays or other agriculture event day: Prevalence		L	H	H		H
Frequency	L	L	L	L	L	L
Another sort of event in local community: Prevalence	L	L				
Frequency		L	L			L
Farmstrong workshop or webinar: Prevalence	L	L	L	L	L	L
Frequency	L	L	L	L	L	L
Farmstrong book 'Live Well, Farm Well': Prevalence	L	L		L		L
Frequency	L	L	L	H	L	L
Combined face-to-face contact: Prevalence			H	H	H	H
Frequency	H	L		H		H

ENGAGEMENT WITH COMMUNICATION CHANNELS	Māori (64/ 13)	Filipino (32/ 4)	Male (497/ 114)	Female (213/ 52)	Dairy (306/ 78)	Sheep /beef (262/ 66)	Horticulture (93/12)
Farmers Weekly: Prevalence		H	H	H	H	H	H
Frequency	H	H	VH	VH	H	VH	H
Jamie MacKay's The Country radio show: Prevalence	L	H		L			L
Frequency	L		H	H		H	
Other agriculture or horticulture magazines: Prevalence	H			H			H
Frequency	L			H			H
Facebook: Prevalence	H	H			H		L
Frequency			H	H	H	H	L
Farmstrong website: Prevalence	H	H		H	H		L
Frequency	H		H	H		H	L
On other radio stations, TV, or in a newspaper: Prevalence	H	L		H			H
Frequency				H			H
E-newsletter: Prevalence			L	L	L		
Frequency		H	L	H	L		
Fieldays or other agriculture event day: Prevalence		H					L
Frequency	L	H	L	L	L	L	L
Another sort of event in local community: Prevalence				L		L	L
Frequency	H	H	L	L	L	L	L
Farmstrong workshop or webinar: Prevalence	L	L	L	L	L	L	L
Frequency	L		L	L	L	L	L
Farmstrong book 'Live Well, Farm Well': Prevalence		L	L	L	L	L	L
Frequency	H	L		L	L		L
Combined face-to-face contact: Prevalence	H	H			H		L
Frequency	H	H	H		H		L

Limitations of the research

- The Kantar 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.
- Those who agree to be interviewed, for both of the surveys, may also not be representative of all farmers/growers and farm workers/shepherds.
- It is possible that some participants have been randomly selected and participated in more than one of the ten surveys, thereby affecting awareness levels.

2 DISCUSSION

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

Some good results

The remarkable 12% increase in unprompted recall is a very positive result. The most likely explanation for this is Farmstrong having a presence on FCB TV advertising.

The non-significant improvement in engagement in the last 12 months is also a good result, halting what might have become a downward trend

Farmstrong having good levels of impact in non-owner sub-groups

The only previous data Farmstrong had on non-owners was from the 2018/19 survey of recently injured farmers. In that survey the non-owners had engagement levels which were 40% lower than the owners. In the current Research First survey engagement levels for non-owners were within one percent of owners. Managers and Sharemilkers/contract milkers were non-significantly higher than owners; it was only the non-significantly lower levels for the farm workers which was keeping the level down to the same as the owners. When considering the key measures of attribution of improvements to Farmstrong, both managers and sharemilkers/contract milkers were attributing higher levels of improvements to Farmstrong than were owners, who were at slightly lower levels than farm workers/shepherds, although none of these differences were statistically significant because of the small sub-sample sizes.

Farmstrong having good level of impact among under 45 year olds

For the first time Farmstrong was able to identify impacts among under 45 year olds and the results showed significantly higher levels for this group, indicating the strategies used to date have been effectively reaching this key group. They, along with several of the sub-groups, did have lower awareness of Sam in his role in this programme.

Increasing awareness and engagement among Farm workers/shepherds, Māori and Filipinos likely to be productive

Although a lot of **farmworkers/shepherds** will be in the under 45 year age groups, they did show quite a different profile. They had lower levels of awareness and knowledge and were also lower on some of the engagement measures. However they were performing well in terms of attribution of improvements to Farmstrong relative to their levels of engagement. The results for the farm workers/ shepherds compared with owners may reflect a greater openness by the farm workers to improving themselves and them also being in a situation where they have more need to improve their wellbeing because of what they are having to deal with. The results do indicate that efforts to increase awareness and engagement among farm workers/ shepherds are likely to reap good rewards. In terms of reaching this group, they were lower on all channels due to their lower engagement levels, but their most used channels (prevalence) were: Facebook, Farmers Weekly and the Farmstrong website, while they had relatively low engagement with Jamie MacKay's The Country radio show. Their most frequently used channel was Facebook ., This does raise the question as to what impact a Farmstrong presence might have on other social media channels, particularly as Facebook is not the preferred channel for younger audiences.

Other Farmstrong research being undertaken as part of the evaluation could include questions of farm owners and managers to ascertain what, if any, efforts they currently make to increase their workers' awareness of Farmstrong and enhance their wellbeing. It could also explore the farm owner/manager willingness to do more in this respect and what possible barriers might be.

The **Māori** findings from the Research First survey have been incorporated into a report that includes qualitative research undertaken with some of the Māori participants in the survey, so that report is able to draw conclusions based on a fuller picture. The survey findings show that, despite having lower awareness and engagement levels, Māori were attributing similar levels of improvements to Farmstrong as were the NZ Europeans (although most of these differences were not significant because of the small sub-sample size). On the basis of these findings it would seem that increasing awareness and engagement by Māori would result in a lot more Māori attributing improvements to Farmstrong. There were no dominant channels for Māori with several being at relatively similar levels, the most mentioned being Facebook. Their highest frequencies of use were for: Farmstrong website, Farmers Weekly, and 'Another sort of event in local community.

A similar picture was evident for the **Filipinos**. Given their sub-sample size was only 32 the results need to be interpreted with some caution, but their pattern is consistent with that for Māori and the farm worker data. Their relatively high levels of improvements attributed to Farmstrong despite their low awareness and engagement suggest that building awareness and engagement would be a positive strategy for Farmstrong to pursue.

Farmstrong website continues to play a key role

It is impressive that the Farmstrong website has the highest level, along with Farmers Weekly, for the prevalence of engagement, particularly when it was at only two percent engagement four years ago. When it comes to frequency of engagement Farmers Weekly is much higher than any others, with Jamie MacKay's The Country radio show at higher levels than the website.

Improved results for Women and Dairy

The 2023 monitor report identified Women as group of concern because of their decreased engagement. The current survey has reported a big improvement in engagement by women, despite it being men who had a big increase in unprompted recall. Women, along with men, also showed a significant increase for 'ability to cope with the ups and downs of farming' on the dashboard measures.

The 2023 survey also identified Dairy as a possible group of concern, but there has been a big increase in awareness and engagement by Dairy in 2024. Dairy and sheep/beef had very similar levels for attribution of improvements to Farmstrong in the Research First survey, but in the Kantar survey Dairy was significantly higher. The difference between the two surveys is likely to be from the inclusion of more farm workers and Filipinos in the Research First Dairy sub-sample.

Switch to Research First data collection

Research First have successfully delivered on their contracted numbers of interviews for key sub-groups of interest to Farmstrong, which has provided Farmstrong with a much more useful data base that is much more representative of the mix of farmers/growers and farm workers. While differences in results were expected given the differences in the sample compositions, there is sufficient similarity between the results to feel confident that a switch exclusively to Research First for subsequent years will not negate the value of the trend data which has been established via the Kantar surveys over the last nine years.

Possibility of a lag effect

Going against the improving trend for unprompted awareness and engagement were the non-significant decreases for improvements attributed to Farmstrong, which was most evident for the ‘moderate’ or ‘large’ improvements. However, there is some evidence to support a hypothesis that there is a lag effect between changes in engagement and this transferring into ‘moderate’ or ‘large’ attributed improvements. If this is the case then some improvement might be expected in the 2025 monitor for the attributed improvements.

In the previous monitor it was the attributed improvements (based on those who had ever engaged with Farmstrong), particularly the ‘moderate’ or ‘large’ ones, that held up despite reduced levels of engagement. A year later this has now decreased. In 2021 engagement increased while attributed improvements decreased, but returned to higher levels in 2022. In 2018 there was a big increase in engagement, but it took two years before there was an increase in attributed improvements. There would seem to be support for this lag effect hypothesis from the knowledge that attributed improvements are more likely with five or more different forms of engagement. There could well be some delay between increased engagement and engaging at a level sufficient to contribute to improvements in behaviour, particularly ‘moderate’ or ‘large’ improvements.

CONCLUSIONS

The 2023 monitor report raised the question as to whether the current impacts of Farmstrong was as good as it gets. Now that the new Research First survey has provided data beyond just farm owners it is clear that this is not as good as it gets for Farmstrong. Considerable potential has been identified for Farmstrong to increase its impact with some of these groups, particularly farm workers/shepherds, Māori and Filipinos.

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. This year, as well as the annual Kantar survey of 450 farmers/growers, the survey was also undertaken by Research First who met quotas for sub-samples of farm managers, sharemilkers/contract milkers, farm workers/shepherds, Māori and Filipinos, young age groups and females as part of their 710 interviews.

On the tables and graphs 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.

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.

Interpreting the comparisons between the two surveys

While there is a reasonable degree of similarity in the data from the two surveys, there are differences that would be expected due to the differing sample composition. As the Kantar survey is almost all farm owners, the trend data analyses have included data for both the Research First total sample and the Research First farm owners. However that Research First farm owner sample does have some important differences from the Kantar sample. The efforts to include the sub-groups of interest in the Research First sample has resulted in differences in the farm owner demographic profile.

- 39% of the Research First farm owners were aged 65 years and over, versus 24% for Kantar.
- 53% of the Research First farm owners were sheep/beef versus 34% for Kantar, while dairy was lower for Research First owners at 29% versus 41% for Kantar.

Checks have been done to see whether the skew towards older farm owners in the Research First sample is likely to be lowering the Research First Owner results on the measures where farmers aged 65 years and over reported lower levels. These included:

- Unprompted awareness (but not Total Awareness of Farmstrong + Sam)
- Ever engaged
- Engaged via Facebook, Website, Fieldays, and Another sort of event in local community

These checks provided inconsistent findings. There were indications of an effect for unprompted Research First owner recall (which was 3% lower than for Kantar), and for the different forms of engagement listed above. However the level for ever engaged among Research First owners was 3% higher than for Kantar.

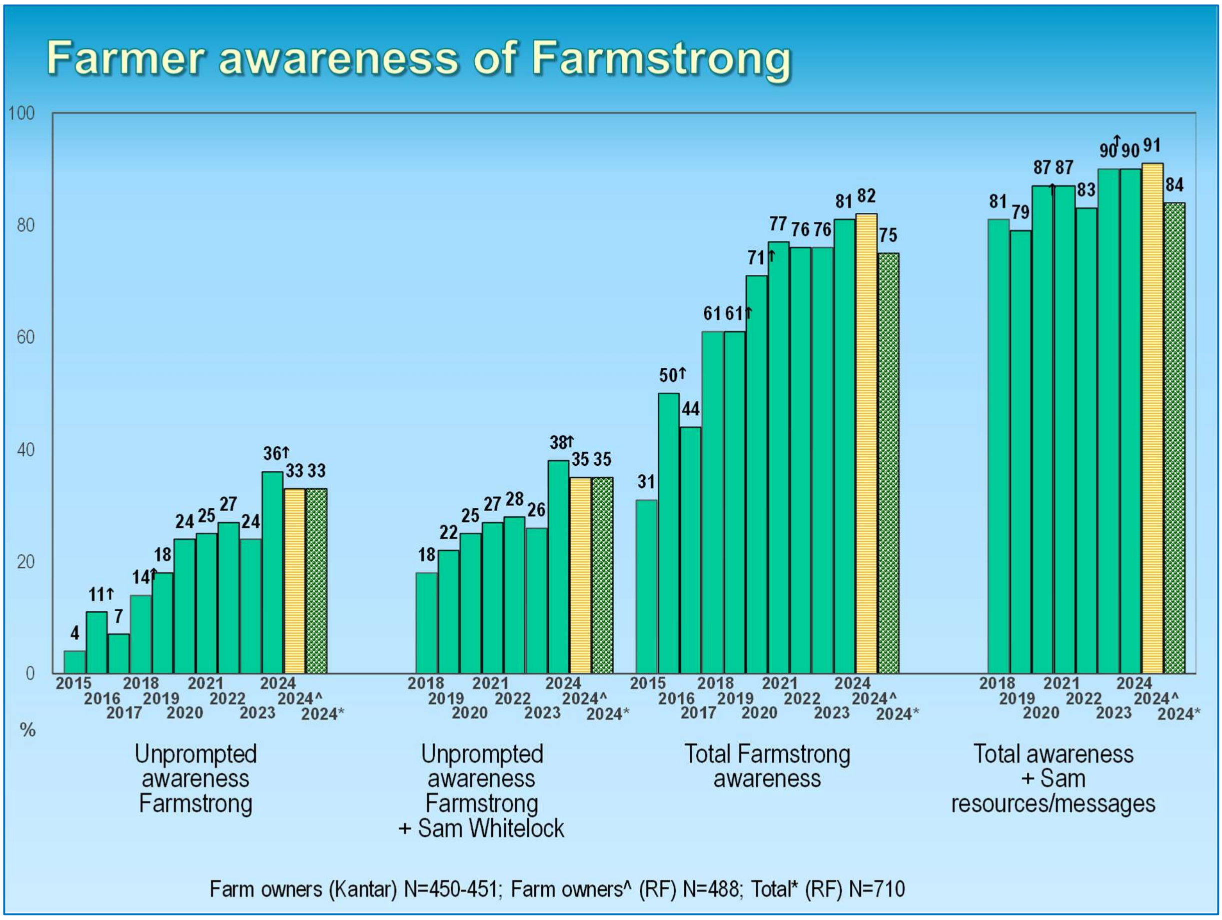
4 MAIN FINDINGS

4.1 AWARENESS OF FARMSTRONG

In the Kantar survey there was a large significant 12% increase in Unprompted Farmstrong Awareness to 36%. The Unprompted Awareness of Farmstrong + Sam also increased significantly to 38%. The unprompted awareness for both the Research First (RF) farm owners (second to last bar in each set) and the Research First total sample (last bar) was 33% for both, which would tend to remove any doubt that the big Kantar increase since 2023 could be an aberration.

Total Farmstrong Awareness increased a non-significant 5% to 81%, while the inclusion of mention of Sam Whitelock remained on 90%. The Research First levels on these two measures identified that the owners were significantly higher than the total sample.

The proportion of all farmers/growers who 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' decreased a non-significant 2% to 76%. In the Research First survey the level was 70%.



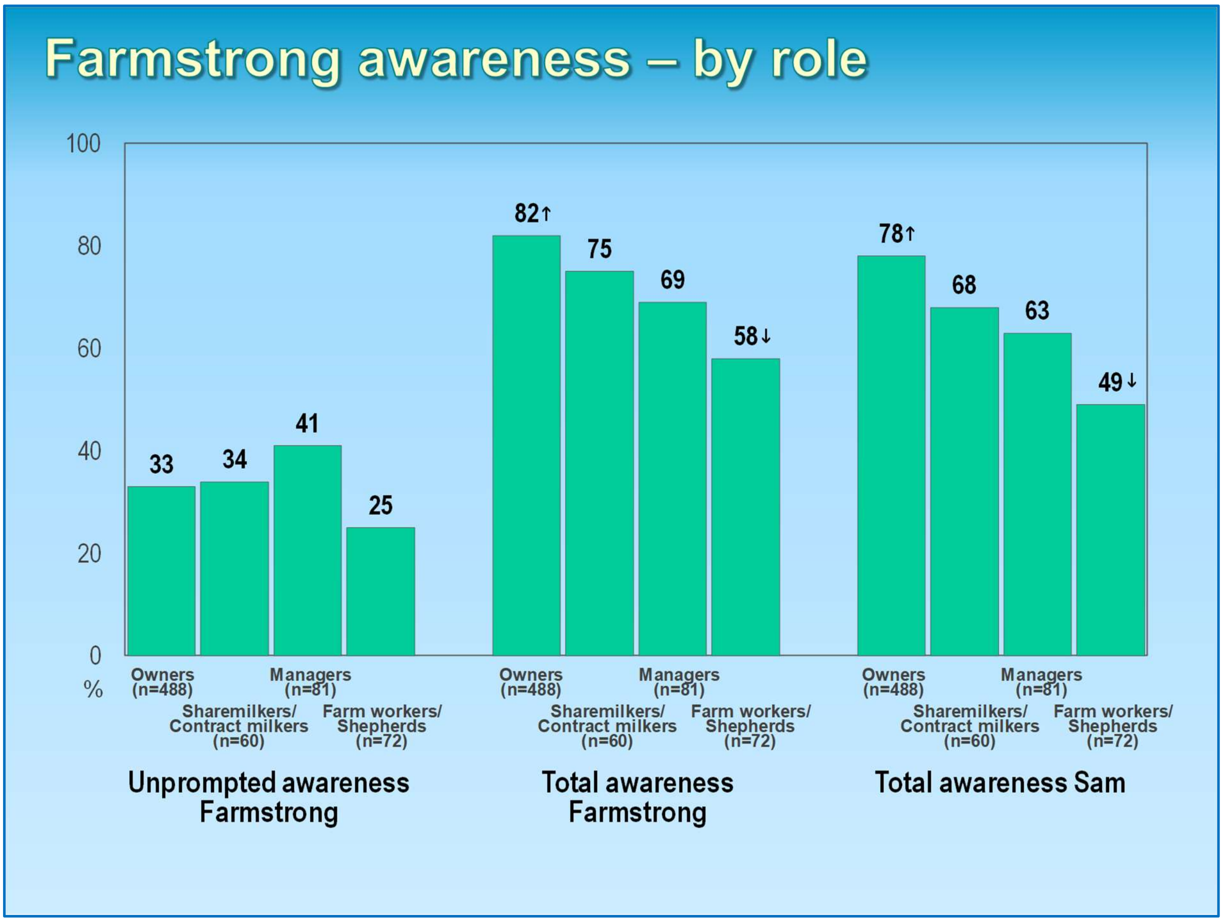
Results for new sub-groups

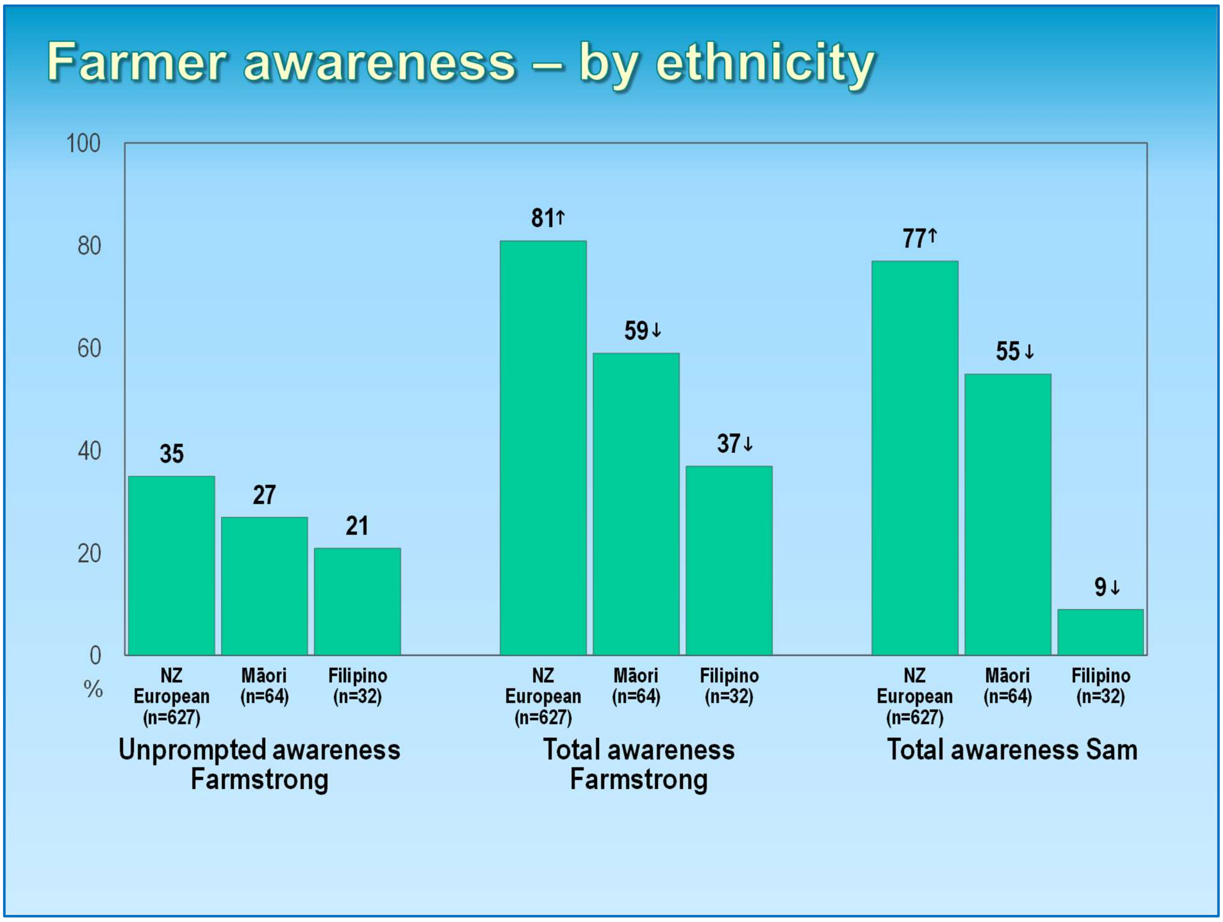
The Research First survey has provided sufficient sample to examine several sub-groups of interest to Farmstrong. As shown in the graphs below Farm workers/Shepherds had lower awareness, although it was only for the Total Awareness + Sam and Awareness of Sam that the difference was significant. They were also significantly lower in having any awareness of Sam talking about things to help people cope (53%). Other analyses showed that unprompted awareness was significantly lower for dairy farm workers (17%), as was their Total Awareness + Sam (55%) and their awareness of Sam (39%).

The second graph shows that awareness was lower for Māori and particularly for Filipinos, although it was again only for the Total Awareness + Sam that the difference was significant. When considering awareness just of Sam, the Filipinos were significantly lower at 9%, while Māori were significantly lower at 55%, and NZ Europeans significantly higher at 77%. Awareness of Sam was also significantly lower for Under 45 year olds at 61% (not shown on the graph).

.In the horticulture sector the kiwifruit group was large enough to compare with the grouped others in the horticulture sub-sample. It had an unprompted awareness of 32% and 88% for Total Awareness + Sam. For the rest of the horticulture sector the levels were 21% and 76%.

As Farmstrong had most of its focus in the second half of this year on the Cyclone Recovery regions in Northland, Gisborne, Hawkes Bay and Wairarapa, analyses have been run comparing this grouping with the rest of the country. For awareness there no significant differences; unprompted recall was a little lower in the Cyclone Recovery regions (29% vs 34% in the others) as was the Total Awareness + Sam (83% vs 85%). Awareness of Sam was the same in both regions.





Other subgroup differences in 2024

Unprompted awareness of Farmstrong

Kantar survey

The unprompted awareness was significantly higher for men (40%) compared with women (25%). It was significantly higher among 45 to 54 year olds (44%) and significantly lower among those aged 65 years and over (25%). It was also significantly higher among dairy (45%) and significantly lower among horticulture (17%), while the sheep/beef level was 37%. The Lower South Island was at a significantly lower level (30%). The third highest of the four income groups had a significantly higher level (54%) and the second highest a significantly lower level (33%).

Research First survey

In this survey the only other significant differences for unprompted awareness were for: a higher level in the third highest income group (48%) and a lower level among dairy farm workers (17%) and those aged 65 years and over (19%). The other differences which were significant in the Kantar survey tended to show a similar pattern in the Research First survey, but the differences were not large enough to be significant. This included males (35%) being higher than females (29%), while the 45 to 54 year olds were higher (41%) and horticulture was lower (21%). The main difference between the two surveys was dairy (31%) being non-significantly lower than sheep/beef (39%) in the Research First survey. This is likely to be due to the low level of unprompted awareness for dairy farm workers noted above. There were no indications of any regional differences. The level was similar between owners (33%) and non-owners (34%).

Total awareness of Farmstrong + Sam

Kantar survey

This measure of awareness was significantly higher for men (93%) than women (83%). It was also significantly higher for those in the highest income group (96%). It was significantly lower for 55 to 64 year olds (86%), those in horticulture (75%) and those in the second lowest income group (86%).

Research First survey

Beef/lamb was significantly higher (92%) and dairy significantly lower (78%). Under 45 year olds were also significantly lower (78%) and 55 to 64 year olds significantly higher (92%). The level was significantly lower in the Upper North Island (77%). It was also significantly higher in the top two income groups (94% in both).

Awareness of Sam

In the **Kantar survey** awareness of Sam promoting the messages was significantly higher for 45 to 54 year olds (84%) and those in the third highest income group (85%), while it was significantly lower for horticulture (64%). Men (76%) and women (75%) were at similar levels.

In the **Research First survey** awareness of Sam was significantly lower for under 45 year olds (61%), particularly under 35 year olds (57%). The prompted awareness of Farmstrong among under 45 year olds was non-significantly 5% lower than the total sample, so it is primarily low awareness of Sam that is the issue for this group.

Awareness of Sam was significantly higher among owners (78% vs 60% for non-owners). Beef/lamb farmers were significantly higher (80%), reflecting their higher proportion of owners, while dairy farmers were significantly lower (61%). Awareness of Sam was also significantly higher among those in the third highest income group (85%). Men (71%) were non-significantly higher than women (66%).

Sub-group changes

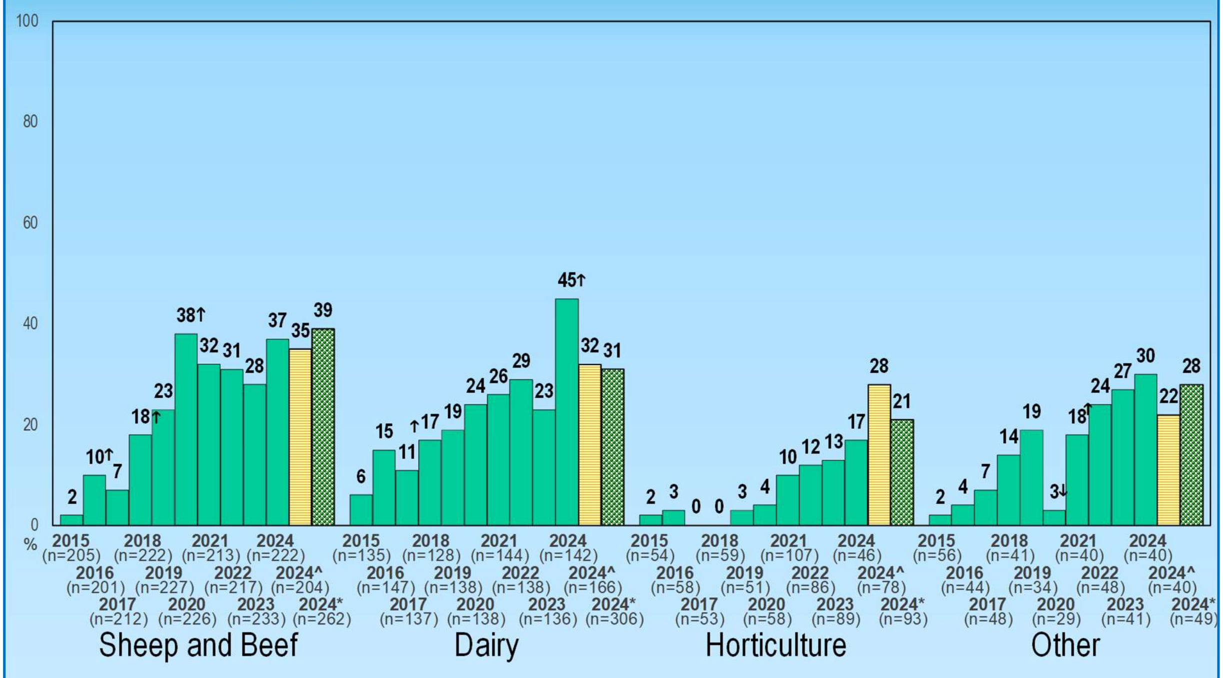
These changes, based on the Kantar trend data, are shown in the graphs which follow, for both unprompted recall and total awareness of Farmstrong or the Sam connection.

The increase in unprompted recall of Farmstrong was evident in all age groups, although because of the small sub-sample size for the youngest age group their 8% increase was non-significant. The increase was more pronounced among males (up by 14% to 40%), with the females having a 7% non-significant increase.

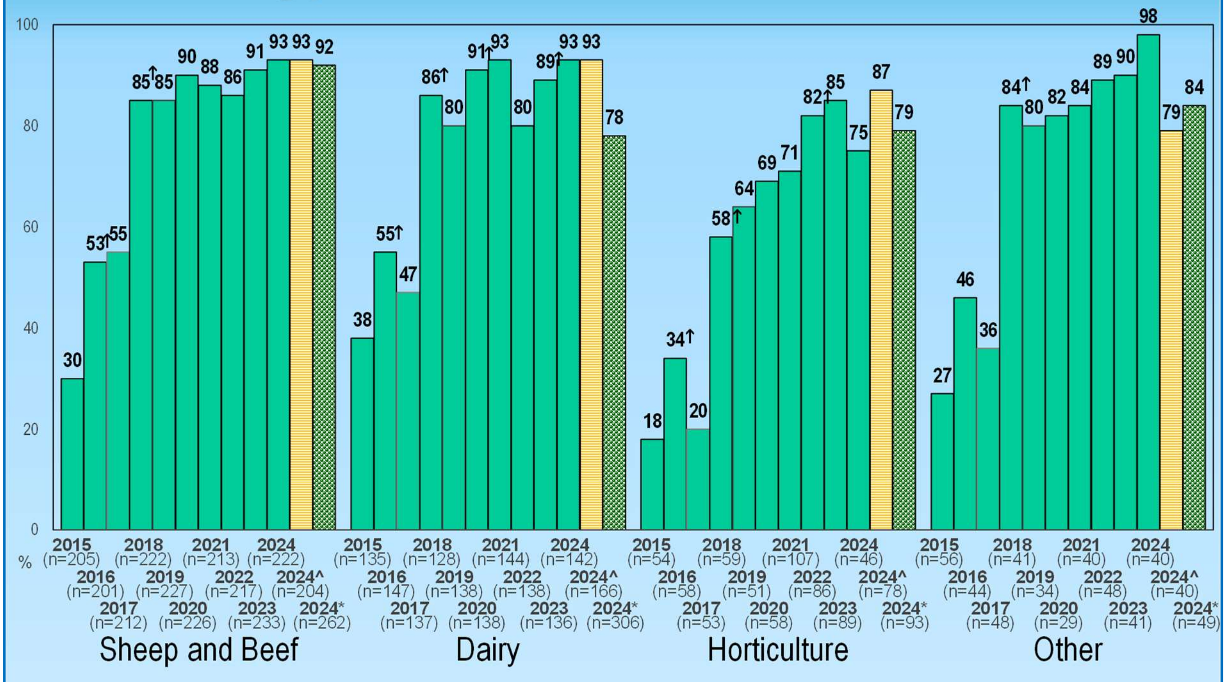
There was a large significant increase for dairy, up by 22% to 45%, while sheep/beef had a non-significant 9% increase to 37%. There were also increases across all the regions, with only the Lower South Island having a non-significant increase. Likewise all the income groups increased, with only the $200k to $500k increase being non-significant.

There were no significant changes across any of the groups for Total Awareness of Farmstrong + Sam.

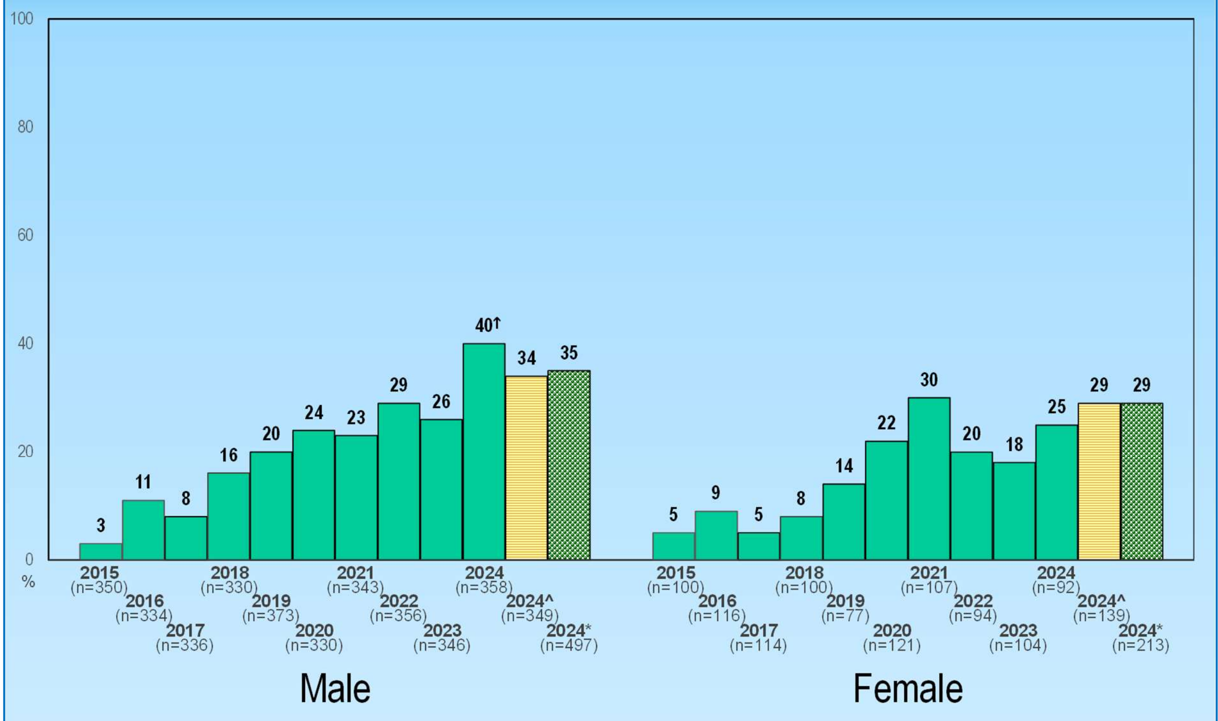
Unprompted Farmstrong awareness – by Farmer Type



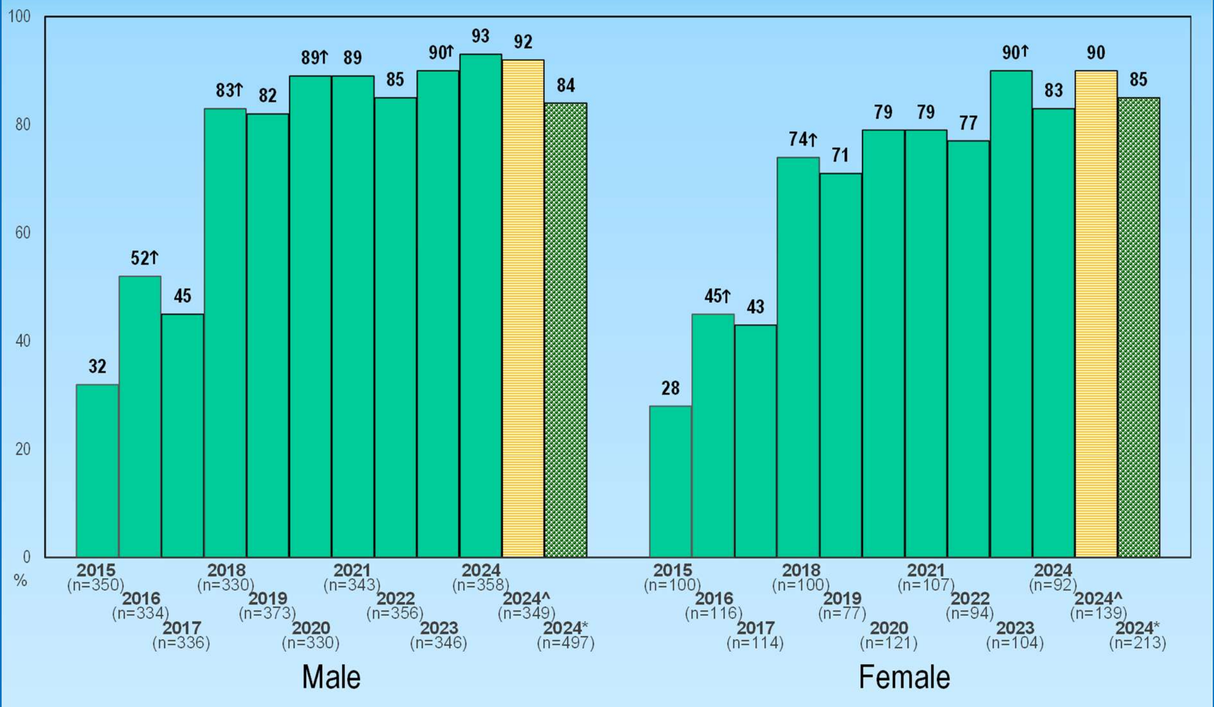
Total awareness of Farmstrong + Sam – by Farmer Type

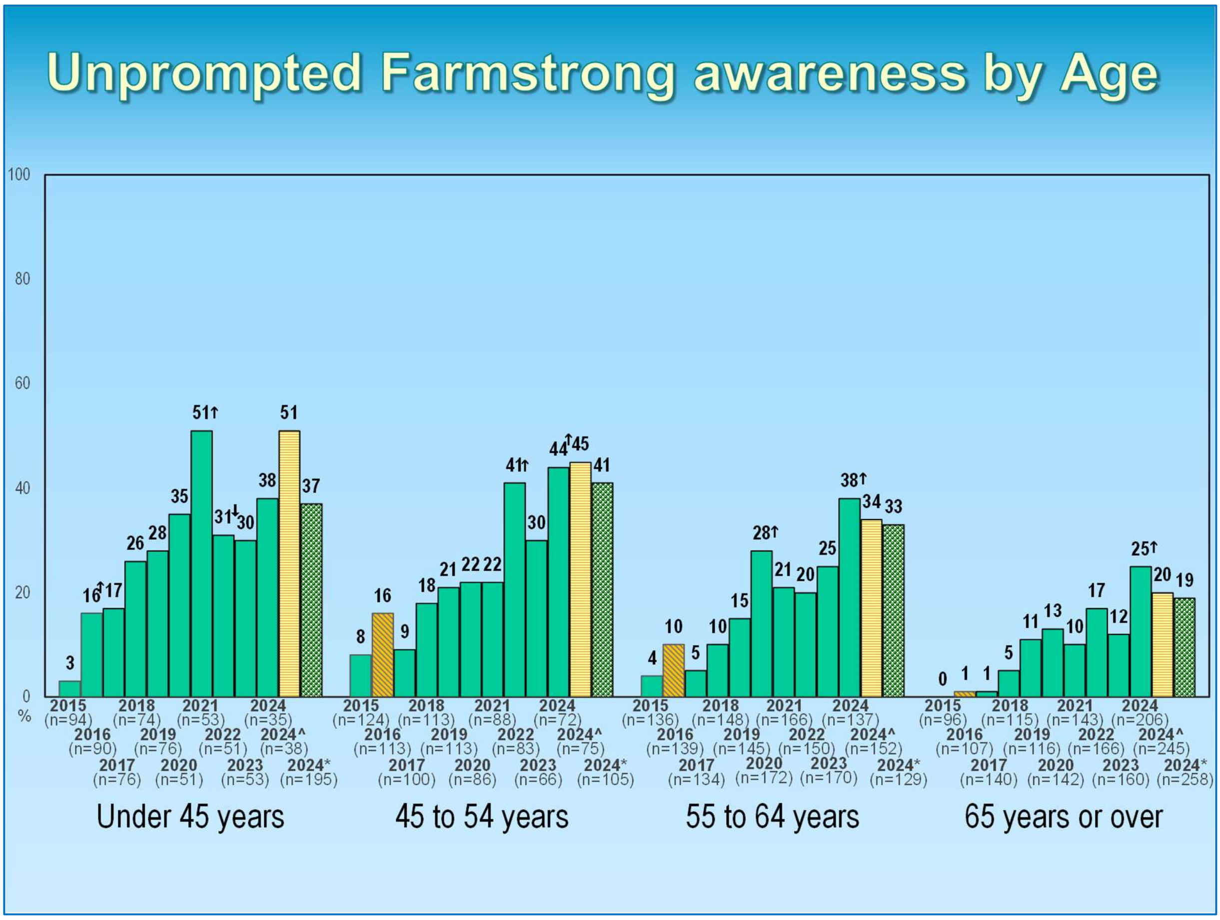


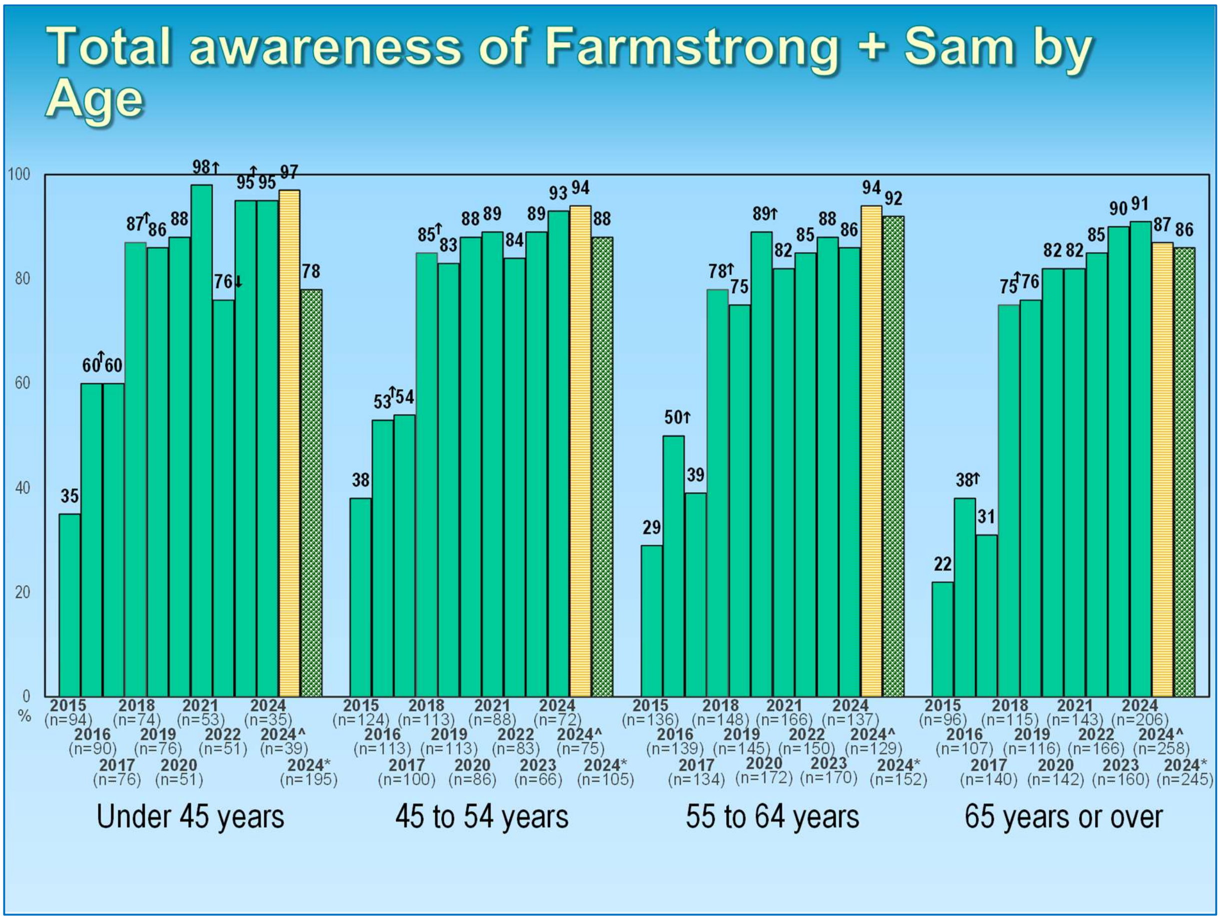
Unprompted Farmstrong awareness by Gender



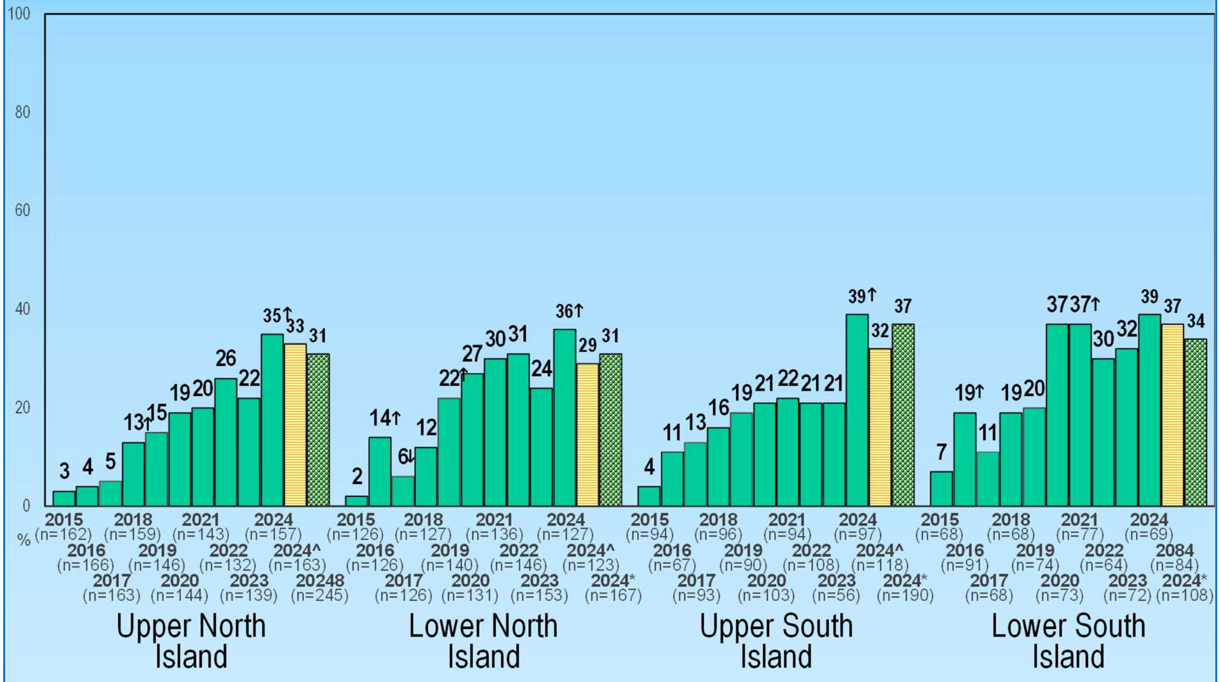
Total awareness of Farmstrong + Sam by Gender



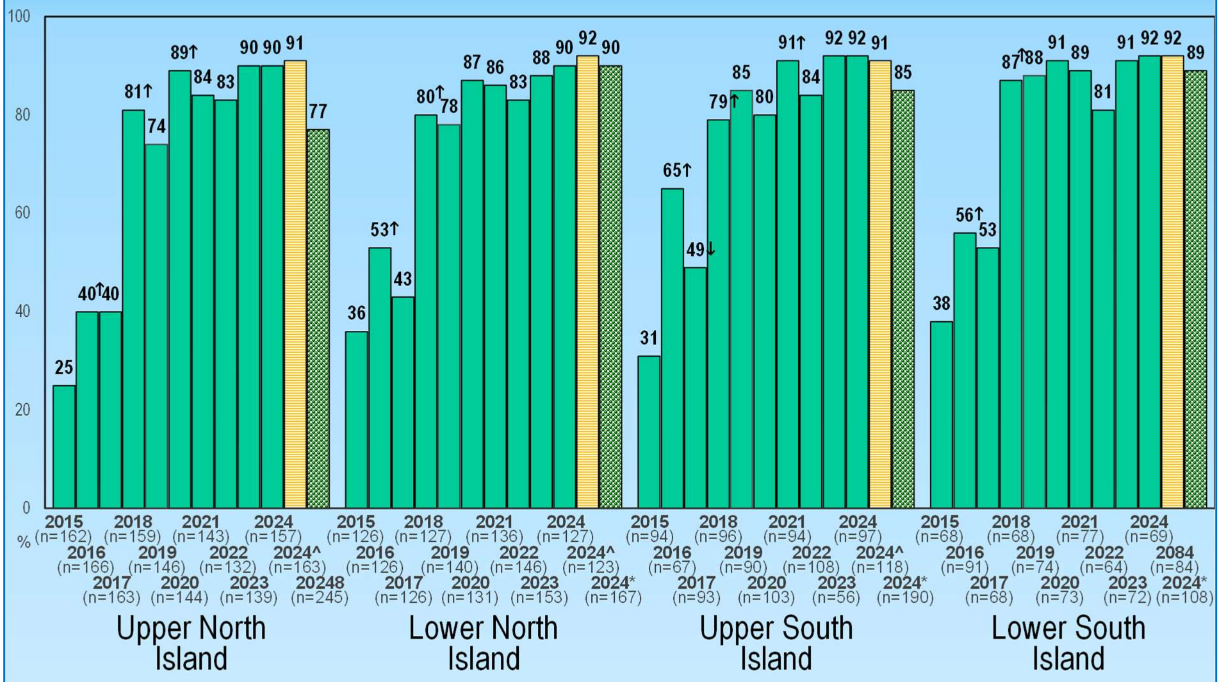

Unprompted Farmstrong awareness by Age
Under 45 years
45 to 54 years
55 to 64 years
65 years or over

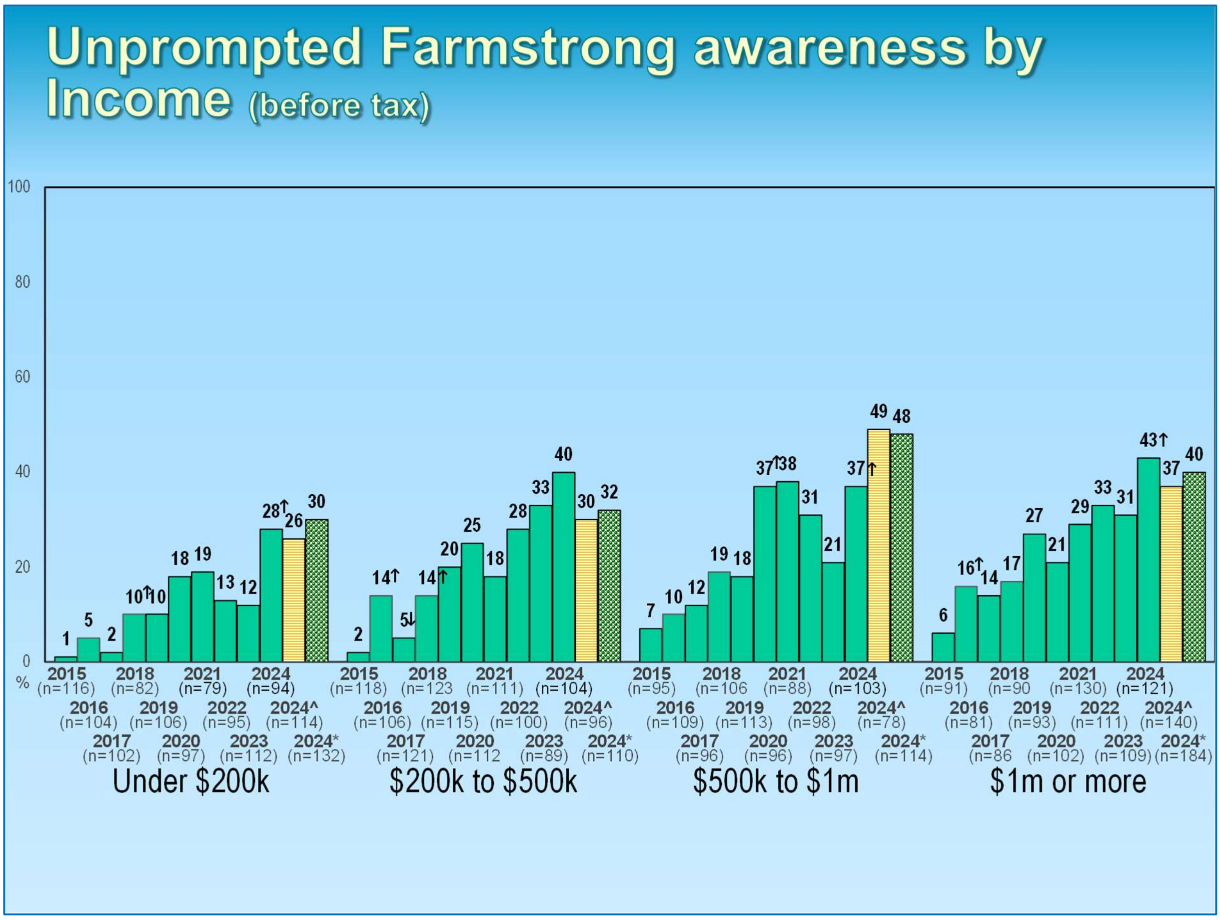

Total awareness of Farmstrong + Sam by Age
Under 45 years
45 to 54 years
55 to 64 years
65 years or over

Unprompted Farmstrong awareness by Region

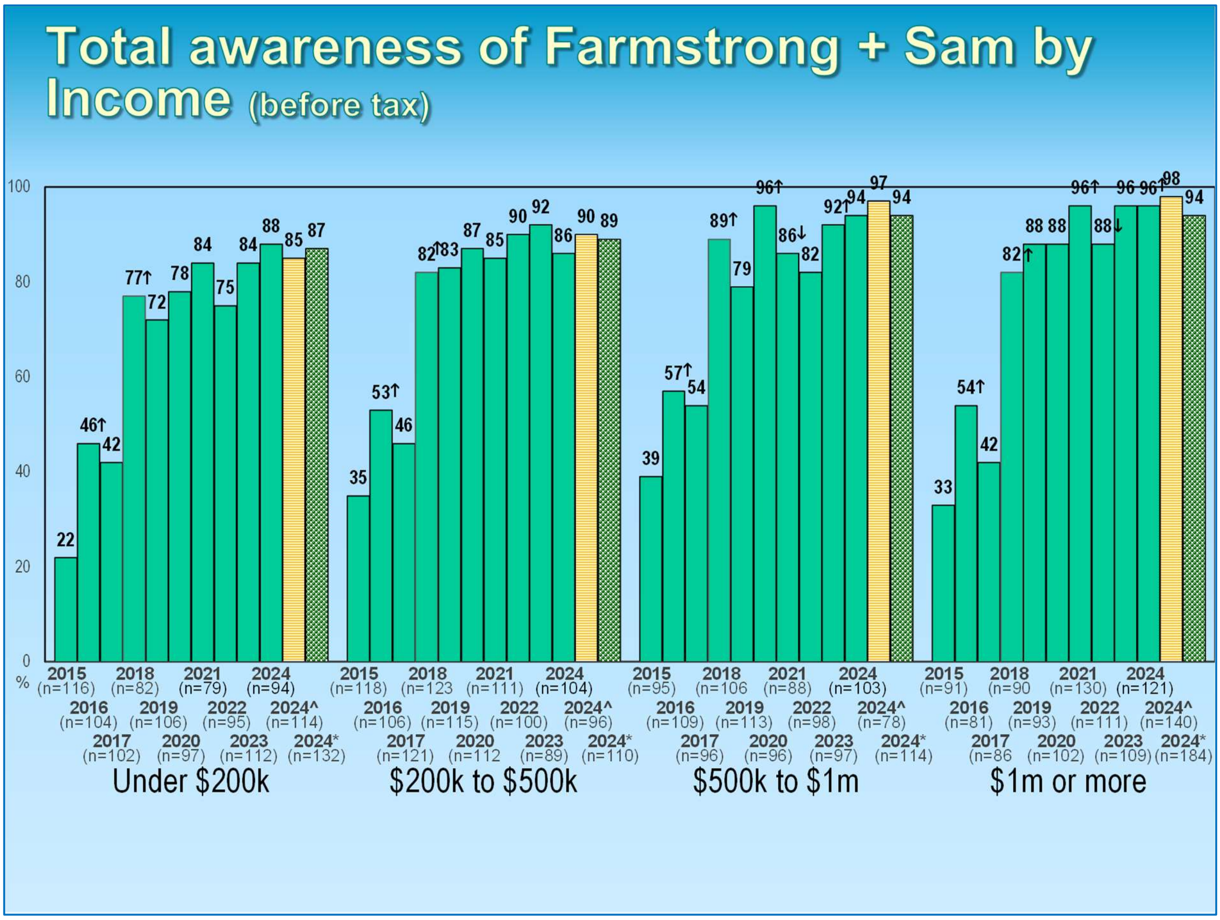


Total awareness Farmstrong + Sam by Region





Unprompted Farmstrong awareness by Income (before tax)
Under $200k
$200k to $500k
$500k to $1m
$1m or more



Total awareness of Farmstrong + Sam by Income (before tax)
Under $200k
$200k to $500k
$500k to $1m
$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 continued their upward trend with a non-significant 7% increase to 43%. After a significant increase in 2023, Federated Farmers had a significant decrease this year (down by 6% to 3%). Others to show significant decreases were: Dairy NZ/Dairy Connect (down by 4% to 1%), Dairy Women's Network (down by 3% to 1%), and Doug Avery/Resilient Farmer (down by 3% to nil).

As Farmstrong worked closely with the Rural Support Trust (RST) in the Cyclone Recovery a comparison was run to see what happened with RST awareness in those regions. As with Farmstrong, the unprompted recall of RST was non-significantly lower in the Cyclone Recovery regions (32% vs 41%).

UNPROMPTED RECALL	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	RF Owner 2024	RF Total 2024
	450	450	450	450	450	451	450	450	450	450	488	710
	%	%	%	%	%	%	%	%	%	%	%	%
Farmstrong	**4**	**11↑**	**7**	**14↑**	**18**	**24↑**	**25**	**27**	**24**	**36↑**	**33**	**33**
Sam Whitelock	**NR**	**NR**	**NR**	**4**	**5**	**3**	**3**	**3**	**5**	**3**	**4**	**3**
Total Farmstrong/ Sam Whitelock	**NR**	**NR**	**NR**	**18**	**22**	**25**	**27**	**28**	**26**	**38↑**	**35**	**35**
Rural Support Trust	11	9	10	25↑	20	21	28↑	28	36↑	43	32	39
Federated Farmers	12	11	8	10	7	9	12	4↓	9↑	3↓	10	7
DairyNZ/ Dairy Connect	11	9	5↓	3	2	9↑	2↓	4	5	1↓	2	3
Dairy Women's Network	1	1	-	2↑	-↓	1	2	1	4↑	1↓	3	1
Doug Avery/ Resilient Farmer	1	-	1	2	2	-↓	-	3	3	-↓	1	2
Young Farmers	NR	NR	NR	1	-	-	-	1	4↑	4	-	7
Beef and Lamb NZ	9	4↓	3	-	1	2	4	2	2	2	2	2
Fonterra	-	-	2	-	1	1	1	-	-	1	NR	1
Surfing for farmers	NR	NR	NR	NR	NR	NR	4	5	8↑	10	13	13
Gumboot Friday/ Mike King	NR	NR	NR	NR	NR	NR	NR	NR	NR	2	NR	1
KiwiFruit Growers/ Zespri	NR	NR	NR	NR	NR	NR	NR	NR	NR	1	-	-
None/ don't know	53	54	61↑	44↓	51	43↓	37↓	37	34	25↓	32	28

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.

There were big increases in media reach, with the total media audience increasing 20% to over 7 million. Contributors to this were a 39% increase in broadcast stories (radio/TV), a 33% increase in online articles, a 27% increase in media articles (total volume), and an 11% increase in newspaper/print articles.

The increased focus on community engagement was reflected in a 23% increase in the number of participant events organised and supported (up to 103).

The website data remained at similar levels to 2023.

There were decreases in the numbers attending workshop and webinars.

Farmstrong started re-posting on its Linkedin channel and over the 23/24 year there was a growth of 121 followers resulting in 320 followers.

The new Toolbox Tips have been getting sent out to an average of 86 persons a fortnight since October 2023. These recipients have been selected as persons with the ability to send the Toolbox Tips out to their networks. There has been an average open rate of 48%. Of those who do open it, typically 9-11% click a link that is included, but the rate ranges between 8% and 25%. There are likely to be many others who read at least part of the Toolbox Tip without clicking on any of the links, as they can still get the main message just from the written content. There is no available information on what percentage do send it on to their networks or the numbers in the networks who receive and open it.

The link to the one online module that has been trialled, which relates to preventing accidents, has been sent to recently injured persons by ACC. ACC reported that for the period 1 April to 31 August 2023 there were 55 who enrolled and of these 13 (24%) completed it. Eight completed an online survey after completion and all of them said they would recommend it to someone else. Seven listed one thing they will do to improve their wellbeing and these clearly showed the messages were being taken on board.

Facebook

The number of Facebook fans increased 2% to 13,711.

There were 112 Farmstrong Facebook posts/articles, which was a 24% decrease on the 147 in 2023. These produced 947,656 impressions (number of times the content was displayed), which was a 33% decrease on 2023. These posts resulted in 49,953 engagements (e.g. liked, commented, shared, clicked on, read), which was a 37% decrease 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 2023/24 rate was 5.3%, which was a slight decrease on the 5.6% in 2023. (Industry standards say that anything over 1% is good).

Farmstrong's top three most engaged posts/articles listed below totalled 4,270 of the 49,953 engagements over the 12 months. These top 3 reached 91,751 people.

- "Congratulations Sam Whitelock on his rugby career" post - resulting in 3,527 engagements.
- "Thank you to those who came to the Bitches Box" post – resulting in 398 engagements.
- "Thank you to rural professionals in Hawke's Bay following Cyclone Gabrielle" post -resulting in 345 engagements.

There were 6 videos published on the Farmstrong Facebook page, which a 54% decrease on the 13 in 2023. These received a combined 21,299 views, which was an 81% decrease on 2023. As there were another 11,095 viewings on the Farmstrong website, this leaves 269,717 viewed directly from YouTube, NZME sources, or other social media sources.

Annual engagement results by key areas since launch in 2016

MEASURE	First 13 months	Second year	Third year	Fourth year	Fifth year	Sixth year	Seventh year	Eighth year	Nineth Year
Website unique visitors	51,451	71,135	61,547	57,366	67.542	75,409	65,579	49,783	46,729
Total website sessions	65,866	79,955	67,578	68,938	79,201	90,810	83,259	62,055	60,907
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	1 min 8 sec
Bounce rate (single page only)	75%	84%	84%	80%	83%	84%	76%	76%	76%
Proportion of repeat visitor sessions	22%	12%	6%	10%	13%	13%	13%	12%	12%
Average number of pages viewed	1.7	1.4	1.3	1.5	1.5	1.4	1.8	1.7	1.8
Number of website visits of at least 3 minutes	NR	NR	NR	4,129	5,093	5,120	4,919	4,776	4,886
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	3,559
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	1,507
Facebook fans	6,205	NR[4]	9,527	10,184	10,536	11,343	11,725	13,418	13,711
Linkedin followers									320
Total video views in 12-month period	68,400	137,000	114,000	108,216	328,454	308,225	301,095	315,011	302,111
Video views via Farmstrong website	NR	NR	NR	10,016	10,245	10,676	10,845	11,022	11,095
Media articles (total volume)	659	NR	NR	246	163	243	317	350	446
Newspaper/print articles	NR	NR	NR	137	95	118	112	123	136
Online articles	NR	NR	NR	104	67	87	67	93	124
Broadcast stories (radio/TV)	NR	NR	NR	5	1	38	138	134	186
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	7,102,234
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	19 talks 2 workshops 4 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	1,750 talks 100 workshops 76 webinars
Number of participant events organized and supported	NR	NR	32	58	64	83	88	84	103
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 issues to 49,327
Farmstrong newsletter to those subscribed									3 issues to 2,729
Number sent of Farmstrong 'Live Well Farm Well' books									7,983
Number sent of Farmstrong 'Live Well Grow Well' books									500
Farmstrong Toolbox Tips – open rate %									48%
Farmstrong Toolbox Tips to those subscribed (started Oct 2023)									1470

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.

Podcasts

Farmstrong podcasts are produced as part of the partnership with NZME. The most recent series, Getting Through, involved 12 podcasts on how to cope with extreme weather events. These were promoted through digital audio ads with each having between 1,707 and 2,282 listeners.

Top 10 website page views in last 12 months

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 continued a downward trend. The most notable exception was 'Events' which increased more than 200% to now be the most viewed page (4,377 views) apart from the home page. 'Getting back on the horse' and the 'Bitches Box shows' were new entries in the top 10 this year. The 'slow cooked Mexican beef mince' increased 57% this year. Since the 2023 survey Google have changed the way time if measured, which produces lower times than previously.

TOP 10 PAGES	Number of page views			Average time on page (mins)		
	2022	2023	2024	2022	2023	2024*
Home page	48,887	42,389	31,519	2.09	1.40	0.16
Events	1,720	1,392	4,377	1.09	0.47	0.14
Resources	4,963	3,785	2,975	2.42	2.21	0.47
Wellbeing topics	3,678	3,077	2,484	0.50	0.54	0.32
Slow-cooked-Mexican-beef mince	NT	1,394	2,191	NT	6.46	0.32
About[5]	-	1,967	1,721	-	1.45	0.34
Getting back on the horse	NT	NT	1,481	NT	NT	0.19
Events/ the bitches box shows	NT	NT	1343	NT	NT	0.23
Wellbeing-getting-started	1,989	1,651	1,328	0.50	0.46	0.22
Video	2,067	1,710	1,326	1.01	0.52	0.23
Blog	2,087	1,594	NT	1.00	1.02	NT
Contact-support	1,689	1,570	NT	1.57	2.14	NT

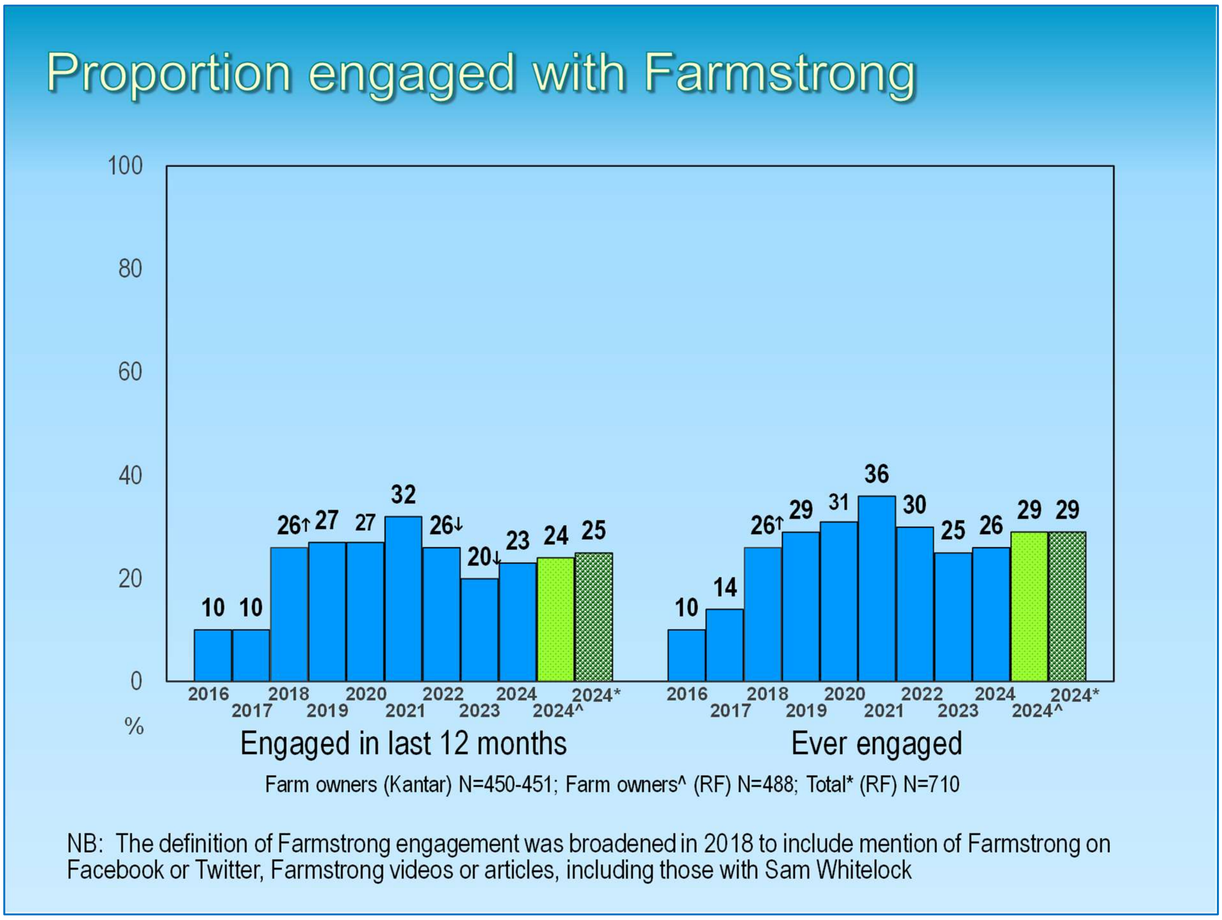
*The method of recording the time changed in 2024 leading to reduced readings
NT = Not in top 10

[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 non-significant increases in ever engaged (up 1% to 26%) and engaged in the last 12 months (up 3% to 23%). As shown in the graph below the levels in the Research First survey, for both owners and the total sample were slightly higher. It is these levels that the following estimates have been based on, as that survey provided findings for both farmers and farm workers.

The best estimate of the total farmers/growers/farm workers who have ever engaged with Farmstrong is approximately 25,000 and for the last 12 months it is approximately 22,000. Details on how these estimates are calculated are included as Appendix B.



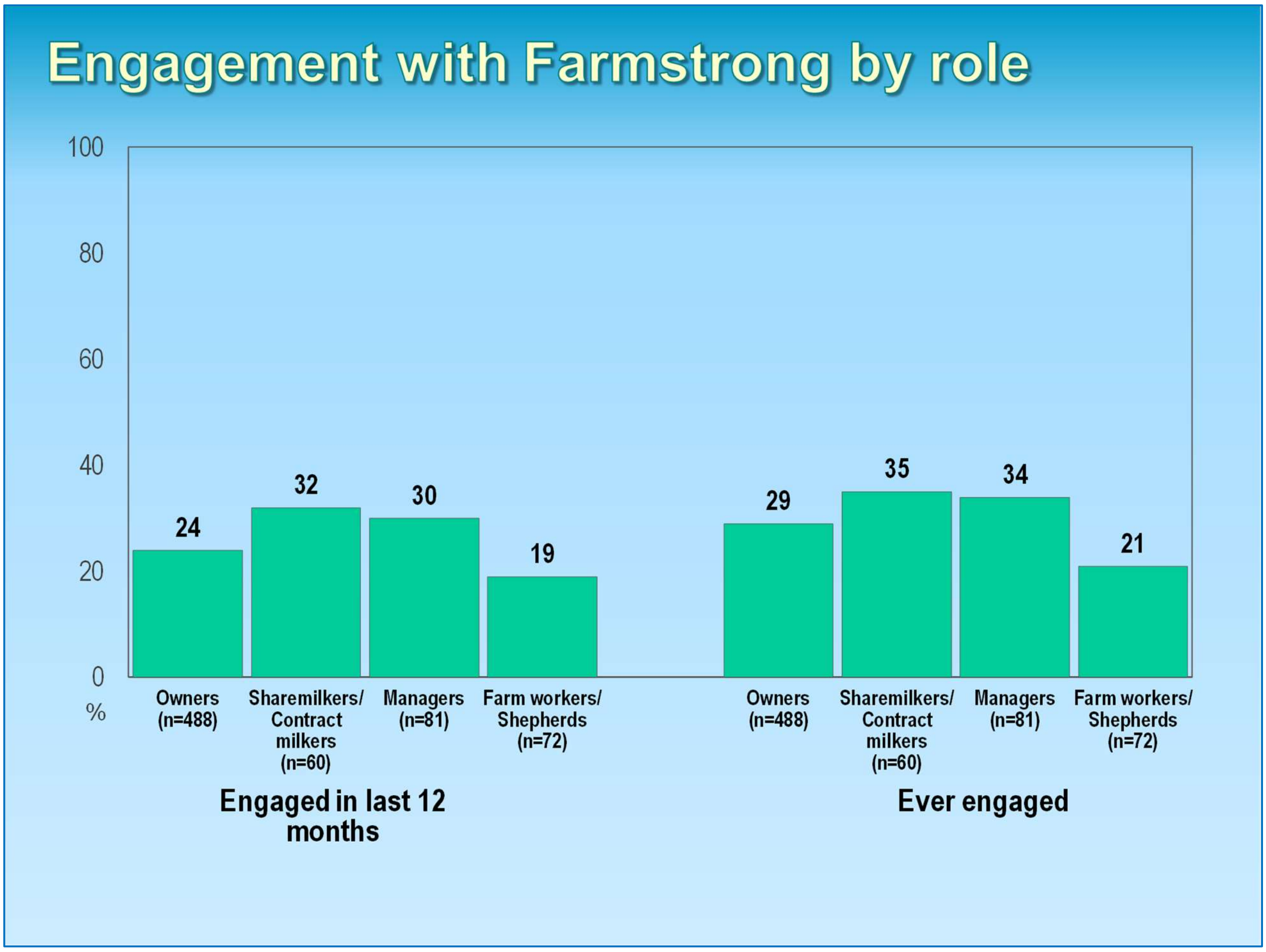
WHEN ENGAGED IN FARMSTRONG INITIATIVES	2017 450 %	2018 450 %	2019 450 %	2020 451 %	2021 450 %	2022 450 %	2023 450 %	2024 450 %	2024 RF Owners 488 %	2024 RF Total 711 %
Ever engaged	14.4	26.4↑	29.1	30.7	35.6	29.8	25.0	26.8	28.6	29.1
In last 12 months	9.7	25.6↑	26.5	27.0	32.2	25.9↓	20.2↓	23.3	24.1	25.2
First time in last 12 months	8.0	19.4↑	14.6	19.5	18.3	13.4↓	11.2	13.4	13.3	15.2
Both last 12 months and before	1.7	6.2↑	11.9↑	7.5↓	13.9↑	12.5	9.0	9.9	10.8	10.0
Only prior to last 12 months	4.4	0.8↓	2.6↑	3.5	3.3	3.8	4.6	3.5	4.0	2.8

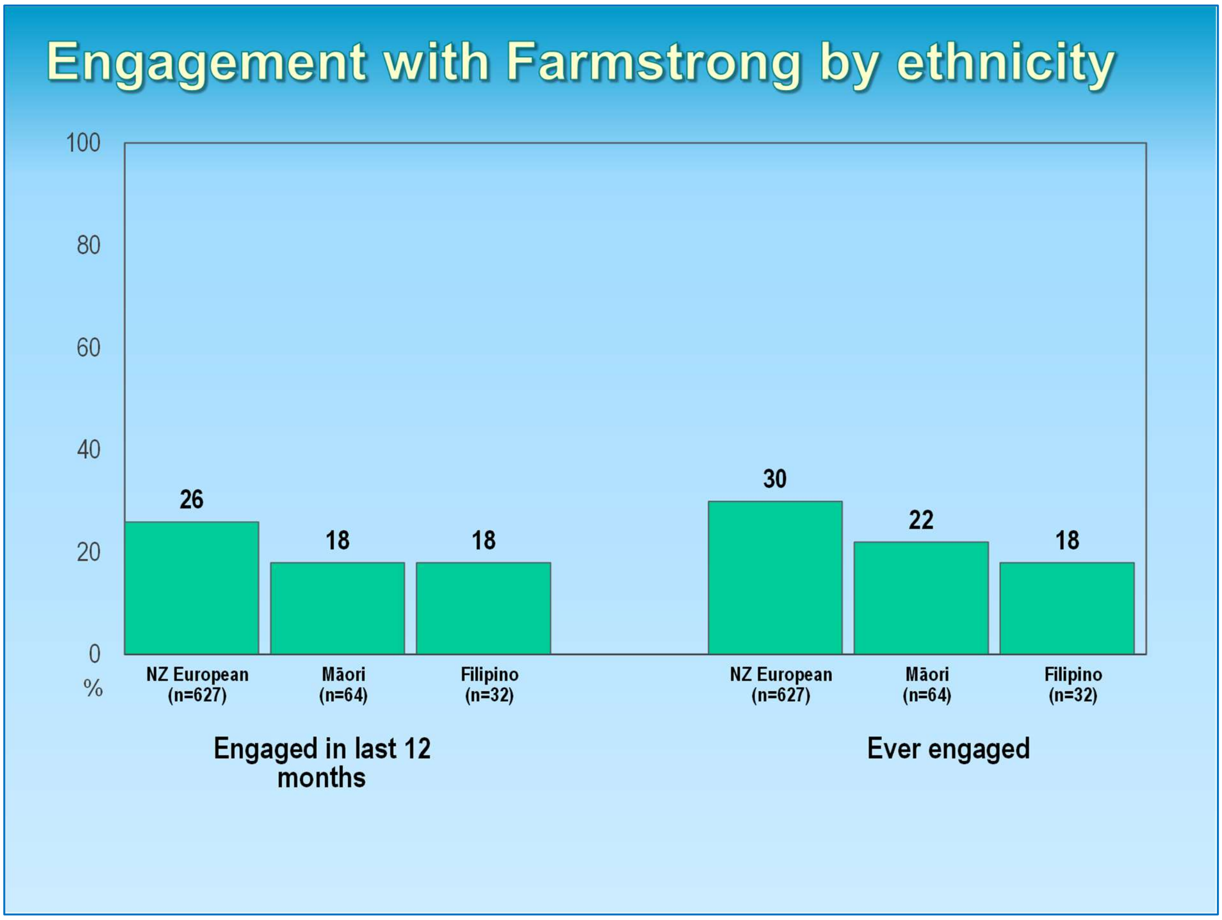
Results for new sub-groups

As shown below, engagement levels were higher for Sharemilkers/contract milkers and Managers and lower for farm workers/shepherds. None of these differences were large enough to be significant, based on the sub-sample sizes.

Likewise the levels reported by Māori and Filipinos were lower, but not significantly so.

In the Cyclone Recovery regions engagement levels in the previous 12 months were at 27%, which was a non-significant 2% higher than the other regions combined. For ever engaged the Cyclone Recovery regions were 30% and the other regions 29%.





Ever engaged subgroup differences in 2024

Kantar survey

Significantly higher levels were reported for:

- Under 45 year olds (46%)
- Dairy (35%)
- Second to highest income group (37%)

Significantly lower levels were reported for:

- Horticulture (14%)
- Lower South Island (10%)
- Second to lowest income group (20%)

Non-significant results for other groups of interest

- 26% for males and 28% for females
- Sheep/beef (23%)

- The level in the Cyclone region (29%) was slightly higher (non-significantly) than the rest of the country (26%). When looking just at engagement in the last 12 months the cyclone region was the same as the rest at 23%.

Research First survey

Significantly higher levels were reported for:

- Under 45 year olds (37%), with this being evident in non-significant levels for both under 35 year olds (38%) and 35 to 44 year olds (36%)[6]
- Those in the third highest income group (48%)

Significantly lower levels were reported for:

- Those aged 65 years and over (20%)
- Horticulture (14%)

Non-significant results for other groups of interest

- 32% for dairy, 30% for beef/lamb
- 28% for males and 31% for females
- The level in the Upper South Island was non-significantly higher (33%), while the other three regions were similar to one another (between 26% and 28%)
- The lowest income level (20%) was non-significantly lower
- Within the horticulture sector the level of ever engaging for kiwifruit was at 18% and other horticulture was at 11%.
- Levels were similar in the Cyclone region (30%) to the rest of the country (29%). When looking just at engagement in the last 12 months the cyclone region was at 27% and the rest at 25%.

Ever engaged sub-group changes since previous survey

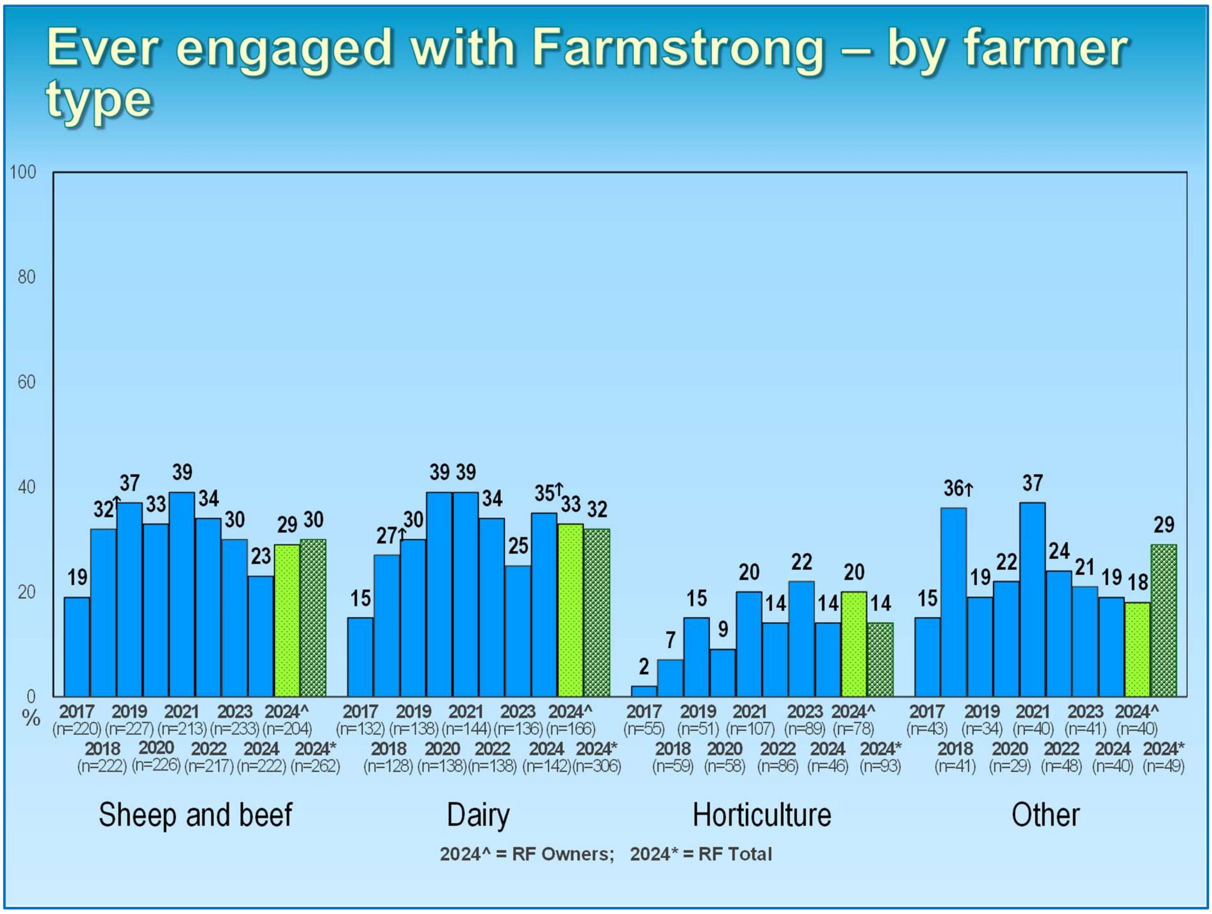
Consistent with their big increase in Unprompted Awareness, dairy farmers also had a significant increase in having every engaged with Farmstrong (up by 10% to 35%), as shown in the graphs below. Sheep/beef had a non-significant decrease of 7% down to 23%. Horticulture remained at the same 14% level as 2023.

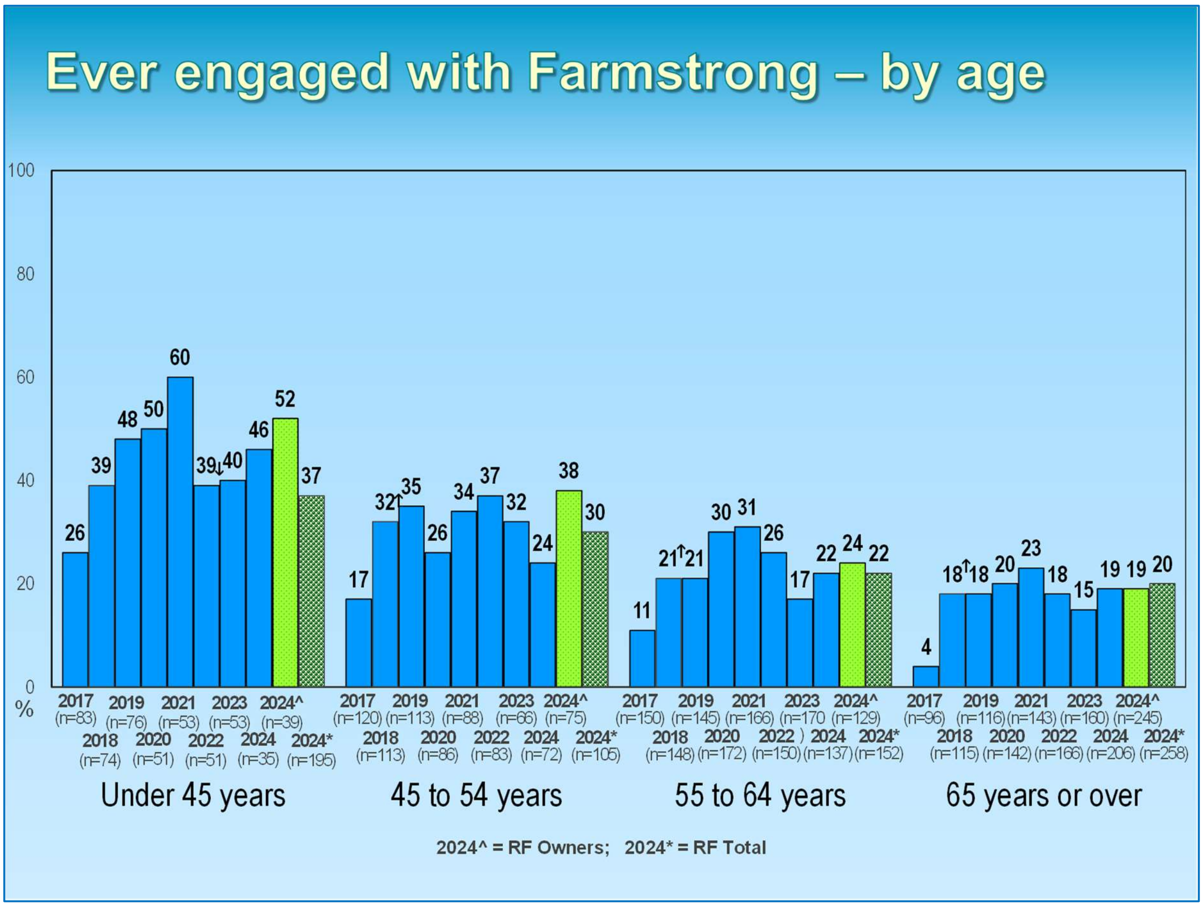
After a significant decrease in 2023, the proportion of women who had ever engaged increased a non-significant 8% to 28%. Men (26%) remained at a similar level to 2023 (27%). These trends were the opposite those evidenced for Unprompted Awareness, where it was the men who had increased significantly.

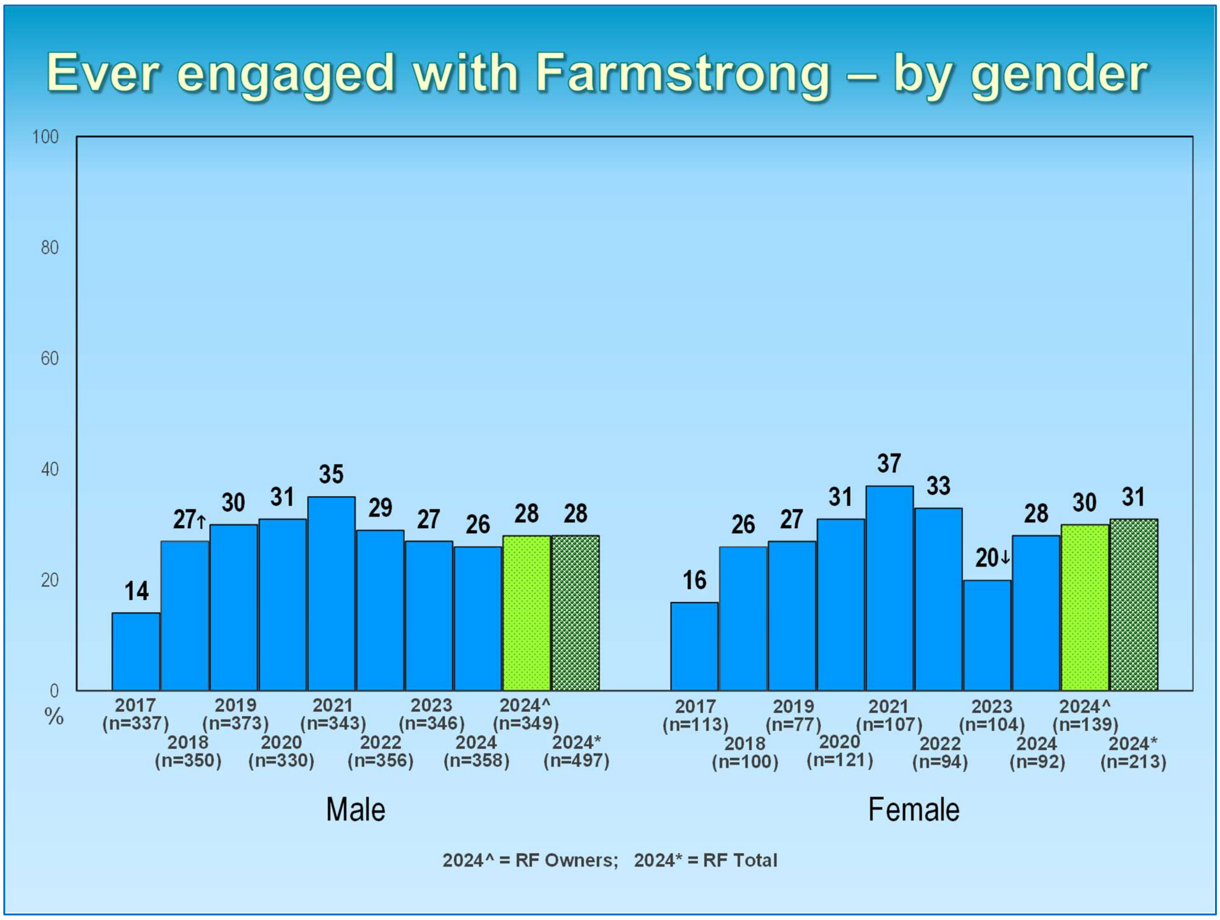
There were non-significant increases among three age groups, the exception being a non-significant 8% decrease to 24% among 45 to 54 year olds. This was despite this age group reporting a significant increase in unprompted awareness.

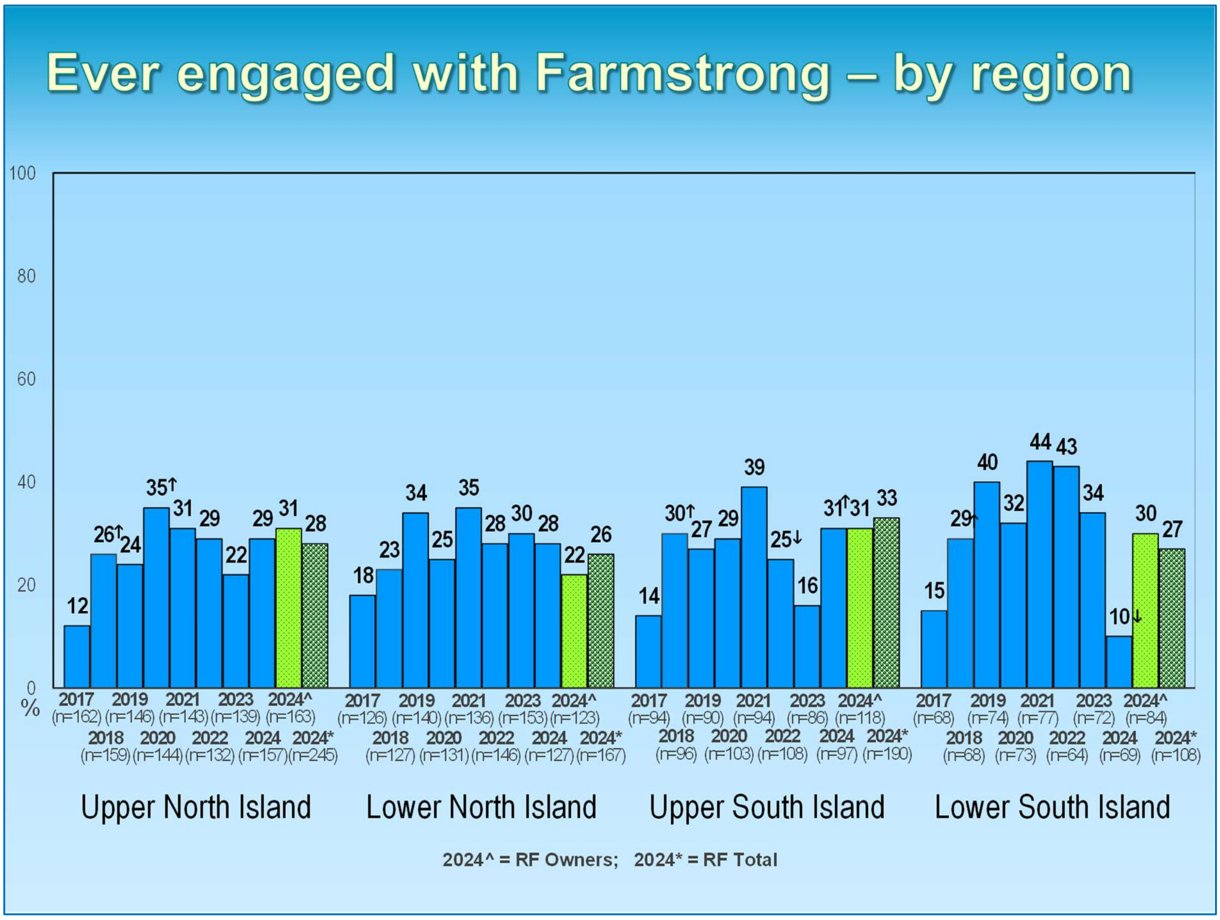
[6] Because of the smaller sub-sample sizes for these two age groups neither registered as significantly higher.

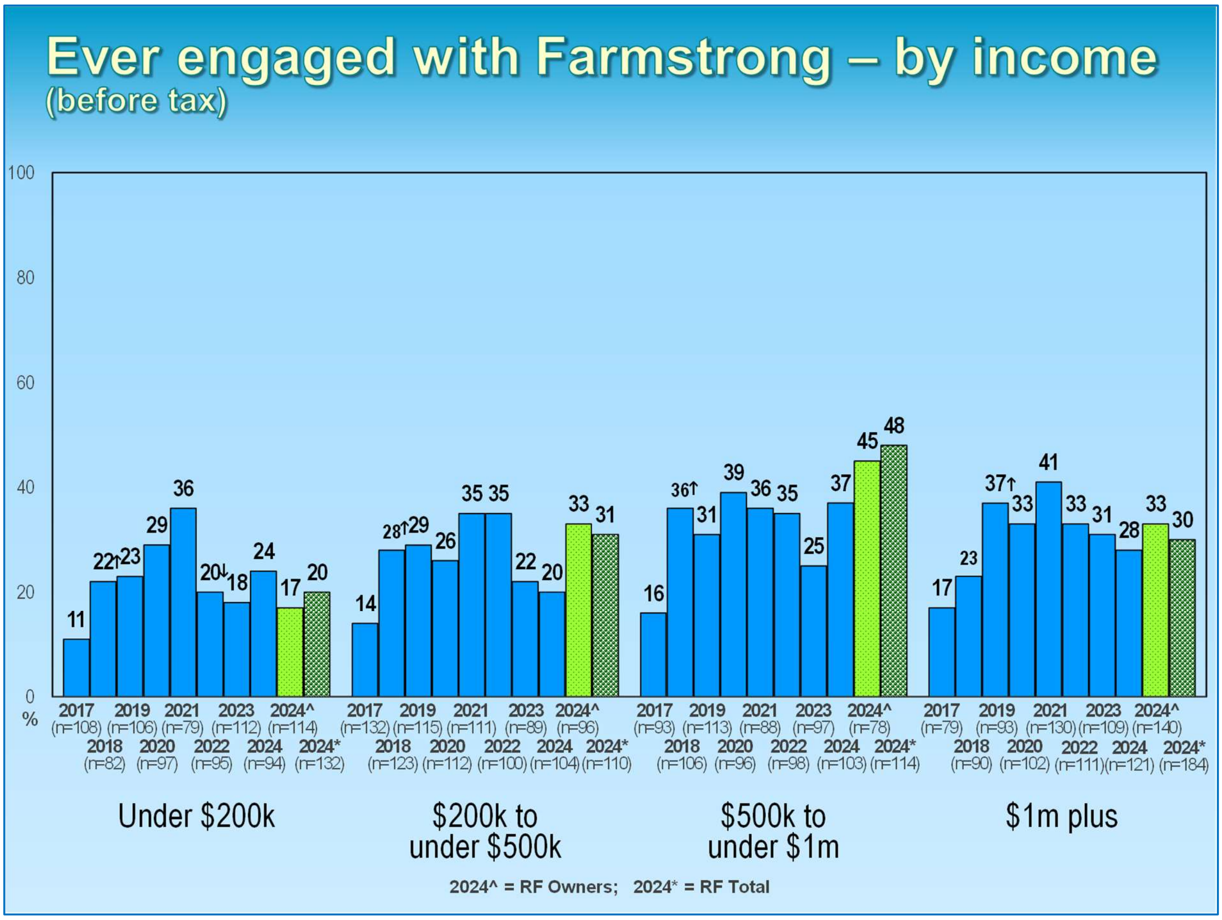
The Upper South Island reported an increase of 15%, up to 31%, while the Lower South Island reported a large decrease of 24%, down to 10%.






Ever engaged with Farmstrong – by gender
100
80
60
40
20
0
%
14
27↑
30
31
35
29
27
26
28
28
16
26
27
31
37
33
20↓
28
30
31
2017 (n=337)
2018 (n=350)
2019 (n=373)
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
2024 (n=358)
2024^ (n=349)
2024* (n=497)
2017 (n=113)
2018 (n=100)
2019 (n=77)
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
2024 (n=92)
2024^ (n=139)
2024* (n=213)
Male
Female
2024^ = RF Owners; 2024* = RF Total


Ever engaged with Farmstrong – by region
100
80
60
40
20
0
%
Upper North Island
Lower North Island
Upper South Island
Lower South Island
2024^ = RF Owners; 2024* = RF Total



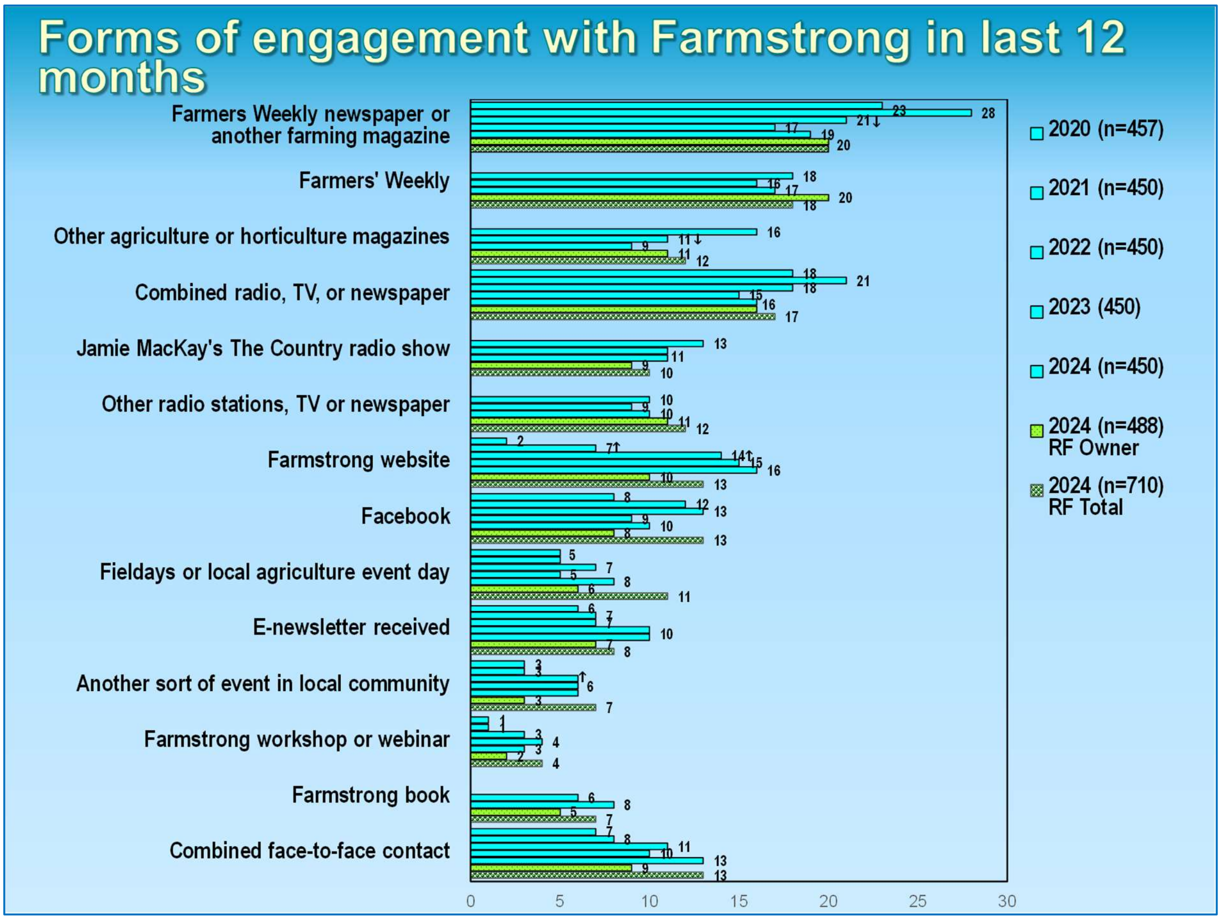
Forms of engagement reported in surveys

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]

The proportion of all farmers/growers reporting the different forms of engagement are shown in the graph below. The levels remained similar to 2023 for all the forms of engagement. The biggest change was a non-significant 3% increase to 8% for 'field days or local agricultural event day'. After being an exception to the downward trend in 2023, the Farmstrong website has remained at a similar level (currently 16% vs 15% in 2023).

The new category at the bottom of the graph, 'Face to face contact', is the combination of 'Fieldays or local agricultural event' plus 'Another sort of event in local community' plus 'Farmstrong workshop or webinar'. This shows that 13% were reporting one of these forms of face to face contact with Farmstrong in the last 12 months.

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



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.

Results for new sub-groups

Subgroup differences in use of different channels will be influenced by the overall level of engagement for the different subgroups.

Consistent with their higher levels of engagement, both the managers and sharemilkers/contract milkers tended to have higher levels on several of the channels, with managers being significantly higher for 'Fieldays or other agricultural event day' (20%).

Farm workers tended to have lower levels, reflecting their lower levels of overall engagement, with this being most pronounced for' Jamie MacKay's The Country radio show' (a non-significantly lower level of 5%). Their most mentioned channels for farm workers were: Facebook (15%), Farmers Weekly (14%) and the Farmstrong website (13%).

Owners were significantly lower for: Facebook (8%), Fieldays (6%), 'Another sort of event in local community' (3%) and the 'Combined face-to-face contact' (9%).

NZ Europeans were significantly higher for Famers Weekly (21%). Despite their lower levels of engagement, both Māori and Filipinos tended to be at relatively similar levels to NZ Europeans for many of the channels. Māori were non-significantly lower for Farmers Weekly (8%) and 'Jamie MacKay's The Country radio show' (6%). There were no dominant channels for Māori with several being at relatively similar levels, the most mentioned being Facebook (12%).

Filipinos had the highest level of the three groups for 'Jamie MacKay's The Country radio show' (a non-significantly higher 15%). This and the website (15%) were their most mentioned channels. They were non-significantly lower for Farmers Weekly (12%), 'Other agriculture magazines' (6%), the Farmstrong book (nil) and 'Other radio stations, TV or newspaper' (3%).

Although not significant differences, those in the Cyclone Recovery regions were more likely to have engaged via 'Another sort of event in local community' (11% vs 6% for other regions) and the Farmstrong book (12% vs 8%).

ENGAGED WITH IN LAST 12 MONTHS: RF 2024 TOTAL	Total sample (710) %	Owners (488) %	Sharemilkers/ contract milkers (60) %	Managers (81) %	Farm workers/ shepherds (72) %
Farmers Weekly	18	20	18	19	14
Jamie MacKay's The Country radio show	10	9	14	13	5
Other agriculture or horticulture magazines	12	11	19	15	9
Facebook	13	8↓	23	22	15
Farmstrong website	13	10	20	17	13
On other radio stations, TV, or in a newspaper	12	11	15	14	10
E-newsletter	8	7	6	14	5
Fieldays or other agriculture event day	11	6↓	18	20↑	11
Another sort of event in local community	7	3↓	13	14	9
Farmstrong workshop or webinar	4	2	5	8	4
Farmstrong book 'Live Well, Farm Well'	7	5	11	11	8
Combined face-to-face contact	13	9↓	20	21	15

ENGAGED WITH IN LAST 12 MONTHS: RF 2024 TOTAL	NZ European (626) %	Māori (64) %	Filipino (32) %
Farmers Weekly	21↑	8	12
Jamie MacKay's The Country radio show	10	6	15
Other agriculture or horticulture magazines	13	10	6
Facebook	12	12	12
Farmstrong website	13	10	15
On other radio stations, TV, or in a newspaper	13	11	3
E-newsletter	8	7	9
Fieldays or other agriculture event day	11	9	12
Another sort of event in local community	7	7	9
Farmstrong workshop or webinar	3	4	3
Farmstrong book 'Live Well, Farm Well'	7	7	-
Combined face-to-face contact	13	11	12

Other sub-group differences in 2024

The levels for four of the key sub-groups are shown in the table which follows.

Kantar Survey

The significant differences identified were:

- Dairy were significantly higher that other forms of farming for: Farmstrong website (24%), Farmers Weekly (22%), Facebook (14%), Fieldays (12%).
- Sheep/beef were significantly higher for: Other events in local community (11%) and Workshops or podcasts (6%).
- Under 45 year olds had higher levels of engagement on most channels, with the following being significantly higher: Website (32%), Farmers Weekly (27%), Facebook (24%), Fieldays (14%), and Other events in local community (14%).
- 45-54 year olds were significantly less likely to report Fieldays (4%) and Other agriculture or horticulture magazines (4%).
- 55-64 year olds were significantly more likely than others to report Farmstrong workshops or webinars (6%) and significantly less likely to report the Farmstrong website (10%).
- The oldest age group were also significantly lower on use of the website (9%), plus Facebook (4%).
- Women were significantly more likely to report E-newsletters (17% vs 9% for men).
- Those in the Upper South Island were significantly higher for: Farmers Weekly (29%), Other agriculture or horticulture magazines (16%), Other radio/TV/newspapers (17%), Other events in the local community (12%).
- Those in the Lower South Island were significantly lower for: Farmers Weekly (9%), Other agriculture or horticulture magazines (3%), Farmstrong website (7%), Facebook (1%), Other radio/TV/newspapers (1%)

Research First Survey

- Despite larger sub-sample sizes there were far fewer significant differences in the Research First survey. As shown in the table below, there were none for sheep/beef, dairy, males or females.
- ***Under 35 year olds*** were significantly higher on several channels, these being: Facebook (28%), Website (24%), Fieldays or local agricultural event day (23%), Another sort of event in local community (19%) Farmstrong book (16%), and combined face-to-face contact (26%).
- Those aged ***55 to 64 years*** were significantly less likely to engage via Facebook (5%) and Other agriculture or horticulture magazine (5%).
- Those aged ***65 years and over*** were also significantly less likely to mention Facebook (3%), as well as Website (6%), Fieldays (3%), and Another sort of event in local community (1%).
- Consistent with their low levels of overall engagement ***horticulture*** was significantly lower for many of the channels: Farmers Weekly (8%), Website (1%), Farmstrong book (1%), Facebook (1%), Fieldays (1%), Jamie MacKay's The Country radio show (3%), and Another sort of event in local community (1%). Their most mentioned channels were: Farmers

Weekly (8%), Other agriculture or horticulture magazines (6%), and Other radio, TV or newspaper (6%).

- Consistent with their higher levels of overall engagement with Farmstrong those in the third highest income were significantly higher in their use of most channels.

FORMS OF ENGAGEMENT 2024	Sheep/beef (233 K, 262 RF) %	Dairy (136K, 306 RF) %	Horticulture (93RF)[8] %	Male (346K, 497 RF) %	Female (104K, 213 RF) %
Farmers Weekly: Kantar	18	22↑		16	21
RF Total	20	18	8↓	20	15
Jamie MacKay's The Country radio show: Kantar	13	12		12	7
RF Total	11	11	3↓	12	6
Other agriculture or horticulture magazines: Kantar	7	11		9	11
RF Total	12	13	6	12	12
Facebook: Kantar	9	14↑		10	9
RF Total	12	17	1↓	14	11
Farmstrong website: Kantar	13	24↑		15	17
RF Total	13	16	1↓	13	13
On other radio stations, TV, or in a newspaper: Kantar	11	13		10	11
RF Total	14	12	6	11	13
E-newsletter: Kantar	11	13		9	17↑
RF Total	10	7	2	8	7
Fieldays or other agriculture event day: Kantar	5	12↑		8	7
RF Total	10	14	1↓	11	10
Another sort of event in local community: Kantar	11↑	5		6	9
RF Total	8	8	1↓	8	5
Farmstrong workshop or webinar: Kantar	6↑	2		4	-
RF Total	5	3	1	3	4
Farmstrong book 'Live Well, Farm Well': Kantar	8	10		7	11
RF Total	9	7	1↓	7	7
Combined face-to-face contact:Kantar	12	16		13	14
RF Total	14	16	2↓	13	12

Subgroup changes in forms of engagement

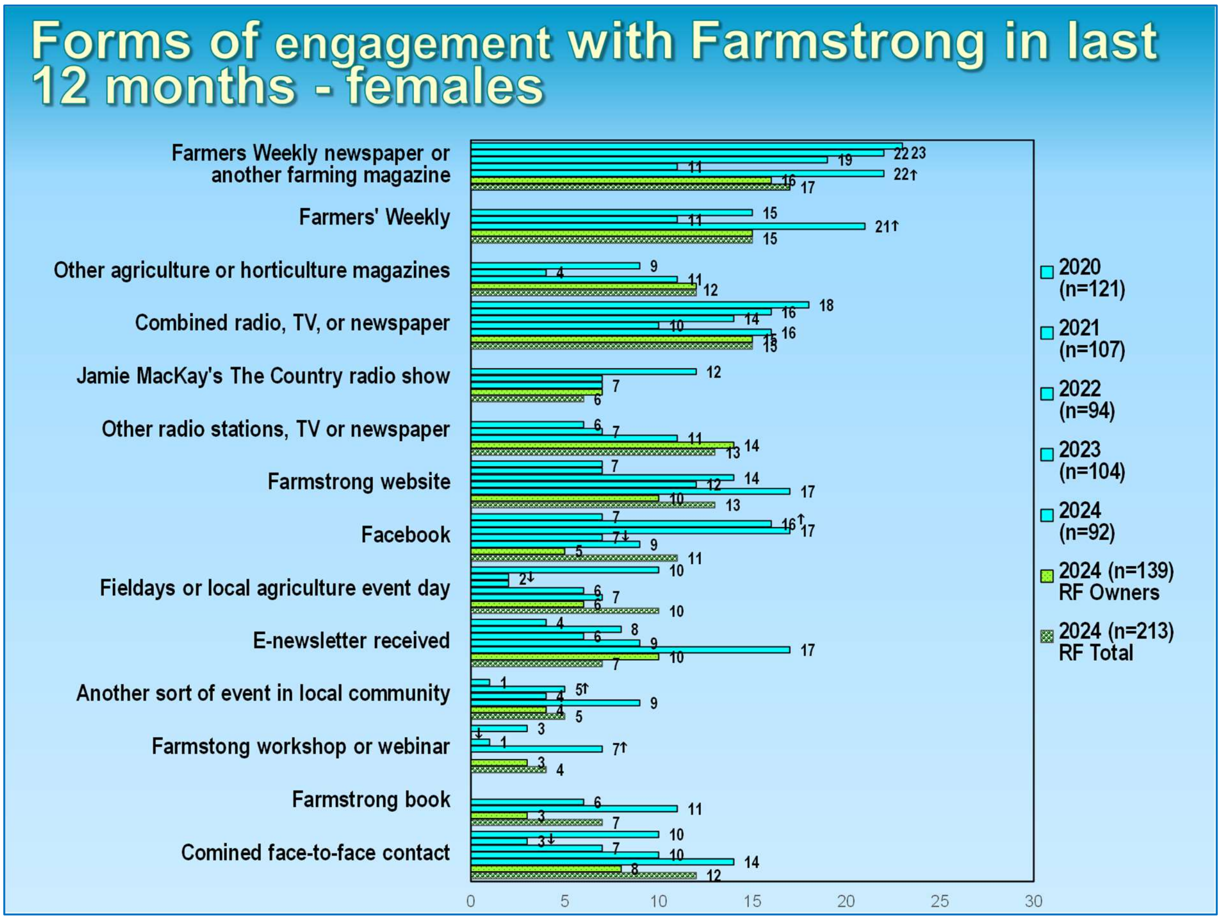
The graphs below show the trends for four of the key subgroups. The commentary below includes subgroups not included in the graphs.

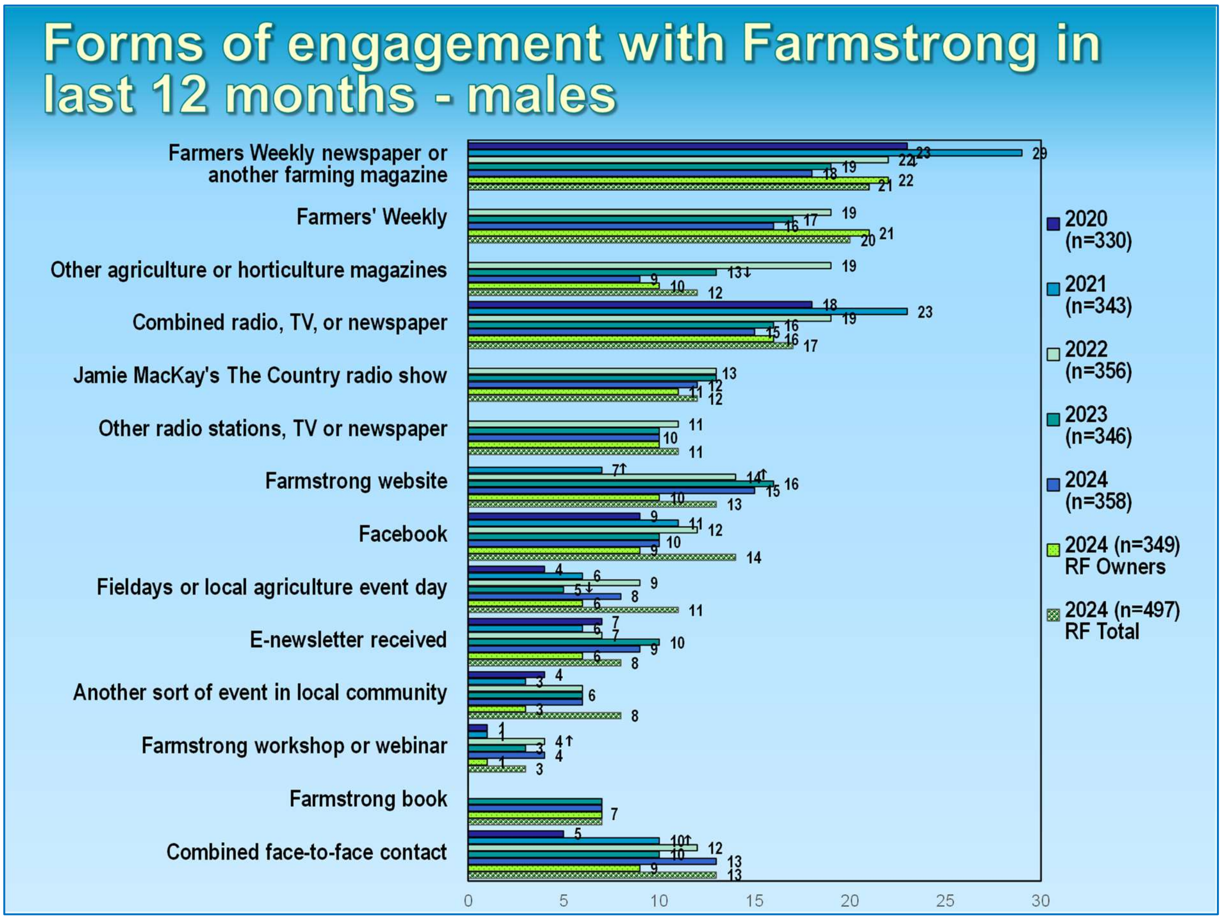
- **Females** had a significant increase for Farmers Weekly (up by 10% to 21%). They also had non-significant increases for: the Farmstrong website (up by 5% to 17%), e-newsletter (up by 12% to 17%), another sort of event in local community (up by 5% to 9%), Farmstrong book

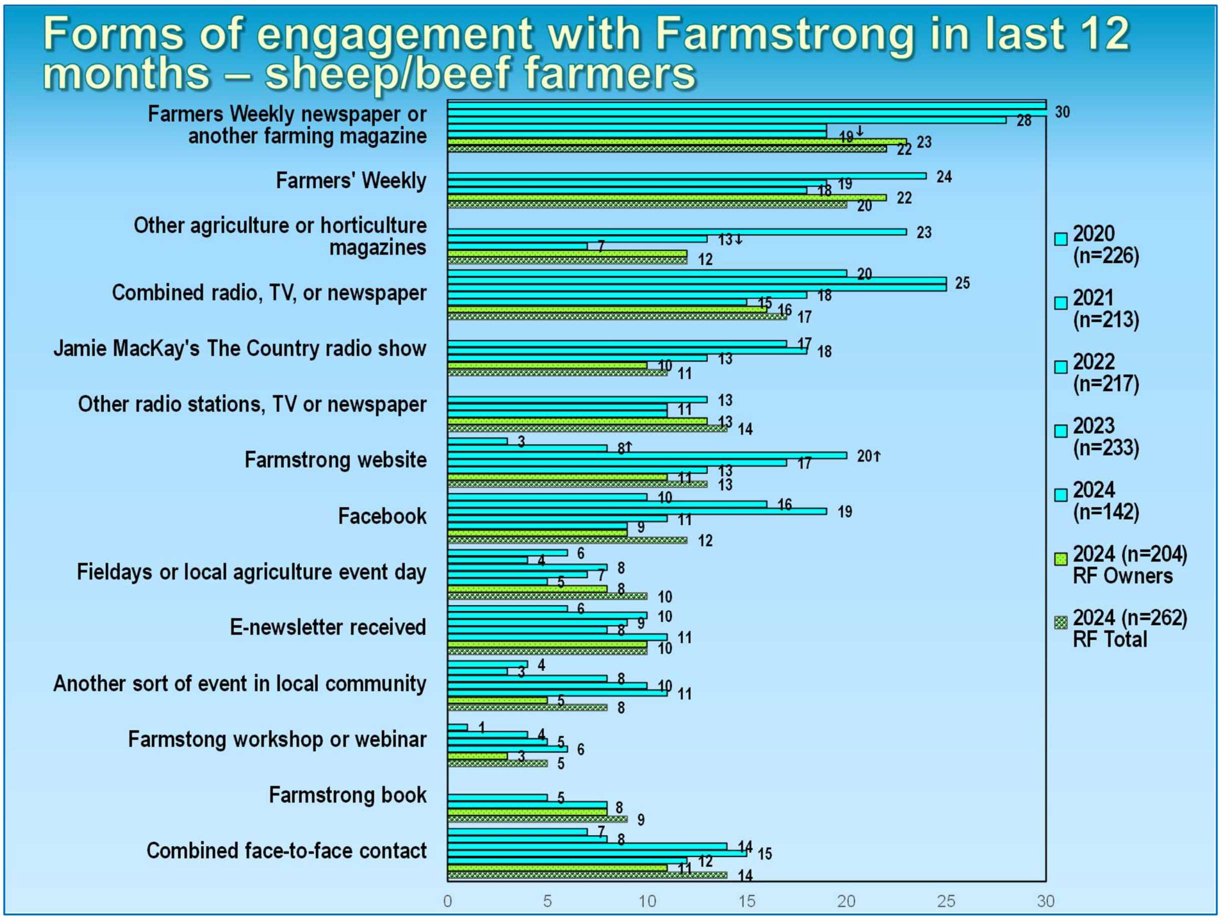
8 Horticulture was not included in this table for the Kantar data as it was a much smaller sub-sample size.

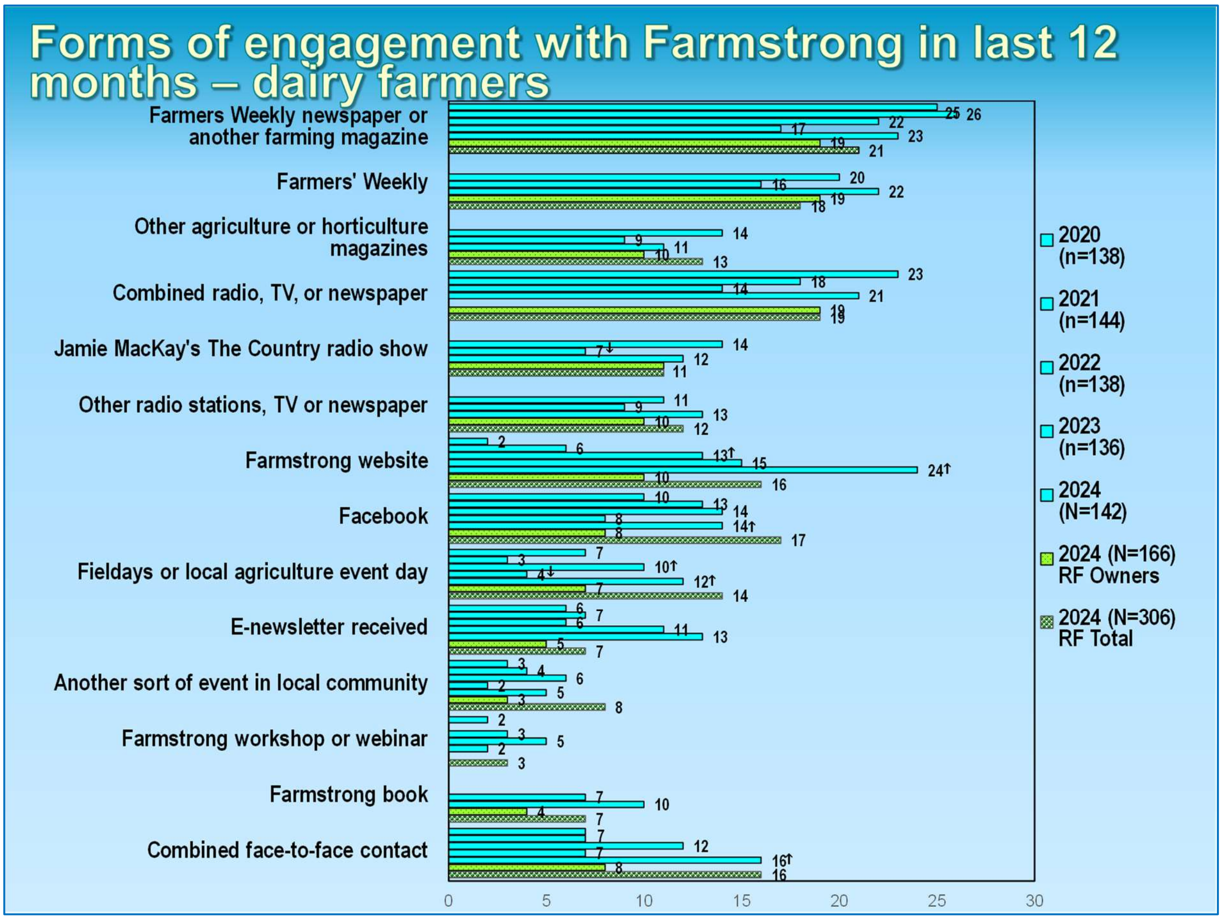
(up by 5% to 11%). Against these upward trends, females decreased significantly from 7% to nil for Farmstrong workshop or webinars.

- **Males** continued to show a downward trend for 'Other agriculture or horticulture magazines' (down a non-significant 4% to 9%, following a significant 6% decrease in 2023).
- **Dairy farmers** had significant increases for: use of the Farmstrong website (up by 9% to 24%) and Fieldays or local agricultural events (up by 8% to 12%) and non-significant increases for: Farmers Weekly (up by 6% to 22%), Facebook (up by 6% to 14%) Jamie MacKay's The Country radio show (up by 5% to 12%), Other radio/TV/newspaper (up by 4% to 13%), Another sort of event in local community (up by 3% to 5%) and the Farmstrong book (up by 3% to 10%).
- **Sheep/beef farmers** reported non-significant decreases for: Other agriculture or horticulture magazines (down by 6% to 7%), Jamie MacKay's The Country radio show (down by 5% to 13%), Farmstrong website (down by 4% to 13%). They had two non-significant increases for: the Farmstrong book (up 3% to 8%) and e-newsletters (up 3% to 11%).
- **45 to 54 year olds** had significant decreases for: Jamie MacKay's The Country radio show (down by 12% to 10%), Other agriculture or horticulture magazines (down by 14% to 4%) and Other events in local community (down by 6% to nil).
- **55 to 64 year olds** reported a significant increase for Other events in local community (up by 5% to 7%).
- Those aged **65 years and over** had significant increases for Fieldays (up by 7% to 8%) and E-newsletters (up by 8% to 12%).
- **Upper North Island** farmers/growers reported significantly increased engagement with Fieldays (up by 6% to 9%) and Facebook (up by 5% to 10%).
- Those in the **Upper South Island** had a 16% significant increase for Farmers Weekly (to 29%), 15% for Combined radio TV or newspaper (up to 24%), which included increases for both Jamie MacKay's The Country radio show (a non-significant 9% increase to 16%) and Other radio/TV/newspaper (a non-significant 8% increase to 17%).
- The reduced engagement with Farmstrong by those in the **Lower South Island** was evident in several of the channels, with significant decreases for: Farmstrong website (down by 12% to 7%), Facebook (down by 10% to 1%), Jamie MacKay's The Country radio show (down by 12% to 8%), Other radio/TV/newspaper (down by 13% to 1%) and Other agricultural or horticultural magazines (down by 10% to 3%). Farmers Weekly was down by a non-significant 11% to 9%. The only channel to show an increase in this region was a non-significant 3% increase for the Farmstrong book (up by 3% to 6%).
- Those in the **third highest income group** reported a significant increase for the Farmstrong book (up by 9% to 14%) and E-newsletters (up by 9% to 18%).


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
Comined face-to-face contact
0
5
10
15
20
25
30
2020 (n=121)
2021 (n=107)
2022 (n=94)
2023 (n=104)
2024 (n=92)
2024 (n=139) RF Owners
2024 (n=213) RF Total


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
Farmstrong workshop or webinar
Farmstrong book
Combined face-to-face contact
0
5
10
15
20
25
30
2020 (n=330)
2021 (n=343)
2022 (n=356)
2023 (n=346)
2024 (n=358)
2024 (n=349) RF Owners
2024 (n=497) RF Total


Forms of engagement with Farmstrong in last 12 months – sheep/beef farmers
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
Combined face-to-face contact
2020 (n=226)
2021 (n=213)
2022 (n=217)
2023 (n=233)
2024 (n=142)
2024 (n=204) RF Owners
2024 (n=262) RF Total
0
5
10
15
20
25
30


Forms of engagement with Farmstrong in last 12 months – dairy farmers
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
Farmstrong workshop or webinar
Farmstrong book
Combined face-to-face contact
2020 (n=138)
2021 (n=144)
2022 (n=138)
2023 (n=136)
2024 (N=142)
2024 (N=166) RF Owners
2024 (N=306) RF Total
0
5
10
15
20
25
30

Number of forms of engagement

The following table shows a similar proportion of all farmers in the Kantar survey having five or more forms of engagement with Farmstrong compared with 2023. The 11% level was also the same for the total Research First sample, but was 8% for the farm owners in that survey.

NUMBER OF FORMS OF ENGAGEMENT	ALL FARMERS				ENGAGED WITH FARMSTRONG IN LAST 12 MONTHS			
	2023 (450) %	2024 (450) %	RF 2024 Owners (488) %	RF 2024 Total (710) %	2023 (91) %	2024 (93) %	RF 2024 Owners (106) %	RF 2024 Total (166) %
1 form of engagement	-	2	3	2	2	8	12	6
2 forms	3	1	4	4	13	5↓	17	16
3 forms	3	5	4	4	14	23	18	14
4 forms	3	4	5	5	14	16	21	20
5 forms	4	6	3	3	22	24	13	13
6 forms	2	1	2	3	11	6	9	11
7-9 forms	3	4	2	4	16	16	10	15
10-12 forms	1	1	-	1	7	3	1	5
% engaging with 5+ forms	**11**	**11**	**8**	**11**	**57**	**49**	**33**	**44**
Mean number of forms of engagement	**1.02**	**1.07**	**0.93**	**1.17**	**5.06**	**4.60**	**3.87**	**4.65**

Results for new sub-groups

As shown in the table below the non-significant 13% level for farm workers/shepherds having 5 or more forms of engagement was relatively high considering their lower levels for having engaged in the last 12 months. Likewise the levels for both Māori and Filipino were high relative to their engagement levels.

Those in the Cyclone Recovery regions were more likely to report five or more engagements (14% vs 10% for other regions, but this difference was not significant).

5 OR MORE FORMS OF ENGAGEMENT	%
Role	
Owners (n=488)	8
Sharemilkers/contract milkers (n=60)	15
Managers (n=81)	17
Farm workers/ Shepherds (n=72)	13
Ethnicity	
NZ European (n=627)	11
Māori (n=64)	10
Filipino (n=32)	9

Other sub-group differences in 2024

Kantar survey

- The proportion reporting 5 or more forms was significantly lower for 45 to 54 year olds (6%) and in the Lower South Island (3%).
- Dairy was at 14% which was a little higher than sheep/beef (11%), while horticulture was 5%, with none of these levels being significant.
- The levels for males and females were the same at 11%.

Research First survey

- The proportion reporting 5 or more forms was significantly higher for the under 45 age group (17%). The level was actually 20% for the under 35 year olds and 13% for the 35 to 44 year olds, but neither of these sub-samples was significant because of the size of the number in that age group.
- Consistent with their lower level of engagement, the level was significantly lower for horticulture (2%).

Sub-group changes

- After a significant increase in 2023, the 45 to 54 year olds had a significant decrease in 2024 (down by 9% to 6%).
- There was a significant decrease for the Lower South Island (down by 9% to 3%).

Frequency of engagement

The frequencies of engagement for all the different forms of engagement were summed to provide an overall frequency of engagement.[9] Among those who had engaged with Farmstrong in the last 12 months (the group who were asked the question), the average farmer in the Kantar survey had engaged 27.7 times, which equated with 6.5 times when averaged over all farmers. The level of 27.7 was a non-significant 4.7 decrease (14%) from 2023.

The table below also shows higher frequencies of engagement being reported in the Research First survey compared with the Kantar survey.

[9] 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

TOTAL FREQUENCY OF ENGAGEMENT	ALL FARMERS				ENGAGED WITH FARMSTRONG IN LAST 12 MONTHS			
	2023 (450) %	2024 (450) %	RF 2024 Owners (488) %	RF 2024 Total (711) %	2023 (91) %	2024 (93) %	RF 2024 Owners (106) %	RF 2024 Total (166) %
Less than 10	5	9↑	8	9	23	33	32	34
10-19	4	5	4	5	24	21	17	18
20-29	2	4	1	2	12	16	3	9
30 or more	8	7	11	10	41	29	47	39
20 or more	11	11	12	12	53	45	51	47
Mean frequency of engagement	**6.6**	**6.5**	**8.8**	**8.4**	**32.4**	**27.7**	**36.8**	**37.1**

The table below shows that there were no significant changes in the mean frequency of engagement for the different forms since 2023.

Based on the Kantar survey, the most frequently engaged with was Farmers Weekly (1.78), followed by Jamie MacKay's The Country radio show (1.03) and the Farmstrong website (0.75). In the Research First survey, the most frequently engaged with was also Farmers Weekly (2.17), but the next highest was Facebook (1.02), then Jamie MacKay's The Country radio show (0.98) and the website (0.82). The higher level for Facebook is due to its greater use by groups not included in the Kantar survey.

MEAN FREQUENCY OF ENGAGEMENT	TOTAL FARMERS					ENGAGED IN LAST 12 MONTHS				
	2022 (450)	2023 (450)	2024 (450)	2024 RF Owners (488)	2024 RF Total (711)	2022 (109)	2023 (91)	2024 (93)	2024 RF Owners (106)	2024 F Total (166)
Farmers Weekly	1.43	1.32	1.78	2.77	2.17	6.6	7.9	7.6	12.5	9.8
Jamie MacKay's The Country radio show	1.10	1.00	1.03	1.24	0.98	5.2	6.5	4.4	5.7	4.7
Other agriculture or horticulture magazines	0.85	0.68	0.64	1.02	0.77	3.7	3.4	2.7	5.5	4.1
Facebook	0.70	0.59	0.68	0.82	1.02	3.1	3.5	2.9	3.7	4.4
Farmstrong website	0.49	0.68	0.75	0.67	0.82	2.2	3.4	3.2	3.0	3.6
On other radio stations, TV, or in a newspaper	0.49	0.45	0.64	0.96	0.79	2.1	2.2	2.8	4.4	3.9
E-newsletter	0.27	0.27	0.17	0.57	0.58	1.1	1.3	0.7	2.8	3.1
Fieldays or other agriculture event day	0.20	0.11	0.12	0.17	0.28	0.8	0.6	0.5	0.8	1.3
Another sort of event in local community	0.20	0.10	0.14	0.19	0.40	0.8	0.5	0.6	0.9	2.0
Farmstrong workshop or webinar	0.16	0.20	0.08	0.03	0.12	0.8	1.4	0.3	0.1	0.6
Farmstrong book 'Live Well, Farm Well'	NM	0.18	0.29	0.24	0.38	NM	0.9	1.2	1.1	2.0
Other	0.07	0.16	0.13	0.07	0.10	0.3	0.8	0.6	0.4	0.6
Combined face-to-face contact	0.16	0.18	0.16	0.39	0.81	0.6	0.9	0.5	1.8	3.7

FREQUENCY OF ENGAGEMENT: KANTAR 2024	Once or twice	3-5 times	6-10 times	11-20 times	20+ times
	%	%	%	%	%
Farmers Weekly	6	3	4	1	4
Jamie MacKay's The Country radio show	5	1	2	1	2
Other agriculture or horticulture magazines	4	3	1	1	1
Facebook	5	1	1	1	1
Farmstrong website	7	4	2	1	1
On other radio stations, TV, or in a newspaper	3	1	4	1	-
E-newsletter	2	2	1	-	-
Fieldays or other agriculture event day	8	-	-	-	-
Another sort of event in local community	6	-	-	-	-
Farmstrong workshop or webinar	2	-	1	-	-
Farmstrong book 'Live Well, Farm Well'	7	-	-	1	-
Other	3	1	-	-	-

N=450

FREQUENCY OF ENGAGEMENT: RF 2024 TOTAL	Once or twice %	3-5 times %	6-10 times %	11-20 times %	20+ times %
Farmers Weekly	5	4	2	2	5
Jamie MacKay's The Country radio show	4	2	1	-	2
Other agriculture or horticulture magazines	5	1	3	1	1
Facebook	5	3	2	2	2
Farmstrong website	6	3	2	1	1
On other radio stations, TV, or in a newspaper	4	4	2	1	1
E-newsletter	2	2	2	1	1
Fieldays or other agriculture event day	8	2	1	-	-
Another sort of event in local community	4	2	1	-	1
Farmstrong workshop or webinar	2	-	1	-	-
Farmstrong book 'Live Well, Farm Well'	5	1	-	1	1
Other	2	1	-	-	-

N=710

Results for new sub-groups

The frequency of engagement reported by the New Zealand Europeans was significantly higher. The difference in levels compared with Māori and Filipino was a lot more marked that for the percentages engaging with Farmstrong and the percentage reporting five or more forms of engagement.

Those in the Cyclone Recovery regions reported a higher level of 12.39, which compared with 7.43 for the other regions, but this difference was not significant.

MEAN FREQUENCY OF ENGAGEMENT	Mean
Role	
Owners (n=488)	8.77
Sharemilkers/contract milkers (n=60)	8.44
Managers (n=81)	9.60
Farm workers/ Shepherds (n=72)	6.47
Ethnicity	
NZ European (n=627)	9.44↑
Māori (n=64)	3.86
Filipino (n=32)	3.64

The tables below show the mean frequency of engagement for each channel. For the Total Research First sample the most frequently used channels were: Farmers Weekly (2.17), Facebook (1.02) and 'Jamie MacKay's The Country radio show' (0.98).

The only significant differences were for farm workers/shepherds, which was a reflection of their lower levels of engagement with Farmstrong. Their most frequently used channels were: Facebook (1.34), 'Another sort of event in local community' (0.92, which was the highest level for any of the farmer roles), and Farmers Weekly (0.85, which was significantly lower than the level for other farmer roles).

Farm owners had their most frequent engagement with Farmers Weekly (2.77), 'Jamie MacKay's The Country radio show' (1.24), 'Other agriculture and horticulture magazines' (1.02) and 'Other radio stations, TV or in a newspaper' (0.96). They were non-significantly higher than others for all four of these channels.

For Sharemilkers/contract milkers their most used channels were: Farmers Weekly (2.02), Facebook (1.94) and the Farmstrong website (1.14). For Managers they were: Farmers Weekly (1.65), 'Jamie MacKay's The Country radio show' (1.21), the Farmstrong website (1.15), the Farmstrong book (1.03) and E-newsletters (0.97).

Māori and Filipino levels tended to be lower because of their lower levels of any form of engagement. However both were relatively high for face-to-face forms of engagement. In terms of the individual channels, Māori reported the highest frequencies for: Farmstrong website (0.56). Farmers Weekly (0.55, although it was significantly lower than for NZ Europeans) and 'Another sort of event in local community' (0.54). Filipinos most frequently used channels were: 'Fieldays or other agricultural event day' (0.50), Famers Weekly (0.50, which was significantly lower than for NZ Europeans) and e-newsletter (0.46).

MEAN FREQUENCY OF ENGAGEMENT BY CHANNEL: RF 2024 TOTAL	Total sample (710)	Owners (488)	Sharemilkers/ contract milkers (60)	Managers (81)	Farm workers/ shepherds (72)
Farmers Weekly	2.17	2.77	2.02	1.65	0.85↓
Jamie MacKay's The Country radio show	0.98	1.24	0.53	1.21	0.14↓
Other agriculture or horticulture magazines	0.77	1.02	0.86	0.41	0.26↓
Facebook	1.02	0.82	1.94	0.87	1.34
Farmstrong website	0.82	0.67	1.14	1.15	0.73
On other radio stations, TV, or in a newspaper	0.79	0.96	0.66	0.53	0.68
E-newsletter	0.58	0.57	0.26	0.97	0.51
Fieldays or other agriculture event day	0.28	0.17	0.38	0.55	0.29
Another sort of event in local community	0.40	0.19	0.26	0.80	0.92
Farmstrong workshop or webinar	0.12	0.03	0.14	0.30	0.23
Farmstrong book 'Live Well, Farm Well'	0.38	0.24	0.20	1.03	0.29
Combined face-to-face contact	0.81	0.39	0.79	1.65	1.44

MEAN FREQUENCY OF ENGAGEMENT BY CHANNEL: RF 2024 TOTAL	NZ European (626)	Māori (64)	Filipino (32)
Farmers Weekly	2.49↑	0.55↓	0.50↓
Jamie MacKay's The Country radio show	1.13↑	0.09↓	0.30
Other agriculture or horticulture magazines	0.89↑	0.20↓	0.27
Facebook	1.12	0.34↓	0.26↓
Farmstrong website	0.89	0.56	0.30
On other radio stations, TV, or in a newspaper	0.92↑	0.41	0.22
E-newsletter	0.66	0.33	0.46
Fieldays or other agriculture event day	0.28	0.13	0.50
Another sort of event in local community	0.43	0.54	0.36
Farmstrong workshop or webinar	0.12	0.22	0.22
Farmstrong book 'Live Well, Farm Well'	0.43	0.42	- ↓
Combined face-to-face contact	0.82	0.90	1.09

Other subgroup differences in 2024

Kantar survey

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

- Higher in Upper South Island (10.7)
- Lower among horticulture (2.1)

There were no significant differences by other types of farmer; sheep/beef were at 8.2, while dairy were 7.0.

Research First survey

The only other significant results were:

- A markedly higher level in second to highest income category (16.8)
- A lower level in horticulture (3.4).

Other sub-group differences for frequency of engagement by channel

MEAN FREQUENCY OF ENGAGEMENT BY CHANNEL	Sheep/beef (233 K, 262 RF)	Dairy (136K, 306 RF)	Horticulture (93RF)[10]	Male (346K, 497 RF)	Female (104K, 213 RF)
Farmers Weekly: Kantar	2.67↑	1.68		1.89	1.43
RF Total	2.93	1.78	1.14	2.42	1.55
Jamie MacKay's The Country radio show: Kantar	1.43	1.22		1.16	0.61
RF Total	1.41	0.79	0.33	1.06	0.78
Other agriculture or horticulture magazines: Kantar	0.80	0.36		0.68	0.49
RF Total	0.82	0.77	0.65	0.80	0.71
Facebook: Kantar	1.22↑	0.62		0.79	0.34
RF Total	1.13	1.14	0.01↓	1.15	0.71
Farmstrong website: Kantar	0.57	1.26↑		0.78	0.66
RF Total	1.12	0.78	0.02↓	0.88	0.66
On other radio stations, TV, or in a newspaper: Kantar	0.51	0.83		0.65	0.62
RF Total	1.01	0.67	0.74	0.81	0.73
E-newsletter: Kantar	0.17	0.15		0.09↓	0.39
RF Total	0.88	0.44	0.31	0.55	0.67
Fieldays or other agriculture event day: Kantar	0.10	0.18↑		0.13	0.10
RF Total	0.24	0.40	0.01↓	0.26	0.34
Another sort of event in local community: Kantar	0.22	0.12		0.12	0.20
RF Total	0.45	0.33	0.17	0.46	0.26
Farmstrong workshop or webinar: Kantar	0.12	0.08		0.10	0.01
RF Total	0.13	0.15	0.02	0.14	0.07
Farmstrong book 'Live Well, Farm Well': Kantar	0.19	0.30		0.22	0.50
RF Total	0.69	0.22	0.03	0.45	0.22
Combined face-to-face contact:					
RF Total	0.82	0.87	0.20↓	0.86	0.67

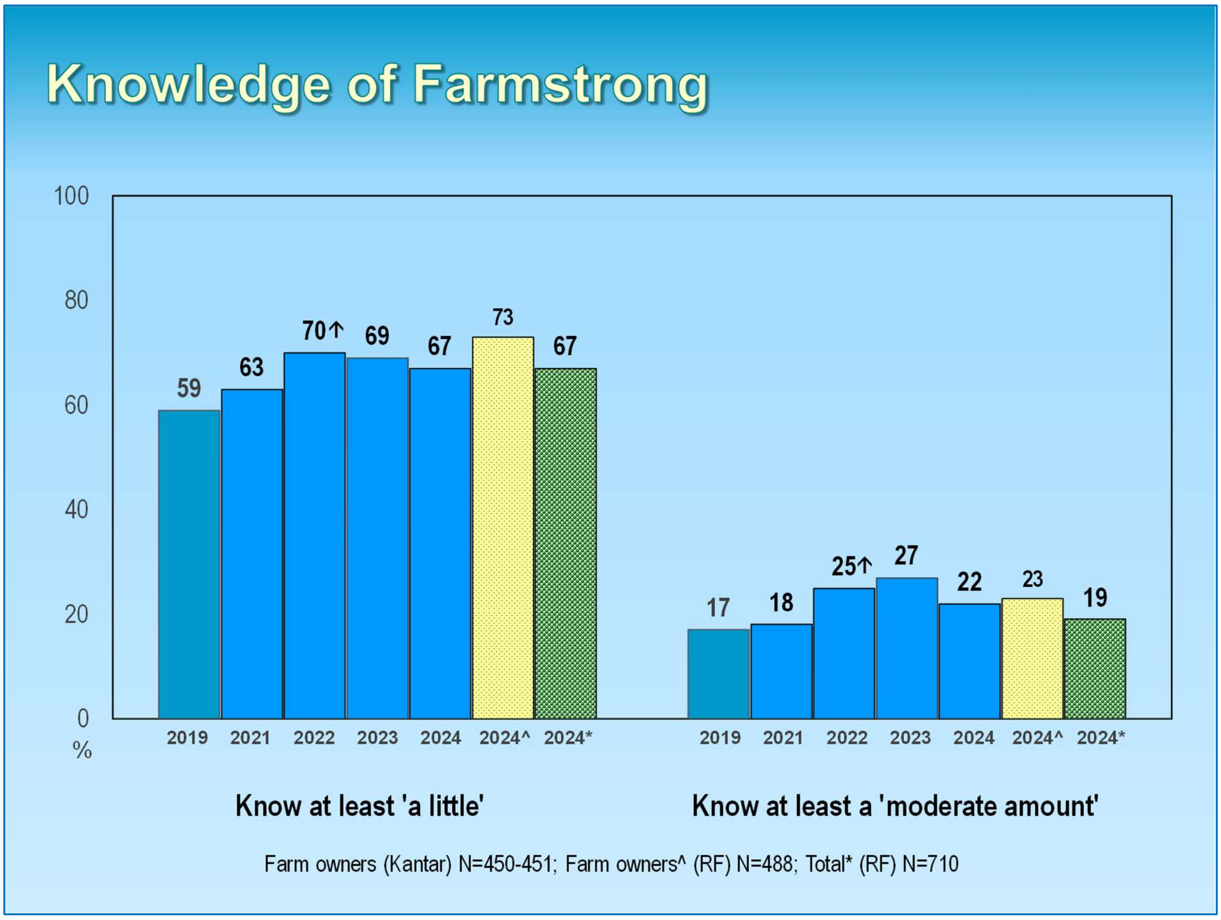
Subgroup changes

There were no significant changes for total frequency within subgroups since 2023.

[10] Horticulture was not included in this table for the Kantar data as it was a much smaller sub-sample size.

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 for the current year, as shown in the graph below, the proportion knowing at least a 'moderate amount' has now ceased its upward trend. (The proportion who know at least 'a little' amount includes those who know a 'moderate' or 'large' amount.) The proportion who felt they knew at least a 'moderate' amount was down a non-significant 5% to 22%.



Results for new sub-groups

As shown in the table below owners and NZ Europeans were significantly more likely to report knowing at least a little about Farmstrong (73% for both groups). Farm workers/shepherds had significantly lower levels for both levels of knowledge. Filipinos were significantly lower for knowing at least a little and non-significantly lower for knowing at least a moderate amount. Māori were non-significantly lower on both measures.

Those in Cyclone Recovery regions were at similar levels to the other regions: 64% vs 68% for knowing at least a little, and both 19% for knowing at least a moderate amount.

KNOWLEDGE OF FARMSTRONG	Know at least 'a little' %	Know at least 'a moderate amount' %
Role		
Owners (n=488)	73↑	23
Sharemilkers/contract milkers (n=60)	67	11
Managers (n=81)	67	23
Farm workers/ Shepherds (n=72)	48↓	7↓
Ethnicity		
NZ European (n=627)	73↑	21
Māori (n=64)	52	13
Filipino (n=32)	26↓	3

Other subgroup differences in 2024

Kantar survey

- Dairy was significantly higher for knowing at least a little (75%), although beef/lamb was not far behind (71%). They were both at 26% for knowing at least a moderate amount.
- Horticulture was significantly lower for knowing at least a little (41%) and at least a moderate amount (6%).
- The Upper North Island was significantly lower for knowing at least a little (61%). The Lower North Island was significantly higher for knowing at least a moderate amount (29%).
- 45 to 54 year olds were significantly higher for knowing at least a moderate amount (29%).

Research First Survey

- Beef/lamb was significantly higher for knowing at least a little (76%), while dairy was at 63%. Horticulture as a sector was significantly lower for knowing at least a little (49%), but Kiwifruit was significantly higher than others in that sector for knowing at least a little (76%).
- Levels for knowing at least a little were significantly lower for the Upper North Island (58%).
- Those in the third highest income bracket were significantly higher for both knowing at least a little (81%) and knowing at least a moderate amount (30%). Those earning at least a million were significantly higher for knowing at least a little (78%).

Sub-group changes

For those knowing at least 'a little', there was a significant increase for dairy (up by 10% to 75%) and a significant decrease for those in horticulture (down by 24% to 41%).

The significant changes since 2023 in the proportion knowing at least a 'moderate' amount were decreases for those aged 55-64 years (down by 11% to 19%), horticulture (down by 23% to 6%), and the Lower South Island (down by 15% to 16%).

4.4 NATIONAL DASHBOARD MEASURES

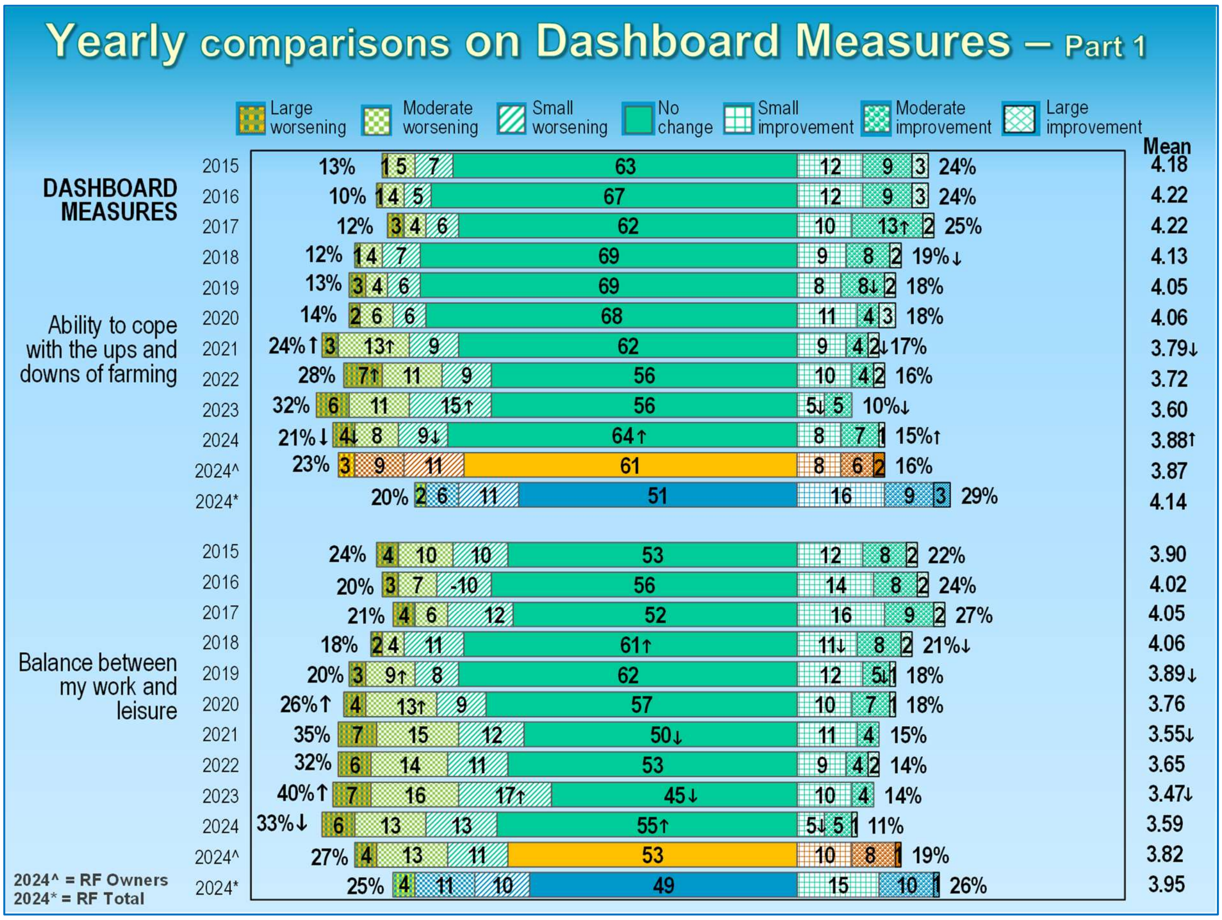
These measures identify farmer/grower changes in perceived levels of improvement or worsening over the previous 12 months. This section provides findings for all the farmers/growers to examine overall trends. A subsequent section examines how these differed based on level of engagement with Farmstrong.

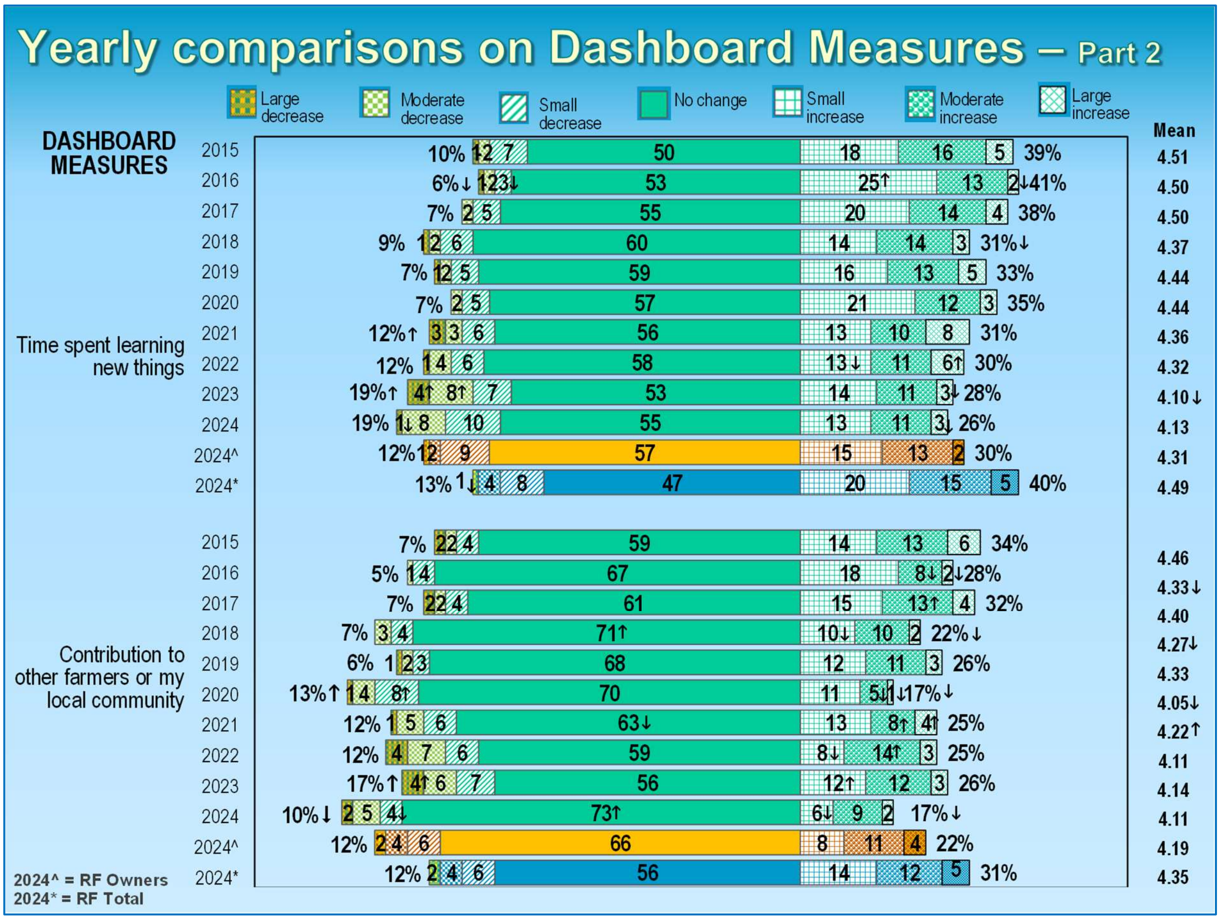
After four significant decreases and one increase in 2023, there has been more positive change in 2024 with three of the nine measures in the Kantar survey showing significant increases in the mean rating since 2023 and no decreases. The three showing significant increases were:

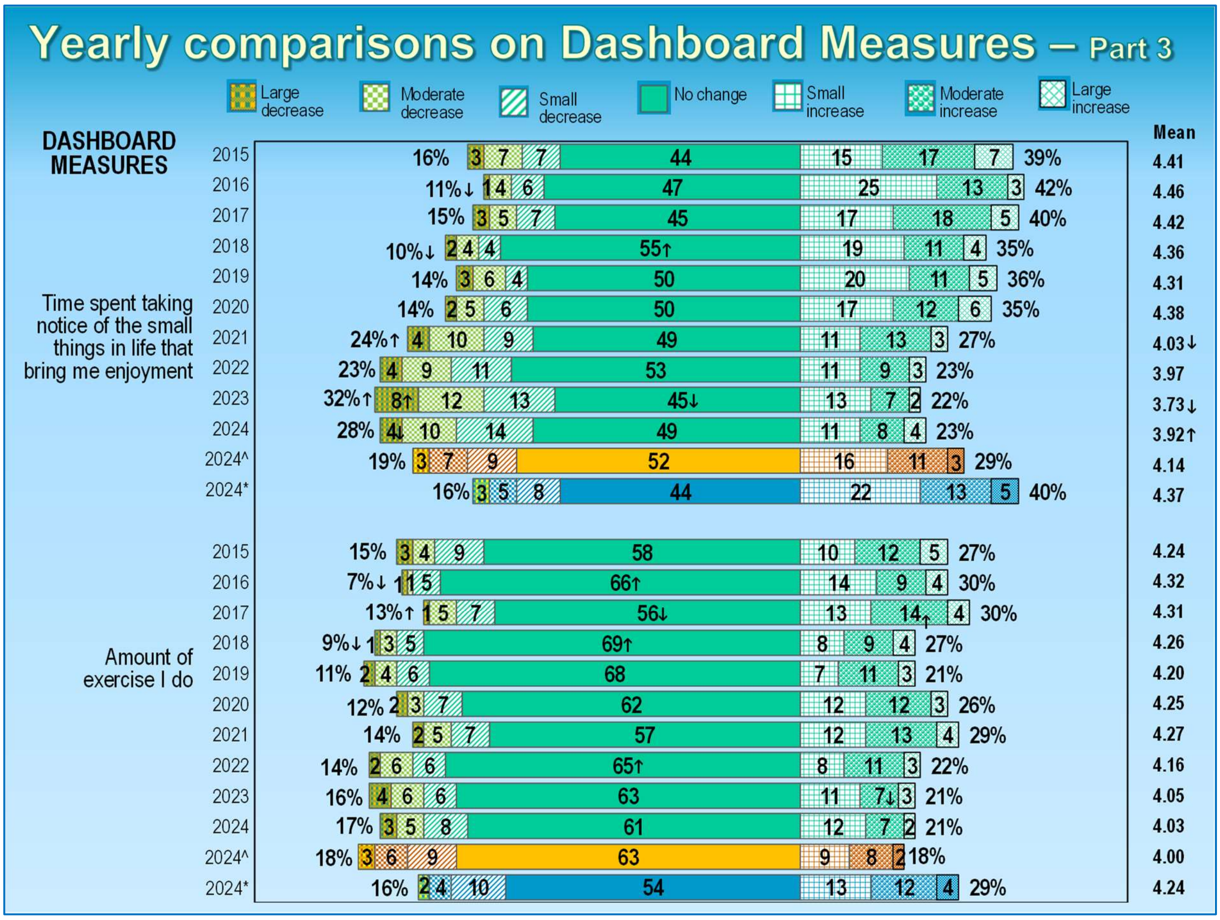
- 'Ability to cope with the ups and downs of farming' (there was also a significant increase in the percentage reporting any improvement and a significant reduction in the percentage reporting any worsening)
- 'Level of contact with my friends', which continued an upward trend which began in 2023 (there was also a significant decrease in the proportion reporting any decrease)
- 'Time spent taking notice of the small things in life that bring me enjoyment'

The mean rating for 'Balance between my work and leisure' showed a non-significant improvement, with the percentage reporting any worsening reducing significantly.

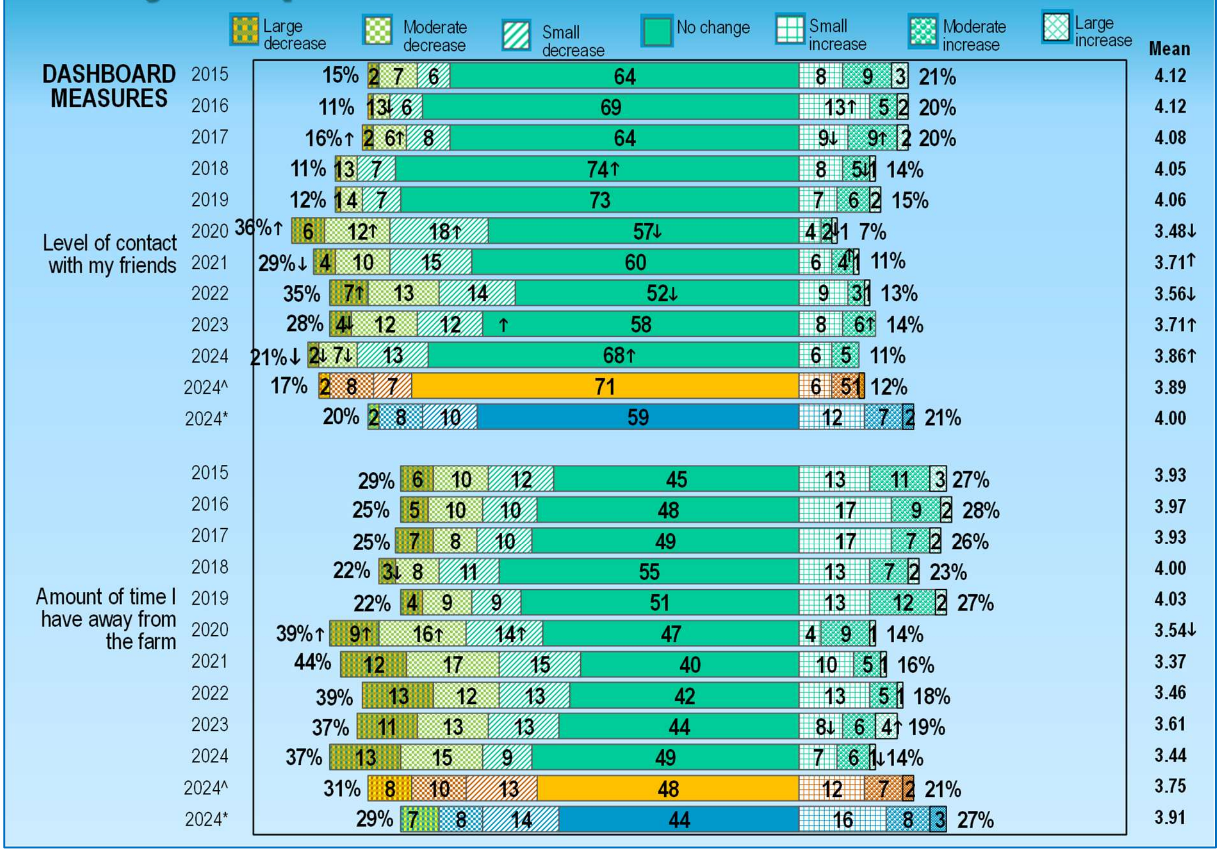
As can be seen on the graphs, the levels of improvement reported in the Research First survey were almost all higher than in the Kantar survey, particularly for the Research First total sample data.




Yearly comparisons on Dashboard Measures – Part 2
Large decrease
Moderate decrease
Small decrease
No change
Small increase
Moderate increase
Large increase
DASHBOARD MEASURES
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↓
2024 19% 1↓ 8 10 55 13 11 3↓ 26% 4.13
2024^ 12% 1 2 9 57 15 13 2 30% 4.31
2024* 13% 1↓ 4 8 47 20 15 5 40% 4.49
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 68 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 12% 4 7 6 59 8↓ 14↑ 3 25% 4.11
2023 17%↑ 4↑ 6 7 56 12↑ 12 3 26% 4.14
2024 10%↓ 2 5 4↓ 73↑ 6↓ 9 2 17%↓ 4.11
2024^ 12% 2 4 6 66 8 11 4 22% 4.19
2024* 12% 2 4 6 56 14 12 5 31% 4.35
2024^ = RF Owners
2024* = RF Total


Yearly comparisons on Dashboard Measures – Part 3
Large decrease
Moderate decrease
Small decrease
No change
Small increase
Moderate increase
Large increase
DASHBOARD MEASURES
Mean
Time spent taking notice of the small things in life that bring me enjoyment
2015 16% 3 7 7 44 15 17 7 39% 4.41
2016 11%↓ 1 4 6 47 25 13 3 42% 4.46
2017 15% 3 5 7 45 17 18 5 40% 4.42
2018 10%↓ 2 4 4 55↑ 19 11 4 35% 4.36
2019 14% 3 6 4 50 20 11 5 36% 4.31
2020 14% 2 5 6 50 17 12 6 35% 4.38
2021 24%↑ 4 10 9 49 11 13 3 27% 4.03↓
2022 23% 4 9 11 53 11 9 3 23% 3.97
2023 32%↑ 8↑ 12 13 45↓ 13 7 2 22% 3.73↓
2024 28% 4↓ 10 14 49 11 8 4 23% 3.92↑
2024^ 19% 3 7 9 52 16 11 3 29% 4.14
2024* 16% 3 5 8 44 22 13 5 40% 4.37
Amount of exercise I do
2015 15% 3 4 9 58 10 12 5 27% 4.24
2016 7%↓ 1 1 5 66↑ 14 9 4 30% 4.32
2017 13%↑ 1 5 7 56↓ 13 14↑ 4 30% 4.31
2018 9%↓ 1 3 5 69↑ 8 9 4 27% 4.26
2019 11% 2 4 6 68 7 11 3 21% 4.20
2020 12% 2 3 7 62 12 12 3 26% 4.25
2021 14% 2 5 7 57 12 13 4 29% 4.27
2022 14% 2 6 6 65↑ 8 11 3 22% 4.16
2023 16% 4 6 6 63 11 7↓ 3 21% 4.05
2024 17% 3 5 8 61 12 7 2 21% 4.03
2024^ 18% 3 6 9 63 9 8 2 18% 4.00
2024* 16% 2 4 10 54 13 12 4 29% 4.24

Yearly comparisons on Dashboard Measures – Part 4



Yearly comparisons on Dashboard Measures – Part 5

Differences with higher number of forms of engagement with Farmstrong

As identified in previous reports, five or more forms 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.

Kantar Survey

The graphs below are from the Kantar survey. Because of the small number in the five plus forms of engagement group (n=55), it required large differences to attain significance. Despite this there were still three measures where the mean for the 5 plus forms of engagement group were significantly higher than for those who had never engaged, these being:

- 'Amount of time I have away from the farm'
- 'Contribution to other farmers or my local community' (the percentage reporting a decrease was also significantly lower)
- 'Time spent taking notice of small things in life that bring me enjoyment'

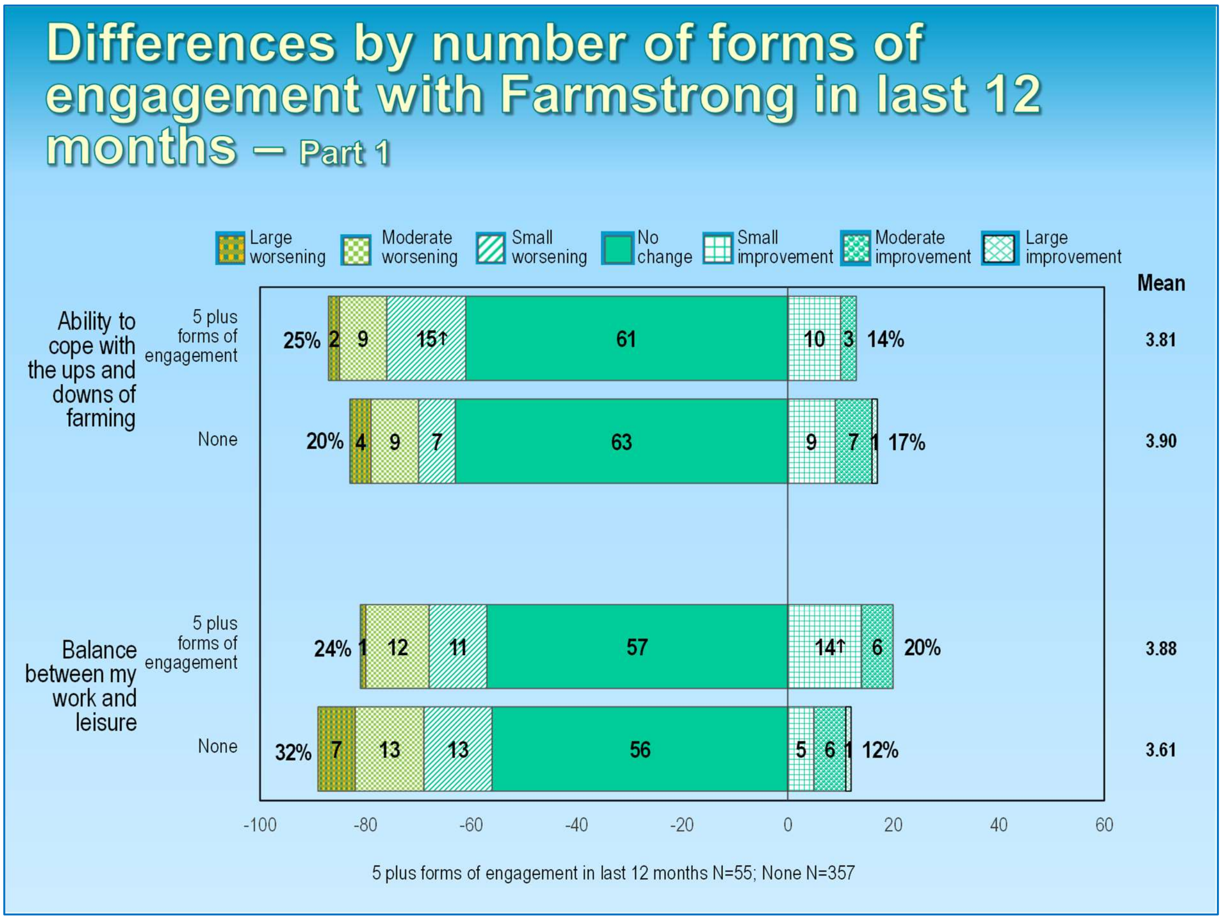
Although none of the other means showed significant differences, the five plus forms group were higher on all the other items with the exceptions of 'Amount of exercise' and 'Ability to cope with the ups and downs of farming'. This pattern for ability to cope was also evident in 2023.

Research First Survey

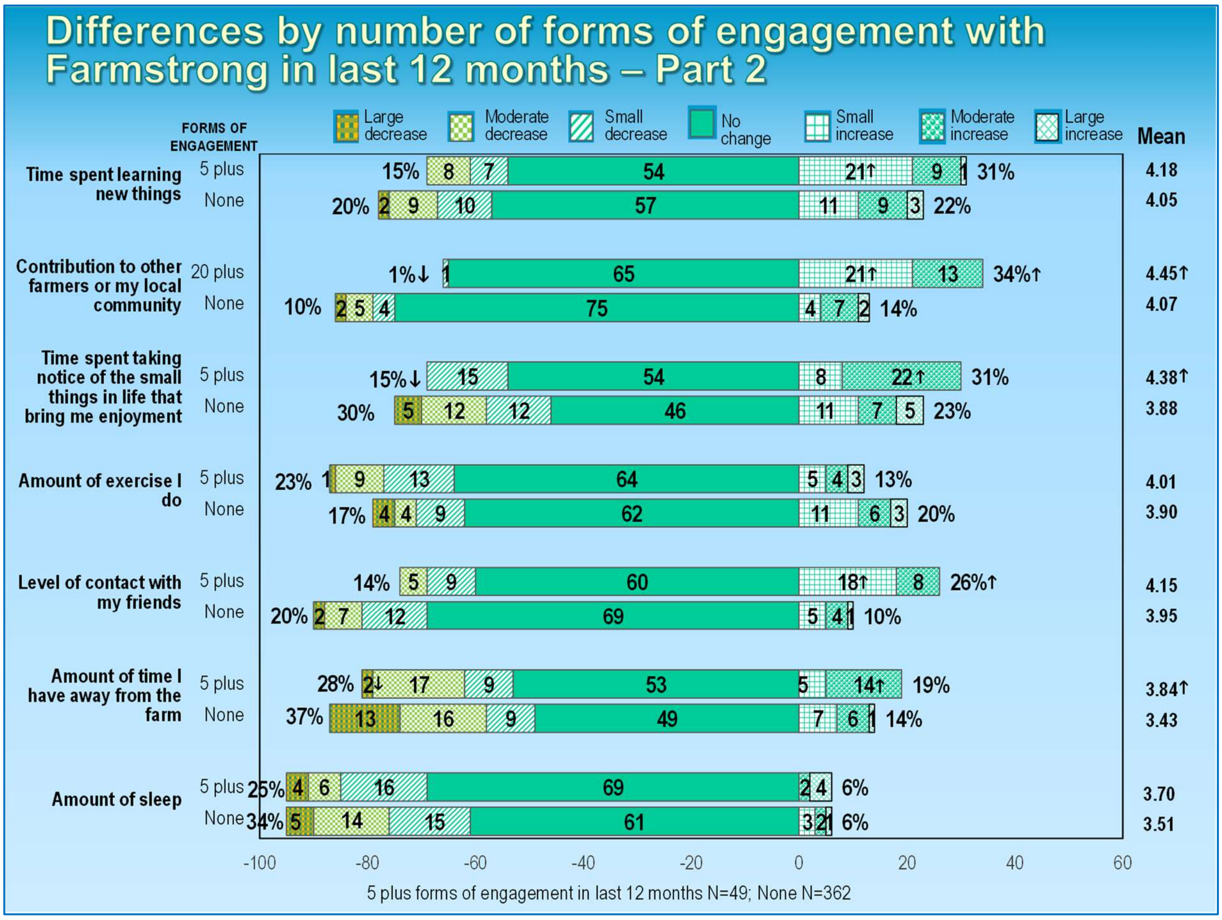
There was one measure where the mean for the 5 plus forms of engagement group was significantly higher than for those who had never engaged, this being:

- 'Contribution to other farmers or my local community' (the percentage reporting a decrease was also significantly lower)

Apart from one where the level was equal, all the other measures had non-significantly higher levels for the 5 plus group. Unlike the Kantar results, 'Ability to cope with the ups and downs of farming' was at a non-significantly higher level for those having 5 plus forms of engagement.



Differences by number of forms of engagement with Farmstrong in last 12 months – Part 1
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
5 plus forms of engagement
25% 2 9 15↑ 61 10 3 14%
3.81
None
20% 4 9 7 63 9 7 1 17%
3.90
Balance between my work and leisure
5 plus forms of engagement
24% 1 12 11 57 14↑ 6 20%
3.88
None
32% 7 13 13 56 5 6 1 12%
3.61
-100 -80 -60 -40 -20 0 20 40 60
5 plus forms of engagement in last 12 months N=55; None N=357



Differences by number of forms of engagement with Farmstrong in last 12 months – Part 2
FORMS OF ENGAGEMENT
Large decrease
Moderate decrease
Small decrease
No change
Small increase
Moderate increase
Large increase
Mean
Time spent learning new things
5 plus 15% 8 7 54 21↑ 9 1 31% 4.18
None 20% 2 9 10 57 11 9 3 22% 4.05
Contribution to other farmers or my local community
20 plus 1%↓ 1 65 21↑ 13 34%↑ 4.45↑
None 10% 2 5 4 75 4 7 2 14% 4.07
Time spent taking notice of the small things in life that bring me enjoyment
5 plus 15%↓ 15 54 8 22↑ 31% 4.38↑
None 30% 5 12 12 46 11 7 5 23% 3.88
Amount of exercise I do
5 plus 23% 1 9 13 64 5 4 3 13% 4.01
None 17% 4 4 9 62 11 6 3 20% 3.90
Level of contact with my friends
5 plus 14% 5 9 60 18↑ 8 26%↑ 4.15
None 20% 2 7 12 69 5 4 1 10% 3.95
Amount of time I have away from the farm
5 plus 28% 2↓ 17 9 53 5 14↑ 19% 3.84↑
None 37% 13 16 9 49 7 6 1 14% 3.43
Amount of sleep
5 plus 25% 4 6 16 69 2 4 6% 3.70
None 34% 5 14 15 61 3 2 1 6% 3.51
-100 -80 -60 -40 -20 0 20 40 60
5 plus forms of engagement in last 12 months N=49; None N=362

Results for new sub-groups

As shown in the table below, owners were significantly lower on six of the nine measures, while farm workers/ shepherds were significantly higher on six of the nine. Managers were significantly higher on just one measure.

Māori were significantly higher for 'amount of exercise', while Filipinos were significantly higher for 'balance between work and leisure' and 'taking time to notice the smaller things in life that bring enjoyment'. Filipinos were also non-significantly higher for 'ability to cope with the ups and downs of farming'. NZ Europeans were significantly lower on three of the measures.

Those in the Cyclone Recovery regions had very similar results to the others.

MEASURE	Owners (488)	Sharemilker Contract milkers (60)	Managers (81)	Farm workers/ shepherds (72)
Ability to cope with ups and downs of farming	3.87↓	4.39	4.61↑	4.42↑
Balance between work and leisure	3.82	4.02	3.99	4.40↑
Contribution to other famers or local community	4.19↓	4.48	4.58	4.50
Level of contact with friends	3.89	4.12	3.97	4.35↑
Amount of exercise	4.00↓	4.44	4.41	4.71↑
Time taking notice of small things in life that bring enjoyment	4.14↓	4.61	4.61	4.85↑
Time spent learning new things	4.31↓	4.69	4.65	4.82
Amount of sleep	3.66	3.77	3.97	4.12↑
Amount of time away from farm	3.75↓	4.17	3.85	4.48↑

MEASURE	NZ European (627)	Māori (64)	Filipino (32)
Ability to cope with ups and downs of farming	4.07	4.27	4.67
Balance between work and leisure	3.87	3.99	4.81↑
Contribution to other famers or local community	4.32	4.66	4.41
Level of contact with friends	3.94	4.21	4.53
Amount of exercise	4.14↓	4.72↑	4.59
Time taking notice of small things in life that bring enjoyment	4.29↓	4.59	5.07↑
Time spent learning new things	4.41↓	4.73	4.77
Amount of sleep	3.74	3.80	4.41↑
Amount of time away from farm	3.86	4.04	4.32

Other sub-group differences in 2024

The following subgroups also reported significantly higher or lower mean ratings in 2024, compared with the rest. There was not a lot of consistency between the Kantar and Research First results.

MEASURE	Higher than others	Lower than others
Ability to cope with ups and downs of farming: Kantar	Upper North Island	Upper South Island, $500k to under $1m
Research First		
Balance between work and leisure: Kantar	65 plus years, Lower South Island, Lowest income group	Under 45 years, Upper South Island
Research First		
Contribution to other famers or local community: Kantar	Lowest income	45-54 years
Research First	Under 45 years	65 plus
Level of contact with friends: Kantar	Horticulture	
Research First		
Amount of exercise: Kantar	Upper North Island, Lowest income	Under 45 years, Upper South Island, Highest income
Research First		65 plus
Time taking notice of small things in life that bring enjoyment: Kantar	65 plus years, Horticulture	45-54 years, Highest income
Research First	Dairy, Under 45 years	Beef/lamb, $200k to under $500k
Time spent learning new things: Kantar	Under 45 years, Upper North Island	55-64 years, Dairy
Research First	Under 45 years	
Amount of sleep: Kantar	Horticulture	Under 45 years, Sheep/beef
Research First	Males, Under 45 years, Upper North Island	Females
Amount of time away from farm: Kantar	65 plus years, Upper North Island, Lowest income	Under 45 years, Lower North Island, $200k to under $500k
Research First	Dairy	Beef/lamb, 45 to 54 years

Sub-group changes

From the table below it can be seen that the reporting of a significantly increased mean rating for their 'ability to cope with the ups and downs of farming' was widespread across the different sub-groups, much more so than for the other items.

MEASURE	Increased since 2023	Decreased since 2023
Ability to cope with ups and downs of farming	Males, females, 45-54 years, 55-64 year olds, Horticulture, Sheep/beef, Upper North Island, Lower South Island, Lowest income, $200k to under $500k, Highest income	
Balance between work and leisure	Sheep/beef, Lower South Island, $200k to under $500k	
Contribution to other famers or local community	65 plus years	Females, Dairy, Upper North Island
Level of contact with friends	Females, Under 45 years, Horticulture, Sheep/beef, Lower South Island	
Amount of exercise		
Time taking notice of small things in life that bring enjoyment	Under 45 years, 65 plus years, sheep/beef, Lower South Island, $200k to under $500k	
Time spent learning new things	Under 45 years, $200k to under $500k	
Amount of sleep	Lower South Island	Upper North Island
Amount of time away from farm		Males, Horticulture, Lower North Island, $500 to under $1m

Where farmers/growers making most and least progress

The items where farmers reported the highest levels of improvement over the last 12 months, based on both surveys were:

- Time spent learning new things
- Contribution to other famers or local community

The items where they were making the least progress were:

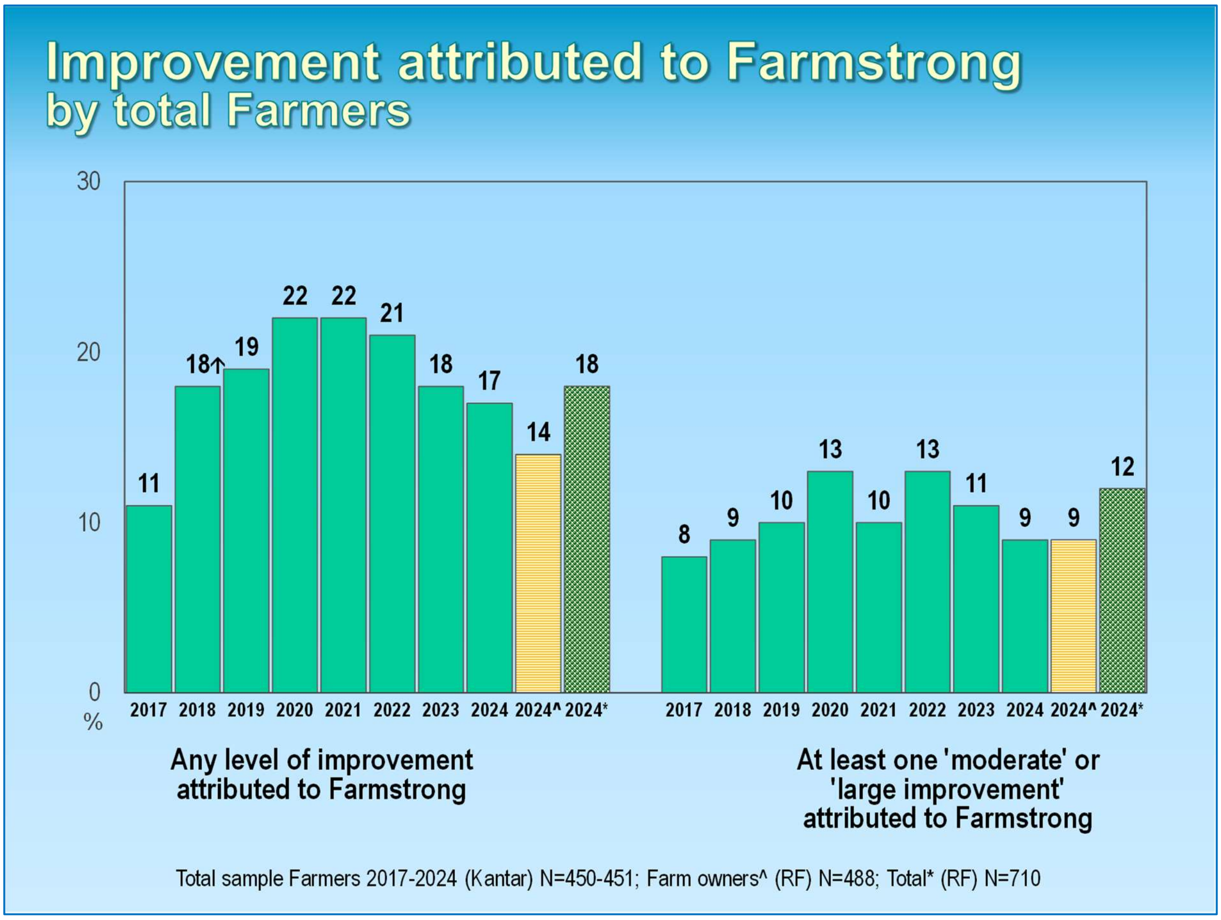
- Amount of time away from the farm
- Amount of sleep
- Balance between work and leisure

4.5 IMPROVEMENTS ATTRIBUTED TO FARMSTRONG

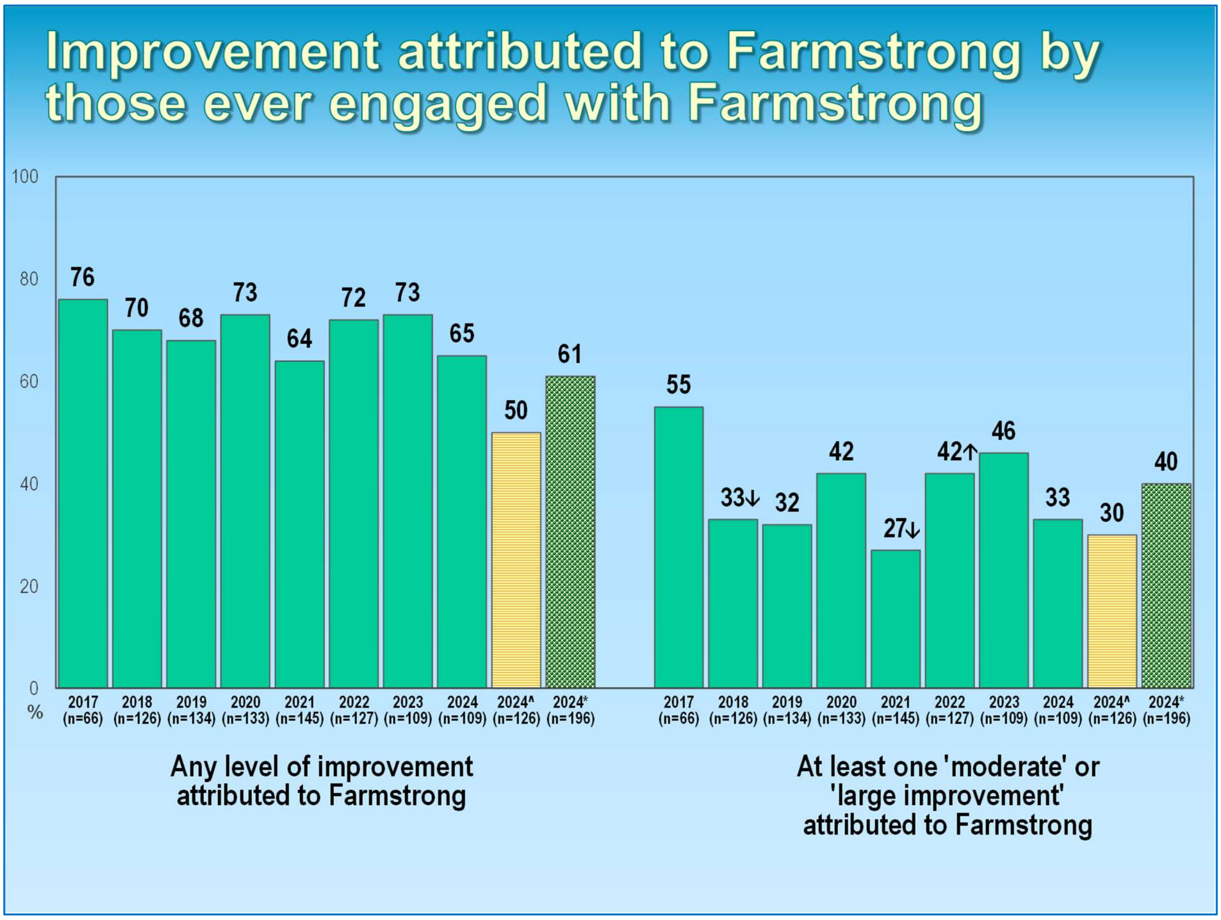
When considering all the farmers/growers in the Kantar survey, 17.0% attributed some level of improvement to Farmstrong on at least one of the nine items (i.e. 'small', 'moderate' or 'large' improvement), a non-significant 1.3% decrease.[11] There were 8.7% who attributed at least one 'moderate' or 'large' level of improvement to Farmstrong, which was a non-significant 2.7% decrease.

As can be seen from the graph below the levels were higher for the Research First total sample, with 17.6% attributing some level of improvement to Farmstrong, which equates with approximately 15,500 farmers/growers/farm workers. There were 11.6% attributing at least one 'moderate' or 'large' level of improvement to Farmstrong, which equates with approximately 10,500 farmers/growers/farm workers.

The changes in levels of improvement, based on all farmers, is influenced by the proportions who have engaged, so the second graph provides trends based on those who had ever engaged (the group who get asked the question). In the Kantar survey there were non-significant decreases of 8% for any level of improvement attributed to Farmstrong and 13% for at least one 'moderate' or 'large' improvement. While these appear to be quite large decreases, they were not significant because there were only 109 farmers/growers who had ever engaged.



11 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?"



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	2024	2024 RF Owners	2024 RF Total
	450	450	450	451	450	450	450	450	488	710
	%	%	%	%	%	%	%	%	%	%
Any level of improvement										
1-2	3	6↑	3↓	6↑	9	7	3	5	5	4
3-4	3	4	7	4	4	4	3	3	2	4
5 or more items	5	8	10	12	10	10	12	9	7	10
At least one improvement	**11**	**18↑**	**19**	**22**	**22**	**21**	**18**	**17**	**14**	**18**
'Moderate' or 'large' level of improvement										
1-2	3	5	4	7↑	5	6	6	6	5	5
3-4	2	2	4	2	2	3	2	1	1	3
5 or more items	3	2	2	4	3	3	3	2	3	4
At least one 'moderate' or 'large' improvement	**8**	**9**	**9**	**13**	**10**	**13**	**11**	**9**	**9**	**12**
Ever engaged with Farmstrong but attributing no improvements	**3**	**8↑**	**10**	**9**	**13↑**	**8↓**	**7**	**9**	**14**	**12**
Never engaged with Farmstrong	**86**	**74↓**	**71**	**69**	**64**	**70**	**75**	**74**	**71**	**71**

Results for new sub-groups

Both sharemilkers/contract milkers and managers were attributing higher levels of improvements to Farmstrong than were owners, who were at lower levels than farm workers/shepherds, although none of these differences were statistically significant because of the small sub-sample sizes. The numbers who answered this question are shown as the second number in brackets. All those with less than 30 should be interpreted with some caution, but particularly the Filipinos were only 4 answered.

Māori and Filipino were both attributing levels of improvements to Farmstrong which were similar to the NZ Europeans.

Those from the Cyclone Recovery regions were a little higher on all four measures, but the differences were not significant.

MEASURE	Owners (488/126) %	Sharemilker Contract milkers (60/22) %	Managers (81/28) %	Farm workers/ shepherds (72/19) %
Any level of improvement attributed to Farmstrong – at least one item	14	30	22	15
5 or more items	7	15	16	11
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	9	18	17	12
5 or more items	3	3	8	5

MEASURE	NZ European (627/178) %	Māori (64/15) %	Filipino (32/4) %
Any level of improvement attributed to Farmstrong – at least one item	17	16	15
5 or more items	9	15	9
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	11	10	15
5 or more items	4	4	3

MEASURE	Cyclone Recovery Regions (141/38) %	Other Regions (569/132) %
Any level of improvement attributed to Farmstrong – at least one item	20	17
5 or more items	11	10
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	14	11
5 or more items	5	3

Other subgroup differences in 2024

As shown in the table below, males tended to be reporting higher levels of attribution than females, although the results were not significant. Dairy and sheep/beef had very similar levels on all four measures, while horticulture was much lower because of their lower levels of engagement with Farmstrong. Given there were only 14 from horticulture who answered these questions these results need to be interpreted with some caution.

MEASURE	Sheep/beef (262/79 RF) %	Dairy (306/92 RF) %	Horticulture (93/14 RF) %	Male (497/129 RF) %	Female (213/67 RF) %
Any level of improvement attributed to Farmstrong – at least one item	19	20	6↓	18	17
5 or more items	10	12	2	11	8
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	13	13	3	13	9
5 or more items	5	4	-	4	3

Kantar survey

- Under 45 year olds were significantly higher for attributing any improvements to Farmstrong (25%), but the pattern was somewhat reversed for attributing any 'moderate' or 'large' improvements to Farmstrong. While there were no significant differences, the Under 45 year olds were lowest at 6%, with an upward trend to 11% for those aged 65 years and over.

- Dairy were also significantly higher for attributing any improvements to Farmstrong (24%) and horticulture significantly lower (8%), while sheep/beef was at 15%. There were no significant differences for attributing any 'moderate' or 'large' improvements to Farmstrong, although dairy was still highest at 11%, with sheep/beef at 8% and horticulture at a relatively high 6% when compared with the other data for this sector.

- Those in the $500k to under $1m income group were significantly higher for attributing any improvements to Farmstrong (26%), while those in the income bracket below this were significantly lower (11%).

- Those in the lowest income bracket were more likely to attribute 5 plus 'moderate' or 'large' improvements to Farmstrong (6%).

- Those in the Lower South Island were significantly less likely to attribute 5 plus improvements (at any level) to Farmstrong (2%).

Research First survey

- Under 45 year olds were significantly higher for attributing any improvements (25%) and any 'moderate' or 'large' improvement to Farmstrong (18%). This second finding, based on a much larger sub-sample size and more non-owners in this younger age group, is likely to be more valid than the conflicting Kantar findings reported above.

- Those in third highest income bracket were significantly higher for attributing any improvements (35%) and any ‘moderate’ or ‘large’ improvement to Farmstrong (24%).
- The only significant difference for those attributing five plus improvements was for under 35 year olds (19%). This age group was also significantly higher for attributing any improvements (28%).

Sub-group changes

- Under 45 year olds had a significant decrease for attributing any ‘moderate’ or ‘large’ improvement to Farmstrong (down by 17% to 6%), however it should be noted that there were only 35 persons in this age group.
- Sheep/beef had a significant decrease for attributing any ‘moderate’ or ‘large’ improvement to Farmstrong (down by 9% to 8%).
- The Lower South Island had significant decreases for: any level of improvements (down by 17% to 9%), any ‘moderate’ or ‘large’ improvements attributed to Farmstrong (down by 15% to 3%) and 5 plus for any level of improvements (down by 14% to 2%).
- 55 to 64 year olds had a significant decrease for the proportion attributing 5 plus ‘moderate’ or ‘large’ improvements attributed to Farmstrong (down by 4% to nil).

Response on individual items

The graphs below show the responses to the nine individual items asked about, for both total farmers and those who had ever engaged.

Among **total farmers** there were decreases for all the items in the proportion attributing Farmstrong with any level of improvement, with two being significant:

- ‘Amount of exercise’ (8% decrease to 6%)
- ‘Balance between my work and leisure’ (5% decrease to 12%)

There were also decreases on all the items for the percentage attributing ‘moderate’ or ‘large’ increases to Farmstrong, but the only item with a significant decrease was:

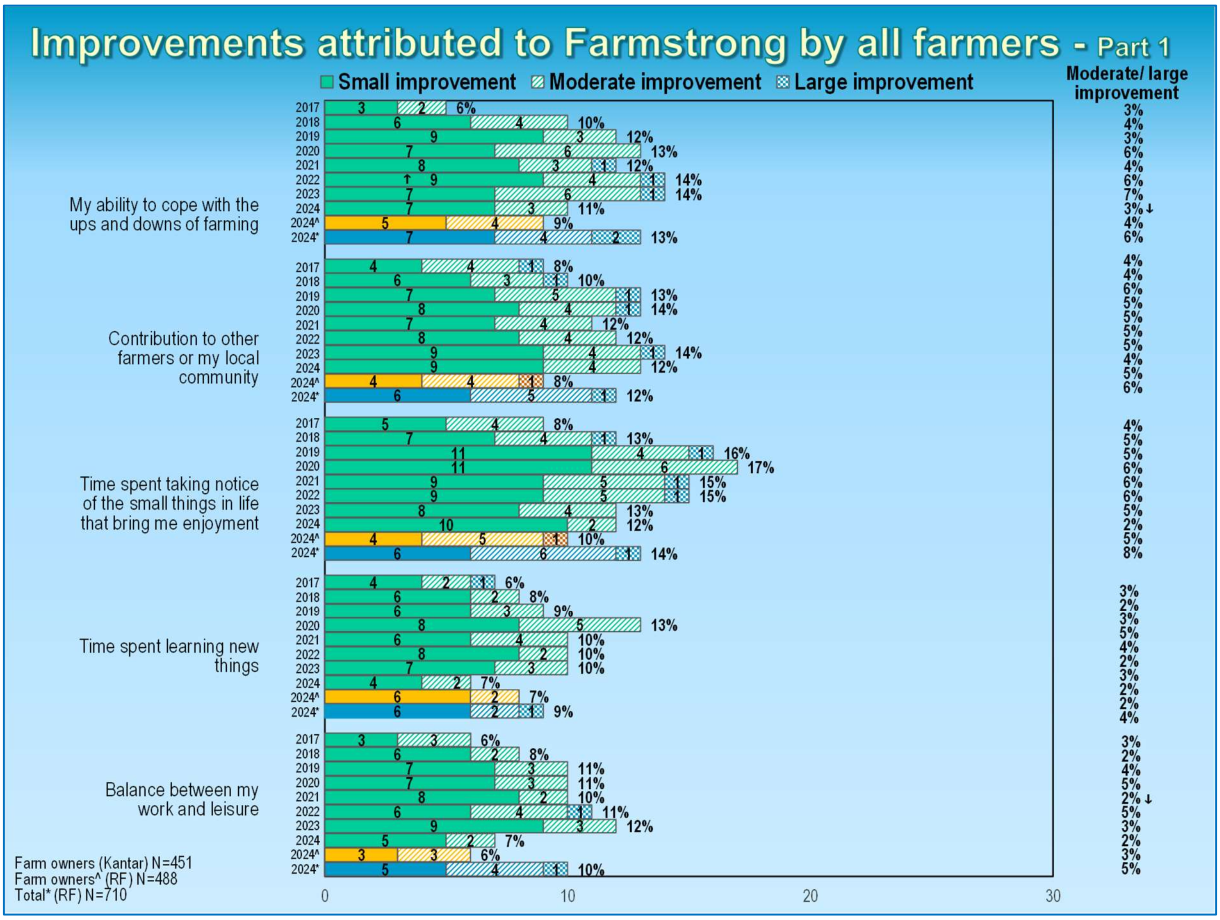
- ‘My ability to cope with the ups and downs of farming’ (down by 4% to 3%)

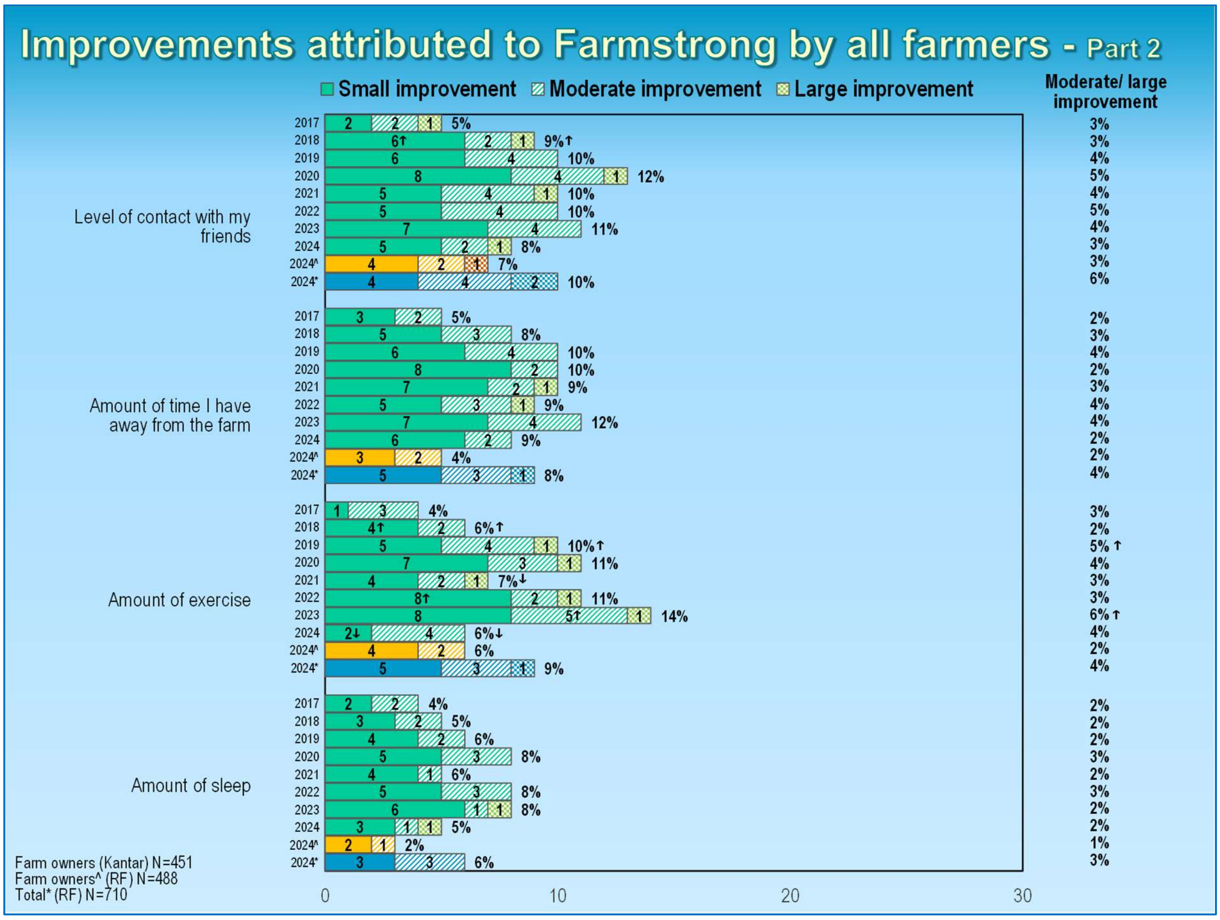
Among those who had **ever engaged** with Farmstrong, as shown in the second set of graphs, there were five significant decreases in the proportions attributing any improvement to Farmstrong on the individual measures:

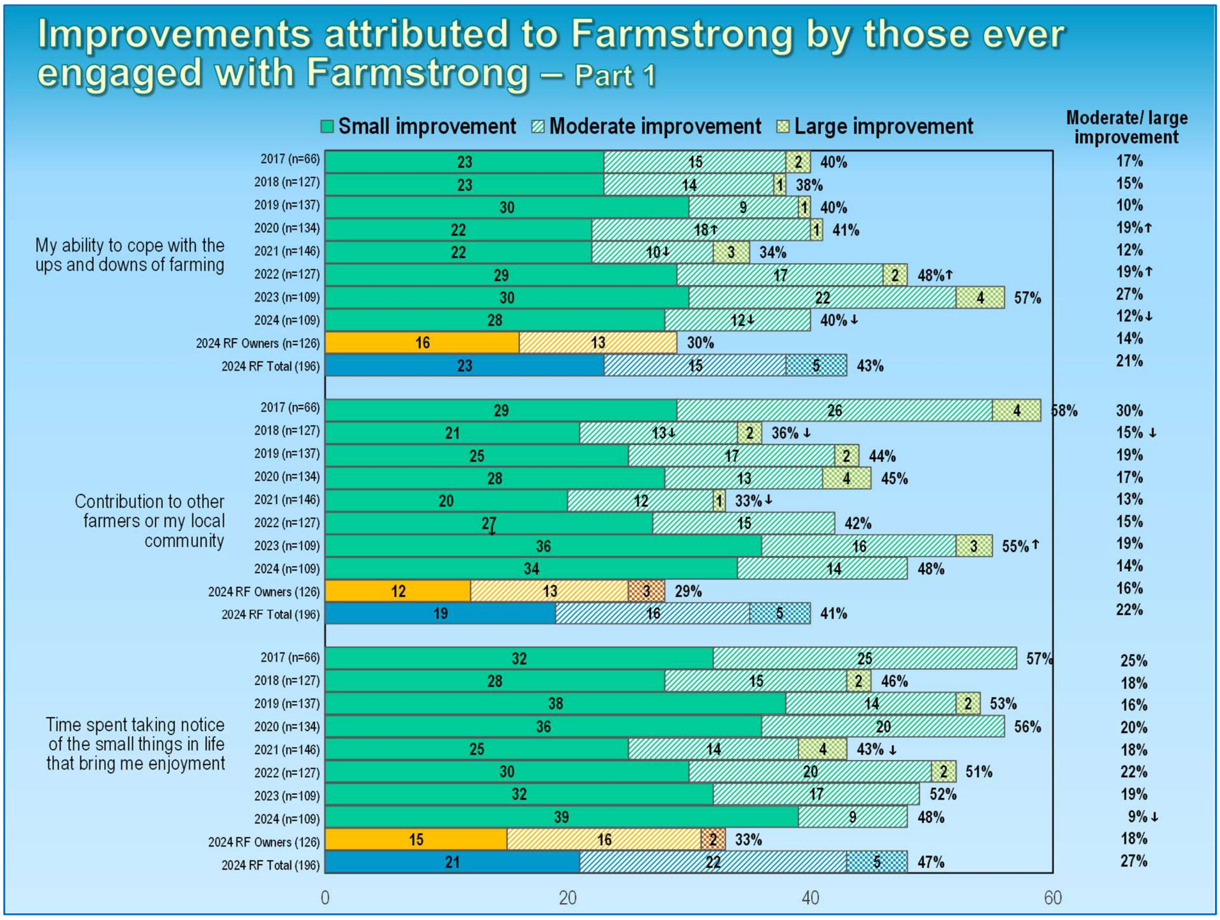
- ‘Amount of exercise’ (down by 30% to 25%)
- ‘Balance between my work and leisure’ (down by 21% to 27%)
- ‘My ability to cope with the ups and downs of farming’ (down by 17% to 40%)
- ‘Time spent learning new things’ (down by 15% to 25%)
- ‘Amount of time I have away from the farm’ (down by 14% to 33%)

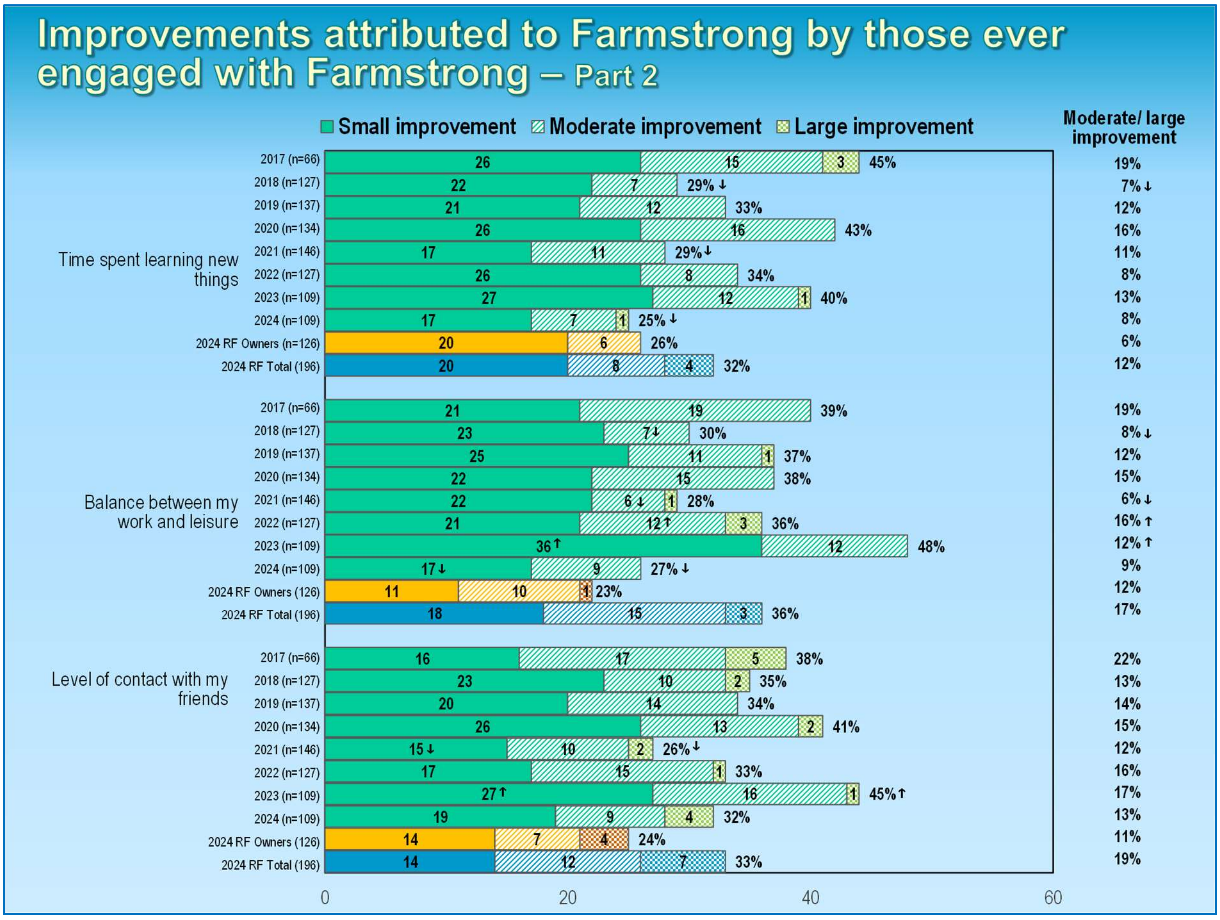
The only item for which there was a significant decrease for attribution of ‘moderate’ or ‘large’ improvements was:

- My ability to cope with the ups and downs of farming’ (down by 4% to 3%).

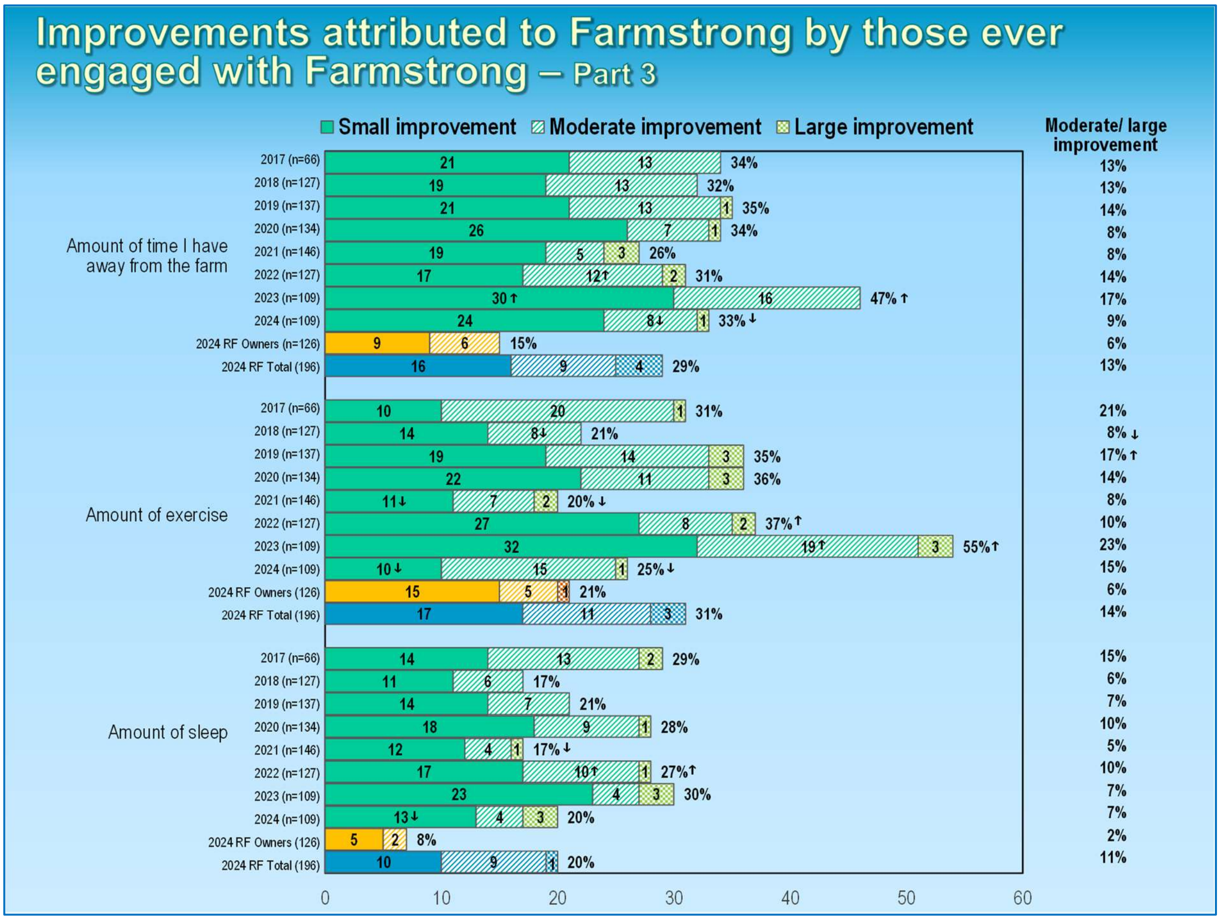



Improvements attributed to Farmstrong by all farmers - Part 2
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Level of contact with my friends
Amount of time I have away from the farm
Amount of exercise
Amount of sleep
Farm owners (Kantar) N=451
Farm owners^ (RF) N=488
Total* (RF) N=710


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
Contribution to other farmers or my local community
Time spent taking notice of the small things in life that bring me enjoyment
2024 RF Owners (n=126)
2024 RF Total (196)



Improvements attributed to Farmstrong by those ever engaged with Farmstrong – Part 2
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Time spent learning new things
Balance between my work and leisure
Level of contact with my friends
2017 (n=66)
2018 (n=127)
2019 (n=137)
2020 (n=134)
2021 (n=146)
2022 (n=127)
2023 (n=109)
2024 (n=109)
2024 RF Owners (n=126)
2024 RF Total (196)



Improvements attributed to Farmstrong by those ever engaged with Farmstrong – Part 3
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Amount of time I have away from the farm
Amount of exercise
Amount of sleep
2017 (n=66)
2018 (n=127)
2019 (n=137)
2020 (n=134)
2021 (n=146)
2022 (n=127)
2023 (n=109)
2024 (n=109)
2024 RF Owners (n=126)
2024 RF Total (196)

4.6 FARMSTRONG IMPACTS ON FARMER INJURY

Results from the ACC Farmstrong Return on Investment model for expected claims avoided for 2023/24 has exceeded the expected claim savings annual target for Farmstrong by 550% (compared with 1100% in the previous year). Based on ACC modelling, they were expecting 358 claims avoided for 2023/24. ACC report that Farmstrong has achieved 1,970 claims avoided over this 12-month period i.e. 1,970 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. 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.

Kantar

Survey method

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 Census figures provided below are from the 2018 Census, as 2023 data was not available at the time of this 2024 survey. Analyses were commissioned by Farmstrong and were based on persons living in areas with populations of less than 10,000 persons. This was because some farmers and farm workers are likely to live in small urban communities.

Kantar weighting

The profile of survey participants was as listed below, where the weighted Kantar data for the dashboard surveys is compared with 2018 Census data. Gender, age, region and the percentages of farmers/growers from each type of farm remained similar in all surveys, as it was subject to quotas and weighting.

The weighted sample was a good match on dairy but under-represented beef/sheep.

TYPE OF FARM	Achieved Sample 450 %	Weighted Sample 2024 450 %	2018 Census Farmers %
Dairy	31.6	41.2	42.0
Beef/sheep	49.3	34.2	42.3
Horticulture/Viticulture	10.2	15.6	9.1
Other	8.9	9.0	6.6

GENDER	Achieved Sample	Weighted Sample 2024	2018 Census
	450	450	Farmers
	%	%	%
Male	79.6	75.9	72.2
Female	20.4	24.1	27.8

The Kantar achieved sample had a major bias towards older farmers, which the weighting was unable to fully correct.

AGE	Achieved Sample	Weighted Sample 2024	2018 Census
	450	450	Farmers
	%	%	%
Under 45 years	7.8	18.6	41.8
45 to 54 years	16.0	25.6	18.3
55 to 64 years	30.4	31.5	21.1
65 years and over	45.8	24.3	17.1

In the following region table, Upper North Island includes Northland, Auckland, Waikato and Bay of Plenty. Lower South Island includes Otago and Southland.

REGION	Achieved Sample	Weighted Sample 2024
	450	450
	%	%
Upper North Island	34.9	41.3
Lower North Island	28.2	24.9
Upper South Island	21.6	18.8
Lower South Island	15.3	14.9

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.

INCOME	Achieved Sample 450 %	Weighted Sample 2024 450 %
Under $200k	20.9	19.9
$200k to $500k	23.1	26.6
$500k to $1m	22.9	25.8
More than $1m	26.9	27.6

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.

Research First

Method

Research First were selected as an alternative provider for the annual Farmstrong monitor because they were able to provide a much more comprehensive range of farmer/grower roles and ethnic groups. They agreed to reach minimum quota groups for: Horticulture, Managers, Sharemilkers/Contract milkers, Farm workers/shepherds, Māori, Filipinos, Persons aged under 35 years and persons aged 35 to 44 years. There were also quota parameters for farm type, region and gender.

To reduce costs the Farmstrong survey was shared with another Research First client on the undertaking that the Farmstrong questions would always be the first in the survey.

Research First undertook 710 CATI surveys between 23 April and 24 June, 2024. They used stratified random sampling based on their data base of over 25,000 farmers and growers. Their data base is updated at least quarterly though sample purchase from a range of business and residential data base providers. The data base is also updated through their surveying activity.

Research First weighting and comparison with Kantar weighted sample

Wyllie & Associates worked closely with Research First to determine the weighting. This was based on a 50 cell matrix formed from the following: Age (under 35 years, 35-44 years, 45-54 years, 55-64 years and 65 years and over), Gender, and Occupation (Dairy farmer, Sheep/beef farmer, Horticulture farmer, Other farmer, Farm worker/shepherd). It was not possible to split the Farm worker/shepherd category by farm type because of the small numbers in some cells.

It is difficult to achieve interviews with farm workers/shepherds and Research First did well to achieve 72 completed interviews with this group. As part of the weighting this 10% of the achieved sample was increased to 13%, but it was not extended further because of the risk of extreme weights. The survey is therefore predominantly a survey of farmers, which is why most of the tables below show Census data for both farmers and growers. The weighting attempted to take both into account, but with more focus given to matching the farmer Census data.

The following tables include comparisons between the Research First and Kantar weighted samples. As the Kantar sample was predominantly farm owners, comparisons are also made between Research First farm owners and the Kantar sample.

Differences between Research First and Kantar weighted samples

- The Kantar weighted sample under-represented beef/sheep farmers (34% vs 41% Research First vs 42% Census farmers vs 53% Census farm workers) and had a higher horticulture proportion (16% vs 10% Research First vs 9% Census farmers vs 26% Census farm workers).
- The Kantar weighted sample had a major under-representation of under 45 year olds (19% vs 40% Research First vs 42% Census farmers vs 59% Census farm workers).
- The Kantar weighted sample had slightly more males (76% vs 71% Research First vs 72% Census farmers and 62% Census farm workers)
- The Kantar sample had more of their weighted sample in the Upper North Island (41% vs 34% Research First) and less in the Upper South Island (19% vs 28%).

Differences between Research First weighted farm owners and Kantar weighted sample

The efforts to include the sub-groups of interest has resulted in a somewhat skewed farm owner demographic profile for the Research First weighted sample.

- 39% of the Research First farm owners are aged 65 years and over, versus 24% for Kantar.
- 53% of the Research First farm owners are sheep/beef versus 34% for Kantar, while dairy is lower for Research First at 29% versus 41% for Kantar.

Sample description

FARMER/ WORKER	2018 Census %	Achieved sample RF (710) %	Weighted sample RF (710) %
Farmer	66.9	88.6	85.0
Farm worker	33.1	10.1	13.2
Other	-	1.3	1.8

In terms of Farm Type, the Census data column shows a high 53% of the Farm Workers in the Beef/Sheep grouping. This is because this grouping includes 'Mixed crop and livestock farm worker', which accounts for 45% of all the farm workers. This is likely to include a lot of people who work predominantly on tractors and machinery.

FARM TYPE	2018 Census Farmers %	2018 Census Farm workers %	Achieved sample RF (710) %	Weighted sample RF (710) %	Weighted sample RF Owners (488) %	Weighted sample Kantar (450) %
Dairy	42.0	16.1	43.0	43.7	28.8	41.2
Beef/sheep	42.3	52.9	37.0	40.8	53.4	34.2
Horticulture/Viticulture	9.1	26.1	13.1	9.8	11.3	15.6
Other	6.6	4.9	6.9	5.7	6.6	9.0

In the following table the farmer categories have higher weighted percentages than the Census because, as noted above, the achieved sample under-represents farm workers. Within the farm worker categories dairy are well represented but beef/sheep workers/shepherds and horticulture workers are not so well represented. (In this table those whose role was 'other' have been included with the farm workers.)

FARM TYPE BY FARMER/WORKER	2018 Census %	Achieved sample RF (710) %	Weighted sample RF (710) %
Dairy farmer	28.1	36.7	36.2
Beef/sheep farmer	28.4	34.3	37.1
Horticulture/Viticulture farmer	6.1	12.4	8.3
Other farmer	4.4	6.5	5.2
Dairy farm worker	5.3	6.3	7.5
Beef/sheep farm worker	17.5	2.7	3.8
Horticulture/Viticulture farm worker	8.6	0.7	1.5
Other farm worker	1.6	0.4	0.4

ROLE	Achieved sample RF (710) %	Weighted sample RF (710) %
Owner	68.6	53.9
Sharemilker/ contract milker	8.4	12.7
Manager	11.5	18.4
Farm worker/shepherd	10.1	13.2
Other	1.3	1.8

The achieved sample was over-representative of those aged 65 years and over and under-representative of those aged under 35 years. The weighting process was not able to fully address this as it would have required too much extreme weighting. However the weighted data is now a reasonable match to the farmer Census data and is much more age representative than the Kantar sample.

AGE	2018 Census Farmers %	2018 Census Farm workers %	Achieved sample RF (710) %	Weighted sample RF (710) %	Weighted sample RF Owners (488) %	Weighted sample Kantar (450) %
Under 35 years	24.0	45.0	12.7	22.0	0.7	18.6
35-44 years	17.8	14.2	14.8	17.7	9.9	
45-54 years	18.3	15.7	14.8	18.7	22.7	25.6
55-64 years	21.1	14.7	21.4	19.0	27.4	31.5
65 years and over	17.1	10.3	36.3	22.6	39.3	24.3

GENDER	2018 Census Farmers %	2018 Census Farm workers %	Achieved sample RF (710) %	Weighted sample RF (710) %	Weighted sample RF Owners (488) %	Weighted sample Kantar (450) %
Male	72.2	61.7	70.0	70.9	69.8	75.9
Female	27.8	38.3	30.0	29.1	30.2	24.1

In terms of ethnicity, Census data for the rural regions was only obtained for Māori and Filipinos. These ethnic groups were not included in the weighting (there had to a be a limit on the number of weighting variables), but the weighting efforts to address the age imbalance has resulted in both groups being weighted up a little.

ETHNICITY	2018 Census Farmers %	2018 Census Farm workers %	Achieved sample RF (710) %	Weighted sample RF (710) %
NZ European	NA	NA	88.2	83.0
Māori	8.7	18.2	9.0	11.9
Filipino	2.3	2.8	4.5	6.4
Other	NA	NA	2.5	3.9
Refused	NA	NA	0.6	0.2

In the following region table, Upper North Island includes Northland, Auckland, Waikato and Bay of Plenty. Lower South Island includes Otago and Southland.

REGION	Achieved sample RF (710) %	Weighted sample RF (710) %	Weighted sample RF Owners (488) %	Weighted sample Kantar (450) %
Upper North Island	34.6	33.8	31.6	41.3
Lower North Island	23.5	22.8	24.9	24.9
Upper South Island	26.7	28.0	23.9	18.8
Lower South Island	15.2	15.5	19.6	14.9

In the income table, those who were coded 'Don't know/refused' were omitted from the analyses.

INCOME	Achieved sample RF %	Weighted sample RF %	Weighted sample RF Owners %	Weighted sample Kantar %
Under \$200k	24.5	23.1	26.7	19.9
\$200k to \$500k	20.4	19.2	22.4	26.6
\$500k to \$1m	21.2	24.0	18.2	25.8
More than \$1m	33.9	33.7	32.7	27.6

Statistical significance

Differences between years, surveys and demographic sub-groups which are reported as significant are statistically significant at the 95% level of confidence. With demographic comparisons within a survey, the value for the sub-group being reported as significant has been compared with the combined value for the rest of the group.

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 the 710 farmers/growers/farm workers in the Research First survey has a margin of error of plus or minus 3.7%.

APPENDIX B: CALCULATION OF NUMBERS OF FARMERS/GROWERS ENGAGED WITH AND IMPACTED BY 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 61,275 who had their occupation classified as 'farmer' and another 30,279 as 'farm workers', giving a total of 91,554. The 'farmer' grouping included growers.

The figures provided in the report for estimates of numbers of farmers/growers/farm workers are based on the Research First survey data, as that survey collected data on farm workers as well as farmers/growers. The estimates provided are based on the survey results for farmers and farm workers as a percentage of the Census numbers for that group.

APPENDIX C: ADDITIONAL TABLES

These tables show how the mean number of improvements attributed to Farmstrong differed by Number of Forms of Engagement (Tables 1 and 2) and Frequency of Engagement (Tables 3 and 4). The Number of Forms of Engagement has shown a generally consistent pattern across the four surveys with the mean number of improvements attributed to Farmstrong increasing markedly for the five plus forms.

When this analysis began in 2022, there was also evidence of the mean number of improvements attributed to Farmstrong increasing markedly with a frequency of 20 or more engagements. In 2023 the pattern was less clear, with 30 or more engagements appearing to be the point where the number of attributions increased. However both of the 2024 surveys showed no clear pattern. When the three Kantar surveys are combined there is still a somewhat inconsistent picture.

Analysis of the research has identified that some of those with more frequent engagement were comparatively low on attribution of improvements. This was particularly the case with farm owners, who were also comparatively low on numbers of channels used. Their frequency levels were pushed higher because they had high levels with most of the more frequently used channels: Farmers Weekly, 'Jamie MacKay's The Country radio show', 'Other agriculture and horticulture magazines' and 'Other radio stations, TV or in a newspaper'.

When the analyses were undertaken from another perspective (see Tables 5 and 6 below), those who did report higher levels of attribution of improvements to Farmstrong did have higher frequencies of engagement. They also reported higher numbers of channels, as also shown in the table.

In conclusion, increased numbers of channels engaged with is associated with higher levels of attribution. Increased frequency of engagement is associated with higher levels of attribution for some people, but not others. So Farmstrong should be aiming to increase the number of channels engaged with and getting good overall frequency across those channels.

Table 1

MEAN NUMBER OF IMPROVEMENTS ATTRIBUTED TO FARMSTRONG, BY NUMBER OF FORMS OF ENGAGEMENT		NUMBER OF FORMS OF ENGAGEMENT			
		1 to 2	3	4	5 or more
Research First 2024					
	Mean	1.8	2.5	2.9	4.1
	N=	36	28	34	68
Kantar TNS 2022-2024 combined					
	Mean	2.2↓	2.0↓	1.8↓	5.1↑
	N=	45	51	44	151
Kantar TNS 2024					
	Mean	0.1	1.5	1.4	4.9
	N=	11	15	12	55
Kantar TNS 2023					
	Mean	4.7	2.3	1.2	5.4
	N=	12	14	13	51
Kantar TNS 2022					
	Mean	1.9	2.2	2.5	5.1
	N=	22	22	19	45

Table 2

MEAN NUMBER OF 'MODERATE' OR 'LARGE' IMPROVEMENTS ATTRIBUTED TO FARMSTRONG		NUMBER OF FORMS OF ENGAGEMENT			
		1 to 2	3	4	5 or more
Research First 2024					
	Mean	0.6	1.1	1.1	2.0
	N=	36	28	34	68
Kantar TNS 2022-2024 combined					
	Mean	0.7	0.6↓	0.6↓	1.8↑
	N=	45	51	44	151
Kantar TNS 2024					
	Mean	-	0.1	0.6	1.6
	N=	11	15	12	55
Kantar TNS 2023					
	Mean	1.3	0.8	0.4	2.2
	N=	12	14	13	51
Kantar TNS 2022					
	Mean	0.8	1.0	0.7	1..6
	N=	22	22	19	45

Table 3

MEAN NUMBER OF IMPROVEMENTS ATTRIBUTED TO FARMSTRONG, BY FREQUENCY OF ENGAGEMENT		FREQUENCY OF ENGAGEMENT				
		1 to 9.5	10 to 19.5	20 to 29.5	30 plus	20 plus NET
Research First 2024						
	Mean	2.3	3.8	4.6	3.1	3.4
	N=	56	29	14	67	81
Kantar TNS 2022-2024 combined						
	Mean	2.0↓	3.6	2.9	5.1↑	4.4↑
	N=	64	71	39	115	154
Kantar TNS 2024						
	Mean	0.8	4.7	2.6	4.3	3.7
	N=	19	22	15	36	51
Kantar TNS 2023						
	Mean	4.2	3.9	0.8	5.5	4.5
	N=	15	25	9**	41	50
Kantar TNS 2022*						
	Mean	1.8	2.0	4.3	5.4	5.0
	N=	30	24	15	38	53

* There were fewer engagement categories in 2022

** Very small number in the category requires particular caution in interpretation

Table 4

MEAN NUMBER OF 'MODERATE' OR 'LARGE' IMPROVEMENTS ATTRIBUTED TO FARMSTRONG, BY FREQUENCY OF ENGAGEMENT		FREQUENCY OF ENGAGEMENT 1 to 9.5	10 to 19.5	20 to 29.5	30 plus	20 plus NET
Research First 2024						
	Mean	0.6	1.7	2.2	1.7	1.8
	N=	56	29	14	67	81
Kantar TNS 2022-2024 combined						
	Mean	0.5↓	1.4	0.8	1.8↑	1.5↑
	N=	64	71	39	115	154
Kantar TNS 2024						
	Mean	0.2	1.8	0.3	1.2	0.9
	N=	19	22	15	36	51
Kantar TNS 2023						
	Mean	0.6	1.8	0.6	2.4	2.0
	N=	15	25	9**	41	50
Kantar TNS 2022*						
	Mean	0.8	0.6	1.4	1.7	1.6
	N=	30	24	15	38	53

Table 5

KANTAR SURVEY	All who ever engaged (293)	Attributed any level of improvement to Farmstrong (210)	Attributed 5+ improve-ments (126)	Attributed any 'moderate' or 'large' improve-ments (137)	Attributed 3+ 'moderate' or 'large' improve-ments (72)
Mean frequency of engagement	28.7	35.4↑	42.1↑	38.2↑	41.0↑
% engaged 20 plus times	47.3	54.6↑	65.7↑	60.5↑	69.4↑
Mean number of forms of engagement	4.61	5.31↑	5.92↑	5.46↑	5.79↑
% engaged with 5 plus forms	46.5	62.4↑	75.5↑	64.8↑	73.3↑

Table 6

RESEARCH FIRST SURVEY	All who ever engaged (196)	Attributed any level of improvement to Farmstrong (111)	Attributed 5+ improve-ments (54)	Attributed any 'moderate' or 'large' improve-ments (67)	Attributed 3+ 'moderate' or 'large' improve-ments (35)
Mean frequency of engagement	37.1	46.6↑	49.4	45.4	54.9
% engaged 20 plus times	41.1%	54.6%↑	57.9%↑	60.3%↑	56.3
Mean number of forms of engagement	4.03	5.27↑	5.84↑	5.59↑	5.93↑
% engaged with 5 plus forms	38.1%	55.3%↑	59.3%↑	57.5%↑	57.5%

APPENDIX D: QUESTIONNAIRE

This is the questionnaire used by Research First, but the questions were the same as for the Kantar survey.

Hello, my name is …………………….. from Research First, an independent market research company.

We are conducting a short study covering two topics, wellbeing services for farmers and your thoughts on gene editing.

It will only 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.

Research First is a professional market research company, so we abide by a Code of Practice. This means we treat everything you tell us as totally confidential and you won't be personally identified. You have the right to decline or withdraw from the research at any time.

Before we start I need to tell you that all our interviews are recorded for quality control and assurance purposes only.

Code to ensure a record of the recording statement is held in the raw data.

O	Recording statement read

First, I'll ask a few questions about you to make sure we're talking to a representative group of farmers and growers.

1. Which of the following best describes your role on farm?
Read out. Single code.

Manager	1	
Sharemilker	2	
Contract milker	3	
Owner/Shareholder	4	
Leasee	5	
Trustee	6	
Farm worker / shepherd	7	
Something else (specify)	8	
Not working on farm	9	NQ
Refused	98	NQ
Don't know	99	NQ

2. What is your farm's main activity type?

Do not read out. If more than one, ask for and code main/ predominant type.

Nursey production	1	
Horticulture (fruit, vegetables, flowers, grapes, berries)	2	2b
Sheep & wool farming	3	
Beef cattle farming	4	
Sheep-beef cattle farming (neither sheep nor beef make up more than 70%)	5	
Arable: Grain/other cropping	6	
Dairy cattle farming	7	
Pig farming	8	
Other livestock	9	
Forestry	10	NQ
Other agriculture	11	NQ

2b. What type of horticulture are you involved in?

Read out if necessary. Multi code.

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

3. Over the last 3 full financial years, on average what was the annual gross on-farm income?
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 code.

Less than $50,000	97	NQ
$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	99	

4. Which of the following age groups do you fall into?
Read out. Single code.

Under 35	1
35-44	2
45-54	3
55-64	4
65+	5
Refused/Prefer not to say [DO NOT READ OUT]	98

5. *Code gender. Do not read out.*

Male	1
Female	2

6. Which ethnic group or groups do you belong to?
Do not read out. Multicode

NZ European	1
Māori	2
Samoan	3
Cook Island Maori	4
Tongan	5
Niuean	6
Other Pacific	7
Chinese	8
Indian	9
Filipino	10
Other (specify)	11
Refused / Prefer not to say	98

7. In which region is your farm located?

Northland	1
Auckland	2

Waikato	3
Bay of Plenty	4
Gisborne	5
Hawke's Bay	6
Taranaki	7
Manawatu-Wanganui	8
Wellington-Wairarapa	9
West Coast	10
Nelson/ Tasman	11
Marlborough	12
Canterbury (Northern)	13
Canterbury (Mid/South)	14
Otago	15
Southland	16

FS1a 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. Read out codeframe once. Single code one per row.
RANDOMISE ROWS

	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	99
Amount of exercise I do	1	2	3	4	5	6	7	99
Contribution to other farmers or my local community	1	2	3	4	5	6	7	99
Time spent taking notice of the small things in life that bring me enjoyment	1	2	3	4	5	6	7	99
Time spent learning new things	1	2	3	4	5	6	7	99
Amount of sleep	1	2	3	4	5	6	7	99
Amount of time I have away from the farm	1	2	3	4	5	6	7	99

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. Read out codeframe once. Single code one per row.
RANDOMISE ROWS

	Large worsening	Moderate worsening	Small worsening	No change	Small improvement	Moderate improvement	Large improvement	Don' t know
Balance between my work and leisure	1	2	3	4	5	6	7	99
My ability to cope with the ups and downs of farming	1	2	3	4	5	6	7	99

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

Do not read out. Multi code.

Farmstrong	1	FS5c
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	
Surfing for farmers	14	
Other [SPECIFY]	90	
None / don't know	99	

IF FS5a=1 SKIP TO FS5c

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

Yes	1
No	2

Don't know	99

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	99
Refused	98

ASK FS4 IF CODE 1 AT FS5a, FS5b, FS5c

FS4 Have you ever visited the Farmstrong website, Facebook or twitter (X), 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	FS5a2
No	2	FS6
Don't know	99	FS6
Refused	98	FS6

ASK FS5a2 – FS5b2 IF CODE 1 AT FS4

FS5a2 Was this…

Read out.

Within the last 12 months	1
Before then, or	2
Both the last 12 months and before?	3
Don't know	99
Refused	98

ASK FS5a3 IF CODE 1 OR 3 AT FS5a2

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 ….?

	Not in the last 12 months	Once or twice	3-5 times	6-10 times	11-20 times	More than 20 times	Don' t know
The Farmstrong website	1	2	3	4	5	6	99
The Farmstrong book, if coded 2 at Q2 'Live Well, Grow Well or 'Live Well, Farm Well', if not coded 2 at Q2 'Live Well, Farm Well'	1	2	3	4	5	6	99
Facebook	1	2	3	4	5	6	99
In Farmers Weekly	1	2	3	4	5	6	99
In other agriculture or horticulture magazines	1	2	3	4	5	6	99
At Fieldays or at a local agriculture event day	1	2	3	4	5	6	99
At a Farmstrong workshop or webinar	1	2	3	4	5	6	99
On Jamie MacKay's The Country radio show	1	2	3	4	5	6	99
On other radio stations, TV or in a newspaper	1	2	3	4	5	6	99
In an e-newsletter that you receive	1	2	3	4	5	6	99
At another sort of event in your local community	1	2	3	4	5	6	99
Any other places (please specify)	1	2	3	4	5	6	99

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?

	None	Small	Moderate	Large improvement	Don' t know	Refused
Level of contact with my friends	1	2	3	4	99	98
Amount of exercise I do	1	2	3	4	99	98
Contribution to other farmers or my local community	1	2	3	4	99	98
Time spent taking more notice of the small things in life that bring me enjoyment	1	2	3	4	99	98
Time spent learning new things	1	2	3	4	99	98
Amount of sleep	1	2	3	4	99	98

Amount of time I have away from the farm	1	2	3	4	99	98
Balance between my work and leisure	1	2	3	4	99	98
My ability to cope with the ups and downs of farming	1	2	3	4	99	98

ASK FS6 IF FS4 CODE 1 or CODE 1 AT FS5a, FS5b, FS5c

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

Read out if required

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

READ OUT: We'll now move onto a completely different topic….