Farmstrong Tenth Year Monitoring Technical Report

Report prepared for

Farmstrong

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Wyllie & 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 ten years, to June 2025.
- The Farmstrong mission is to: Improve the wellbeing of people working in farming and growing.

RESEARCH METHOD

- National telephone surveys of farmers and growers were undertaken annually by Kantar from 2015 to 2024. A parallel survey was undertaken in 2024 by Research First (who have now become Curiosity Company) which included Farm workers/shepherds, Sharemilkers/contract milkers, Managers, Māori and Filipinos.
- The sample of 545 in 2025 was collected by Curiosity Company between 13 June and 25 August, 2025.
- Three sets of data were provided in 2024 (as shown in the graphs below), the first being from the Kantar survey, which was predominantly farm owners, the second being farm owners from the Research First survey and the third being the full Research First survey sample.
- 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 all the farmers/growers and farm workers, 23% (approximately 20,000) attributed some level of improvement to Farmstrong, a non-significant 5% increase. There were 11% (approximately 10,000) attributing at least one 'moderate' or 'large' improvement to Farmstrong, which was similar to 2024.**
- **Among those who had ever engaged with Farmstrong there was a significant 22% increase for any level of improvement attributed to Farmstrong, taking it to the highest level yet recorded (83%). Half of this number, a 2% non-significant increase to 42%, attributed at least one 'moderate' or 'large' improvement to Farmstrong.**
- **After a large increase in unprompted awareness in 2024 (that reached the highest level ever at 36%), the level decreased significantly to be back at the 2023 level of 24%. This decrease was evident across many sub-groups.**
- **This decrease may well be associated with the 49% decline in the total media audience reach, which followed a 20% increase in 2024. It is also likely to be associated with FMG's 'Here, There and Everywhere' Television Commercial, that referred to Farmstrong, running in the year prior to the 2024 survey, but did not refer to Farmstrong in their TV ad that ran in the year prior to the 2025 survey.**
- **There was a 34% reduction in frequency of engagement with Farmstrong content through Farmers Weekly. This is likely to be the result of Farmstrong stories moving from placement in Farmers Weekly's slimed down print magazine to their on-line version.**
- **There was also a 17% decrease in the Farmstrong website unique visitors and a 20% reduction in the total website sessions. This will be due to the recent global trend of AI answering enquiries that means people are not being directed to websites for that information.**
- **There was a 59% increase in the numbers attending talks, a 190% increase in workshop attendance and a 13% increase in the number of participant events organised and**

supported.

- There have been small non-significant decreases in both ever engaged (down by 2% to 27%) and engaged in the last 12 months (down by 2% to 23%). 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 21,000.
- This survey provides further evidence for a hypothesis that there is a lag between changes in awareness and engagement and this being reflected a year later in attribution of improvements to Farmstrong.
- In 2024 the proportion of NZ Europeans and Owners whose engagement with Farmstrong was transferring into improvements attributed to Farmstrong was relatively low compared with Māori, Filipinos, Sharemilkers/contract milkers and Managers. However, these differences have now been reduced by increases for NZ Europeans and Owners.
- A new question identified that 70% of those who had ever engaged with Farmstrong had never encouraged others who work on the farm to engage with Farmstrong.
- 82% of those who attributed improvements to Farmstrong felt that others had benefited from their engagement with Farmstrong.

RECOMMENDATIONS

- Develop strategies that will increase communications reach, including addressing the decline for Farmers Weekly
- Include Farmstrong mention in future FMG TV advertising
- Investigate options for how Farmstrong can maintain a strong brand presence when working jointly with other agencies
- Encourage those who have engaged with Farmstrong to share it with others, particularly with their employees and contracted suppliers

OTHER FINDINGS

Progress on BHAGs

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 farming'	AIM	12	13	14	15			16	20
	ACHIEVE	**13**	**14**	**14**	**11**	**9**	**13**	**13**	
Unprompted Farmstrong recall	AIM	20.5	22	23.5	25			26.5	30
	ACHIEVE	**25**	**27**	**24**	**36**	**33**	**33**	**24**	
Ever engaged with Farmstrong	AIM	30	32	34	36			38	40
	ACHIEVE	**36**	**30**	**25**	**26**	**29**	**29**	**27**	
% using five or more channels	ACHIEVE	**NM**	**9**	**11**	**11**	**8**	**11**	**9**	
% attributing any level of improvement to Farmstrong	ACHIEVE	**22**	**21**	**18**	**17**	**14**	**18**	**23**	
% attributing at least one 'large' or 'moderate' improvement to Farmstrong	ACHIEVE	**10**	**13**	**11**	**9**	**9**	**12**	**11**	

NM= Not measured

Key findings among priority audiences

Farm workers/shepherds

- As noted below, it was the farm workers/shepherds aged under 35 who were reporting the largest changes. The following points relate to the full category covering all ages.
- Non-significant 10% decrease to 15% for unprompted awareness
- Lower awareness than others of Sam Whitelock 'talking about things to help farmers cope with the ups and downs of farming' (differences in the report are statistically significant unless reported otherwise).
- Lower than others for Total prompted awareness of Farmstrong + Sam
- Lower than others (non-significant) for ever engaged (17%), particularly dairy farm workers (10%)
- Lower frequency of engagement compared with others
- Less likely than others to report knowing at least 'a little' about Farmstrong (51% vs 67% total sample)
- Reporting higher levels than others for 'Level of contact with friends' and 'Amount of exercise I do'

Māori

- Although Māori in general did not report significant changes since 2024, or differ significantly from others, there were some indications of improvement relative to other sub-groups
- Unlike many other sub-groups Māori Unprompted recall did not decrease significantly, although they still reported a 9% reduction
- They did report a non-significant 4% increase for ever engaged with Farmstrong, while the total sample level decreased the non-significant 2%
- They were part of the large number of sub-groups reporting an increase in attributing any level of improvement to Farmstrong - up by 20% to 97% for those who had ever engaged
- Reporting higher levels than others for 'Amount of exercise I do'

Filipino

- Findings for this sub-group need to be interpreted with caution due to the small numbers engaging with Farmstrong
- Part of the widespread decrease in Unprompted Awareness – down by 19% to 2% - which was lower than other sub-groups
- Lower than others for awareness of Sam, and Total prompted awareness of Farmstrong + Sam
- Lower than others (non-significant) for ever engaged (13%)
- Increased use of Farmstrong books (up from nil to 13%)
- Less likely than others to report knowing at least 'a little' about Farmstrong (32%)
- Reporting higher levels than others for 'Balance between my work and leisure' compared with others

Horticulture

- Lower compared with others (non-significant) for ever engaged (15%)
- Lower frequency of engagement compared with others, for both total sample and those who had ever engaged
- Increased accessing of Farmstrong via Facebook – up by 10% to 11%
- Low use of Farmers Weekly
- Increased improvement for 'Ability to cope with the ups and downs of farming'

Other sub-groups with notable results

Under 45 year olds/ Under 35 year olds

- Under 45 year olds have traditionally been the youngest age group used in the analyses, but the Curiosity Company sample allows for separating out Under 35 year olds. It has emerged that significant changes in the Under 45s were mostly due to the Under 35s and within that group it was mostly due to the farm workers/shepherds.
- Under 45s and Under 35s were the only sub-groups with significant decreases since 2024 for ever engaged - down by 10% to 27% for Under 45s and down by 14% to 22% for Under 35s. However, within the Under 35s there was a significant 22% decrease to 14% for farm workers/shepherds, while other under 35 year olds had a non-significant 9% decrease to 30%.
- Similar patterns were evident for engagement in the last 12 months – down by 11% to 22% for Under 45s, down by 15% to 20% for Under 35s and down by 21% to 11% for Under 35 farm workers.
- There were significant decreases in unprompted recall for Under 45s, Under 35s and Under 35 farm workers/shepherds, but not Under 35 others.
- Within the Under 45 year old grouping the Under 35 year olds also reported significant decreases for attributing at least one 'moderate' or 'large' improvement to Farmstrong (down by 14% to 8% for the total sample) and for attributing 3 or more such improvements (down by 10% to 7%). In comparison the 35 to 44 year olds reported much smaller non-significant decreases. The Under 35 farm workers were also reporting a significant decrease for this measure (down by 14% to 8%)
- Against the pattern of large increases in attribution of improvements to Farmstrong among those who had ever engaged, these two age groups were the only sub-groups of any type to show decreases (non-significant), and they were present for three of the four key measures. A similar pattern was present for the Under 35 farmworkers.

Sub-groups performing the best

The highest income group and those aged 45 to 54 years were commonly outperforming the other sub-groups.

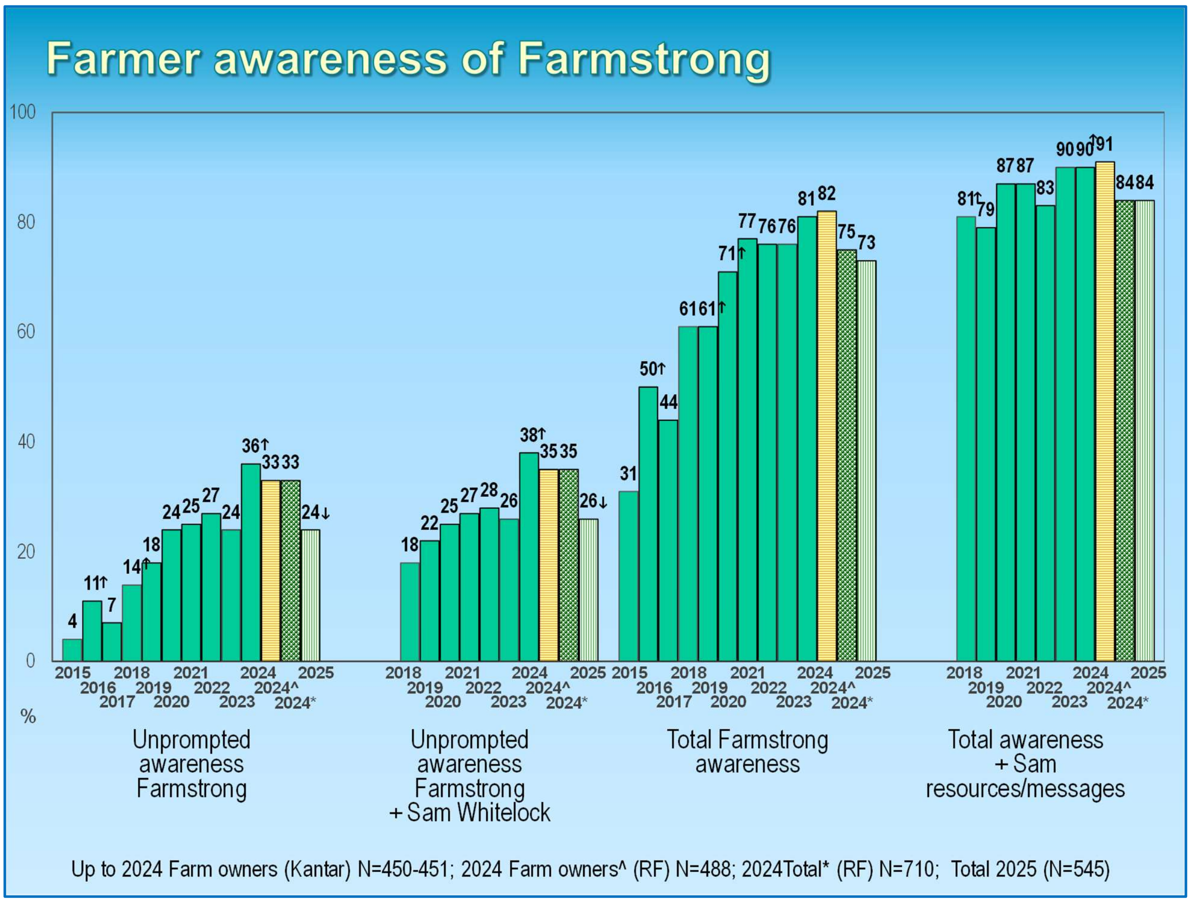
Awareness

The decrease in unprompted recall was evident in a wide range of sub-groups (all the following were significant decreases):

- Farm owners – down by 10% to 23%
- Farm managers – down by 17% to 24%
- Sheep/beef farmers – down by 15% to 24%
- NZ Europeans – down by 9% to 26%

- Filipinos – down by 19% to 2%
- Males – down by 8% to 27%
- Females – down by 10% to 19%
- Under 45 year olds – down by 10% to 27%
- Under 35 year olds – down by 14% to 22%
- Under 35 years farm workers/shepherds – down by 19% to 12%
- Those in Upper South Island – down by 18% to 19%
- Those with a before tax income of under $200k – down by 20% to 11%

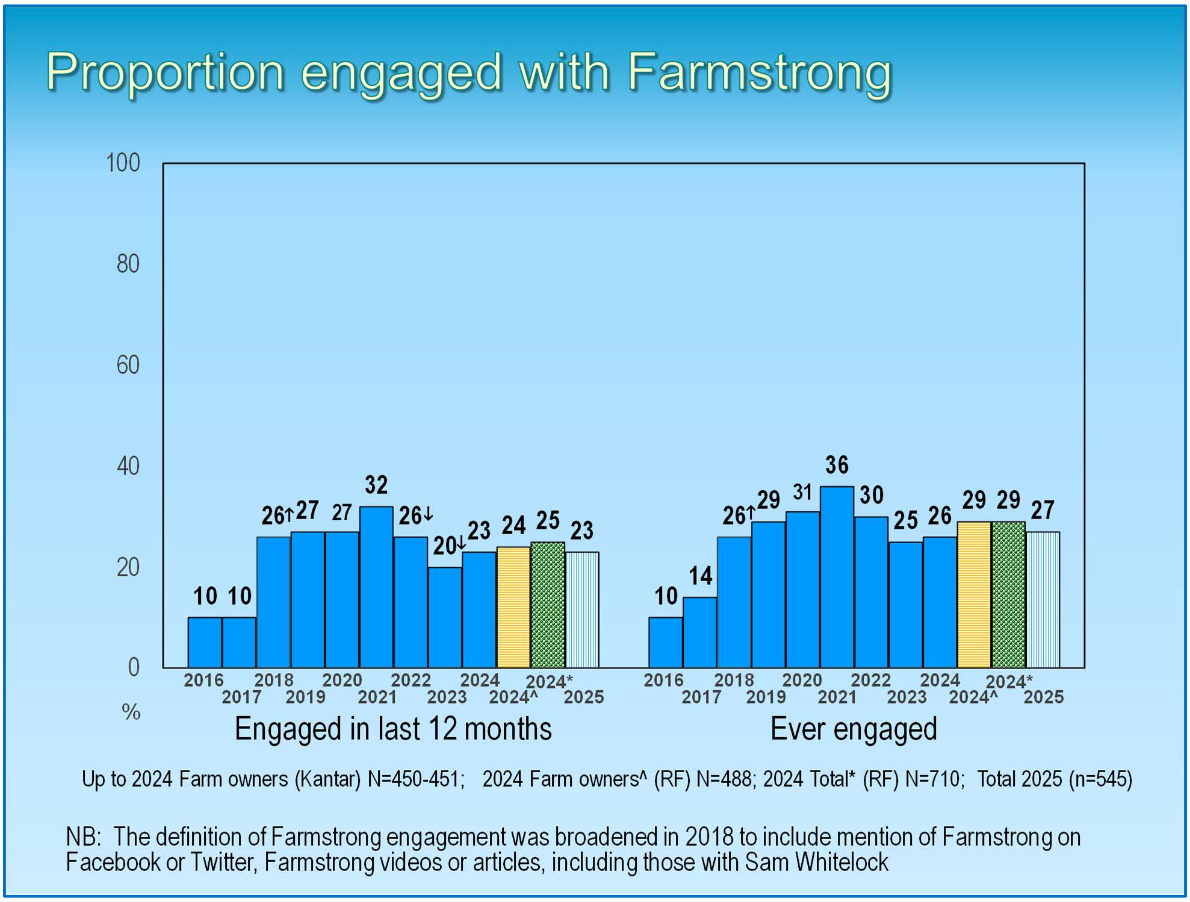
(It should be noted that of the three 2024 levels shown in the graphs, comparisons are made with the right hand one, which was the based on the Research First - who have now become Curiosity Company - survey total sample findings.)



Engagement with Farmstrong initiatives

- In the current survey higher levels of ever engaging (compared with others) were reported for: those aged 45 to 54 years and those in the highest income group. Lower levels were reported for the oldest age group.
- The proportion reporting five or more forms of engagement had a non-significant 2% decrease among both total farmers (down to 9%) and those who had engaged in the last 12 months (down to 42%).

- The overall frequency of engagement for those who had engaged in the last 12 months had a non-significant decrease from 33.4 to 25.4.
- There were significant decreases since 2024 in the mean frequency of engagement for:
  - Farmers Weekly – down from 8.6 to 5.7 among those who had engaged in the last 12 months, a 34% decrease
  - E-newsletter that you receive (which in 2025 had 'or 'Toolbox Tips' added to the wording) – down from 2.3 to 1.2
  - Another sort of event in your local community – down from 1.6 to 0.5
- Despite the decline, Farmers Weekly (5.7) was still the channel most frequently engaged with, followed by Facebook (4.0), 'Jamie MacKay's The Country radio show' (3.2), 'Other radio stations, TV, or in a newspaper' (3.2), 'Other agriculture or horticulture magazines' (2.7), and the Farmstrong website (2.5).



Knowledge of Farmstrong

- There were no significant changes since 2024.

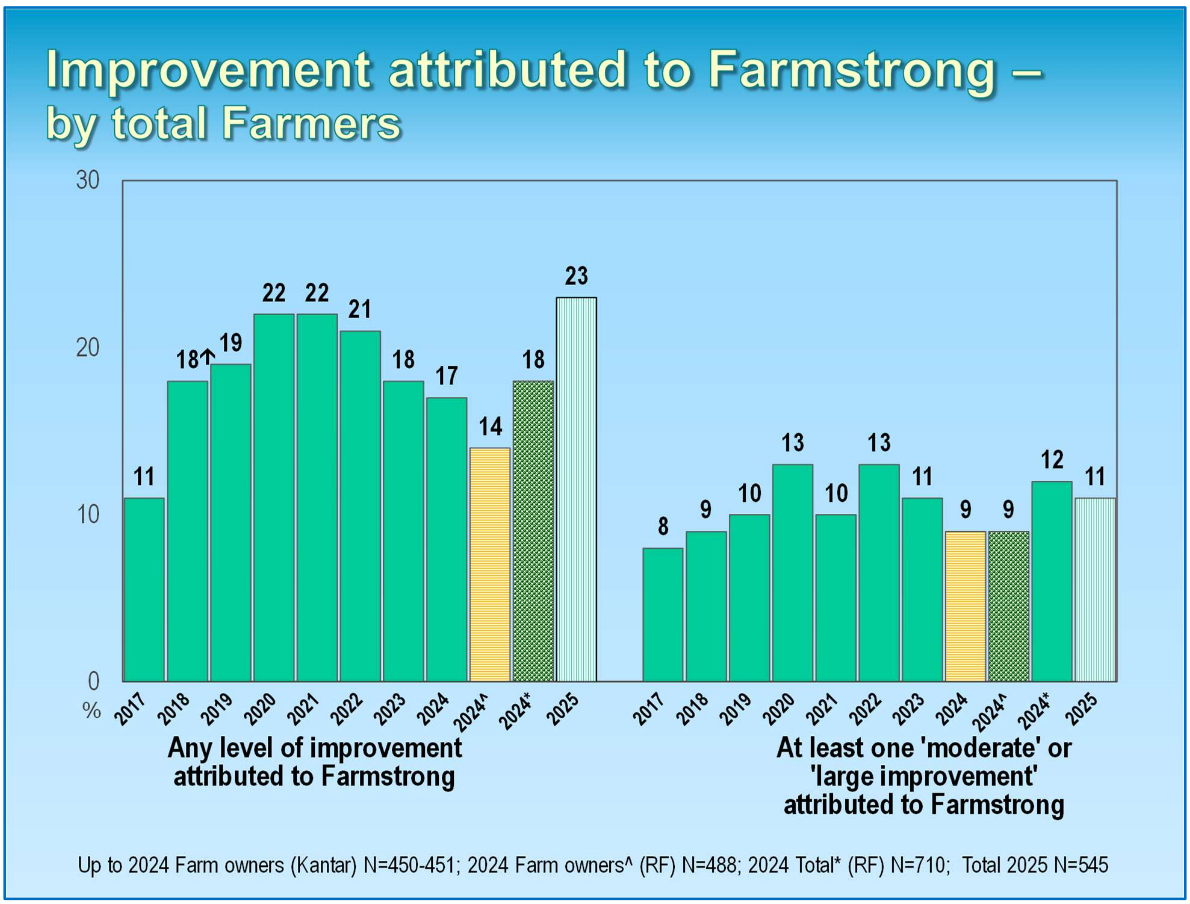
National dashboard measures

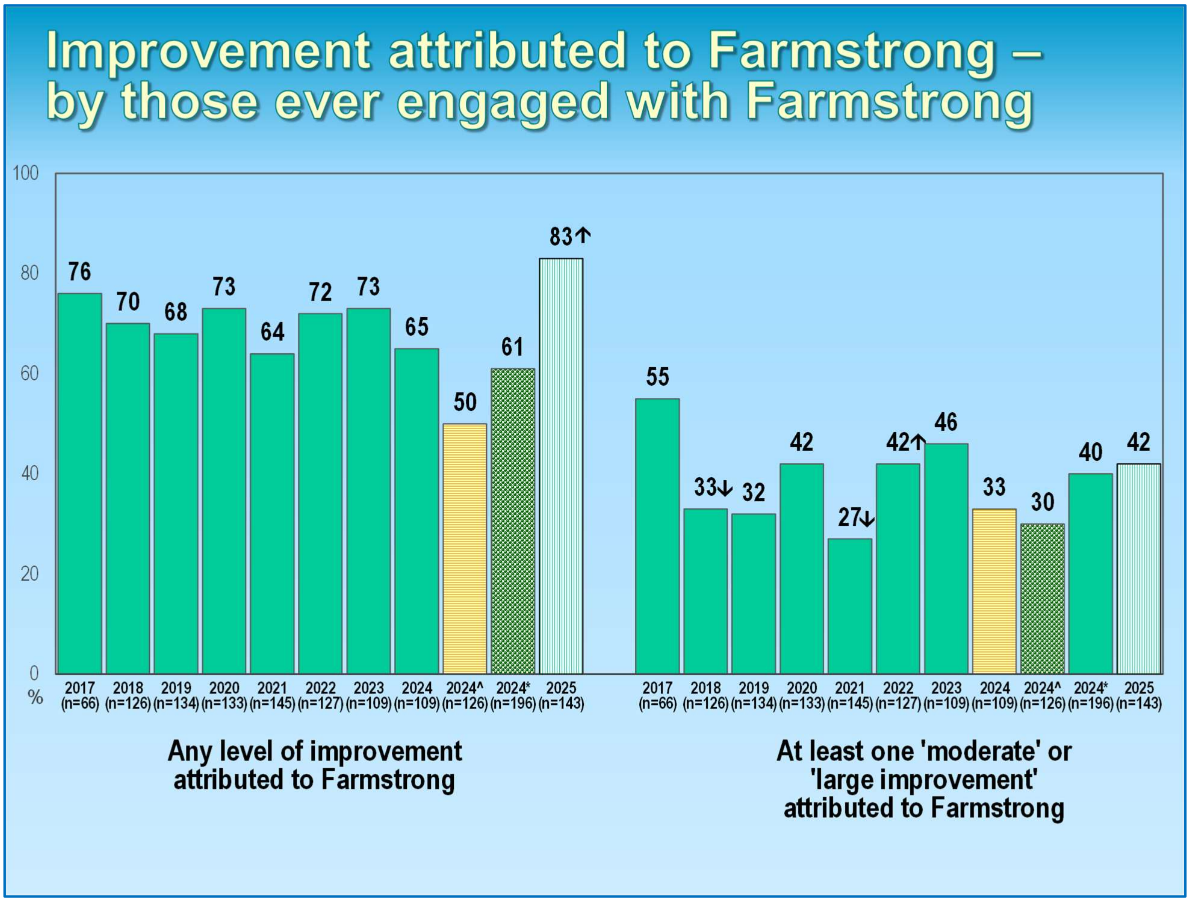
- The three measures showing significant increases in the mean rating compared with 2024 were:
  - 'Ability to cope with the ups and downs of farming'
  - 'Balance between my work and leisure'
  - 'Amount of time I have away from the farm'

- There were no measures where those who reported having five or more forms of engagement differed significantly from those who had never engaged

Improvements attributed to Farmstrong

- Those reporting increased attribution of 5 plus improvements were:
  - 45 to 54 year olds
  - Owners
  - Those with incomes of $1m plus
- There were a large number of sub-groups who reported increased attribution at any level of improvement.
- ‘My ability to cope with the ups and downs of farming’ had a non-significant 5% increase (to 48%) for attribution of any level of improvement to Farmstrong, among those who had ever engaged. However, those attributing a ‘moderate’ or ‘large’ improvement on this item reduced a non-significant 4% to 17%.
- For the new item, ‘Learnt skills that have changed my way of thinking’, there were 15% of the total sample who linked any level of improvement to this item, with 5% a ‘moderate’ or ‘large’ improvement.





Benefits to others

- Of those who attributed improvements to Farmstrong, 82% felt that someone else had benefited from their (the farmer's) engagement with Farmstrong. Wife/husband/partner were the most mentioned (54%), followed by farm employees (43%).

Communication channels

- The tables below show which channels had the highest prevalence and frequency of engagement (denoted by H or VH). This is based on the combined data for 2024 and 2025, as some sub-groups had low numbers of persons who had engaged in the previous 12 months, who were the group who were asked about use of communication channels. Even with the combined data from two years there were still only seven Filipinos who provided channel data, so these results need to be seen only as possibly indicative. The levels for Māori and Horticulture also had bases of less than 30, so should also be interpreted with some caution.
- For some groups the frequency of one channel, often Farmers Weekly, was much higher than other channels, so this is denoted as VH for 'Very High'. The lowest levels are denoted by L, while the unlabelled boxes are medium levels.[1] This table can be used to identify the best mix of channels to use to reach different audiences.
- Of the channels currently being used by Farmstrong, **Farmers Weekly** is performing well across the total sample and most of the sub-groups, although the decline in frequency of engagement in the last 12 months is an obvious concern. It is only a medium performer for Māori in terms of prevalence but was in the high grouping for frequency. While the Farmers Weekly prevalence

[1] 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%. Sometimes a channel was excluded from the frequency range calculations because it was markedly higher than any of the other channels, in which case it was labelled VH (Very High).

and frequency levels are relatively low among some groups, the levels still compare favourably with the levels for other channels in those groups.

- **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/shepherds, sharemilkers/contract milkers, under 45 year olds, and Māori.
- Other **agriculture or horticulture magazines** tend to be medium performers, but have higher frequency for females, owners, and horticulture.
- **Facebook** is a high performer among most of the sub-groups below, except owners. It is very high for sharemilkers/contract milkers.
- The **Farmstrong website** has high prevalence levels among most of the sub-groups except owners and horticulture.
- **Other radio stations, TV, or newspaper** also tends to be a moderate performer, but are high for females and Māori.
- **E-newsletters/ 'Toolbox Tips'**[2] tend to be medium to low performers.
- **Fieldays or other agricultural event day** had high prevalence among several sub-groups.
- **Another sort of event in the local community** was at medium prevalence among sharemilkers/contract milkers, managers, farm workers, under 45 year olds, Māori and sheep/beef.
- Farmstrong workshop or webinar was low across all groups.
- The **Farmstrong book** had a medium prevalence across most groups, except it was low for owners, sheep/beef, horticulture, and Filipinos.
- 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, Māori, and Filipino. It also had high prevalence among sharemilkers/contract milkers, farm workers/shepherds, under 45 year olds, dairy and females.

[2] 'Toolbox Tips' was only specified as part of this category in 2025.

ENGAGEMENT WITH COMMUNICATION CHANNELS	Total engaged in last 12 months (2024&2025) (284)	Owners (169)	Sharemilkers/ contract milkers (32)	Managers (45)	Farm workers/ shepherds (37)	Under 45 year olds (116)
Farmers Weekly: Prevalence	H	H	H	H	H	H
Frequency	VH	VH	H	VH		H
Jamie MacKay's The Country radio show: Prevalence						
Frequency	H	H	L		L	L
Other agriculture or horticulture magazines: Prevalence			H			
Frequency		H			L	L
Facebook: Prevalence			VH	H	H	H
Frequency	H		VH		H	H
Farmstrong website: Prevalence			H	H	H	H
Frequency						
On other radio stations, TV, or in a newspaper: Prevalence			H			
Frequency				L		L
E-newsletter: Prevalence	L	L				
Frequency			L			L
Fieldays or other agriculture event day: Prevalence			H	H	H	
Frequency	L	L	L	L	L	L
Another sort of event in local community: Prevalence	L	L				
Frequency	L	L	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				
Frequency	L	L	L		L	L
Combined face-to-face contact: Prevalence			H	H	H	H
Frequency		L		H		

ENGAGEMENT WITH COMMUNICATION CHANNELS	Māori (23)	Filipino (7)	Male (177)	Female (107)	Dairy (135)	Sheep /beef (112)	Horticulture (19)
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				-	
Frequency	L	L	H	H		H	
Other agriculture or horticulture magazines: Prevalence	H	L		H			
Frequency		L		H			H
Facebook: Prevalence	H	H		H	H		H
Frequency		H	H	H	H	H	
Farmstrong website: Prevalence	H	H		H	H		
Frequency	H	L	H	H		H	L
On other radio stations, TV, or in a newspaper: Prevalence	H	L		H			H
Frequency	H	L		H			
E-newsletter: Prevalence	L		L	L	L		L
Frequency		L			L		
Fieldays or other agriculture event day: Prevalence		H			H		L
Frequency	H		L	L	L	L	L
Another sort of event in local community: Prevalence		L	L	L	L		L
Frequency		L	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
Frequency		L		L	L		L
Combined face-to-face contact: Prevalence	H	H		H	H		
Frequency	H	H					L

Limitations of the research

- More of the 2025 data collection was in a busier time of the year for farmers than in previous surveys, so this may have had some impact on the findings.
- Those who agreed to be interviewed may 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 11 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.

The decrease in unprompted awareness

The 2023-24 year was an exceptional year for Farmstrong brand awareness. Additional funding secured from MPI and Te Whatu Ora as part of the Cyclone Recovery was a contributor to this. Some of this funding was used to employ a communications person, which resulted in additional media cover addressing the Farmstrong 'Bitches Box' comedy nights in the cyclone affected areas and other initiatives, including the launch of the 'Getting Through' Farmstrong book. FMG and ACC communications team members also provided pro-bono news media communications input, which contributed to the big increases in reach and the resulting 12% increase in unprompted recall.

Probably the largest contributor to the 2024 increase in unprompted recall was Farmstrong having a presence in FMG TV advertising. The absence of any Farmstrong mention in FMG TV advertising in the 2024-25 year, plus the halving of the total media audience reach, are the most likely explanations for the unprompted awareness decreasing to the 2023 level. It should be noted that the total media audience reach does not include viewing of TV ads.

As noted above, 2023-24 was an exceptional year and cannot be readily replicated in full, although if it was possible to include Farmstrong mention in future FMG advertising that would obviously have a big impact. As the channel which provides the highest prevalence and frequency of engagement overall, the 34% decrease in frequency of engagement for Farmers Weekly needs addressing. It would appear from these findings that the shift from Farmstrong stories being in the online Farmers Weekly publication rather than the print publication is not working as well.

Another area to investigate is what might be driving a decrease in news media print publications picking up and running Farmstrong stories. Farmstrong has produced a similar numbers of farmer and grower print stories, but there has been a reduction of their up take in newspapers in the last year. It's possible that changes in the news media print landscape (e.g. newspapers reducing costs, reducing size and frequency of publication, going out of circulation, or moving from print to online) maybe causing this. It will be important for Farmstrong to explore any changes occurring and develop mitigation strategies moving forward.

Even though there were large Farmstrong increases in face-to-face engagement, this was not reflected in the survey findings. Even with the increase in face-to-face engagement (that offers the opportunity to provide more effective impact), they still only reach relatively small numbers of people, which is the likely explanation for why this increase hasn't been reflected in the survey findings.

Good results for attribution of improvements to Farmstrong

The big increase in the proportion of those who had ever engaged attributing some level of improvement to Farmstrong is a very positive result. Given it has happened at the same time as the big decrease in unprompted recall (back to 2023 levels) and small decreases in engagement, this does provide further evidence to support a hypothesis that there is a lag effect between changes in awareness and engagement and this transferring into attributed improvements. This possibility was first raised in the 2024 report, where it was concluded that if a lag effect was present then some improvement might be expected in the 2025 monitor for the attributed improvements.

This lag effect was hypothesised based on the 2024 results and those for previous years. In the 2023 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 unprompted awareness and engagement. In 2024 this decreased. In 2021 engagement increased and unprompted recall increased slightly, while attributed improvements decreased, but returned to higher levels in 2022. In 2018 there was an increase in unprompted awareness and 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.

If this lag effect hypothesis is accepted, it has implications for how the monitor results are interpreted. It would not be seen as a disappointment if attribution does not increase in the same year as awareness and/or engagement does.

Need to build unprompted awareness and engagement

This survey is showing that Farmstrong is doing well having a positive impact with those who have ever engaged, although obviously there is still potential to increase the magnitude of that impact. Increases in unprompted awareness and engagement are needed. The link between unprompted awareness and attributions of improvements, provides strong evidence that increasing unprompted recall is key to increasing impacts. High unprompted awareness means that Farmstrong is top of mind, which will increase the likelihood that farmers and growers will be more likely to apply the practical things that Farmstrong promotes.

The priority audiences have been identified because they have potential to provide increased unprompted awareness and engagement. Developing and implementing strategies to achieve this is part of the Farmstrong five year plan beginning in July 2025.

This survey has identified that 70% of those who have ever engaged with Farmstrong had not encouraged others who worked on the farm to engage with Farmstrong material. Even among those who attributed improvements to Farmstrong this level was still 63%. This would seem to provide a good option to build awareness and engagement for Farmstrong, particularly for farmworkers, who are a priority group. Given it is difficult to find ways to reach farm workers, their employers do offer a good opportunity, including face-to-face engagement.

The fortnightly Toolbox Tips, which started in October 2023 was being sent to 86 persons achieving a 56% open rate. While they are encouraged to pass it on to their networks, the extent of this is unknown. This is a good resource that deserves a large audience. Farmstrong is addressing this in its next five year strategy, for example by having prizes (go in the draw to win) if you sign up to receive the Toolbox Tips, promoting signing up to the Toolbox Tips through the Farmstrong newsletter and promotional material, and signing up people at face-to-face events. Over the three month period from June to August 2025, during which these sign up strategies have been implemented, sign up to the Toolbox Tips has increased to 720 people.

Working with other agencies, such as Rural Support Trust, should increase the reach and impacts of Farmstrong strategies, but there is a risk that recipients of Farmstrong material may link it with the delivery agency rather than Farmstrong. It would be useful to review whether there are ways in which Farmstrong could achieve a higher brand profile in these joint partnerships, particularly at the point where the engagement with farmers is taking place.

To retain unprompted recall levels farmers need to be regularly exposed to Farmstrong branding and messages. Things that can be present in the farmers home or elsewhere on their property can provide this. Examples include the Farmstrong books, if they are kept on a coffee table or somewhere visible, fridge magnets, calendars, beanies, and laminated messages that can be pinned on walls in milking and other farm sheds.

Interpreting the website data

The decreases in the Farmstrong website data do show a relatively low decrease for those visiting for at least 10 minutes, who are the ones most likely to get most value. This, along with the lower bounce rate, indicate that a lot of those who were finishing up on Farmstrong web pages were not wanting to be there, so the declines in some of these rates are less important than may at first appear to be the case.

Benefits to others

This report provides the most accurate data to date on the extent to which farmer engagement with Farmstrong is providing benefits to others. There was some data reported in the 2024 Farmstrong evaluation report, but that was from a very limited sample. This question was only asked of those who had attributed some level of improvement to Farmstrong, but the high proportion of these who listed others who they felt had benefited provides good evidence of the wider impact that Farmstrong is having.

Changes by Under 35 year old Farm workers/shepherds

The results suggest that Farmstrong's efforts with reaching Farm workers/shepherds need to have more of their focus on the under 35 year olds within this sub-group.

Interpreting dashboard findings

For the first time ever there were no dashboard measures where those who reported having five or more forms of engagement differed significantly from those who had never engaged. When these dashboard measures were developed the focus was put on identifying changes over the previous 12 months. This was deemed the most useful way to see whether Farmstrong was impacting these wellbeing-related measures. However, over time measuring changes in the previous 12 months has become less useful, as farmers who have made changes as a result of Farmstrong in previous years are probably less likely to be experiencing more changes in further years. Also, as some of these things are becoming more normalised in the farming community, some farmers may well be changing without being aware of and acknowledging Farmstrong as the source of that change. With this understanding there should not be concern about the lack of differences.

The evaluator and Farmstrong team have considered the option of deleting these questions from the survey, but decided there is too much risk that this change may result in changes to responses to important questions which follow, particularly the attribution of improvements to Farmstrong, which uses similar items. The dashboard measures do still provide information on where things have been improving or worsening in the farming community over the previous 12 months.

It is positive that the three measures for which the total sample showed significant improvements over the last year were all key measures that Farmstrong is seeking to improve: 'Ability to cope with the ups and downs of farming', 'Balance between my work and leisure' and 'Amount of time I have away from the farm'.

Possible impacts of method changes

These are discussed in more detail in the Method Appendix.

Addition of extra item to measure attribution of improvements to Farmstrong

The amounts that this extra item added to the overall levels of attribution were relatively minor and did not impact the conclusions from these analyses.

Data collection in a busier time period

It is possible that there was less survey participation in 2025 by the busiest farmers and farm workers. Whether these people have different levels of awareness and engagement with Farmstrong is something we can only speculate on.

Changes in the composition of farm workers

Some of the big changes among the Under 35 year old Farm workers/shepherds were in part due to the change in composition of this group between the two surveys, but the extent of this was limited. The 2024 survey did not have a very good representation across the farm types, so efforts were made to improve this. In the weighted sample used for the analyses, among all Farm workers/shepherds Dairy farm workers were down from 7.5% to 5.9% of the total sample, while Beef/sheep were up from 3.8% to 5.2% and Horticulture up from 1.5% to 4.6%.

This issue is examined in the Method Appendix. When considering all farm workers, the analysis indicated that the greater sample numbers for sheep/beef and horticulture were likely to have contributed to more positive results than the 2024 farm worker sample.

For Under 35 farm workers unprompted awareness of Farmstrong was 5% for horticulture, 9% dairy and 19% sheep/beef. Given the highest level was for sheep/beef, the increase in sheep/beef numbers in the sample would have more than compensated for the lower horticulture level.

There will have been some negative impact from the increased horticulture numbers for engagement with Farmstrong in the last 12 months, where horticulture had a nil level. This compared with 11% for dairy and 14% sheep/beef. This will also have contributed to reduced levels for other measures reported as a percentage of the total sample, including levels of attribution for Under 35 farm workers. However, it will not have affected analyses based just on those who had engaged in the last 12 months.

It is worth noting that the Under 35 farm workers did report some past engagement with Farmstrong, with their level of 10% for ever engaged comparing with 13% for dairy and 14% for sheep/beef. So it is not simply a case that horticulture workers were interviewed who had not been working in horticulture very long and had little opportunity to be exposed to Farmstrong.

In terms of the impacts on the overall survey results the Under 35 horticulture workers made up only 2% of the 545 total sample, so the impacts were minimal.

CONCLUSIONS

While the large level of improvement for attributing some level of improvement to Farmstrong among those who had ever engaged was a very positive result, it may well be a product of the big increase in unprompted recall in 2024. Given unprompted awareness levels have returned to 2023 levels, the attribution levels may well decrease in the next planned survey in 2027 if strategies to increase unprompted awareness and engagement are not successful within the next two years.

The implementation of the new five-year plan from July 2025 will hopefully produce increases on the key measures, although it may take some time for research of priority groups to be completed, and the most effective strategies for working with these groups to be developed, implemented and delivering impacts. Other components of the plan can obviously be implemented sooner.

3 INTRODUCTION

Farmstrong was publicly launched on 3 June 2015 and this monitoring report assesses changes in key measures over the first ten years, to June 2025.

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 2024 and the next will be in 2029.

Method

The Method is detailed in Appendix A.

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.

For the sake of brevity of reporting, 'farmers/growers and farm workers/shepherds' are often just referred to as 'farmers' and 'farm workers/shepherds' are sometimes just referred to as 'farm workers'.

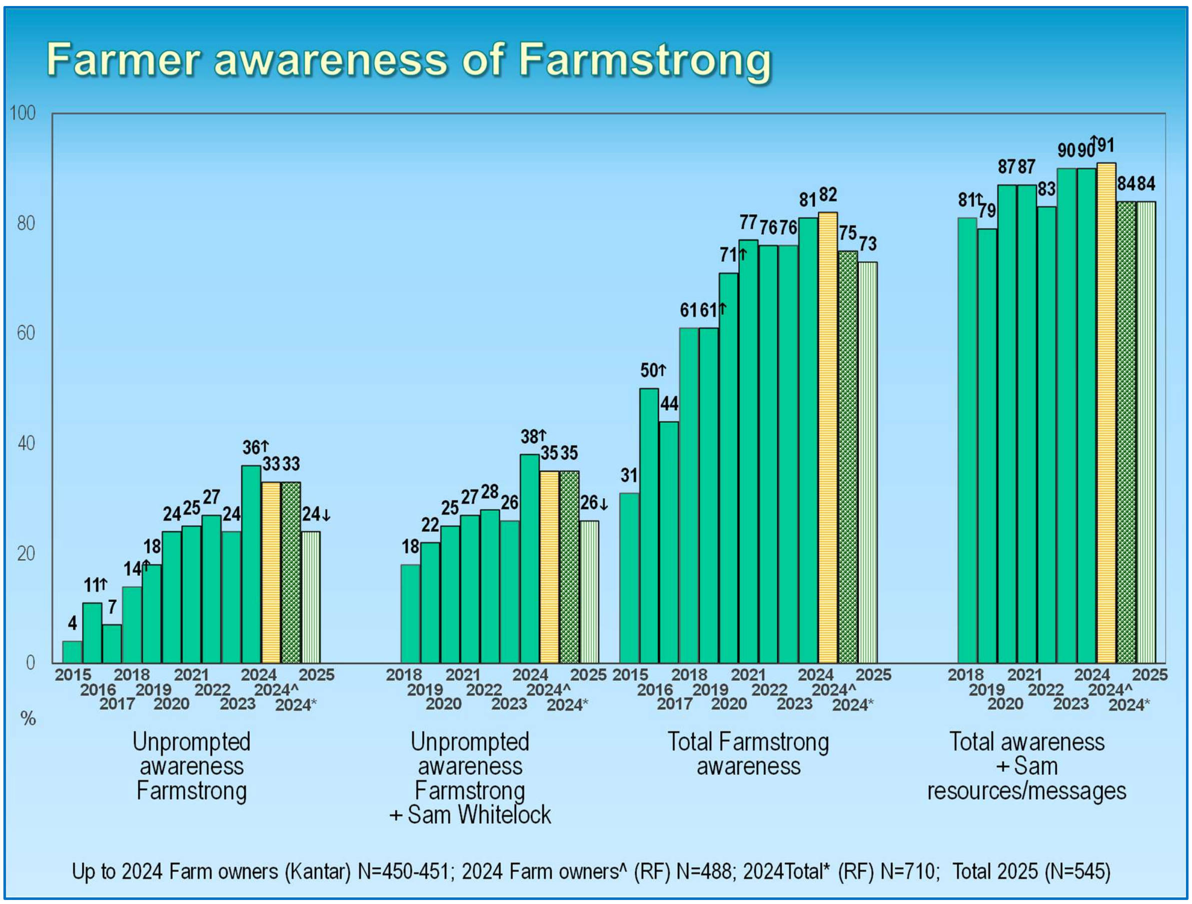
Also included in the report is monitoring data collected by the Farmstrong team, such as use of the website and social media and media reach.

4 MAIN FINDINGS

4.1 AWARENESS OF FARMSTRONG

After a large increase in unprompted awareness in 2024, the level has decreased significantly by 9% to be back at the 2023 level of 24%. Total awareness (73%) remained at a similar level to 2024. When mention of Sam Whitelock was included the level was 834%, which was the same as 2024.

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 4% to 66%.



Sub-groups changes since 2024

The graphs which follow show the trends over time for both Unprompted recall and Total recall of Farmstrong plus Sam Whitelock.

Significant ***decreases in Unprompted recall*** were evident for the following groups:

- Farm owners – down by 10% to 23%
- Farm managers – down by 17% to 24%
- Sheep/beef farmers – down by 15% to 24%

- NZ Europeans – down by 9% to 26%
- Filipinos – down by 19% to 2%
- Males – down by 8% to 27%
- Females – down by 10% to 19%
- Under 45 year olds – down by 10% to 27%
- Under 35 year olds – down by 14% to 22%
- Those in Upper South Island – down by 18% to 19%
- Those with a before tax income of under $200k – down by 20% to 11%

The decrease for Under 45 year olds was primarily the result of the significant decrease among the Under 35 year olds. In comparison the 35-44 year olds had a non-significant decrease of just 5% to 33%). Within the Under 35 year old sub-group it was the farm workers/shepherds who were primarily responsible for the decrease. They had a significant reduction of 19% to 12%, while the others in this age group had a non-significant 11% decrease. Farm workers/shepherds of all ages had a non-significant 10% decrease to 15%. (Within the Under 35 farm worker/shepherd grouping, 2025 unprompted recall was 19% for Sheep/beef, 9% for Dairy and 5% for Horticulture).

Differences between sub-groups in 2025

Unprompted recall was significantly higher for: sharemilkers/contract milkers (42% versus the 24% for total sample), and those earning over $1m (37%).

It was significantly lower for: Filipinos (2%), those aged 65 years and over (14%), and those earning under $200k (11%).

Total prompted awareness of Farmstrong + Sam was significantly higher for: farm owners (91% vs 84% for total sample), sheep/beef farmers (91%), NZ Europeans (86%), those with incomes of $1m plus (96%),

It was significantly lower for: Filipinos (42%), Under 35 year olds (69%), and farm workers/shepherds (69%), especially dairy farm workers (52%).

Awareness of Sam Whitelock[3] was higher among:

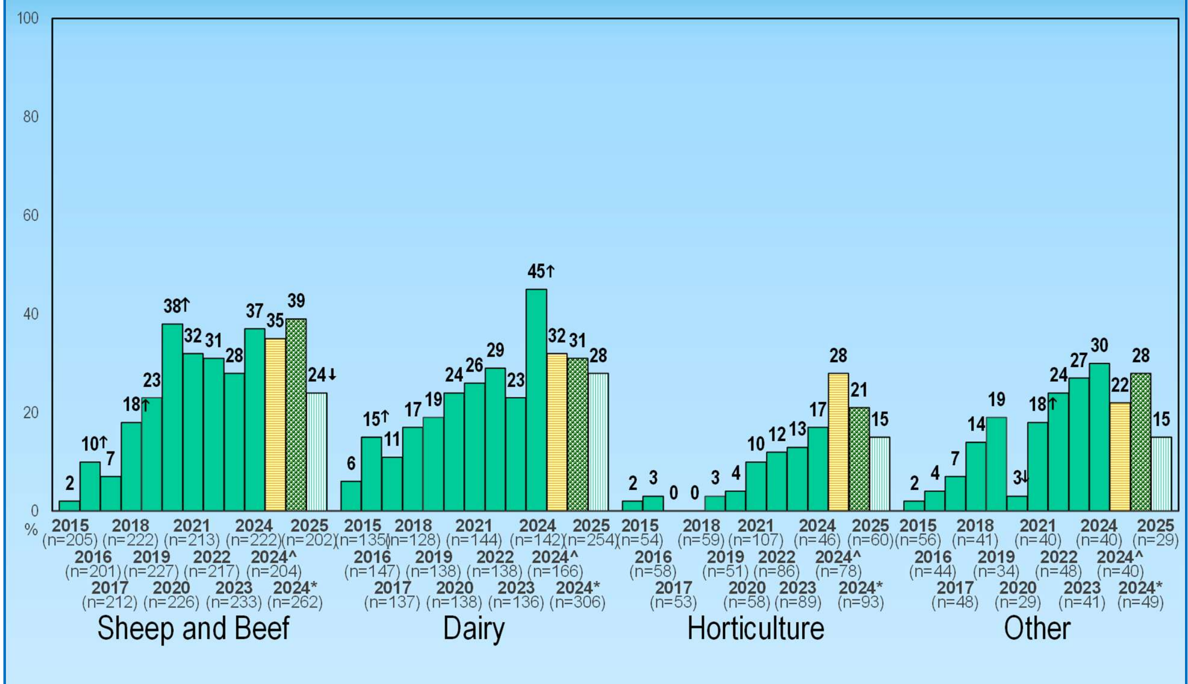
- Owners (78%)
- 65 plus (77%)
- Sheep/beef in total (79%) and Sheep/beef farm workers/shepherds (69%)
- Income of $1m plus (83%)
- NZ Europeans (70%)

It was lower among:

- Farm workers/shepherds in total (45%)
- Under 45 year olds (56%)
- Dairy in total (58%) and Dairy farm workers (27%)
- Filipinos (14%)

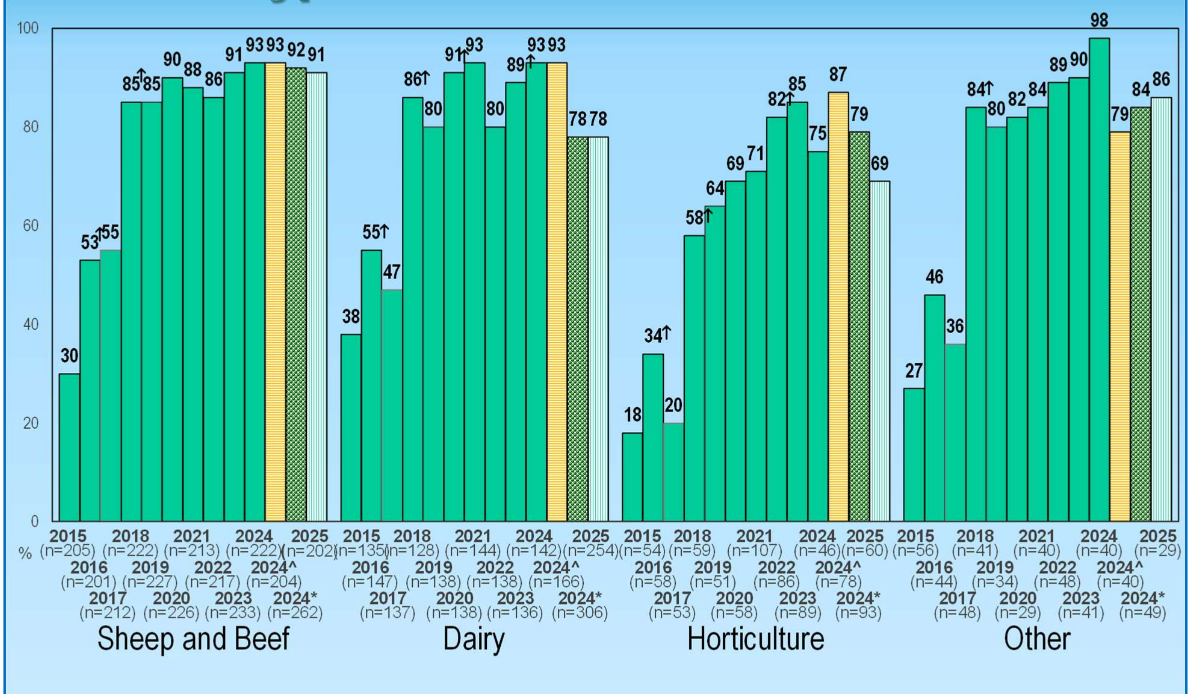
[3] The question asked of all participants was: 'Have you ever seen or read about well-known rugby player Sam Whitelock talking about things to help farmers cope with the ups and downs of farming?'

Unprompted Farmstrong awareness – by Farmer Type



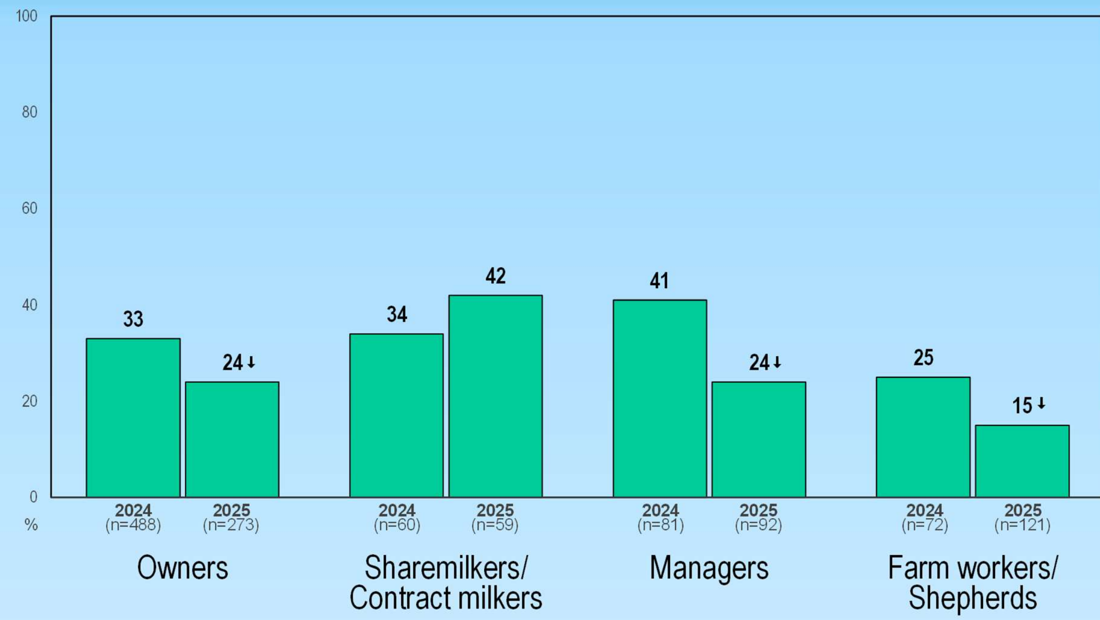
2024^ = RF Owners; 2024* = RF Total

Total awareness of Farmstrong + Sam – by Farmer Type



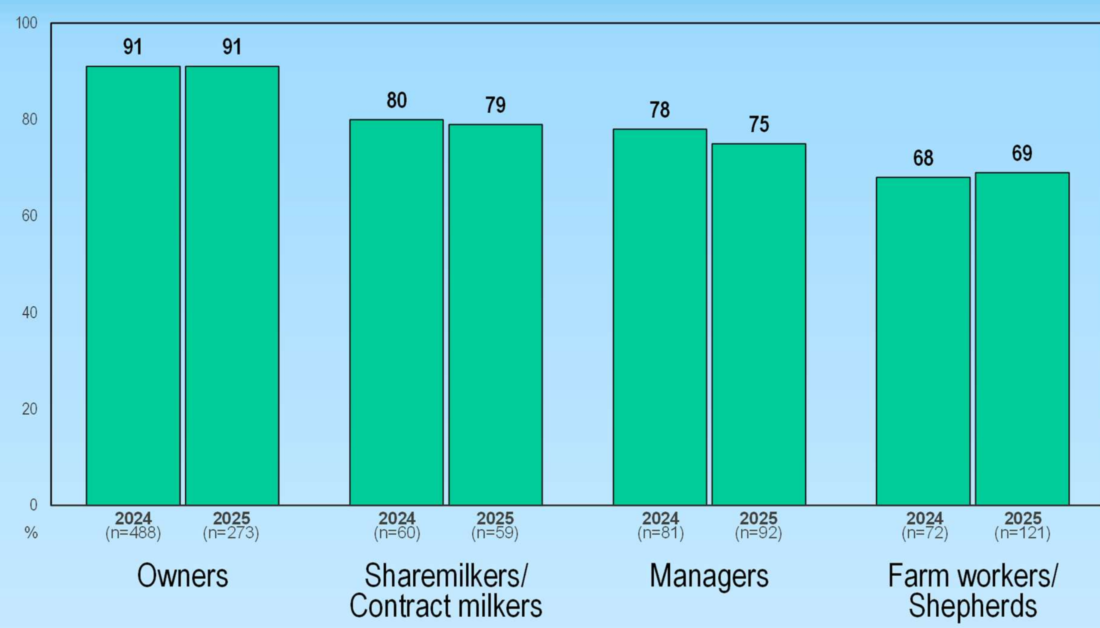
2024^ = RF Owners; 2024* = RF Total

Unprompted Farmstrong awareness – by Role

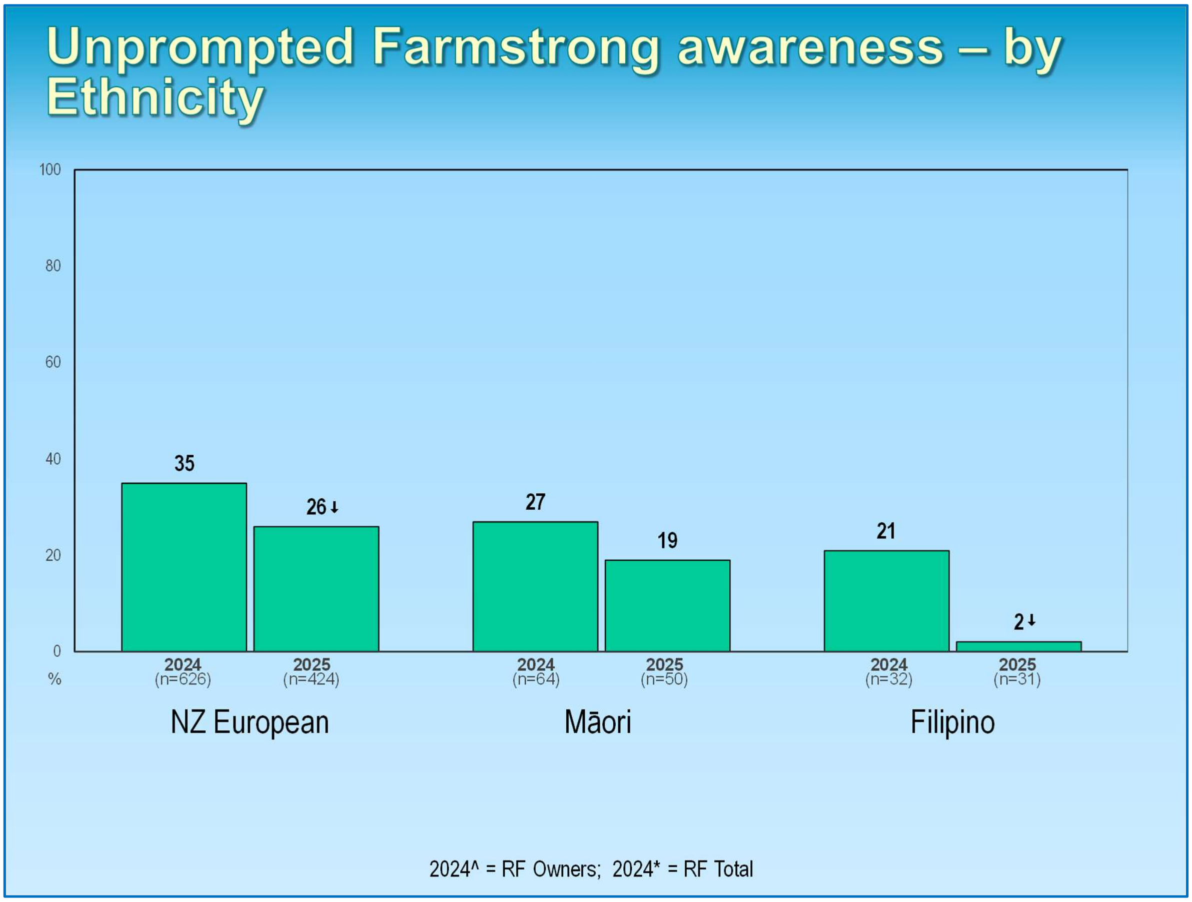


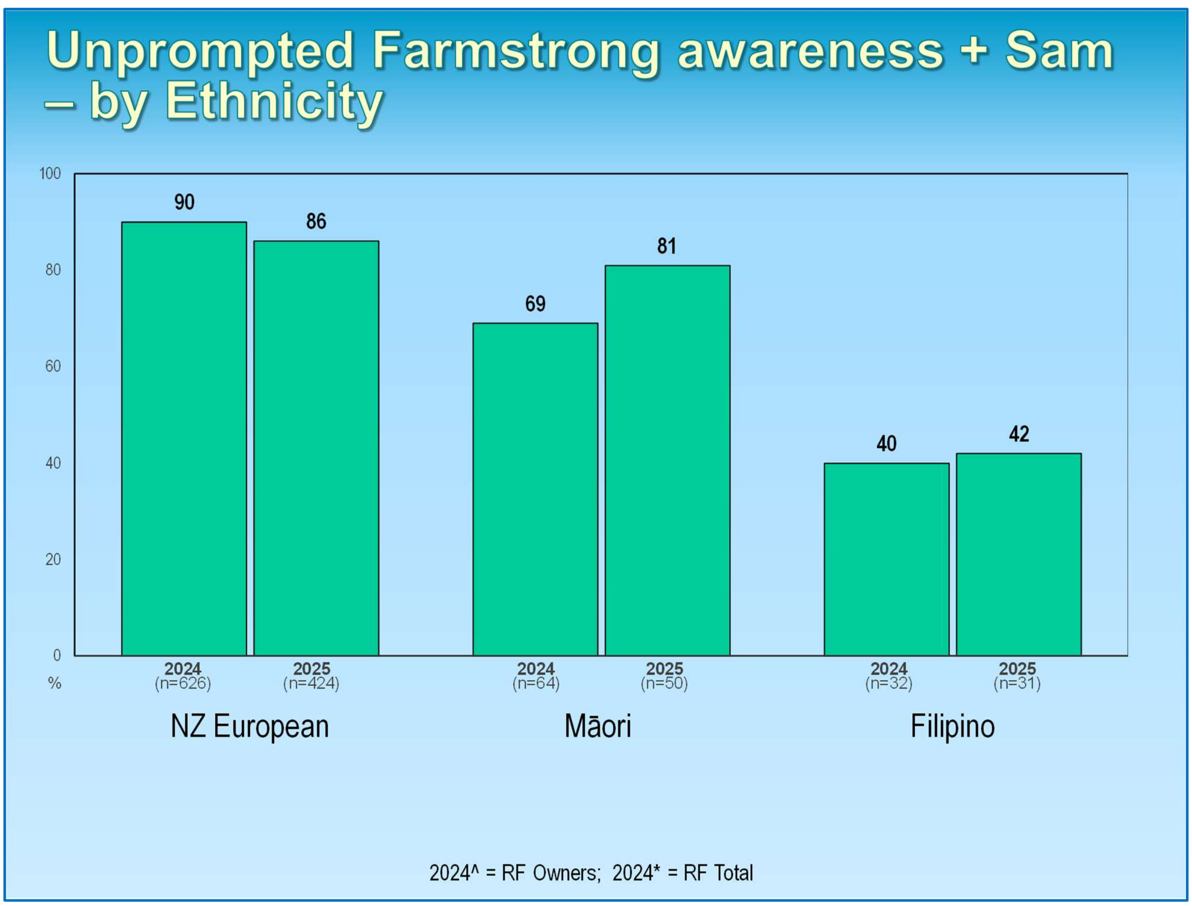
2024^ = RF Owners; 2024* = RF Total

Unprompted Farmstrong awareness + Sam – by Role

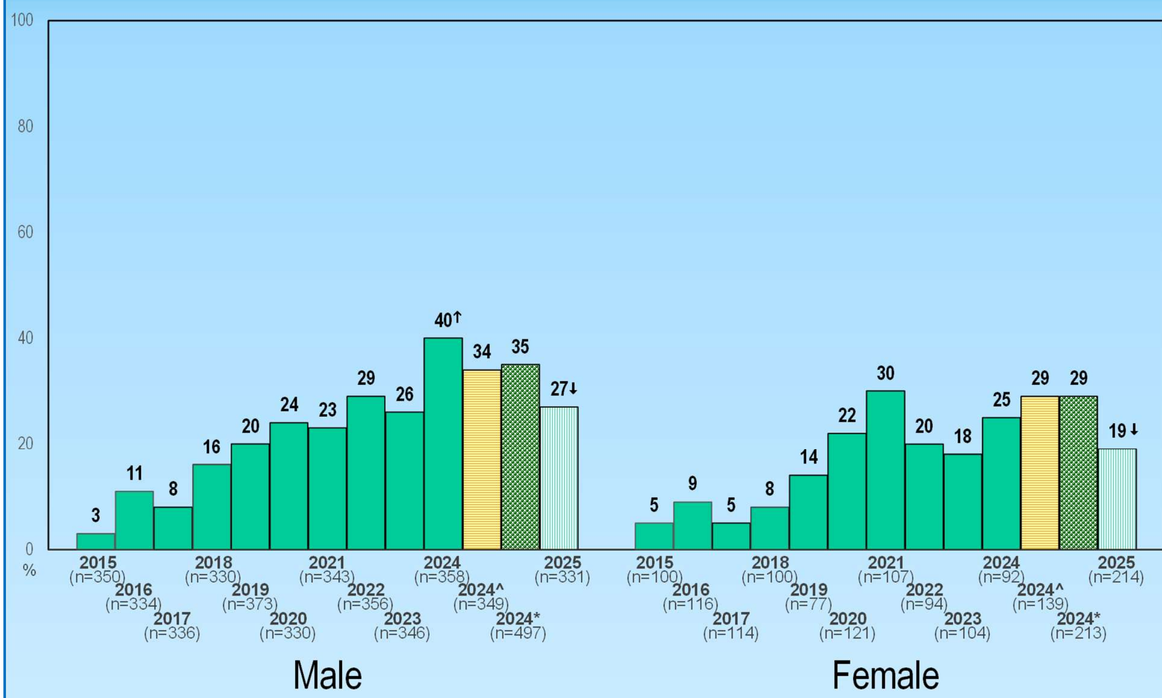


2024^ = RF Owners; 2024* = RF Total


Unprompted Farmstrong awareness – by Ethnicity
100
80
60
40
20
0
%
35
26
27
19
21
2
2024 (n=626)
2025 (n=424)
2024 (n=64)
2025 (n=50)
2024 (n=32)
2025 (n=31)
NZ European
Māori
Filipino
2024^ = RF Owners; 2024* = RF Total

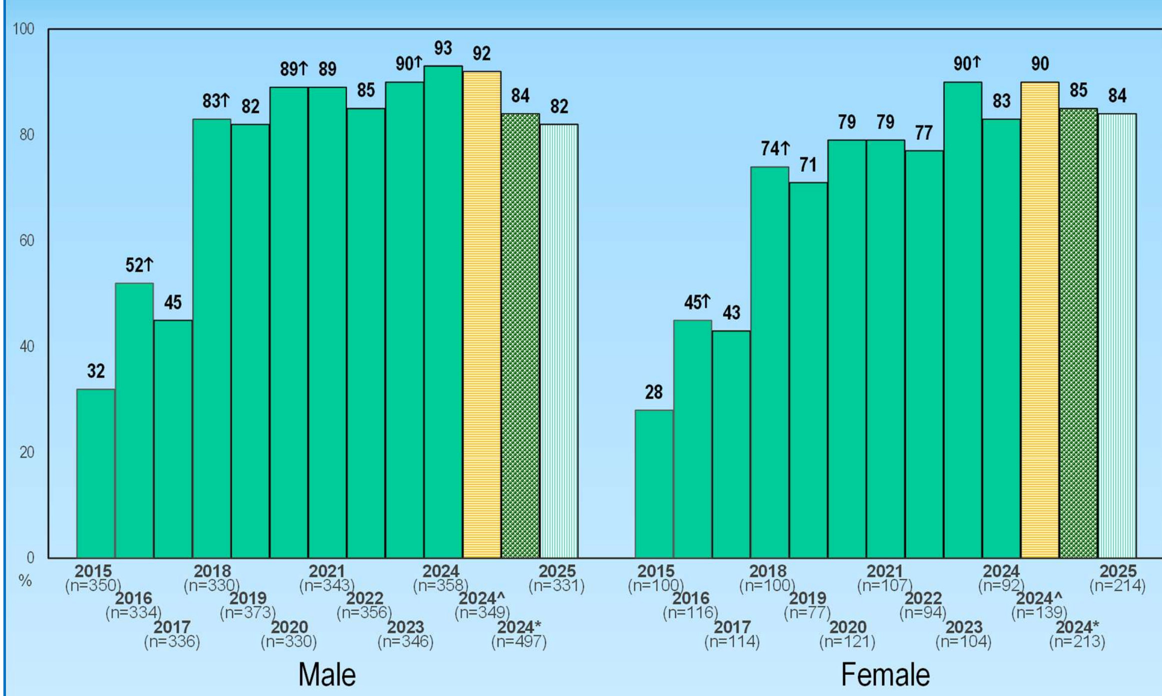

Unprompted Farmstrong awareness + Sam – by Ethnicity
100
80
60
40
20
0
%
90
86
69
81
40
42
2024 (n=626)
2025 (n=424)
2024 (n=64)
2025 (n=50)
2024 (n=32)
2025 (n=31)
NZ European
Māori
Filipino
2024^ = RF Owners; 2024* = RF Total

Unprompted Farmstrong awareness – by Gender

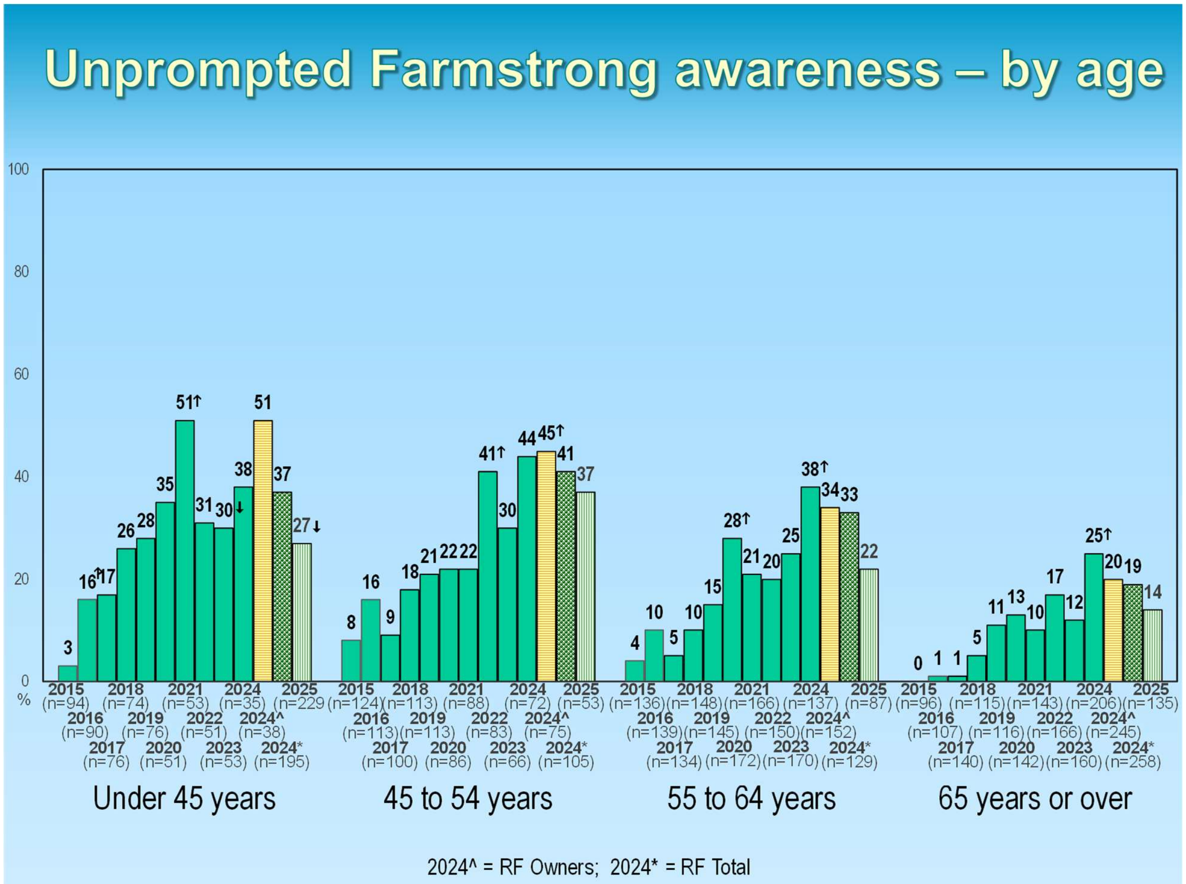


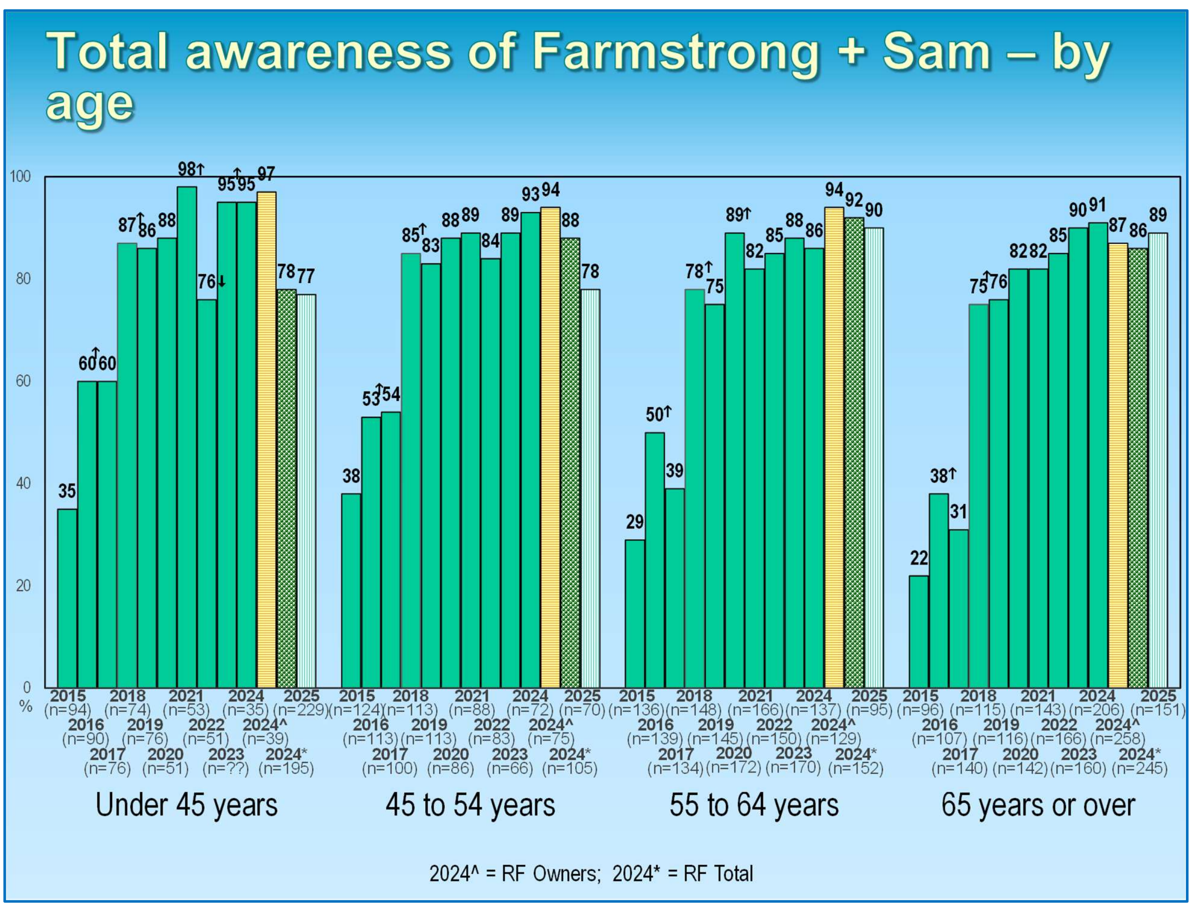
2024^ = RF Owners; 2024* = RF Total

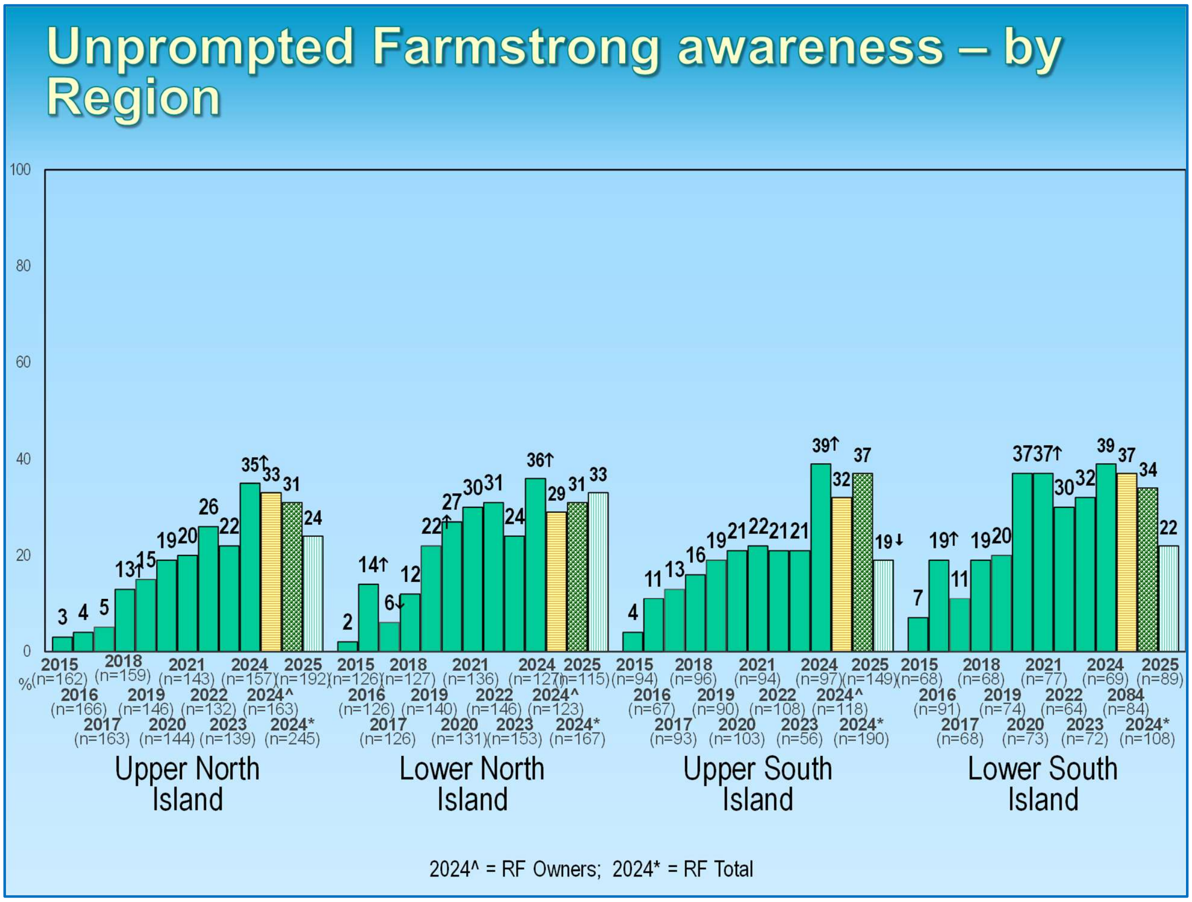
Total awareness of Farmstrong + Sam – by Gender

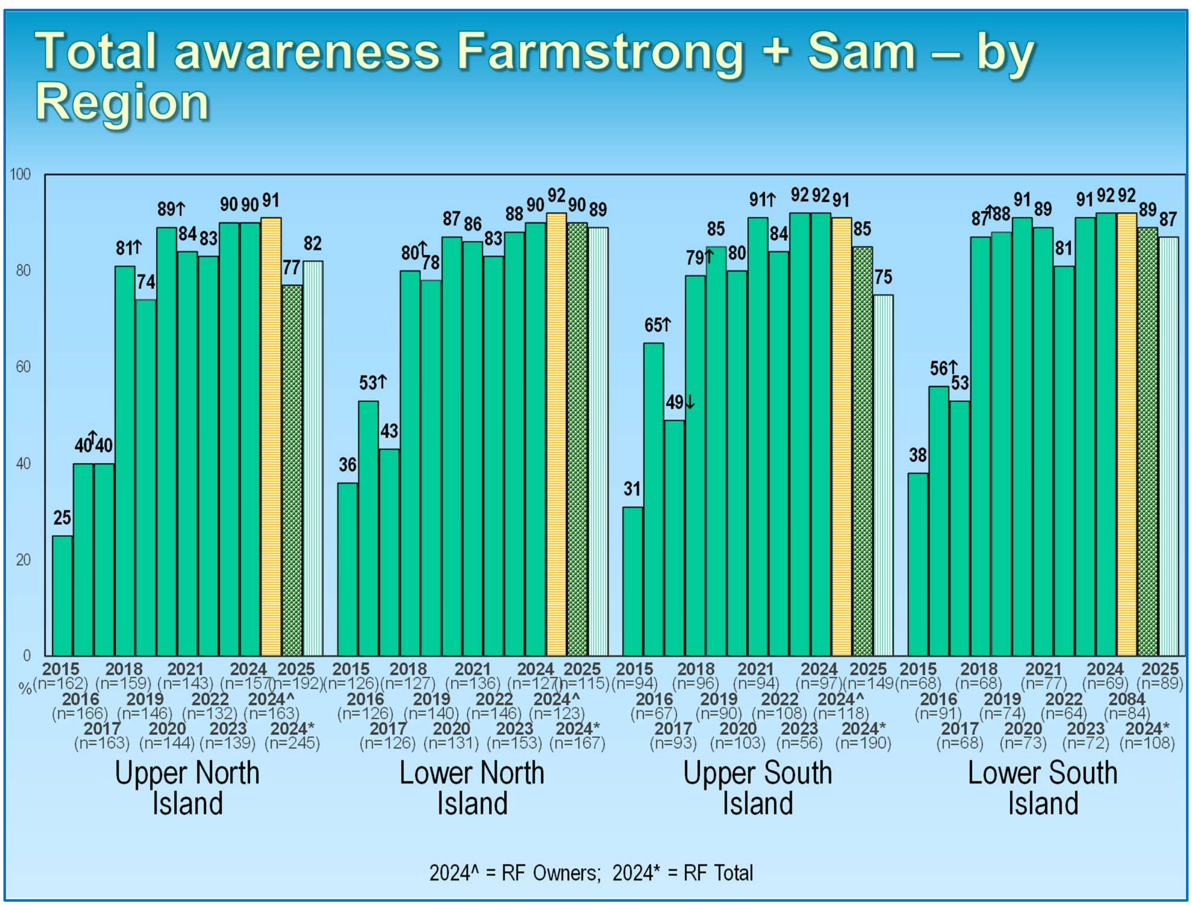


2024^ = RF Owners; 2024* = RFTotal

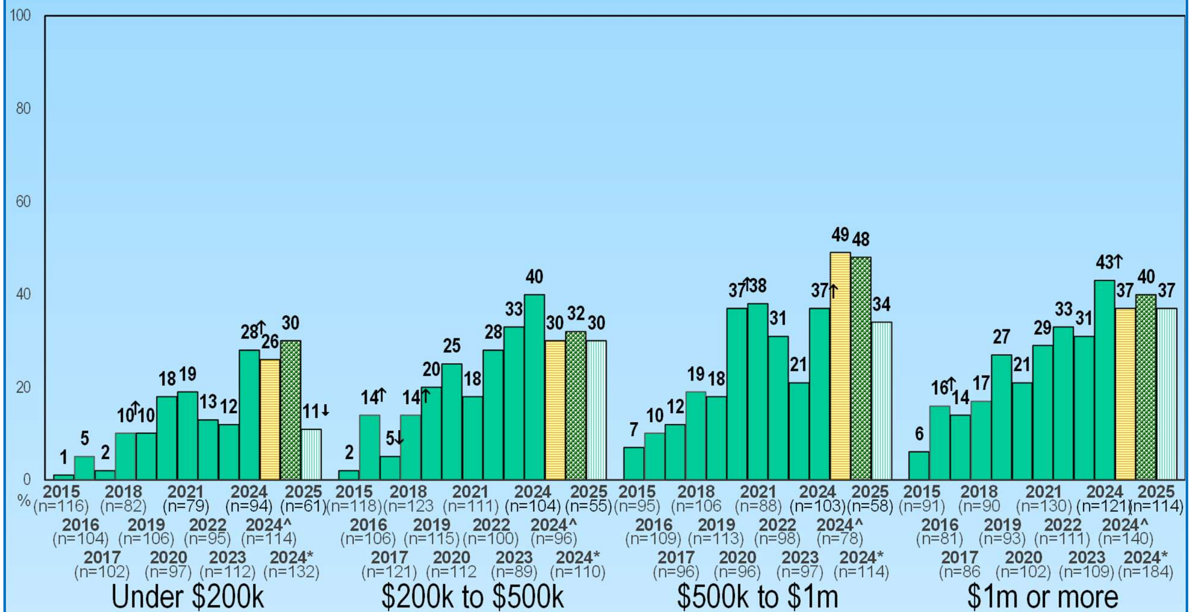

Unprompted Farmstrong awareness – by age
Under 45 years
45 to 54 years
55 to 64 years
65 years or over
2024^ = RF Owners; 2024* = RF Total


Total awareness of Farmstrong + Sam – by age
Under 45 years
45 to 54 years
55 to 64 years
65 years or over
2024^ = RF Owners; 2024* = RF Total


Unprompted Farmstrong awareness – by Region
Upper North Island
Lower North Island
Upper South Island
Lower South Island
2024^ = RF Owners; 2024* = RF Total

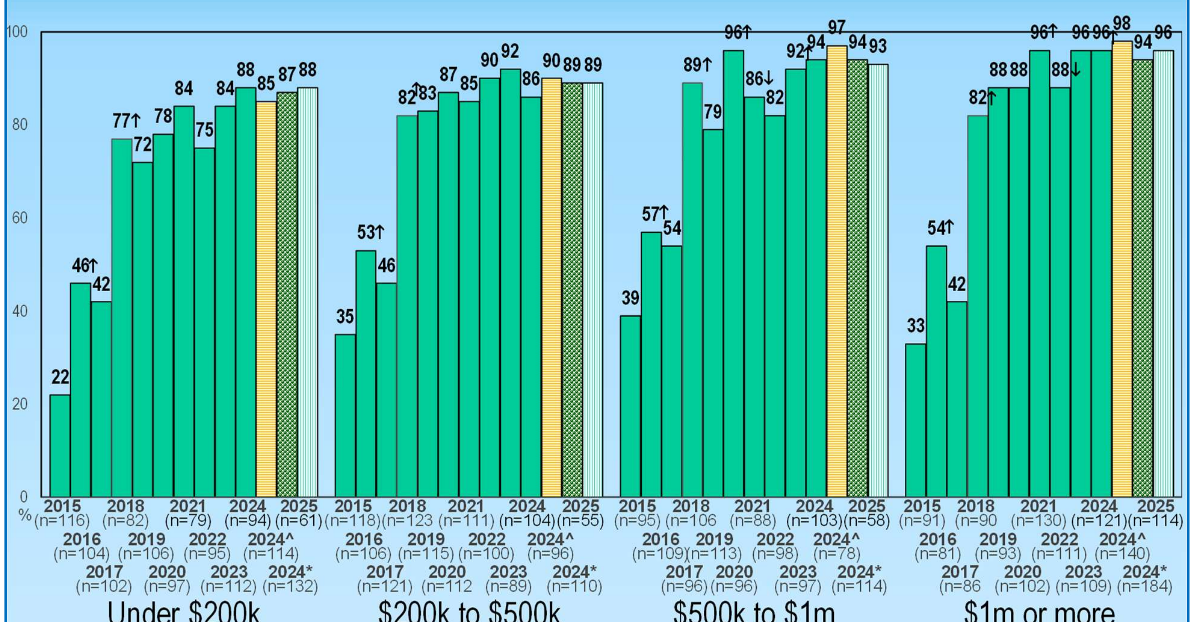

Total awareness Farmstrong + Sam – by Region
Upper North Island
Lower North Island
Upper South Island
Lower South Island
2024^ = RF Owners; 2024* = RF Total

Unprompted Farmstrong awareness – by Income (before tax)



2024^ = RF Owners; 2024* = RF Total

Total awareness of Farmstrong + Sam – by Income (before tax)



2024^ = RF Owners; 2024* = RF Total

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.

The highest unprompted recall was again Rural Support Trust (RST), although their upward trend has been halted with a non-significant 4% decrease to 35%.

Sub-groups changes since 2024

- RST unprompted awareness increased by 10% to 17% for horticulture
- Federated Farmers increased by 12% to 19% among the oldest age group, and by 4% to 13% for NZ Europeans
- Dairy Women's Network decreased by 7% to nil for farm workers/shepherds
- Young Farmers increased from nil to 15% for those in horticulture

Differences between sub-groups in 2025

- RST unprompted awareness was higher among sharemilkers/contract milkers (57%), under 45 year olds (45%) and kiwifruit (40%)
- Despite the higher level for kiwifruit, horticulture awareness of RST overall was lower (17%), along with those aged 65 years and over (28%)
- Dairy NZ/Dairy Connect was higher among dairy farmers (12%), but particularly sharemilkers/contract milkers (21%). It was lower among owners (2%)
- Dairy Women's Network was at 4% among dairy farmers
- Young Farmers was at 22% for farm workers/shepherds, particularly those from horticulture (26% NS[4]), 16% for under 45 year olds and 20% for Under 35 year olds
- Federated Farmers was also higher for horticulture workers (26% NS)
- Surfing for Farmers was more mentioned by those in the highest income bracket (27%)

'Farmsafe' was mentioned by three persons (this was the term they used, which was branding that preceded 'Safer Farms').

[4] NS = Not significant

UNPROMPTED RECALL	2015 450 %	2016 450 %	2017 450 %	2018 450 %	2019 450 %	2020 451 %	2021 450 %	2022 450 %	2023 450 %	2024 450 %	RF Owner 2024 488 %	RF Total 2024 710 %	2025 545 %
Farmstrong	**4**	**11↑**	**7**	**14↑**	**18**	**24↑**	**25**	**27**	**24**	**36↑**	**33**	**33**	**24↓**
Sam Whitelock	**NR**	**NR**	**NR**	**4**	**5**	**3**	**3**	**3**	**5**	**3**	**4**	**3**	**4**
Total Farmstrong/ Sam Whitelock	**NR**	**NR**	**NR**	**18**	**22**	**25**	**27**	**28**	**26**	**38↑**	**35**	**35**	**26↓**
Rural Support Trust	11	9	10	25↑	20	21	28↑	28	36↑	43	32	39	35
Federated Farmers	12	11	8	10	7	9	12	4↓	9↑	3↓	10	10	12
DairyNZ/ Dairy Connect	11	9	5↓	3	2	9↑	2↓	4	5	1↓	2	3	6
Dairy Women's Network	1	1	-	2↑	-↓	1	2	1	4↑	1↓	3	1	2
Doug Avery/ Resilient Farmer	1	-	1	2	2	-↓	-	3	3	-↓	1	2	-↓
Young Farmers	NR	NR	NR	1	-	-	-	1	4↑	4	-	7	8
Beef and Lamb NZ	9	4↓	3	-	1	2	4	2	2	2	2	2	2
Fonterra	-	-	2	-	1	1	1	-	-	1	NR	1	1
Surfing for farmers	NR	NR	NR	NR	NR	NR	4	5	8↑	10	13	13	15
Gumboot Friday/ Mike King	NR	NR	NR	NR	NR	NR	NR	NR	NR	2	NR	1	1
Kiwifruit Growers/ Zespri	NR	NR	NR	NR	NR	NR	NR	NR	NR	1	-	-	-
Rural Women	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	2
Rural riders	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	NR	1
Lean on gate	NR	NR	NR	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	27

NR=Not recorded

4.2 ENGAGEMENT WITH FARMSTRONG INITIATIVES

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

The total media audience reach reduced 49%, after a 20% increase in 2024. Contributors to this were a 41% decrease in newspaper/print articles, a 21% decrease in broadcast stories (radio/TV), a 20% decrease in media articles (total volume). Against this trend there was a 6% increase in online articles.

There was a 17% reduction in the Farmstrong website unique visitors and a 20% reduction in the total website sessions. The number of visitors for at least 3 minutes reduced by 19%, as did the number visiting for at least 5 minutes. The number visiting for at least 10 minutes was only down 5%. The bounce rate decreased by 22% to 54%, which was a positive result.

The continued focus on community engagement was reflected in a 13% increase in the number of participant events organised and supported (up to 116).

There was a big increase in the numbers of workshops (up from 2 to 9) and the numbers attending these (up from 100 to 290). While the number of webinars reduced from 4 to 2, the number engaging with these increased from 76 to 110.

There was a 53% increase in the number of talks (up from 19 to 29) and a 59% increase in the number attending.

The numbers being sent the FMG newsletter with an article about Farmstrong is now measured in a different way that produces higher results, as it records individual contacts rather than accounts.

The number of Farmstrong books being sent remained at a similar level (8846, with 66% of those being 'Getting Through').

There were 2,951 'Toolbox Tips' sent out. This was double 2024, in part because it only began in October 2023. However, extrapolating the 2024 results to a full year, the 2025 level was still 50% higher.

Video views via the Farmstrong website increased 9%, while total video views decreased by 4%.

There was a 32% increase in LinkedIn followers.

The 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 56%. Of those who do open it, an average of 10% click a link that is included, but the rate ranges between 7% and 17%. 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.

An online module was developed in 2023 which related to preventing accidents, which was 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. In the 12 months to 30 June 2025 there were 20 who enrolled and four (20%) who completed.

Facebook

The number of Facebook fans increased 2% to 13,970.

There were 104 Farmstrong Facebook posts/articles, which was a 7% decrease on the 112 in 2024. These produced 516,719 impressions (number of times the content was displayed), which was a 45% decrease on 2024. These posts resulted in 25,674 engagements (e.g. liked, commented, shared, clicked on, read), which was a 48% 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 2024/25 rate was 5.0%[5], which was a small decrease on the 5.3% in 2024. (Industry standards say that anything over 1% is good).

Farmstrong's top three most engaged posts/articles listed below totalled 2,539 of the 8,636 engagements over the 12 months. These top 3 reached 55,421 people.

- "One stroke at a time" post – resulting in 1,257 engagements.
- "Always another way" post – resulting in 719 engagements.
- "Spreading the wellbeing message for Farmstrong" post – resulting in 563 engagements.

[5] Averaged out over the four quarters.

There were 4 videos published on the Farmstrong Facebook page, which is a 33% decrease from the 6 in 2024. These received a combined total of 16,362 views, which is a 23% decrease.

As there were another 12,086 viewings on the Farmstrong website, this leaves 260,667 viewed directly from other sources such as YouTube, NZME sources, or other social media sources.

Podcasts

Farmstrong podcasts were produced as part of the partnership with NZME. Nine ‘Getting Through’ podcasts were produced but the promotion of these ended in late June 2024. In the 2024/25 year there were 1009 listens, which accounted for 6% of the total ‘Getting Through’ podcast listens.

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.

	Number of page views						Average time on page (mins)	
TOP 10 PAGES	2022	2023	2024	2025	2022	2023	2024*	2025
Home page	48,887	42,389	31,519	20,586	2.09	1.40	0.16	0.2
Resources	4,963	3,785	2,975	3,544	2.42	2.21	0.47	0.48
Wellbeing topics	3,678	3,077	2,484	2,909	0.50	0.54	0.32	0.25
Slow-cooked-Mexican-beef mince	NT	1,394	2,191	2,897	NT	6.46	0.32	0.32
About[6]	-	1,967	1,721	1,774	-	1.45	0.34	0.35
Video	2,067	1,710	1,326	1,450	1.01	0.52	0.23	0.29
Contact-support	1,689	1,570	NT	1,335	1.57	2.14	NT	NT
Blog	2,087	1,594	NT	1,208	1.00	1.02	NT	0.38
/wellbeing-topics/burnout/	NT	NT	NT	1,089	NT	NT	NT	0.23
Wellbeing-getting-started	1,989	1,651	1,328	1,088	0.50	0.46	0.22	0.23
Events	1,720	1,392	4,377	NT	1.09	0.47	0.14	NT
Getting back on the horse	NT	NT	1,481	NT	NT	NT	0.19	NT
Events/ the bitches box shows	NT	NT	1343	NT	NT	NT	0.23	NT

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

6 The ‘About’ page was introduced part way through 2022, so data for the full 2022 period was not available.

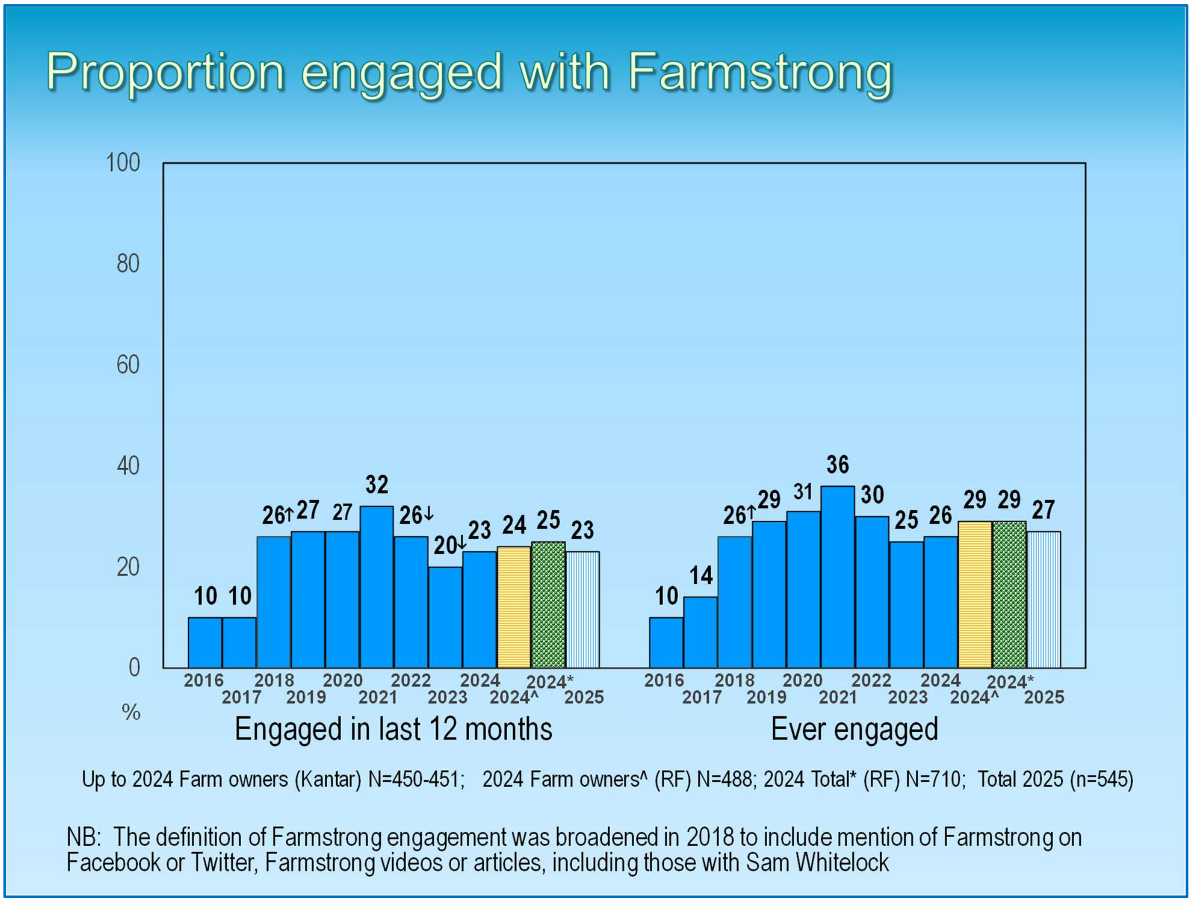
Annual engagement results by key areas since launch in 2016

MEASURE	First 13 months	Second year	Third year	Fourth year	Fifth year	Sixth year	Seventh year	Eighth year	Nineth Year	Tenth Year
Website unique visitors	51,451	71,135	61,547	57,366	67.542	75,409	65,579	49,783	46,729	38,747
Total website sessions	65,866	79,955	67,578	68,938	79,201	90,810	83,259	62,055	60,907	48,696
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	1 min 6 sec
Bounce rate (single page only)	75%	84%	84%	80%	83%	84%	76%	76%	76%	54%
Proportion of repeat visitor sessions	22%	12%	6%	10%	13%	13%	13%	12%	12%	11%
Average number of pages viewed	1.7	1.4	1.3	1.5	1.5	1.4	1.8	1.7	1.8	1.7
Number of website visits of at least 3 minutes	NR	NR	NR	4,129	5,093	5,120	4,919	4,776	4,886	3,951
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	2,874
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	1,430
Facebook fans	6,205	NR	9,527	10,184	10,536	11,343	11,725	13,418	13,711	13,970
Linkedin followers									320	421
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	289,125
Video views via Farmstrong website	NR	NR	NR	10,016	10,245	10,676	10,845	11,022	11,095	12,086
Media articles (total volume)	659	NR	NR	246	163	243	317	350	446	358
Newspaper/print articles	NR	NR	NR	137	95	118	112	123	136	80
Online articles	NR	NR	NR	104	67	87	67	93	124	131
Broadcast stories (radio/TV)	NR	NR	NR	5	1	38	138	134	186	147
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	3,561,524
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	29 talks 9 workshops 2 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	2,780 talks 290 workshops 110
Number of participant events organized and supported	NR	NR	32	58	64	83	88	84	103	116
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	3 issues to 88,681
Farmstrong newsletter to those subscribed									3 issues to 2,729	3 issues to 3,193
Number sent of Farmstrong 'Live Well Farm Well' books									7,983	2,931
Number sent of Farmstrong 'Live Well Grow Well' books									500	100
Number sent of 'Getting Through' books										5,815
Farmstrong Toolbox Tips – open rate %									48%	60%
Farmstrong Toolbox Tips to those subscribed (started Oct 2023)									1,470	2,951

LEVEL OF ENGAGEMENT REPORTED IN SURVEYS

There have been small non-significant decreases in both ever engaged (down 2% to 27%) and engaged in the last 12 months (down 2% to 23%).

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 21,000. 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 %	2025
Ever engaged	14.4	26.4↑	29.1	30.7	35.6	29.8	25.0	26.8	28.6	29.1	27.2
In last 12 months	9.7	25.6↑	26.5	27.0	32.2	25.9↓	20.2↓	23.3	24.1	25.2	22.9
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	14.3
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	8.6
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	4.3

Sub-groups changes since 2024

- Under 45s and Under 35s were the only sub-groups with significant decreases since 2024 for ever engaged - down by 10% to 27% for Under 45s and down by 14% to 24% for Under 35s. However, within the Under 35s there was a significant 22% decrease to 14% for farm workers/shepherds, while other under 35 year olds had a non-significant 9% decrease to 30%. (Within the Under 35 Farmworker/shepherd grouping Sheep/beef and Dairy ever engaged levels were both 17%, while Horticulture was 8%).
- Similar patterns were evident for engagement in the last 12 months – down by 11% to 22% for Under 45s, down by 15% to 20% for Under 35s and down by 21% to 11% for Under 35 farm workers.
- There were non-significant increases for: those in the highest income group (up by 13% to 44%), 45 to 54 year olds (up by 14% to 44%) and 55 to 64 year olds (up by 8% to 30%).

Differences between sub-groups in 2025

Significantly higher levels for ever engaged were reported for**:**

- Those aged 45 to 54 years (44%)
- Those in the highest income group (44%)

Significantly lower levels were reported for:

- The oldest age group (15%)

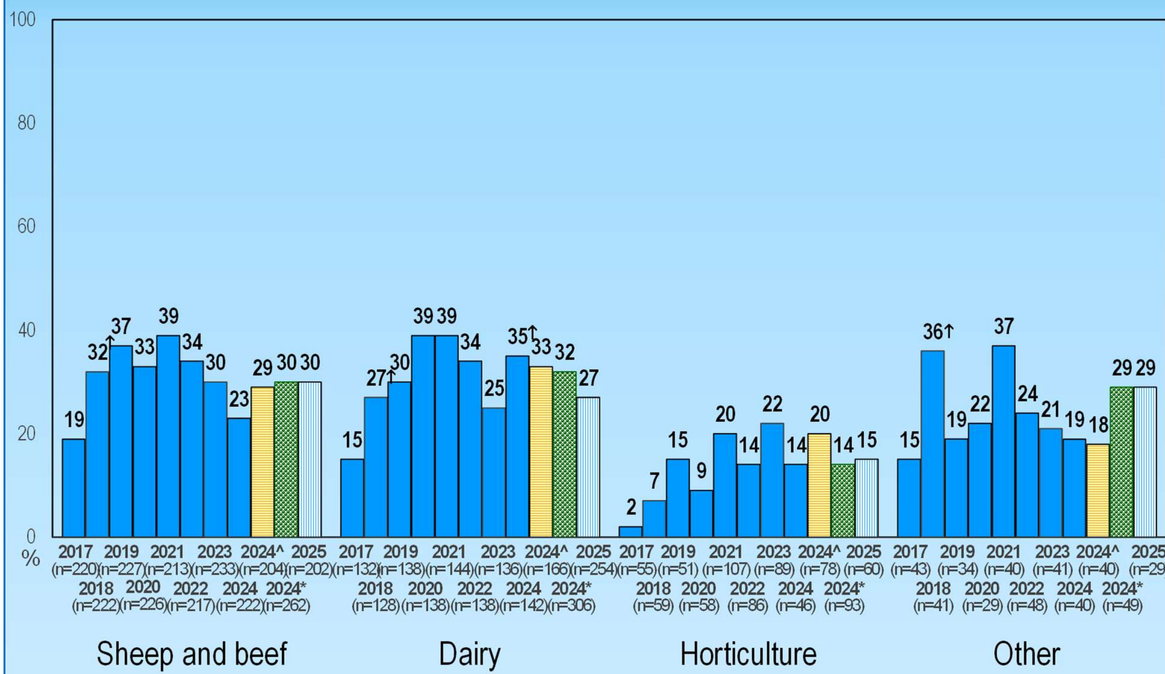
Non-significantly higher levels were reported by:

- Females (33% versus 25% for males)

Non-significantly lower levels were reported by:

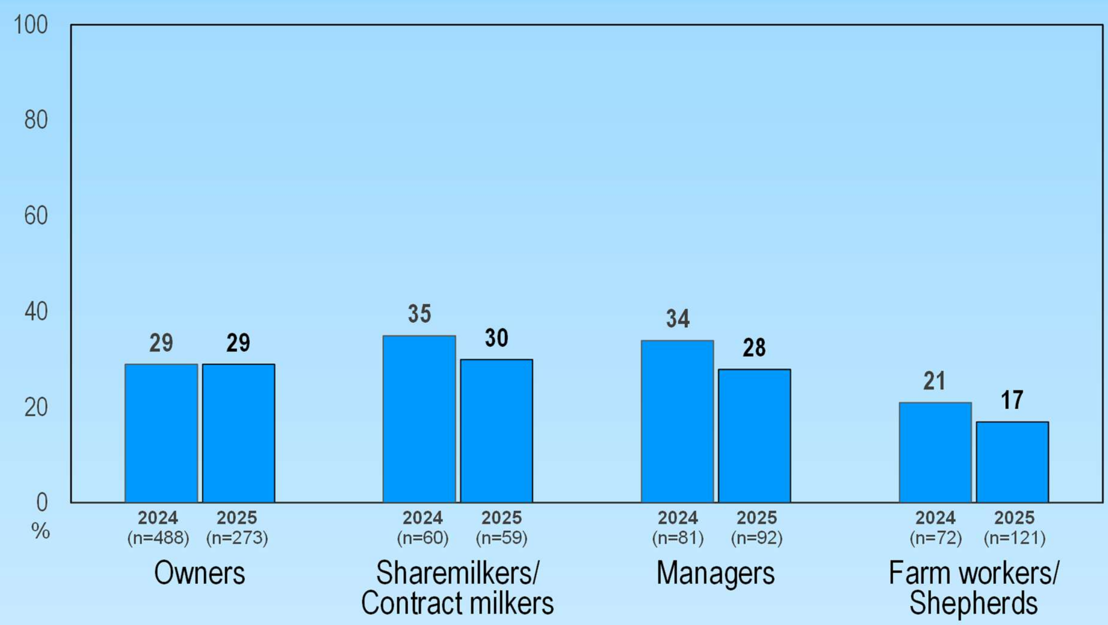
- Farmworkers/shepherds (17%), particularly dairy farm workers (10%)
- Horticulture (15%)
- Filipinos (13%)
- Income under $200k (17%)

Ever engaged with Farmstrong – by farmer type



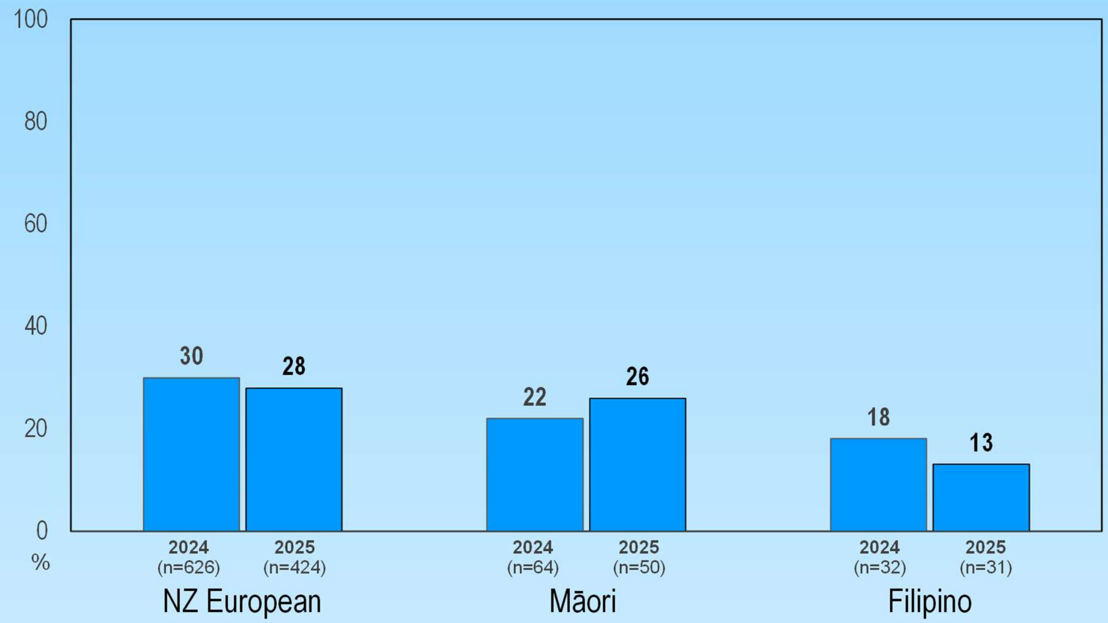
2024^ = RF Owners; 2024* = RF Total

Ever engaged with Farmstrong – by Role



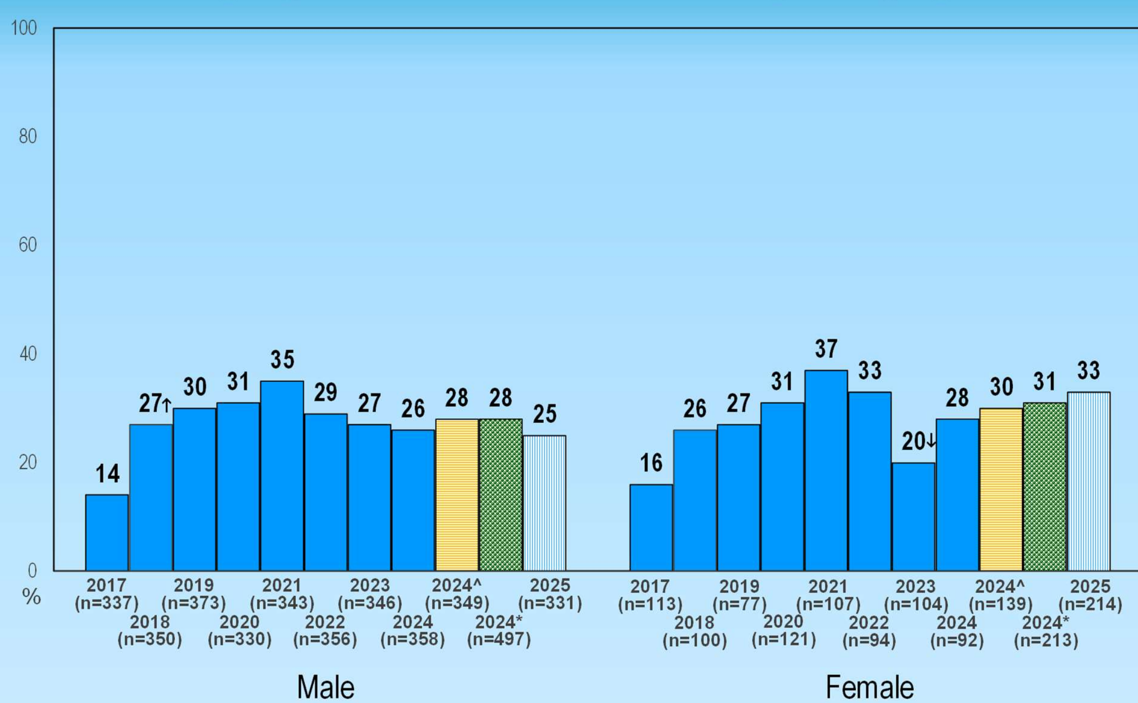
2024^ = RF Owners; 2024* = RF Total

Ever engaged with Farmstrong – by Ethnicity



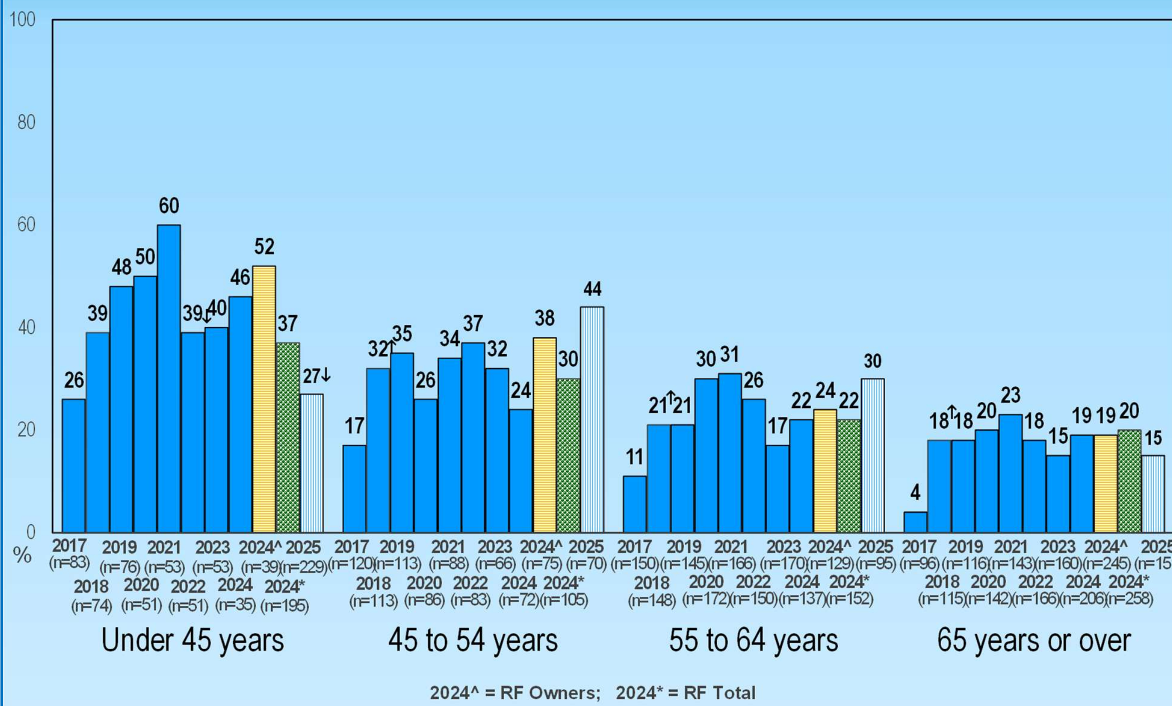
2024^ = RF Owners; 2024* = RF Total

Ever engaged with Farmstrong – by gender

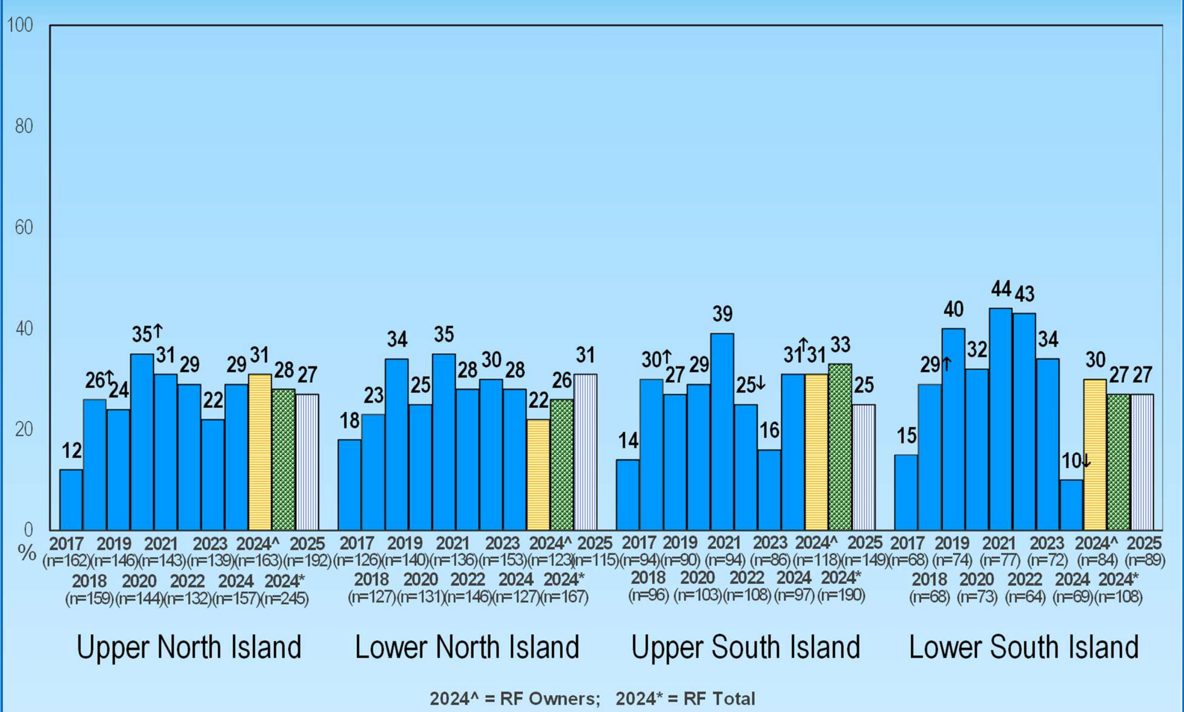


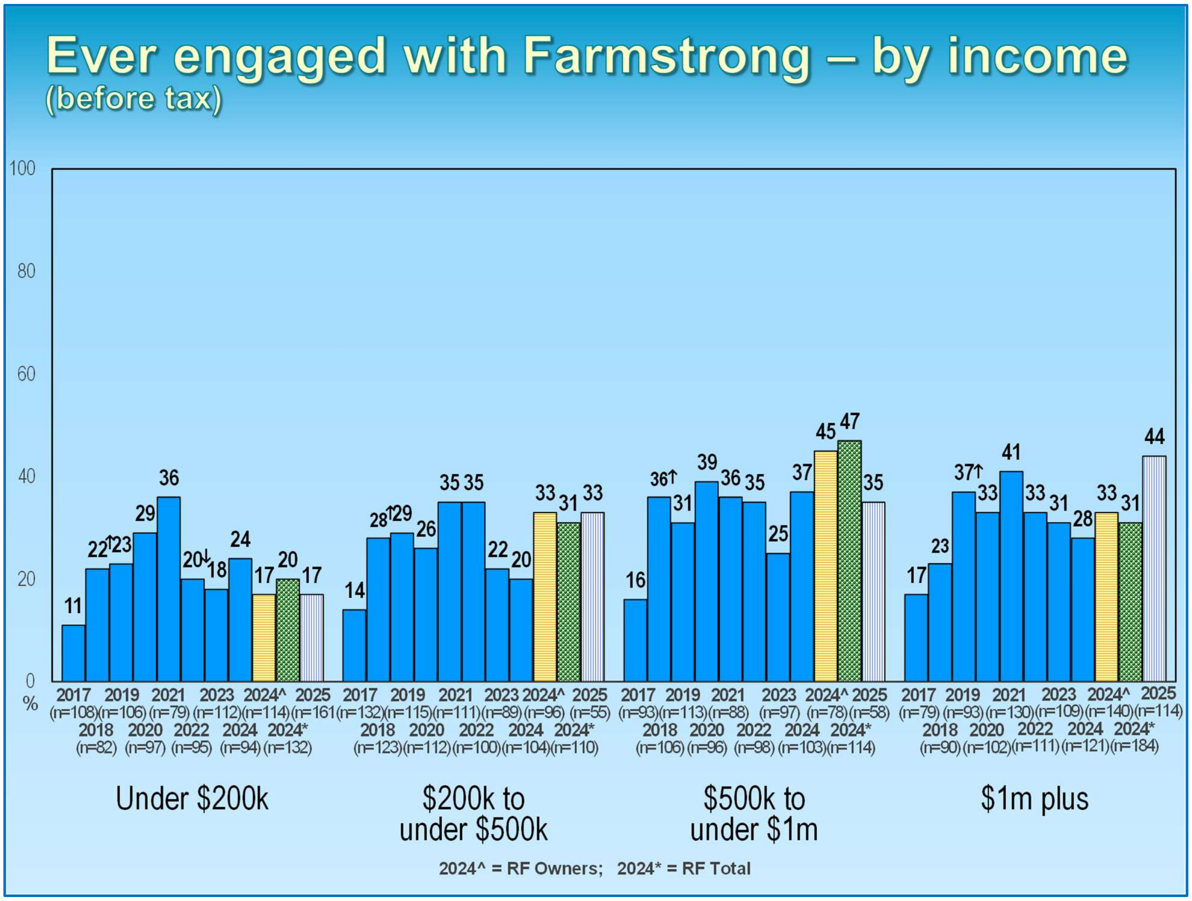
2024^ = RF Owners; 2024* = RF Total

Ever engaged with Farmstrong – by age



Ever engaged with Farmstrong – by region





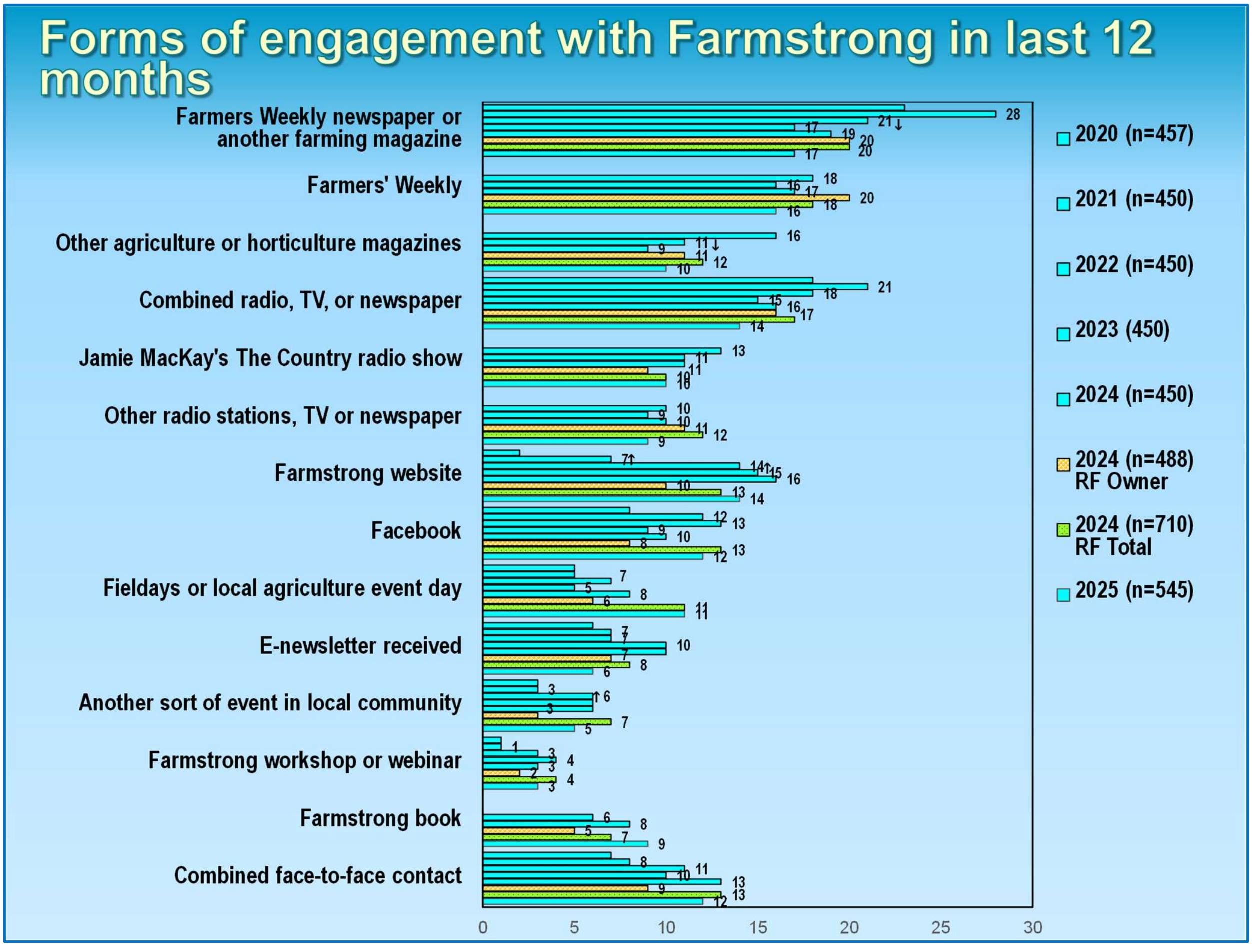
Forms of engagement reported in surveys

The proportion of all farmers/growers reporting the different forms of engagement[7] are shown in the graph below. The levels remained similar to 2024 for all the forms of engagement.

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.

The 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 12% were reporting one of these forms of face-to-face contact with Farmstrong in the last 12 months.

[7] 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'. For Horticulture the wording included the name of the book for horticulture, 'Live Well, Grow Well'. In 2025 the wording was extended to include 'Getting Through'.



Sub-groups changes since 2024

The tables which follow show very few significant changes since 2024. They are based on the total sample, not just those who had engaged in the last 12 months.

There were ***significant increases*** for:

- Farm owners use of the Farmstrong website – up by 6% to 16%
- Filipino use of the Farmstrong books – up from nil to 13%
- Horticulture accessing Farmstrong via Facebook – up by 10% to 11%
- 45 to 54 year olds reported several increases – up by 14% to 24% for Facebook, up by 15% to 25% for Farmstrong website, up by 14% to 21% for Fieldays, up by 8% to 10% for 'Another sort of event in the local community', up by 11% to 18% for the Farmstrong books, and up by 16% to 23% for the 'Combined face-to-face contact'

Significant decreases were evident for:

- Under 35 year olds use of the Farmstrong website (down by 12% to 12%), Facebook (down by 15% to 13%), Other agriculture of horticulture magazines (down by 10% to 17%), and Another sort of event in your local community (down by 14% to 5%). This was again primarily due to the Under 35 Farm workers/shepherds who had significant reductions for 11 of the channels, whereas the total Farm worker/shepherd group had no significant reductions.
- Sharemilkers/contract milkers attendance at 'Another sort of event in the local community' – down by 12% to 1%

- The oldest age group's use of Other agriculture of horticulture magazines (down by 8% to 5%)
- Those in the $500k to $1m income for Jamie MacKay's The Country Radio show (down by 11% to 3%)
- Those in the Upper South Island for Farmstrong workshop or webinar (down by 4% to 1%)

Differences between sub-groups in 2025

Subgroup differences in use of different channels will be influenced by the overall level of engagement for the different subgroups. This was particularly evident with the highest income group who were significantly higher for many of the channels.

There were ***significantly higher levels*** for:

- The highest income group were higher than other sub-groups on almost every channel
- 45-54 year old engagement with Farmstrong via Facebook (24% vs 12% total sample), Farmers Weekly (29% vs 16%), and 'Combined face-to-face engagement' (23% vs 12%)

There were ***significantly lower levels*** for:

- Horticulture use of Farmers Weekly (3% vs 16% total sample)
- The oldest age group were low users of Facebook (3% vs 12%)

ENGAGED WITH IN LAST 12 MONTHS: BY ROLE	Owner 2024 (488) %	Owner 2025 (273) %	Sharemilkers/ contract milkers 2024 (60) %	Sharemilkers/ contract milkers 2025 (59) %	Managers 2024 (81) %	Managers 2025 (92) %	Farm workers/ shepherd 2024 (72) %	Farm workers/ shepherd 2025 (121) %
Farmers Weekly	20	19	18	15	19	14	14	9
Jamie MacKay's The Country radio show	9	12	14	4	13	9	5	7
Other agriculture or horticulture magazines	11	9	19	11	15	14	9	6
Facebook	8	10	23	21	22	14	15	9
Farmstrong website	10	16↑	20	11	17	15	13	10
On other radio stations, TV, or in a newspaper	11	10	15	14	14	8	10	5
E-newsletter	7	5	6	10	14	7	5	5
Fieldays or other agriculture event day	6	10	18	12	20	13	11	7
Another sort of event in local community	3	5	13	1↓	14	7	9	4
Farmstrong workshop or webinar	2	2	5	1	8	5	4	3
Farmstrong book 'Live Well, Farm Well'	5	8	11	14	11	12	8	6
Combined face-to-face contact	9	12	20	12	21	14	15	9

ENGAGED WITH IN LAST 12 MONTHS: BY ETHNICITY	NZ European 2024 (626) %	NZ European 2025 (424) %	Māori 2024 (64) %	Māori 2025 (50) %	Filipino 2024 (32) %	Filipino 2025 (31) %
Farmers Weekly	21	16	8	11	12	10
Jamie MacKay's The Country radio show	10	10	6	8	15	4
Other agriculture or horticulture magazines	13	10	10	16	6	-
Facebook	12	12	12	13	12	10
Farmstrong website	13	16	10	13	15	13
On other radio stations, TV, or in a newspaper	13	9	11	12	3	-
E-newsletter	8	6	7	6	9	8
Fieldays or other agriculture event day	11	10	9	12	12	13
Another sort of event in local community	7	5	7	8	9	-
Farmstrong workshop or webinar	3	3	4	6	3	-
Farmstrong book 'Live Well, Farm Well'	7	9	7	14	-	13↑
Combined face-to-face contact	13	12	11	14	12	13

ENGAGED WITH IN LAST 12 MONTHS: BY FARMER TYPE	Sheep/beef 2024 (262) %	Sheep/beef 2025 (202) %	Dairy 2024 (306) %	Dairy 2025 (254) %	Horticulture 2024 (93) %	Horticulture 2025 (60) %
Farmers Weekly	20	20	18	15	8	3
Jamie MacKay's The Country radio show	11	10	11	10	3	4
Other agriculture or horticulture magazines	12	13	13	9	6	1
Facebook	12	9	17	15	1	11↑
Farmstrong website	13	17	16	13	1	7
On other radio stations, TV, or in a newspaper	14	10	12	10	6	1
E-newsletter	10	9	7	5	2	-
Fieldays or other agriculture event day	10	10	14	12	1	3
Another sort of event in local community	8	5	8	5	1	-
Farmstrong workshop or webinar	5	3	3	2	1	-
Farmstrong book 'Live Well, Farm Well'	9	8	7	12	1	3
Combined face-to-face contact	14	12	16	13	2	3

ENGAGED WITH IN LAST 12 MONTHS: BY GENDER	Male 2024 (497) %	Male 2025 (331) %	Female 2024 (213) %	Female 2025 (214) %
Farmers Weekly	20	17	15	13
Jamie MacKay's The Country radio show	12	10	6	9
Other agriculture or horticulture magazines	12	10	12	10
Facebook	14	9	11	18
Farmstrong website	13	14	13	16
On other radio stations, TV, or in a newspaper	11	8	13	11
E-newsletter	8	7	7	6
Fieldays or other agriculture event day	11	11	10	10
Another sort of event in local community	8	4	5	5
Farmstrong workshop or webinar	3	2	4	4
Farmstrong book 'Live Well, Farm Well'	7	10	7	8
Combined face-to-face contact	13	12	12	13

ENGAGED WITH IN LAST 12 MONTHS: BY AGE	Under 45 years		45-54 years		55-64 years		65 years and over	
	2024 (195) %	2025 (229) %	2024 (105) %	2025 (70) %	2024 (152) %	2025 (95) %	2024 (258) %	2025 (151) %
Farmers Weekly	20	13	22	29	14	18	16	11
Jamie MacKay's The Country radio show	11	9	12	20	7	8	7	7
Other agriculture or horticulture magazines	14	9	13	19	5	11	13	5↓
Facebook	24	16	10	24↑	5	6	3	3
Farmstrong website	20	14	10	25↑	8	12	6	9
On other radio stations, TV, or in a newspaper	14	8	12	20	11	9	9	5
E-newsletter	11	7	4	12	7	5	5	3
Fieldays or other agriculture event day	19	12	7	21↑	6	6	3	5
Another sort of event in local community	14	4↓	2	10↑	6	3	1	3
Farmstrong workshop or webinar	6	2	2	7	4	3	1	-
Farmstrong book 'Live Well, Farm Well'	11	10	7	18↑	5	8	4	4
Combined face-to-face contact	22	13↓	7	23↑	10	8	5	7

Number of forms of engagement

The proportion reporting five or more forms of engagement had a non-significant 2% decrease among both total farmers (down to 9%) and those who had engaged in the last 12 months (down to 42%).

NUMBER OF FORMS OF ENGAGEMENT	ALL FARMERS 2024 (710) %	ALL FARMERS 2025 (545) %	ENGAGED WITH FARMSTRONG IN LAST 12 MONTHS 2024 (166) %	ENGAGED WITH FARMSTRONG IN LAST 12 MONTHS 2025 (118) %
1 form of engagement	2	2	6	8
2 forms	4	2↓	16	8↓
3 forms	4	5	14	21
4 forms	5	5	20	21
5 forms	3	4	13	16
6 forms	3	2	11	10
7-9 forms	4	2	15	10
10-12 forms	1	1	5	5
% engaging with 5+ forms	**11**	**9**	**44**	**42**
Mean number of forms of engagement	**1.17**	**1.00**	**4.65**	**4.49**

Sub-groups changes since 2024

The only significant change for reporting five or more forms of engagement, by both the total sample and those who had ever engaged, was:

- 45 to 54 year olds - an 11% increase to 18% for total sample

Differences between sub-groups in 2025

There were no significant differences.

Frequency of engagement

The frequencies of engagement for all the different forms of engagement were summed to provide an overall frequency of engagement.[8] There was a non-significant decrease among those who had engaged with Farmstrong in the last 12 months (the group who were asked the question): down from 33.4 to 25.4. When averaged over all farmers the decrease was from 8.4 to 5.8, which was also not quite large enough to be statistically significant.

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

TOTAL FREQUENCY OF ENGAGEMENT	ALL FARMERS 2023 (450) %	2024 (450) %	RF 2024 Owners (488) %	RF 2024 Total (711) %	2025 (545) %	ENGAGED WITH FARMSTRONG IN LAST 12 MONTHS 2023 (91) %	2024 (93) %	RF 2024 Owners (106) %	RF 2024 Total (166) %	2025 (118) %
Less than 10	5	9↑	8	9	9	23	33	32	34	39
10-19	4	5	4	5	5	24	21	17	18	20
20-29	2	4	1	2	2	12	16	3	9	11
30 or more	8	7	11	10	7	41	29	47	39	29
20 or more	11	11	12	12	9	53	45	51	47	40
Mean frequency of engagement	**6.6**	**6.5**	**8.8**	**8.4**	**5.8**	**32.4**	**27.7**	**36.8**	**33.4**	**25.4**

When considering the mean frequency of engagement based on all the farmers/growers, the results are heavily influenced by the percentages who had engaged in the last 12 months and so will tend to show the same patterns. The table below shows that there were significant decreases since 2024 in the mean frequency of engagement among those who had engaged in the last 12 months for:

- Farmers Weekly – down from 8.6 to 5.7
- E-newsletter that you receive (which in 2025 had 'or 'Toolbox Tips' added to the wording) – down from 2.3 to 1.2
- Another sort of event in your local community – down from 1.6 to 0.5

Despite the decline, Farmers Weekly (5.7) was still the channel most frequently engaged with, followed by Facebook (4.0), 'Jamie MacKay's The Country radio show' (3.2), 'On other radio stations, TV, or in a newspaper' (3.2), 'Other agriculture or horticulture magazines' (2.7), and the Farmstrong website (2.5).

MEAN FREQUENCY OF ENGAGEMENT	TOTAL FARMERS 2024 (711)	2025 (545)	ENGAGED IN LAST 12 MONTHS 2024 (166)	2025 (121)
Farmers Weekly	2.17	1.30↓	8.6	5.7↓
Jamie MacKay's The Country radio show	0.98	0.73	3.9	3.2
Other agriculture or horticulture magazines	0.77	0.62	3.1	2.7
Facebook	1.02	0.93	4.1	4.0
Farmstrong website	0.82	0.57	3.2	2.5
On other radio stations, TV, or in a newspaper	0.79	0.50	3.1	3.2
E-newsletter/ 'Toolbox Tips'	0.58	0.27↓	2.3	1.2↓
Fieldays or other agriculture event day	0.28	0.31	1.1	1.4
Another sort of event in local community	0.40	0.11↓	1.6	0.5↓
Farmstrong workshop or webinar	0.12	0.07	0.5	0.3
Farmstrong book 'Live Well, Farm Well'	0.38	0.33	1.5	1.5
Other	0.10	0.05	0.4	0.2
Combined face-to-face contact	0.81	0.50	3.2	2.2

FREQUENCY OF ENGAGEMENT	Once or twice %	3-5 times %	6-10 times %	11-20 times %	20+ times %
Farmers Weekly	5	5	2	2	2
Jamie MacKay's The Country radio show	4	2	2	1	1
Other agriculture or horticulture magazines	4	3	2	1	1
Facebook	4	4	2	1	2
Farmstrong website	8	5	2	-	-
On other radio stations, TV, or in a newspaper	4	1	2	1	1
E-newsletter	4	1	1	1	-
Fieldays or other agriculture event day	9	2	-	-	-
Another sort of event in local community	4	2	-	-	-
Farmstrong workshop or webinar	2	1	-	-	-
Farmstrong book 'Live Well, Farm Well'	8	2	-	-	-
Other	2	1	-	-	-

N=545

Sub-groups changes since 2024

There were ***significant decreases in overall frequency*** **of engagement** for:

- Under 45 year olds for total sample (from 9.9 to 4.2), while among those who had engaged with Farmstrong in the last 12 months the decrease, while quite large, was non-significant
- For total sample those aged under 35 years had a non-significant reduction from 10.9 to 4.3, while those aged 35 to 44 years had a smaller non-significant reduction from 8.6 to 4.2
- The Under 35 years farm workers/shepherds had significant decreases from 13.0 to 1.5 for the total sample and from 41.0 to 13.0 for those who had engaged
- Those aged 65 years and over, both for total sample and those who had engaged
- NZ Europeans for both total sample and those who had engaged
- Those with incomes of $500k to under $1m for total sample only

MEAN FREQUENCY OF ENGAGEMENT	Total Sample		Engaged with Farmstrong in last 12 months	
Role	**2024**	**2025**	**2024**	**2025**
Owners	8.77 (n=488)	6.72(n=273)	36.4 (n=106)	27.0 (n=66)
Sharemilkers/contract milkers	8.44 (n=60)	8.73 (n=59)	26.4 (n=18)	37.5 (n=14)
Managers	9.60 (n=81)	4.39 (n=92)	32.0 (n=24)	18.4 (n=21)
Farm workers/ Shepherds	6.47 (n=72)	2.43 (n=121)	34.1 (n=17)	16.0 (n=20)
Farm Type				
Sheep/beef	10.90 (n=262)	8.10 (n=202)	42.5 (n=66)	32.5 (n=48)
Dairy	7.54 (n=306)	5.01 (n=254)	26.5 (n=78)	21.2 (n=57)
Horticulture	3.43 (n=93)	0.91(n=60)	31.5 (n=12)	6.6↓ (n=8)
Other	6.03 (n=49)	5.53 (n=29)	27.2 (n=10)	25.3 (n=8)
Ethnicity				
NZ European	9.44 (n=626)	6.20↓ (n=424)	36.4 (n=149)	25.5↓(n=102)
Māori	3.86 (n=64)	5.45 (n=50)	21.4 (n=13)	21.7 (n=11)
Filipino	3.64 (n=32)	3.72 (n=31)	20.1 (n=4)	29.4 (n=3)

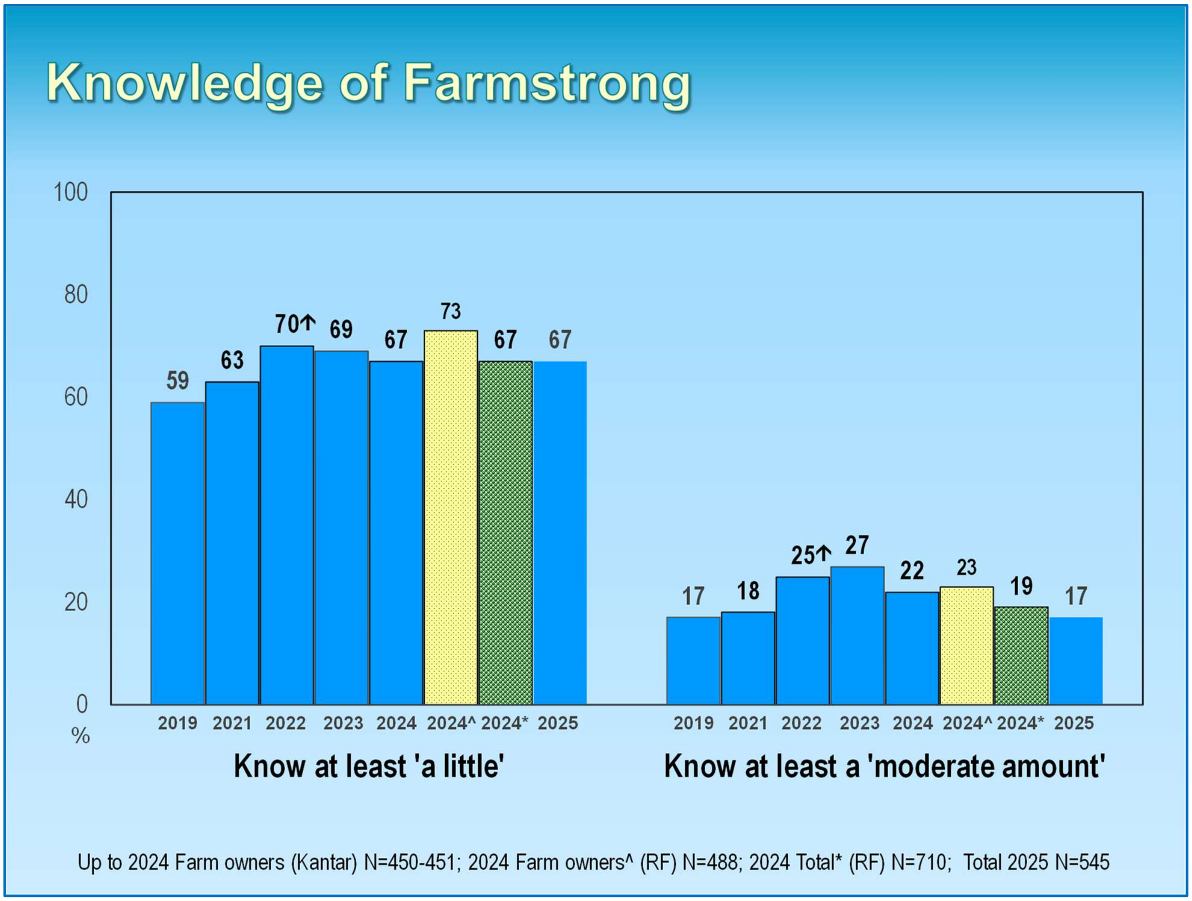
Gender				
Male	9.08 (n=497)	5.61 (n=331)	35.4 (n=114)	27.2 (n=65)
Female	6.83 (n=213)	6.26 (n=214)	28.1 (n=52)	22.2 (n=56)
Age				
Under 45 years	9.89 (n=195)	4.23↓ (n=229)	29.9 (n=66)	19.1 (n=50)
45-54 years	6.89 (n=105)	15.41 (n=70)	26.2 (n=30)	39.1 (n=23)
55-64 years	9.02 (n=152)	5.45 (n=95)	51.0 (n=28)	24.8↓ (n=23)
65 years and over	6.63 (n=258)	3.10↓(n=151)	39.1 (n=42)	21.3↓ (n=25)
Region				
Upper North Island	6.45 (n=245)	5.18 (n=192)	26.4 (n=57)	20.9 (n=46)
Lower North Island	12.09 (n=167)	7.32 (n=115)	49.6 (n=35)	28.2 (n=32)
Upper South Island	8.62 (n=190)	5.65 (n=149)	32.0 (n=50)	33.8 (n=22)
Lower South Island	6.99 (n=108)	5.39 (n=89)	27.8 (n=24)	21.3 (n=21)
Income				
Under $200k	8.97 (n=130)	2.62 (n=61)	56.4 (n=17)	17.3 (n=10)
$200k to under $500k	9.23 (n=108)	8.93 (n=55)	34.0 (n=28)	32.8 (n=12)
$500k to under $1m	14.67 (n=107)	5.72↓ (n=58)	36.5 (n=39)	24.3 (n=14)
$1m plus	9.14 (n=176)	13.33 (n=114)	31.9 (n=45)	33.6 (n=41)

Differences between sub-groups in 2025

- Horticulture was lower among both the total sample (0.91 vs 5.8) and those who had ever engaged with Farmstrong (6.6 vs 25.4)
- Farm workers were lower compared with others in the total sample (2.4 vs 5.8)
- Those in the highest income category were higher for total sample (13.3)

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' had a non-significant 2% decrease. (The proportion who know at least 'a little' amount includes those who know a 'moderate' or 'large' amount.)



Sub-groups changes since 2024

- There were no significant changes since 2024 for any of the sub-groups.

Differences between sub-groups in 2025

- Owners were more likely to report knowing at least a 'moderate' amount (24% vs 17% total sample)
- 40 to 54 year olds were also more likely to report knowing at least a 'moderate' amount (30%)
- Those with an income of $1m plus were also more likely to report knowing at least a 'moderate' amount (33%)
- Under 45 year olds were less likely to report knowing at least a 'moderate' amount (9% vs 17% total sample), as were Under 35 year olds (8%)
- Farm workers were less likely to report knowing at least 'a little' (51% vs 67% total sample), especially dairy farm workers (31%). Farm workers were also less likely to report knowing and at least a 'moderate' amount (6%).
- Filipinos were also less likely to report knowing at least 'a little' (32%)

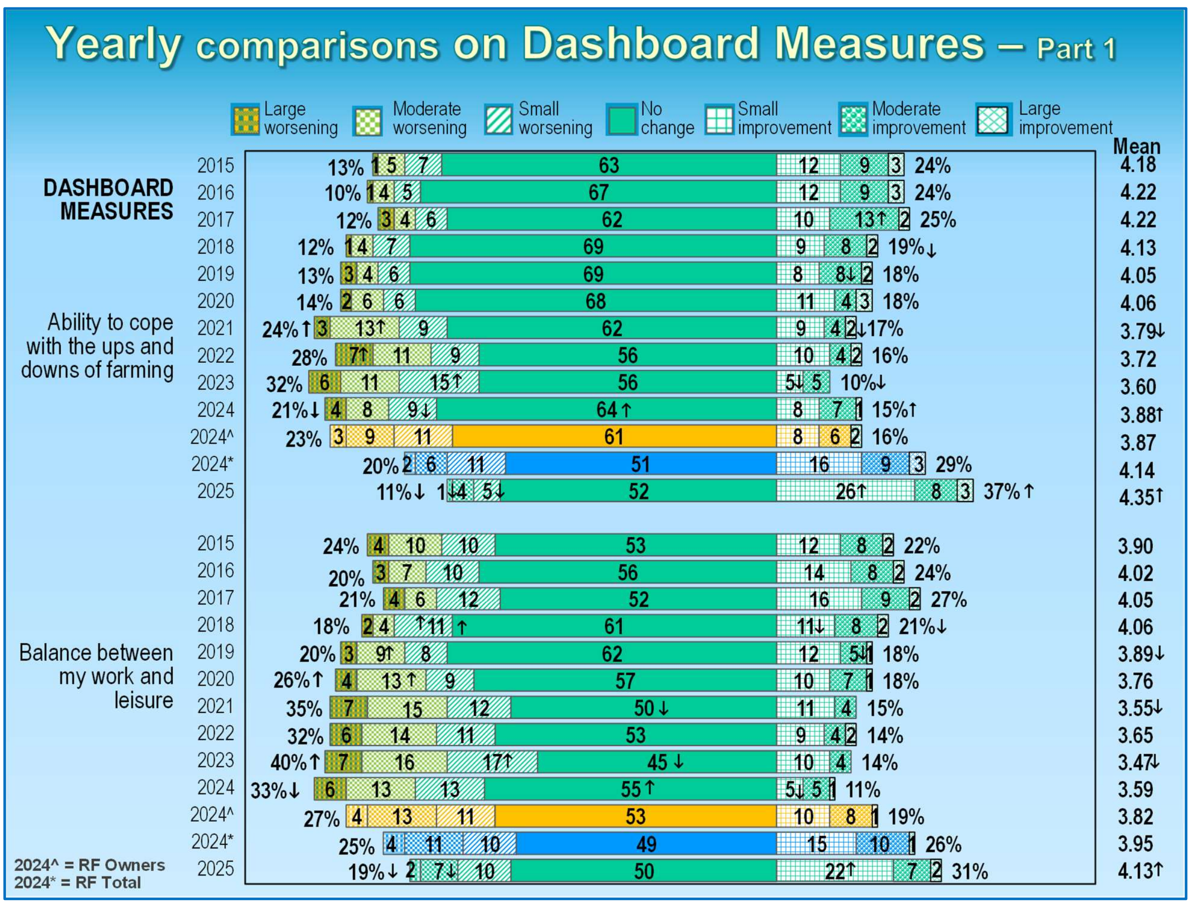
4.4 NATIONAL DASHBOARD MEASURES

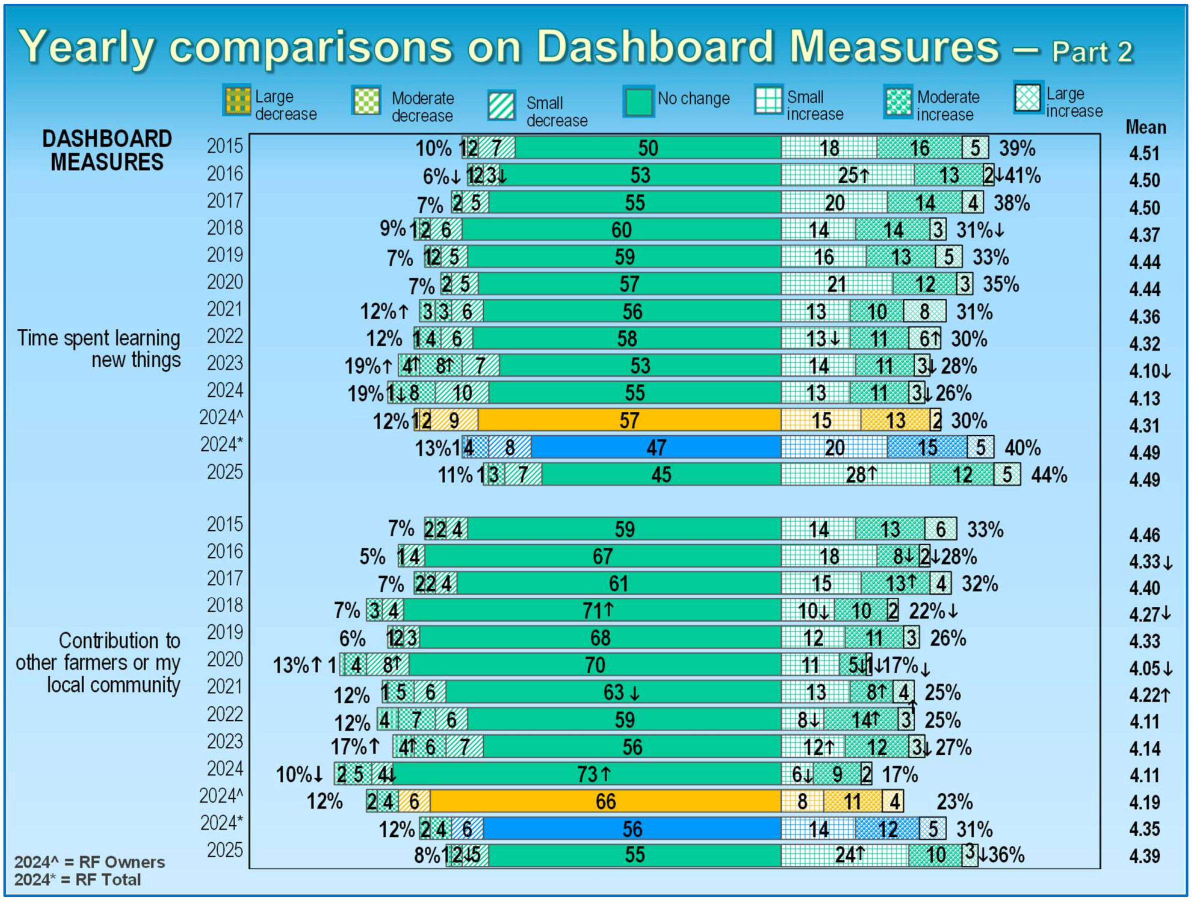
These measures identify farmer/grower changes in perceived levels of improvement or worsening over the previous 12 months. This section provides findings for all the farmers/growers to examine overall trends. A subsequent section examines how these differed based on level of engagement with Farmstrong.

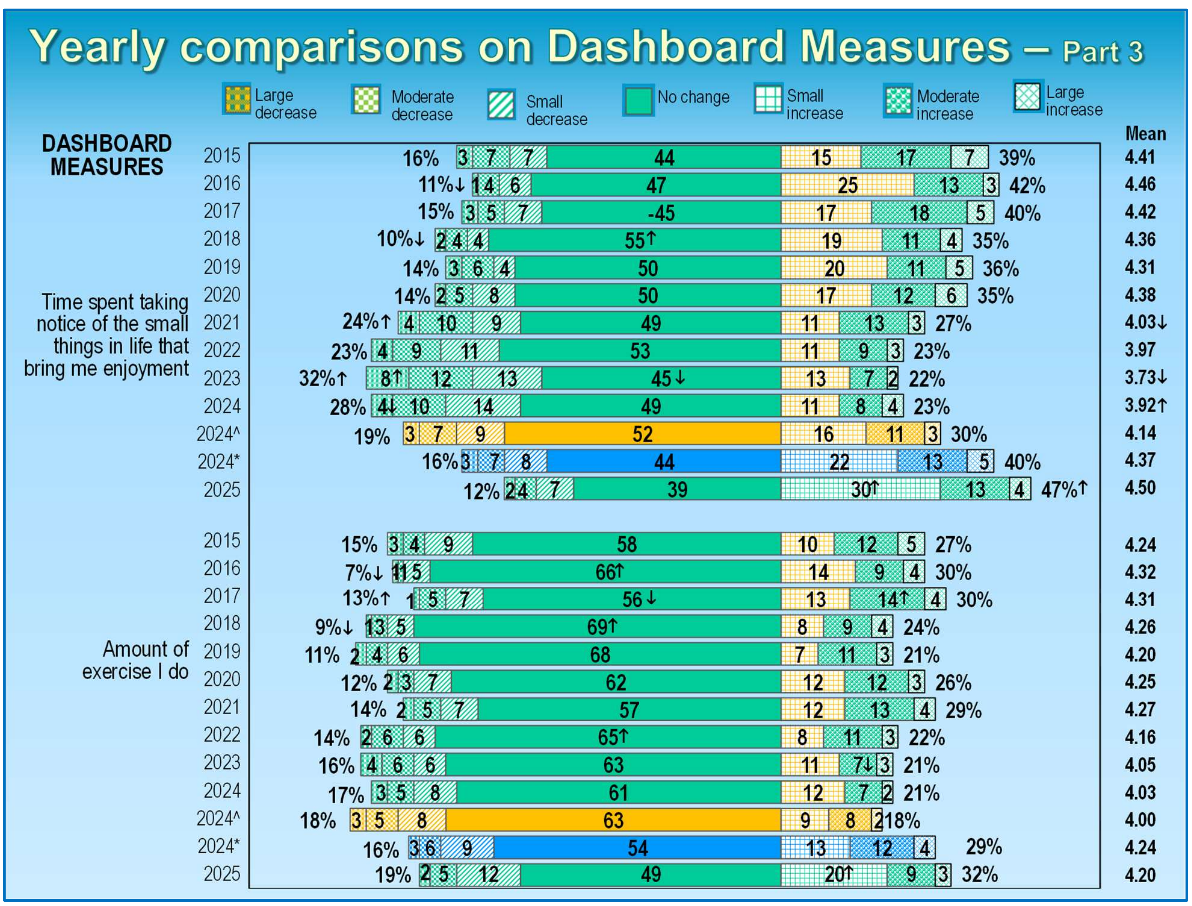
There were three measures showing significant increases in the mean rating since 2024 (compared with the 2024 RF Total). All three also had significant increases in the percentage reporting any improvement and significant reductions in the percentage reporting any worsening).

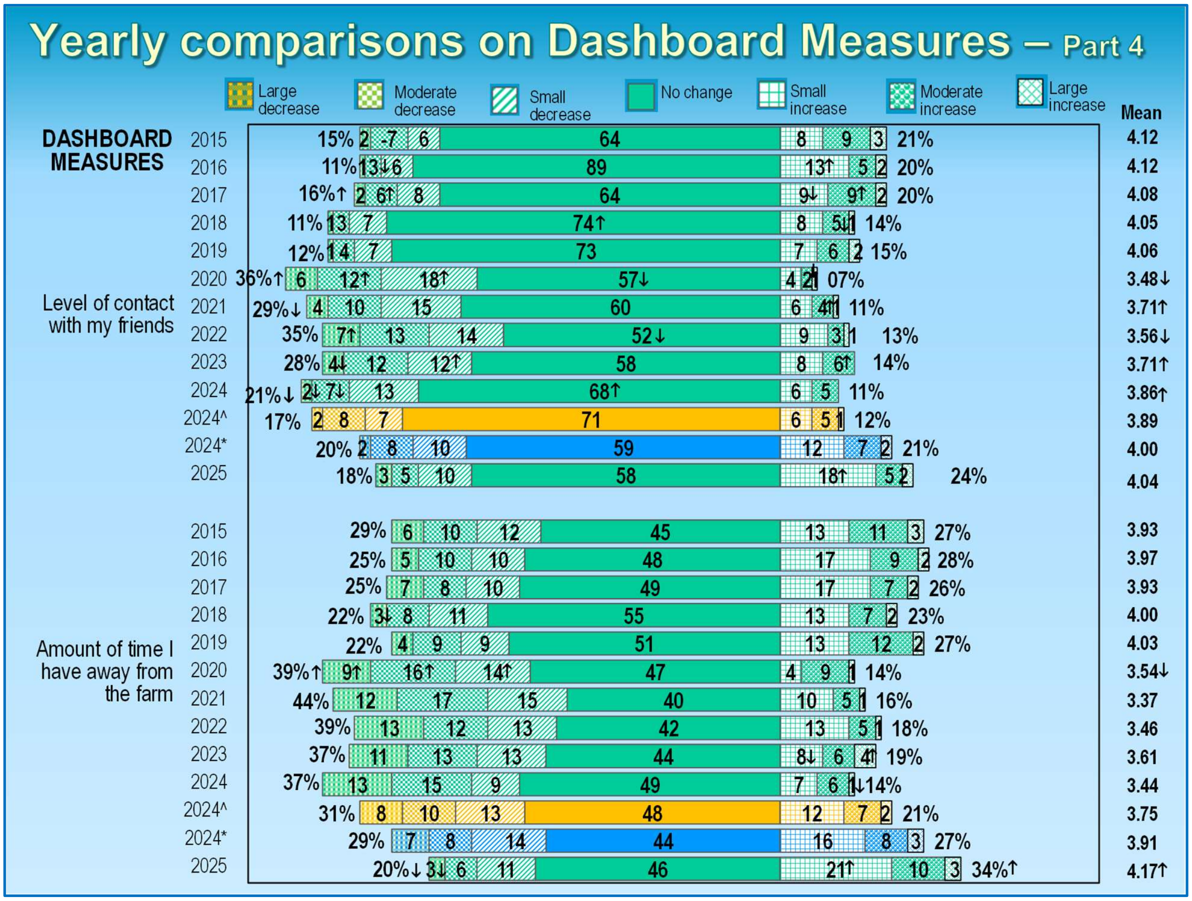
- 'Ability to cope with the ups and downs of farming'
- 'Balance between my work and leisure'
- 'Amount of time I have away from the farm'

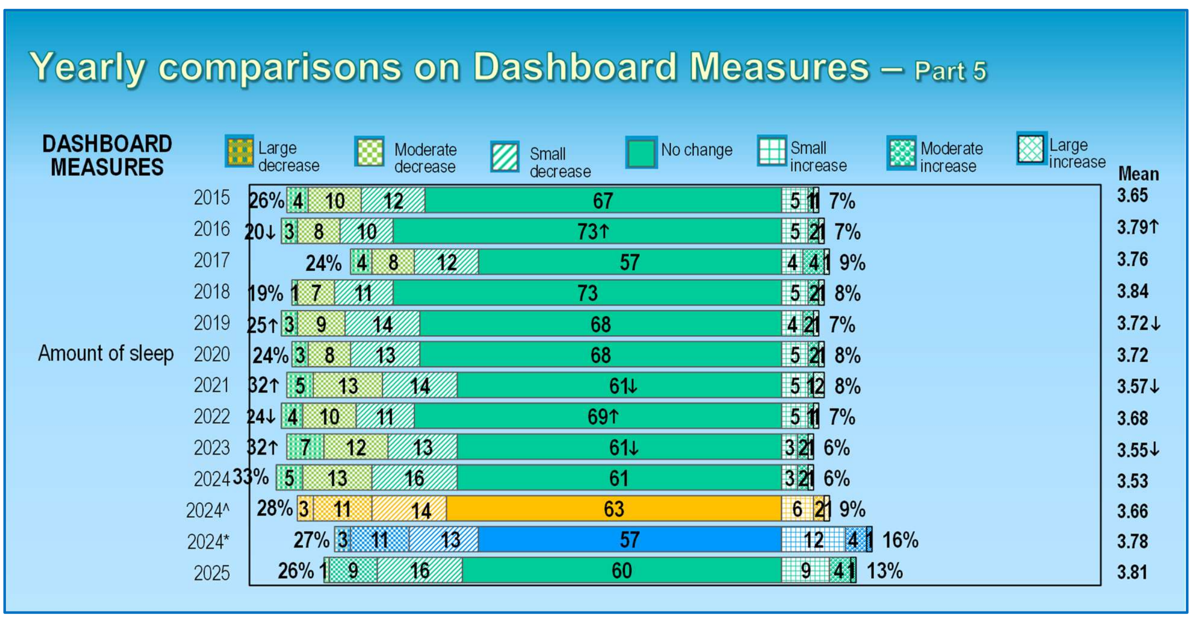
'Time spent taking notice of the small things in life that bring me enjoyment' had a significant increase in the percentage reporting improvement.




Yearly comparisons on Dashboard Measures – Part 2
Large decrease
Moderate decrease
Small decrease
No change
Small increase
Moderate increase
Large increase
Mean
DASHBOARD MEASURES
Time spent learning new things
2015 4.51
2016 4.50
2017 4.50
2018 4.37
2019 4.44
2020 4.44
2021 4.36
2022 4.32
2023 4.10↓
2024 4.13
2024^ 4.31
2024* 4.49
2025 4.49
Contribution to other farmers or my local community
2015 4.46
2016 4.33↓
2017 4.40
2018 4.27↓
2019 4.33
2020 4.05↓
2021 4.22↑
2022 4.11
2023 4.14
2024 4.11
2024^ 4.19
2024* 4.35
2025 4.39
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
Mean
DASHBOARD MEASURES
Time spent taking notice of the small things in life that bring me enjoyment
2015 4.41
2016 4.46
2017 4.42
2018 4.36
2019 4.31
2020 4.38
2021 4.03↓
2022 3.97
2023 3.73↓
2024 3.92↑
2024^ 4.14
2024* 4.37
2025 4.50
Amount of exercise I do
2015 4.24
2016 4.32
2017 4.31
2018 4.26
2019 4.20
2020 4.25
2021 4.27
2022 4.16
2023 4.05
2024 4.03
2024^ 4.00
2024* 4.24
2025 4.20





Differences with higher number of forms of engagement with Farmstrong

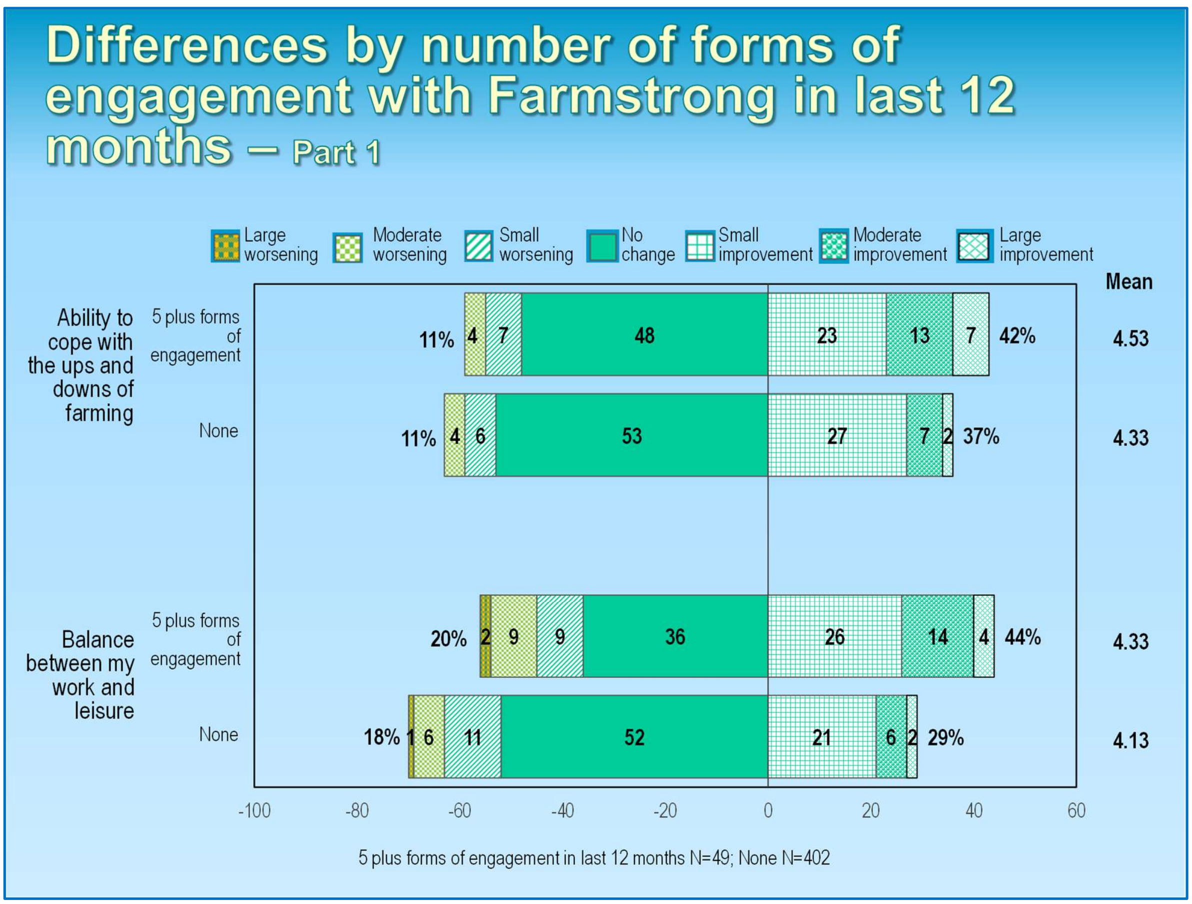
Previous reports have identified that five or more forms of engagement tend to be required before the engagement with Farmstrong is associated with significantly different outcomes to those who are not engaged at all. However, in 2025 no significant differences were identified. It should be noted that it is difficult to get significant results when there are only 49 persons in the 5 plus group.

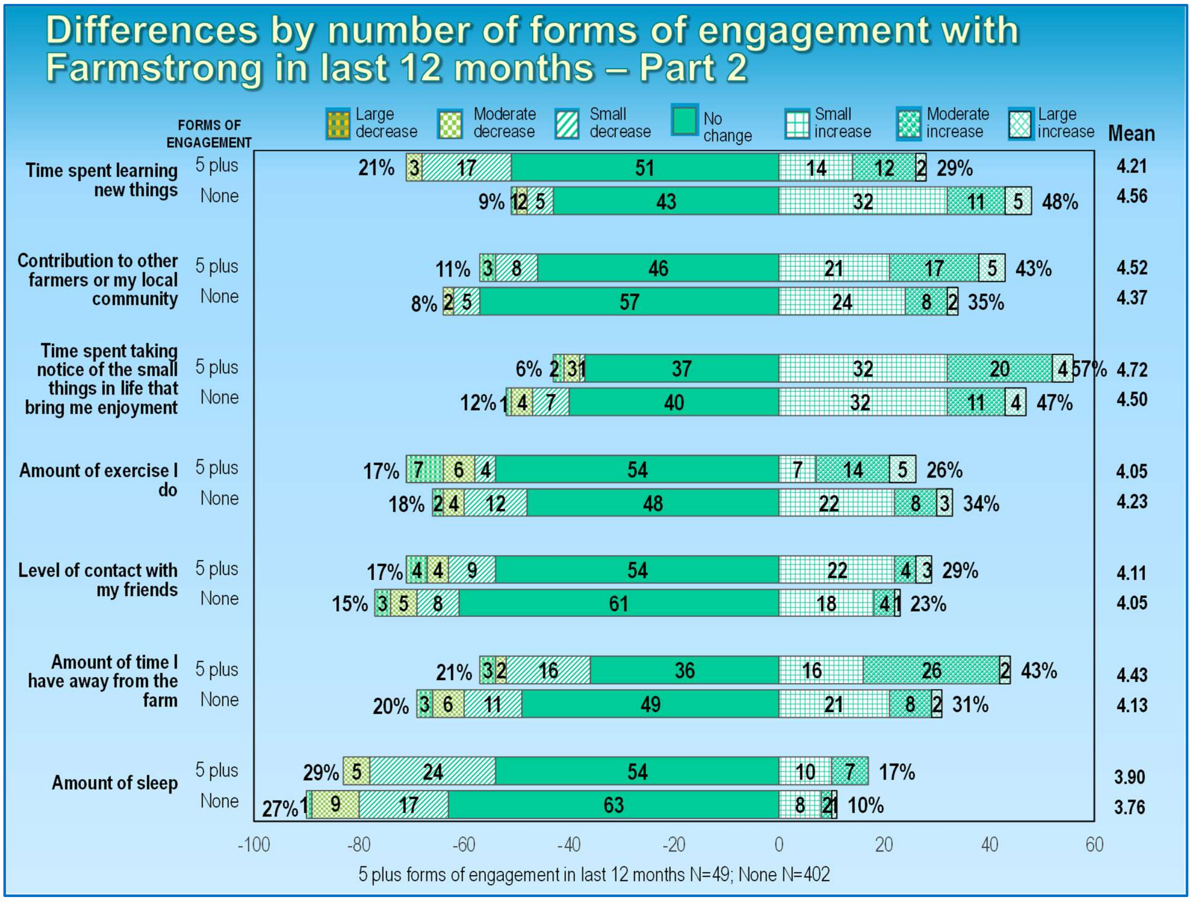
Those items where there were ***indications*** of those with ***5 plus forms of engagement being more likely to report improvements*** (based on the mean being at least 0.2 higher than those with no engagement with Farmstrong) were:

- 'Ability to cope with the ups and downs of farming'
- 'Balance between my work and leisure'
- 'Time spent taking notice of small things in life that bring me enjoyment'
- 'Amount of time I have away from the farm'

Those where there were ***indications*** of ***those with the 5 plus forms of engagement being less likely to report improvements*** were:

- 'Time spent learning new things'





Sub-group changes since 2024

'Ability to cope with the ups and downs of farming': Increased improvement for Females, Owners, 45 to 54 year olds, NZ European, Sheep/beef, Horticulture, Upper North Island, and Lower North Island

'Balance between my work and leisure': Increased improvement for Owners, Sheep/beef, 55 to 64 year olds, NZ European, and Lower South Island

'Level of contact with friends': Increased improvement for Sheep/beef

'Amount of exercise I do': Decreased improvement for Sharemilker/Contract milkers and Māori

'Time spent taking notice of the small things in life that bring me enjoyment': Increased improvement for Owners, Sheep/beef, 65 plus

'Amount of time I have away from the farm': Increased improvement for Males, 45-54 year olds, 65 plus, NZ Europeans, Owners, Sheep/beef, Income under $200k, Income $1m plus, Lower North Island, Upper South Island

Differences between sub-groups in 2025

'Ability to cope with the ups and downs of farming': Compared with the other sub-groups higher levels of improvement over the last 12 months were reported by Sharemilkers/contract milkers, and Under 45 year olds.

Lower levels of improvement were reported by Owners, those aged 65 plus

'Balance between my work and leisure': Higher levels of improvement were reported by Filipinos

'Level of contact with friends': Higher levels for Farm Workers/Shepherds

'Amount of exercise I do': Higher levels for Farm Workers/Shepherds and Māori

Lower for Owners

Contribution to other farmers or my local community: Higher for Under 45 year olds

Lower for 65 plus

Time spent learning new things: Higher for Under 45 year olds

Where farmers/growers making most and least progress

The items where farmers reported the highest levels of improvement over the last 12 months were:

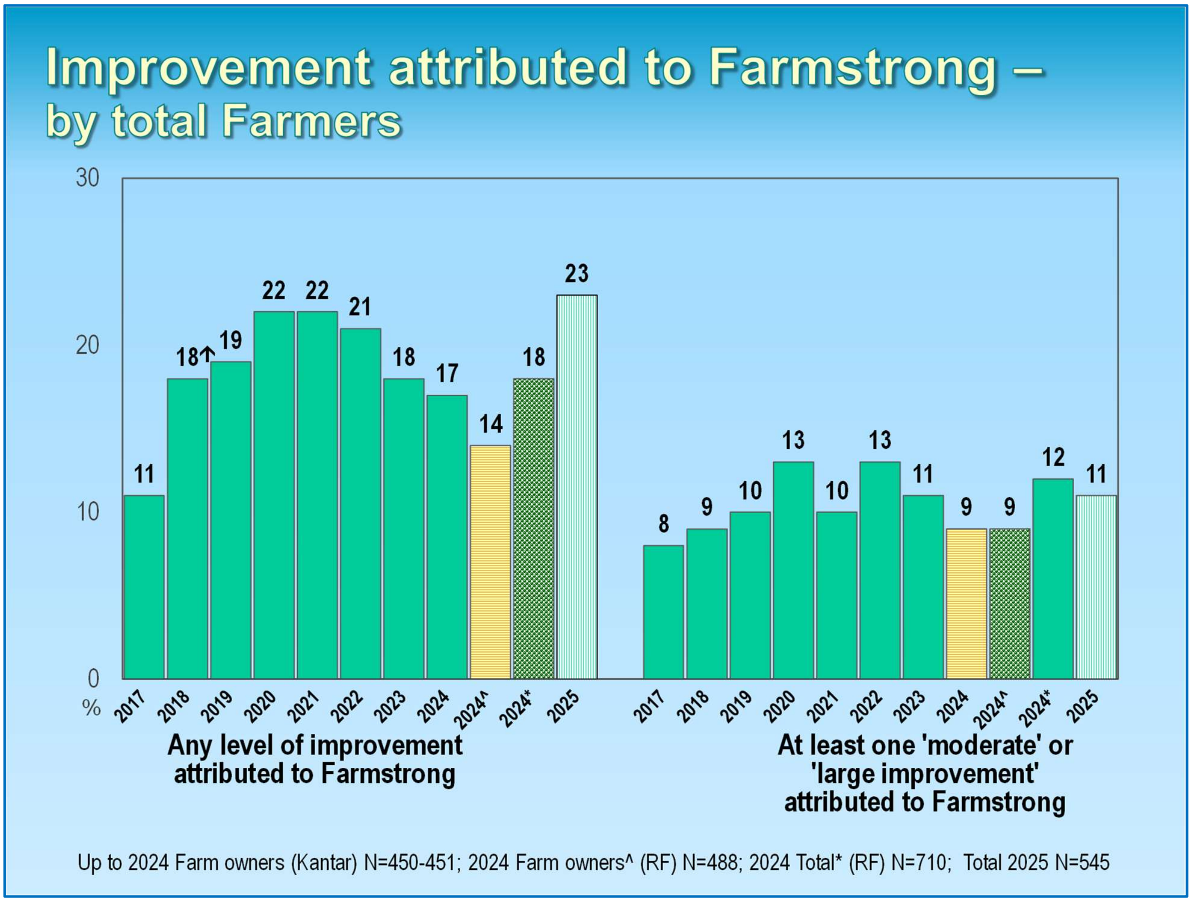
- 'Time spent taking notice of the small things in life that bring me enjoyment'
- 'Time spent learning new things'
- 'Contribution to other famers or local community'

The items where they were making the least progress were:

- 'Amount of sleep'
- 'Level of contact with friends'

4.5 IMPROVEMENTS ATTRIBUTED TO FARMSTRONG

When considering all the farmers/growers, 22.5% attributed some level of improvement to Farmstrong on at least one of the ten items (i.e. 'small', 'moderate' or 'large' improvement), a non-significant 4.9% increase from the 17.6% in 2024.[9] This equates with approximately 20,000 farmers/growers/farm workers. There were 11.3% attributing at least one 'moderate' or 'large' level of improvement to Farmstrong, which was similar to the 11.6% in 2024. The 11.3% equates with approximately 10,000 farmers/growers/farm workers.



9 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/ten asked about.

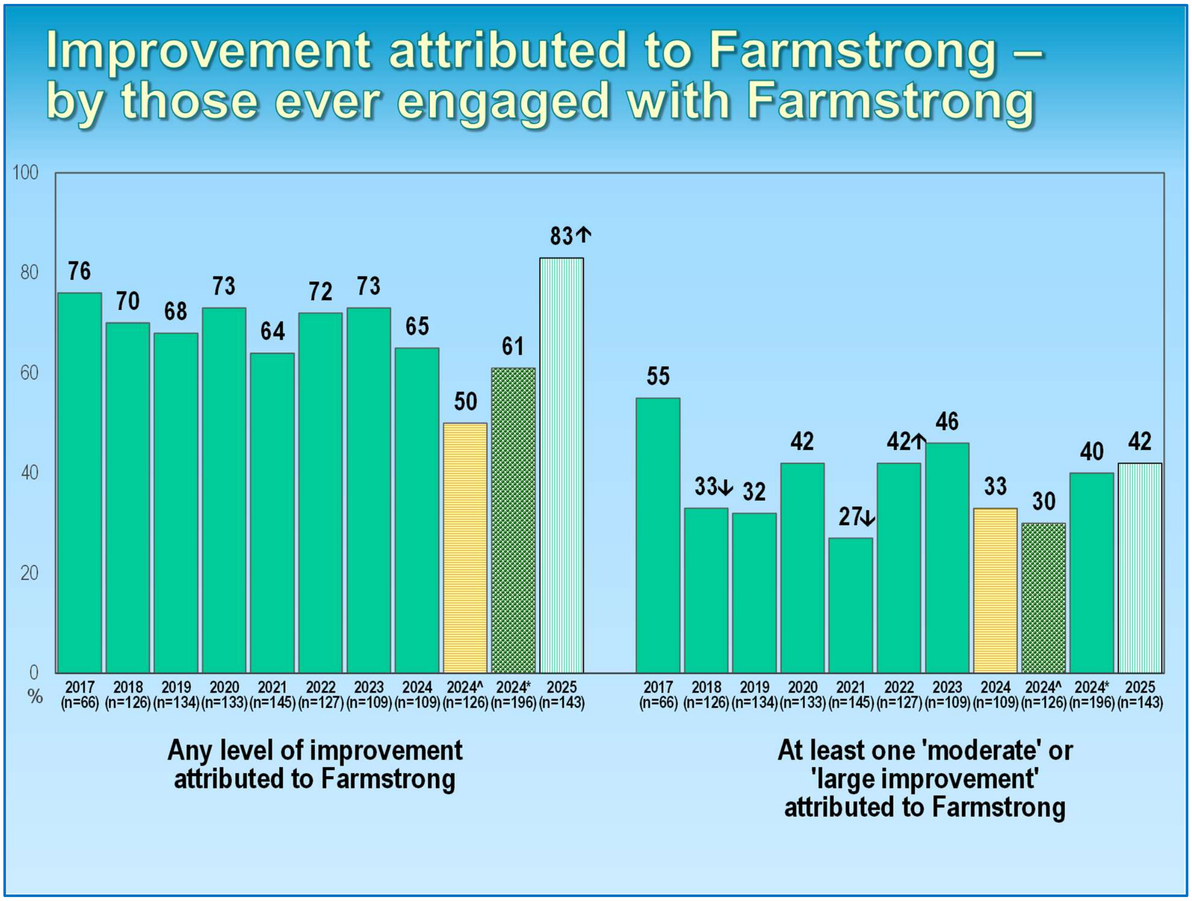
IMPROVEMENTS ATTRIBUTED TO FARMSTRONG (All farmers)	2017 450 %	2018 450 %	2019 450 %	2020 451 %	2021 450 %	2022 450 %	2023 450 %	2024 450 %	2024 RF Owners 488 %	2024 RF Total 710 %	2025 545 %
Any level of improvement											
1-2	3	6↑	3↓	6↑	9	7	3	5	5	4	5
3-4	3	4	7	4	4	4	3	3	2	4	6
5 or more items	5	8	10	12	10	10	12	9	7	10	12
At least one improvement	**11**	**18↑**	**19**	**22**	**22**	**21**	**18**	**17**	**14**	**18**	**23**
'Moderate' or 'large' level of improvement											
1-2	3	5	4	7↑	5	6	6	6	5	5	5
3-4	2	2	4	2	2	3	2	1	1	3	2
5 or more items	3	2	2	4	3	3	3	2	3	4	4
3 or more items										7	6
At least one 'moderate' or 'large' improvement	**8**	**9**	**9**	**13**	**10**	**13**	**11**	**9**	**9**	**12**	**11**
Ever engaged with Farmstrong but attributing no improvements	**3**	**8↑**	**10**	**9**	**13↑**	**8↓**	**7**	**9**	**14**	**12**	**5↓**
Never engaged with Farmstrong	**86**	**74↓**	**71**	**69**	**64**	**70**	**75**	**74**	**71**	**71**	**73**

Attribution by those who had ever engaged

These analyses, based on those who had ever engaged (the group who answered these questions) show how effective Farmstrong is once farmers have engaged. There was a significant 22% increase for any level of improvement attributed to Farmstrong, taking it to the highest level yet recorded (83%). In contrast, there was only a 2% non-significant increase in the proportion reporting at least one 'moderate' or 'large' improvement attributed to Farmstrong.

The new item was contributing 2% of the 22% increase for attribution of any level of improvement and 0.3% to the percentage attributing at least one 'moderate' or 'large' level of improvement to Farmstrong.

Those engaging with ***5 plus channels*** were non-significantly higher for any level of improvements: 90% vs 70% for engaging with 1-4 channels. They were significantly higher for five plus improvements: 65% vs 25%. They were non-significantly higher levels for attributing any level of 'moderate' or 'large' improvement to Farmstrong (54% vs 25%) and for those reporting 3 plus items with 'moderate' or 'large' improvements (35% vs 10%).



Sub-groups changes since 2024

Significant increases among the total sample in ***attributing 3 or more 'moderate' or 'large' forms of improvement to Farmstrong*** were present for**:**

- 45 to 54 year olds – up by 10% to 13%

Significant increases in ***attributing 5 or more forms of improvement to Farmstrong*** were present for:

- Owners – up by 7% to 14% for total sample and up by 23% to 47% for those who had ever engaged
- 45 to 54 year olds – up by 18% to 24% for total sample and up by 34% to 55% for those who had ever engaged
  - Those with an income of $1m or more – up by 10% to 19% for total sample

Significant ***increases*** in ***attributing any level of improvement to Farmstrong*** were present for a large number of groups:

- Owners – up by 10% to 24% of the total sample; up by 31% to 81% for those who had ever engaged with Farmstrong
- Sheep/beef farmers – up by 21% to 84% for those who had ever engaged
- Dairy farmers – up by 21% to 83% for those who had ever engaged

- Males – up by 24% to 87% for those who had ever engaged
- Females – up by 21% to 75% for those who had ever engaged
- Those aged 45 to 54 years – up by 26% to 39% for total sample, and up by 45% to 88% for those who had ever engaged
- Those aged 55 to 64 years – up by 11% to 24% for total sample
- Those aged 65 plus – up by 24% to 82% for those who had ever engaged
- NZ Europeans – up by 22% to 79% for those who had ever engaged
- Māori – up by 20% to 97% for those who had ever engaged
- Those with incomes of $1m or more – up by 19% to 36% of the total sample; up by 30% to 83% for those who had ever engaged
- Those with incomes of $500k to $1m – up by 29% to 99% for those who had ever engaged
- Those with incomes of $200k to $500k – up by 36% to 82% for those who had ever engaged

The only significant ***decreases*** were for:

- Under 45 year olds – down by 9% to 9% for the total sample, for attributing at least one 'moderate' or 'large' improvement to Farmstrong, and down by 8% to 4% for attributing 3 or more such improvements. These results will be linked to their decrease in engagement, resulting in fewer being asked about improvements.
- Within the Under 45 year old grouping the Under 35 year olds also reported significant decreases for attributing at least one 'moderate' or 'large' improvement to Farmstrong (down by 14% to 8% for the total sample) and for attributing 3 or more such improvements (down by 10% to 7%). In comparison the 35 to 44 year olds reported much smaller non-significant decreases. The Under 35 farm workers were also reporting a significant decrease for this measure (down by 14% to 8%)
- When considering just those who had ever engaged, these two age groups were the only sub-groups of any type to show decreases (non-significant), which were present for three of the four key measures shown in the tables below. A similar pattern was present for the Under 35 farmworkers.

Total Sample Tables (all persons in the subgroup)

TOTAL SAMPLE ATTRIBUTION – BY FARMER TYPE AND GENDER	Sheep/Beef		Dairy		Horticulture		Male		Female	
	2024 (262/79RF) %	2025 (202/57) %	2024 (306/92RF) %	2025 (254/68) %	2024 (93/14RF) %	2025 (60/9) %	2024 (497/129RF) %	2025 (331/78) %	2024 (213/67RF) %	2025 (214/65) %
Any level of improvement attributed to Farmstrong – at least one item	19	25	20	23	6	13	18	22	17	25
5 or more items	10	14	12	11	2	9	11	12	8	13
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	13	13	13	11	3	3	13	12	9	10
3 or more items	7	8	8	6	1	1	7	6	6	6

TOTAL SAMPLE ATTRIBUTION – BY ROLE	Owners		Sharemilker Contract milkers		Managers		Farm workers/ shepherds	
	2024 (488/126) %	2025 (273/77) %	2024 (60/22) %	2025 (59/19) %	2024 (81/28) %	2025 (92/25) %	2024 (72/19) %	2025 (121/22) %
Any level of improvement attributed to Farmstrong – at least one item	14	24↑	30	28	22	23	15	13
5 or more items	7	14↑	15	16	16	9	11	8
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	9	14	18	12	17	10	12	5
3 or more items	4	7	10	9	12	5	9	4

TOTAL SAMPLE ATTRIBUTION – BY ETHNICITY	NZ European		Māori		Filipino	
	2024 (627/178) %	2025 (424/117) %	2024 (64/15) %	2025 (50/12) %	2024 (32/4) %	2025 (31/3) %
Any level of improvement attributed to Farmstrong – at least one item	17	22	16	26	15	13
5 or more items	9	11	15	20	9	8
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	11	10	10	19	15	10
3 or more items	6	5	7	16	9	6

TOTAL SAMPLE ATTRIBUTION – BY AGE	Under 45 years		45 to 54 years		55 to 64 years		65 plus years	
	2024 (195/77) %	2025 (229/59) %	2024 (105/34) %	2025 (70/27) %	2024 (152/37) %	2025 (95/30) %	2024 (258/48) %	2025 (151/27) %
Any level of improvement attributed to Farmstrong – at least one item	25	21	13	39↑	13	24↑	11	13
5 or more items	16	10	6	24↑	6	13	5	8
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	18	9↓	8	18	7	15	7	9
3 or more items	12	4↓	3	13↑	4	9	3	4

TOTAL SAMPLE ATTRIBUTION – BY INCOME	Under $200k		$200k to $500k		$500k to $1m		$1m or more	
	2024 (130/22) %	2025 (61/11) %	2024 (108/32) %	2025 (55/16) %	2024 (107/45) %	2025 (58/20) %	2024 (176/51) %	2025 (114/46) %
Any level of improvement attributed to Farmstrong – at least one item	11	12	15	27	33	35	17	36↑
5 or more items	7	11	8	19	17	15	9	19↑
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	7	11	11	14	21	15	11	18
3 or more items	6	7	6	9	10	9	5	8

Those Ever Engaged Tables

ATTRIBUTION BY THOSE EVER ENGAGED – BY FARMER TYPE AND GENDER	Sheep/Beef 2024 (79) %	Sheep/Beef 2025 (57) %	Dairy 2024 (92) %	Dairy 2025 (68) %	Horticulture 2024 (14) %	Horticulture 2025 (9) %	Male 2024 (129) %	Male 2025 (78) %	Female Female (67) %	Female 2025 (65) %
Any level of improvement attributed to Farmstrong – at least one item	63	84↑	62	83↑	44	83	63	87↑	54	75↑
5 or more items	34	45↑	36	42	16	57	38	47	25	40
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	44	43	40	42	22	17	45	49	28	30
3 or more items	23	26	24	21	8	9	25	25	18	19

ATTRIBUTION BY THOSE EVER ENGAGED – BY ROLE	Owners 2024 (126) %	Owners 2025 (/77) %	Sharemilker Contract milkers 2024 (22) %	Sharemilker Contract milkers 2025 (19) %	Managers 2024 (28) %	Managers 2025 (25) %	Farm workers/ shepherds 2024 (19) %	Farm workers/ shepherds 2025 (22) %
Any level of improvement attributed to Farmstrong – at least one item	50	81↑	84	92	65	83	73	78
5 or more items	24	47	42	53	45	31	52	47
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	30	47	52	39	48	37	58	28
3 or more items	14	24	30	30	34	17	42	22

ATTRIBUTION BY THOSE EVER ENGAGED – BY ETHNICITY	NZ European 2024 (178) %	NZ European 2025 (117) %	Māori 2024 (15) %	Māori 2025 (12) %	Filipino 2024 (4) %	Filipino 2025 (3) %
Any level of improvement attributed to Farmstrong – at least one item	57	79↑	73	97↑	83	100
5 or more items	29	39	70	75	50	65
Any 'moderate' or 'large' improvement attributed to Farmstrong – at least one item	37	36	44	72	83	80
3 or more items	20	18	33	60	50	45

ATTRIBUTION BY THOSE EVER ENGAGED – BY AGE	Under 45 years 2024 (77) %	Under 45 years 2025 (59) %	45 to 54 years 2024 (34) %	45 to 54 years 2025 (27) %	55 to 64 years 2024 (37) %	55 to 64 years 2025 (30) %	65 plus years 2024 (48) %	65 plus years 2025 (27) %
Any level of improvement attributed to Farmstrong – at least one item	68	81	43	88↑	60	82	58	82↑
5 or more items	43	37	21	55↑	29	44	24	49
Any ‘moderate’ or ‘large’ improvement attributed to Farmstrong – at least one item	49	34	27	40	29	50	36	57
3 or more items	31	16	11	29	19	29	15	27

ATTRIBUTION BY THOSE EVER ENGAGED – BY INCOME	Under $200k 2024 (22) %	Under $200k 2025 (11) %	$200k to $500k 2024 (32) %	$200k to $500k 2025 (16) %	$500k to $1m 2024 (45) %	$500k to $1m 2025 (20) %	$1m or more 2024 (51) %	$1m or more 2025 (46) %
Any level of improvement attributed to Farmstrong – at least one item	56	74	46	82↑	70	99↑	53	83↑
5 or more items	35	68	24	57	36	43	29	43
Any ‘moderate’ or ‘large’ improvement attributed to Farmstrong – at least one item	35	68	34	43	45	42	34	42
3 or more items	29	43	20	27	21	27	14	19

Differences between sub-groups in 2025

Those reporting ***higher*** levels than other sub-groups for attributing ***5 plus improvements*** to Farmstrong were:

- 45-54 year olds – 24% vs 12% total sample

Those reporting ***higher*** levels for attributing ***any level of improvement*** to Farmstrong were:

- 45-54 year olds – 39% vs 23% total sample
- Those with incomes of $1m plus – 36% total sample

There were no significant differences for reporting higher levels for any ‘moderate’ or ‘large’ improvements, or 3 plus forms of such improvements.

Those reporting ***lower*** levels than other groups for attributing ***any level of improvement*** to Farmstrong were:

- Those aged 65 years plus – 13% vs 23% total sample
- NZ Europeans – 79% vs 83% for those who had engaged

There were no other groups that were significantly lower on any of the other measures relating to attribution of improvements to Farmstrong.

Response on individual items

The graphs below show the responses to the 10 individual items asked about, for both total farmers and those who had ever engaged.

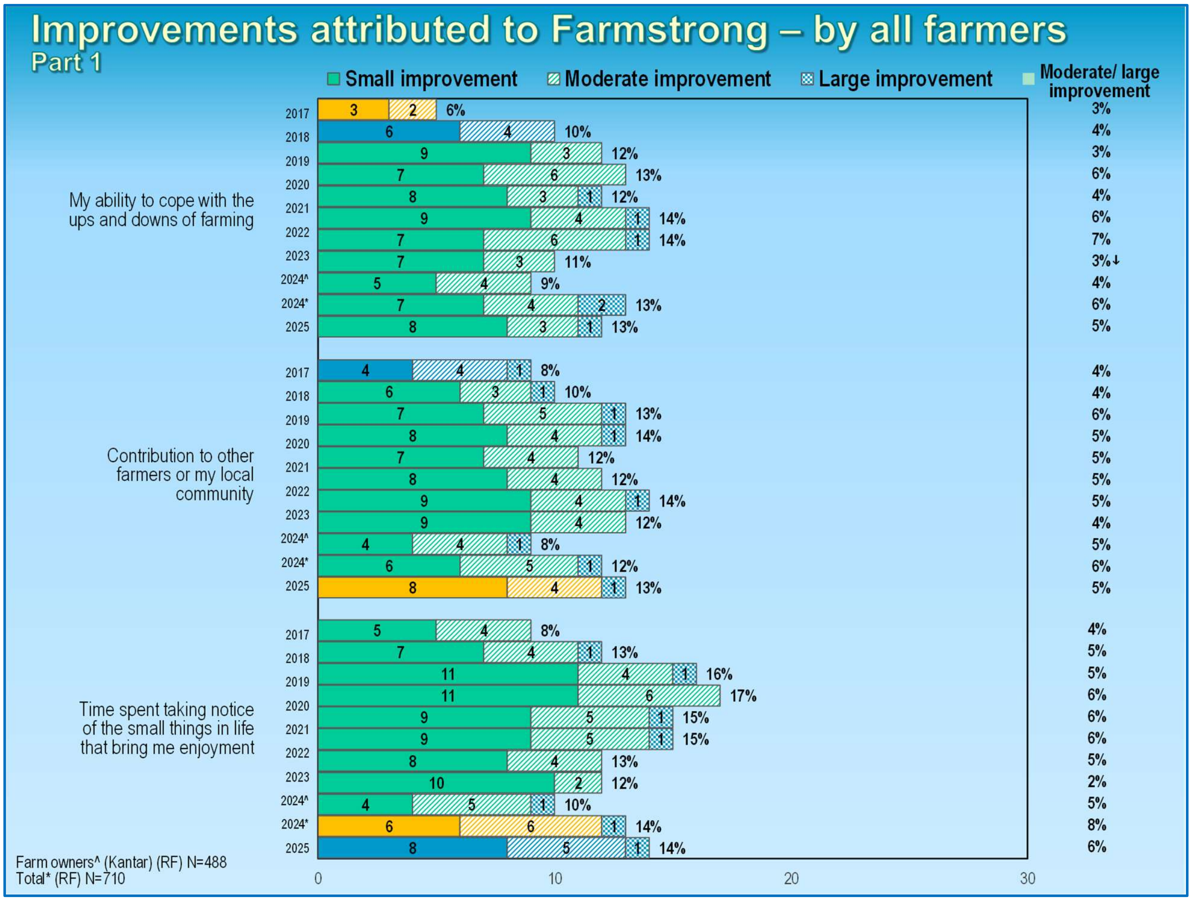
Among both total farmers and those who had ever engaged there were no significant changes in either the proportion attributing Farmstrong with any level of improvement, or the proportion attributing 'moderate' or 'large' increases to Farmstrong.

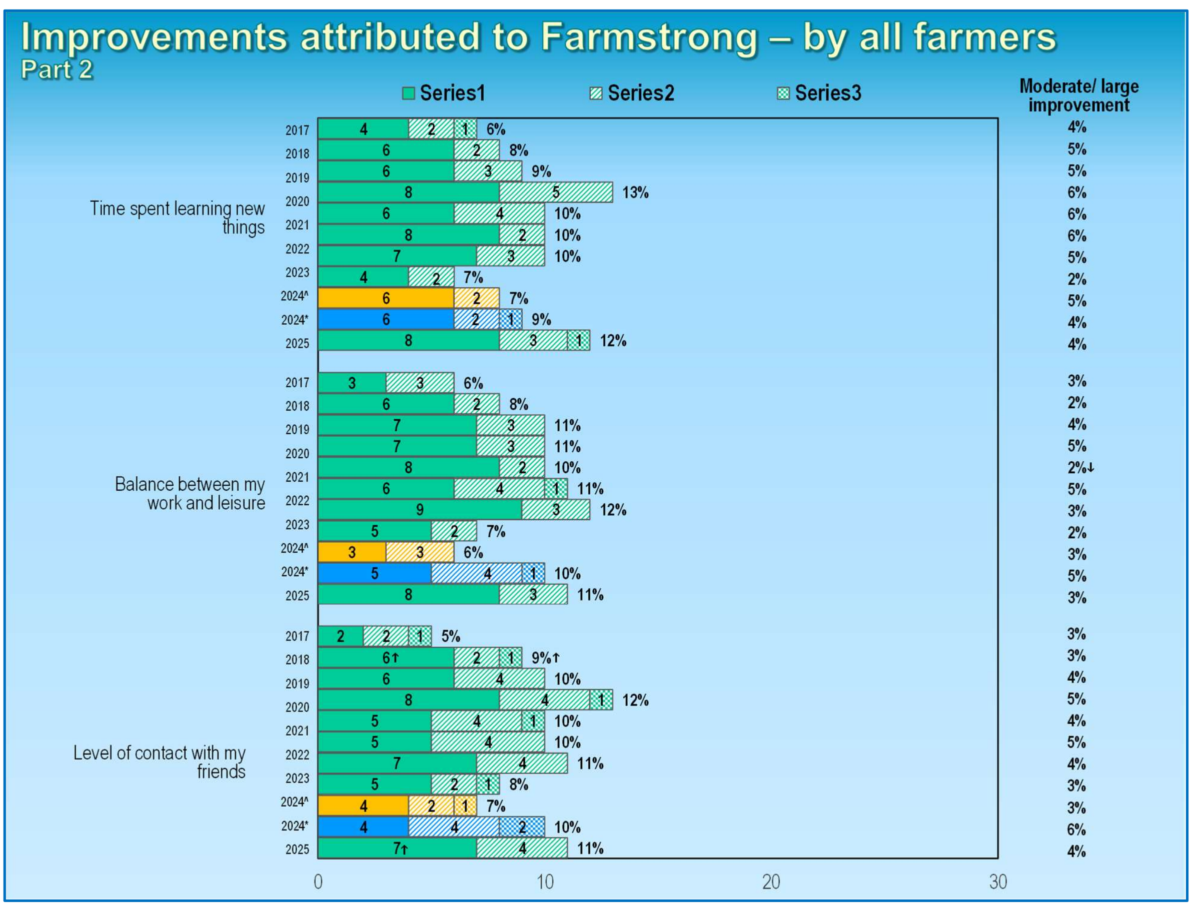
Non-significant changes included:

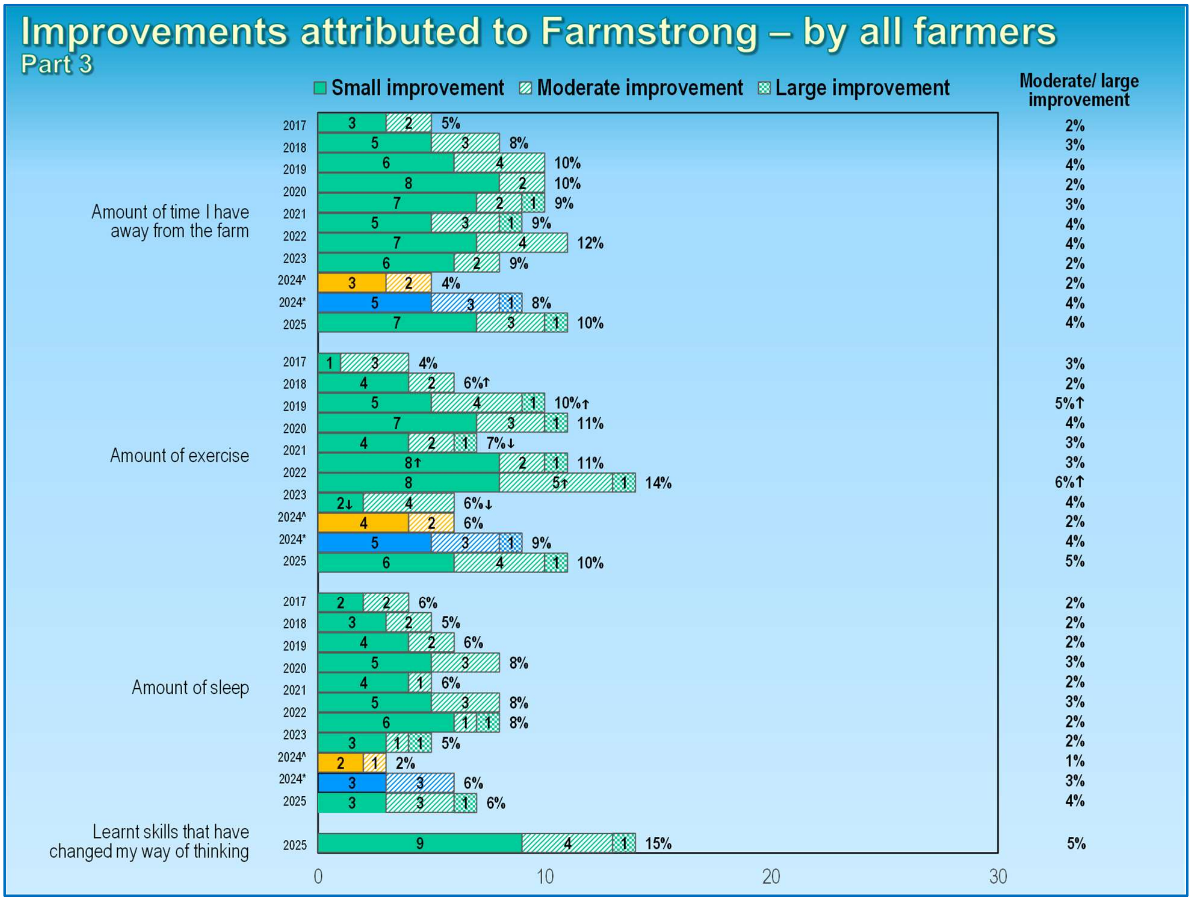
- 'My ability to cope with the ups and downs of farming' had a 5% increase (to 48%) attributing Farmstrong with any level of improvement on this item among those who had ever engaged, but those attributing a 'moderate' or 'large' improvement reduced by 4% to 17%
- 'Time spent learning new things' continued an upward trend for the percentage attributing any level of improvement (up by 3% to 12% total sample). The increase among those who had ever engaged was 11% (to 43%).
- 'Balance between my work and leisure' had a 6% decrease (to 11%) for those who had ever engaged mentioning a 'large' or 'moderate' improvement (for those ever engaged).
- 'Amount of time I have away from the farm' had a 9% increase (to 39%) for those who had ever engaged mentioning any level of improvement.
- 'Amount of exercise' had an 8% increase (to 39%) for any level of mention among those who had ever engaged, and a 3% increase (to 17%) for those attributing any 'moderate' or 'large' improvement.
- 'Amount of sleep' had a 4% increase (to 24%) for any level of mention among those who had ever engaged, and a 3% increase (to 14%) for those attributing any 'moderate' or 'large' improvement.

For the new item 'Learnt skills that have changed my way of thinking' there were 15% of the total sample who linked any level of improvement to this item, with 5% a 'moderate' or 'large' improvement. The 15% was the highest level of any of the items. Among those who had ever engaged there were 55% who mentioned any level of improvement on this new item and 20% who mentioned a 'moderate' or 'large' improvement.

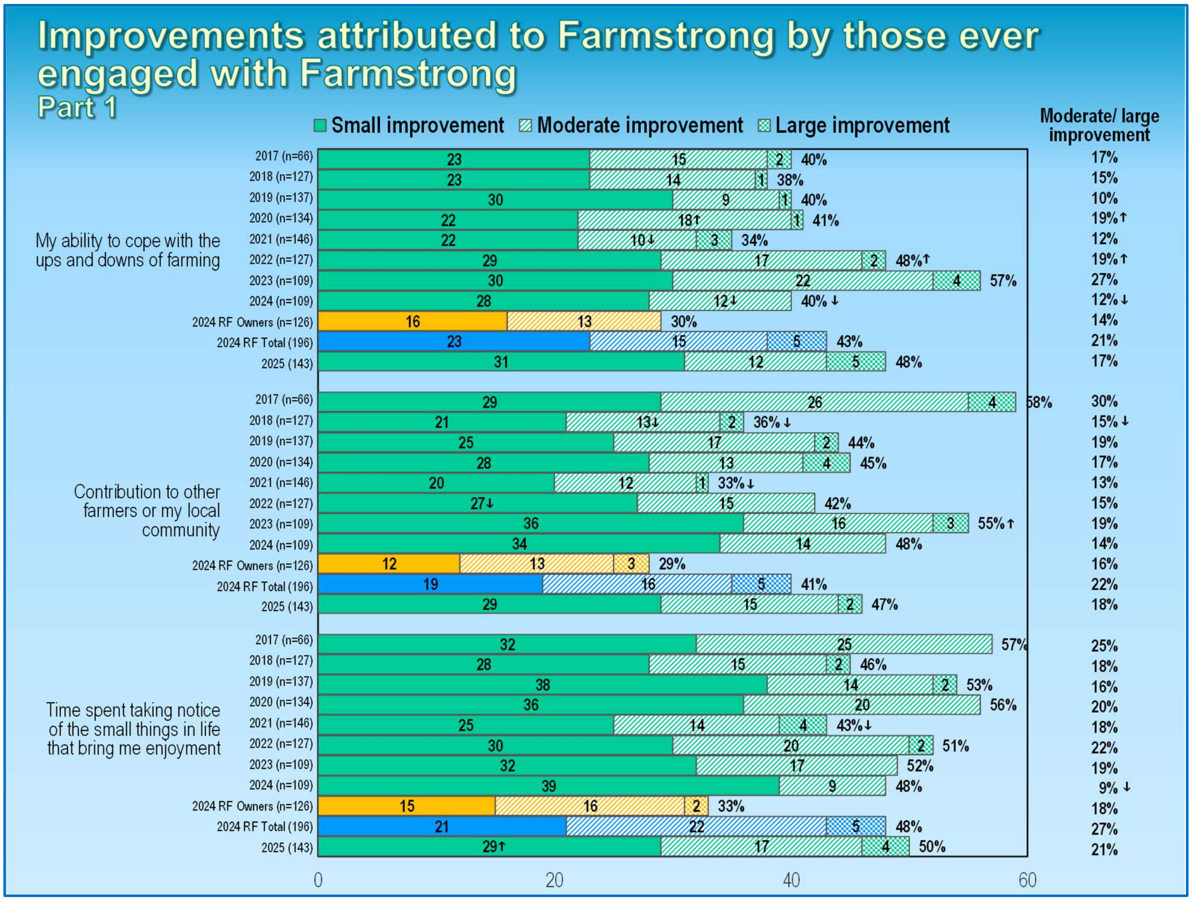
Improvements attributed to Farmstrong by Total Sample

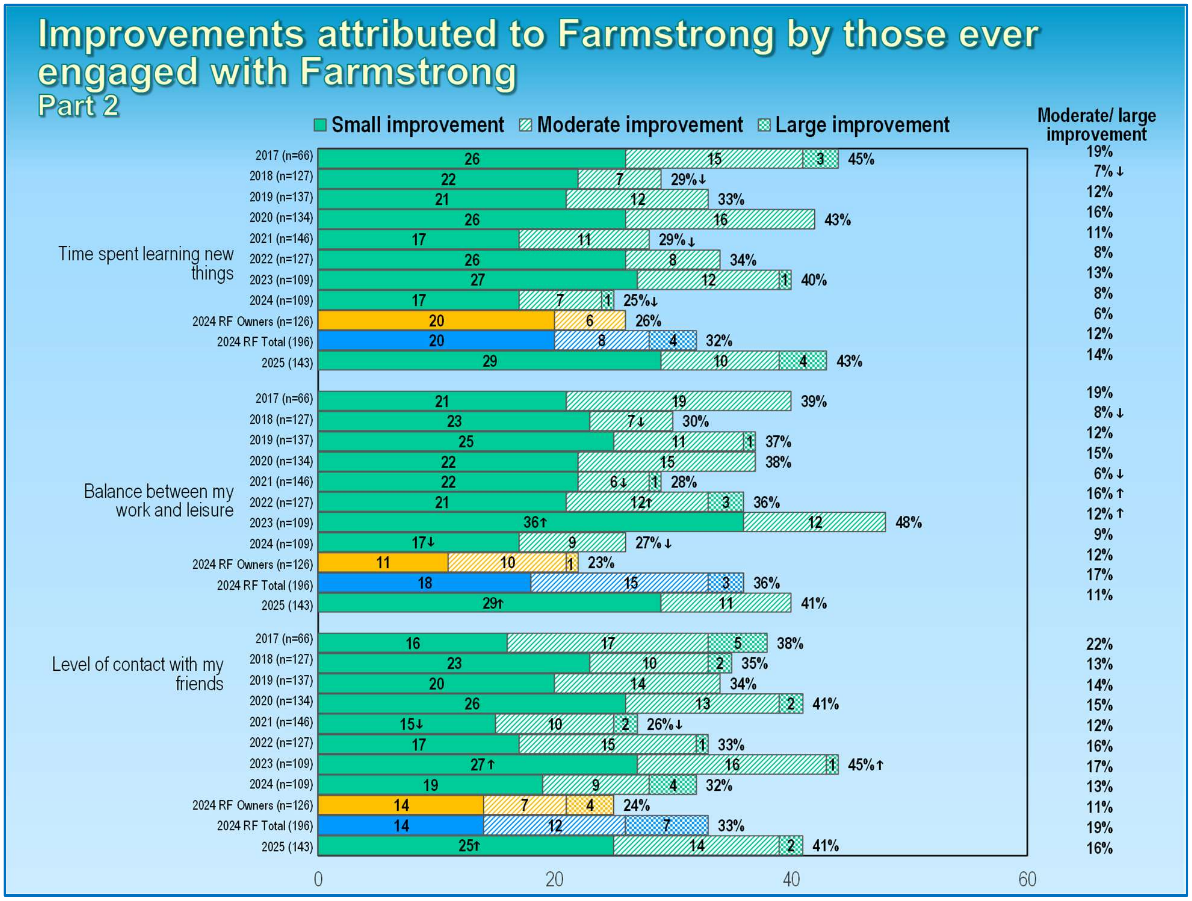




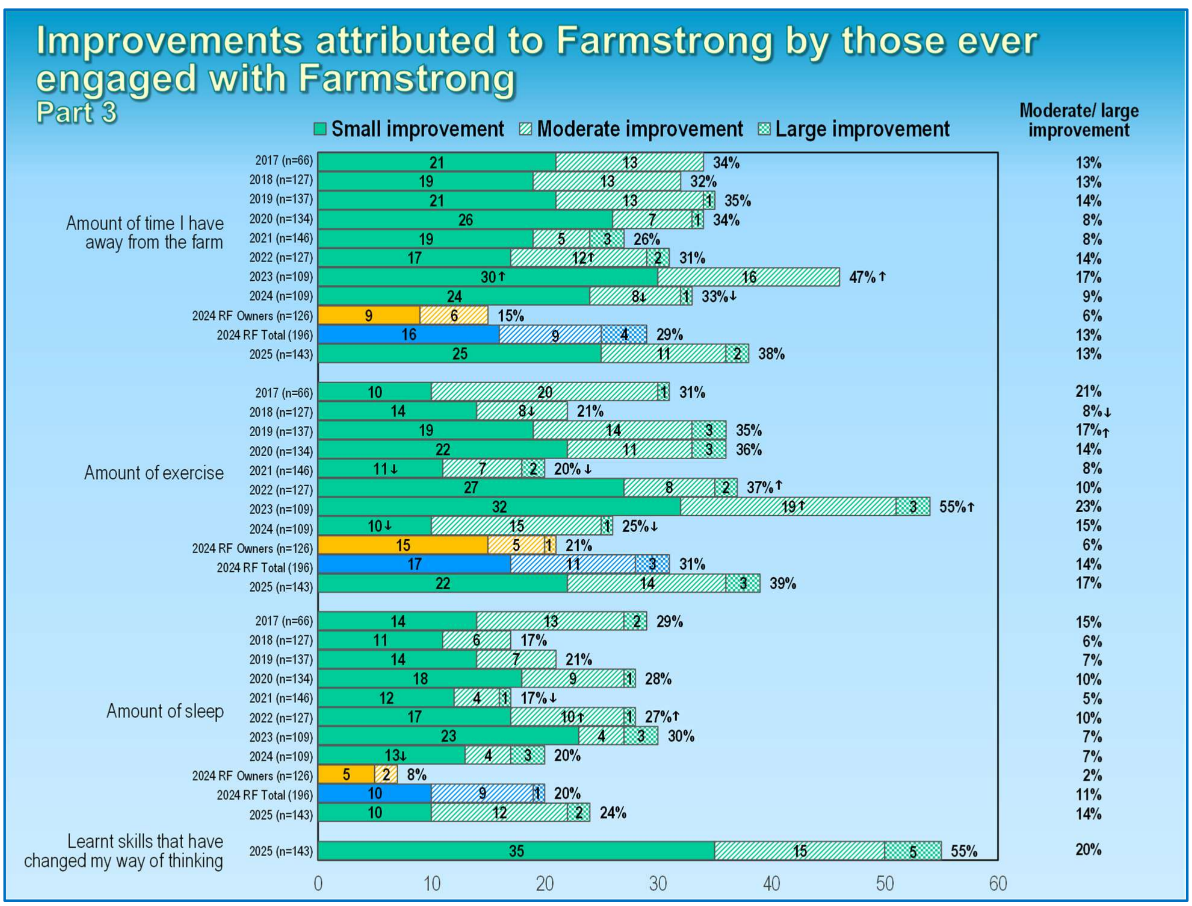

Improvements attributed to Farmstrong – by all farmers
Part 3
Small improvement
Moderate improvement
Large improvement
Moderate/ large improvement
Amount of time I have away from the farm
Amount of exercise
Amount of sleep
Learnt skills that have changed my way of thinking
2017
2018
2019
2020
2021
2022
2023
2024^
2024*
2025
0
10
20
30

Improvements attributed to Farmstrong by those ever engaged with Farmstrong





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)
2025 (143)



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
Learnt skills that have changed my way of thinking
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)
2025 (n=143)

4.6 BENEFITS TO OTHERS

Two new questions were added in 2025. Among the 121 who had ever engaged with Farmstrong 29% reported having 'encouraged others who work on the farm to engage with Farmstrong material'. Only one percent had no others who worked on the farm, which left 70% who had not encouraged others. Among those who attributed any improvements to Farmstrong there were still 63% who had not encouraged others on the farm. This 7% difference was non-significant.

There were no significant differences between sub-groups, but there were indications of higher levels for Managers (47%), and Farm Workers (46%) and less for Owners (18%). Females (39%) were higher than males (23%). The under 45 year olds (37%) were also higher, as were those in the Lower South Island (45%). Levels were similar for Sheep/beef (25%) and Dairy (26%). The level was very high for Horticulture (72%), but this was only based on 8 growers.

The second new question asked, 'Which of the following people benefited from any changes that you have made as a result of your engagement with Farmstrong?'. It was asked of the 94 who attributed some improvements to Farmstrong. There were 82% who felt that someone had benefited, with their wife/husband/partner being the most mentioned (54%), followed by farm employees (43%). However, there were also relatively high levels for the other categories as well (see table below). Those who had encouraged others working on the farm to engage with Farmstrong material were more likely to report impacts on farm employees (58%), but with the small numbers the difference was not significant.

PERSONS BENEFITED	Ever engaged with Farmstrong (94) %	Encouraged others working on farm (34) %	Not encouraged others (58) %
Wife/husband/partner	54	52	57
Children	34	30	38
Farm employees	43	58	35
Friends	26	23	29
Others in community	33	45	26
Not aware of anyone who has benefited	18	6	23

4.7 FARMSTRONG IMPACTS ON FARMER INJURY

In the ACC / Farmstrong partnership agreement Farmstrong have an agreed number of injuries prevented to be achieved. ACC have a study that measures these on a quarterly basis. Results from ACC's injury prevention study for 2024/25 show 842 claims have been avoided for this 12-month period due to the Farmstrong programme. This amount has exceeded by double the annual target of 426 for the 2024/25 year in the Farmstrong ACC Partnering Agreement.

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.

Between 2015 and 2024 the surveys were undertaken by Kantar Research Company, but in 2024 the survey was also undertaken by what was then Research First, who were able to provide a sample that was much more representative of the different farmer and farm worker groups. This company has since become The Curiosity Company, having also been briefly called truwind. Running the two surveys in the same years allowed for analysis of how the trend analyses were affected by the change in methodology. As the Kantar data base was almost all farm owners, the 2024 analyses compared both farm owners and the total sample from the Research First survey with the Kantar survey. These two sets of results continue to be shown in the trend data reported in this 2025 report.

The Census figures provided below are from the 2018 Census. 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.

Curiosity Company 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 2024 Farmstrong survey was shared with another Research First client on the undertaking that the Farmstrong questions would always be the first in the survey. In 2025 no one else shared the survey.

Curiosity Company undertook 545 CATI surveys between 13th June and 25th August 2025. This survey was compared with the 711 farmers/growers and farm workers/shepherds, which was undertaken between 23 April and 24 June, 2024. The higher number in 2024 was due to requirements from the other client sharing fieldwork.

Data collection used a stratified random sampling approach, drawing from their database of over 25,000 farmers and growers. This database is updated at least quarterly through survey activity and through sample purchased from a range of business and residential data base providers.

Weighting

In 2024 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 Curiosity Company have done well to achieve the completed interviews with this group. In 2024 they accounted for 10% of the achieved sample. 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. In 2025, at the request of

Wyllie & Associates on behalf of Farmstrong, the farm worker/shepherd quota was increased and 121 interviews were completed, which was 22% of the sample. However, to provide valid comparisons between surveys, the farm worker/shepherd weighting was only increased slightly, to 16%. The larger farm worker/shepherd achieved sample was useful for providing larger numbers in this key priority group.

Changes to Method in 2025 and possible implications

Interviewing in a busier period

The Kantar surveys were all undertaken between mid-May and mid-June. The 2024 Research First survey ran between 23 April and 24 June. It was begun earlier because it was expected to take longer to complete, because of the more demanding quota groups. This earlier start was still extending into a relatively quiet period for many farmers. The dates of the 2025 Curiosity Company survey, 13 June to 25 August, extended well into what is a very busy period for many farmers. This may have produced a sample that had fewer of the really busy people than might normally be included, however the quotas should have ensured minimal impacts.

Quota changes

In addition to the quota groups noted above, in 2025 quotas were also introduced to give a good spread of farm workers/shepherds across the three main types of farming/growing, as this was not achieved in 2024.

Dairy numbers for farm workers remained very similar, including their proportion of Filipinos. Sheep/beef numbers increased by 23 and horticulture by 25. In the 2025 survey there were 44 dairy farm workers, 42 sheep/beef and 30 horticulture. 18 (41%) of the dairy were Filipinos, who as a group had lower awareness and engagement. In 2024 there were 45 dairy (of whom 20 (44%) were Filipino), 19 beef lamb and 5 horticulture.

When considering all farm workers, the analysis indicated that the greater sample numbers for sheep/beef and horticulture were likely to have contributed to more positive results than the 2024 farm worker sample. Among all farm workers, horticulture workers had the highest unprompted awareness (26%), and dairy the lowest (8%), while sheep/beef was 14%, none of these differences being significant with the small sample sizes.

When considering the Under 35 year old farm workers a different picture emerged for horticulture with 5% unprompted awareness (based on 12 participants), while dairy was 9% and sheep/beef 19%. Given the highest level was for sheep/beef, the increase in sheep/beef numbers in the sample would have more than compensated for the lower horticulture level.

For Total awareness of Farmstrong and Sam, which determined who got asked about engagement, dairy workers (of all ages) were significantly lower (52%), while sheep/beef was 83% and horticulture 72%. These differences were reflected in dairy farm workers having lower engagement, but the differences were not significant. Total awareness of Farmstrong and Sam among the Under 35 farm workers was also lower for dairy (41%), with 78% for sheep/beef and 80% for horticulture.

Levels of ever engaged among all farm workers were 10% for dairy, 20% sheep/beef and 20% horticulture. Among Under 35 year old farm workers it was 13% for dairy, 14% sheep/beef and 10% horticulture. Therefore, the changes in sample composition will not have had any real impact on this measure.

For engaged in the last 12 months among all farm workers, levels were 9% for dairy, 20% sheep/beef and 17% horticulture. Among Under 35 year old farm workers it was 11% for dairy, 14% sheep/beef and nil for horticulture. In this case the increased sample numbers in horticulture will have had some negative impact. However, it should be noted that there were large non-significant decreases since 2024 for both Under 35 dairy farm workers (down by 14% to 14%) and Under 35 sheep/beef workers (down by 13% to 17%). In 2014 there were no Under 35 horticulture workers included in the survey.

The nil Under 35 horticulture level for engagement in the last 12 months will also have contributed to reduced levels for other measures reported as a percentage of the total sample, including levels of attribution for Under 35 farm workers. However, it will not have affected analyses based just on those who had engaged in the last 12 months.

In terms of the impacts on the overall survey results, the Under 35 horticulture workers made up only 2% of the 545 total sample, so the impacts of the changes in sample composition were minimal.

Addition of an extra item to the attribution of improvements measure

A new item was added that sought to address a growing focus within the Farmstrong strategy. Analyses have identified that the addition of this new item was contributing 2% of the 22% increase for attribution of any level of improvement for those who had ever engaged, and 0.3% to the percentage attributing at least one 'moderate' or 'large' level of improvement to Farmstrong.

Sample description

In 2025 an effort was made to increase the proportion of farm workers. However, the farm worker proportion in the weighted data was only increased a little, to keep sufficient consistency between the weighted samples for each year to allow valid comparisons between the survey results.

FARMER/ WORKER	2018 Census %	Achieved sample 2024 (710) %	Achieved sample 2025 (545) %	Weighted sample 2024 (710) %	Weighted sample 2025 (545) %
Farmer	66.9	88.6	77.8	85.0	83.7
Farm worker	33.1	10.1	22.2	13.2	16.3
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 2024 (710) %	2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	2025 (545) %
Dairy	42.0	16.1	43.0	46.6	43.7	42.0
Beef/sheep	42.3	52.9	37.0	37.1	40.8	40.8
Horticulture/ Viticulture	9.1	26.1	13.1	11.0	9.8	12.1
Other	6.6	4.9	6.9	5.3	5.7	5.1

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.

FARM TYPE BY FARMER/WORKER	2018 Census %	ACHIEVED SAMPLE 2024 (710) %	2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	2025 (545) %
Dairy farmer	28.1	36.7	38.5	36.2	36.1
Beef/sheep farmer	28.4	34.3	29.4	37.1	35.6
Horticulture/Viticulture farmer	6.1	12.4	5.5	8.3	7.5
Other farmer	4.4	6.5	4.4	5.2	4.6
Dairy farm worker	5.3	6.3	8.1	7.5	5.9
Beef/sheep farm worker	17.5	2.7	7.7	3.8	5.2
Horticulture/Viticulture farm worker	8.6	0.7	5.5	1.5	4.6
Other farm worker	1.6	0.4	0.9	0.4	0.5

ROLE	ACHIEVED SAMPLE 2024 (710) %	2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	2025 (545) %
Owner	68.6	50.1	53.9	49.7
Sharemilker/ contract milker	8.4	10.8	12.7	13.2
Manager	11.5	16.9	18.4	20.9
Farm worker/shepherd	10.1	22.2	13.2	16.3
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, although greatly improved since 2024. 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 previous Kantar samples.

AGE	2018 Census Farmers %	2018 Census Farm workers %	ACHIEVED SAMPLE 2024 (710) %	ACHIEVED SAMPLE 2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	WEIGHTED SAMPLE 2025 (545) %
Under 35 years	24.0	45.0	12.7	25.7	22.0	25.0
35-44 years	17.8	14.2	14.8	16.3	17.7	18.3
45-54 years	18.3	15.7	14.8	12.8	18.7	14.2
55-64 years	21.1	14.7	21.4	17.4	19.0	20.0
65 years and over	17.1	10.3	36.3	27.7	22.6	22.6

GENDER	2018 Census Farmers %	2018 Census Farm workers %	ACHIEVED SAMPLE 2024 (710) %	ACHIEVED SAMPLE 2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	WEIGHTED SAMPLE 2025 (545) %
Male	72.2	61.7	70.0	60.7	69.8	70.0
Female	27.8	38.3	30.0	39.3	30.2	30.0

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).

ETHNICITY	2018 Census Farmers %	2018 Census Farm workers %	ACHIEVED SAMPLE 2024 (710) %	ACHIEVED SAMPLE 2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	WEIGHTED SAMPLE 2025 (545) %
NZ European	NA	NA	88.2	77.8	83.0	77.1
Māori	8.7	18.2	9.0	9.2	11.9	8.5
Filipino	2.3	2.8	4.5	5.7	6.4	6.1
Other	NA	NA	2.5	13.6	3.9	13.6
Refused	NA	NA	0.6	0.7	0.2	0.6

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 2024 (710) %	ACHIEVED SAMPLE 2025 (545) %	WEIGHTED SAMPLE 2024 (710) %	WEIGHTED SAMPLE 2025 (545) %
Upper North Island	34.6	35.2	33.8	33.2
Lower North Island	23.5	21.1	22.8	21.3
Upper South Island	26.7	27.3	28.0	27.9
Lower South Island	15.2	16.3	15.5	17.6

In the income table, those who were coded 'Don't know/refused' were omitted from the analyses. In 2025 farm workers/shepherds were not asked this question.

INCOME	ACHIEVED SAMPLE 2024 (710) %	ACHIEVED SAMPLE 2025 (288) %	WEIGHTED SAMPLE 2024 (710) %	WEIGHTED SAMPLE 2025 (288) %
Under $200k	24.5	21.2	23.1	21.0
$200k to $500k	20.4	19.1	19.2	19.5
$500k to $1m	21.2	20.1	24.0	21.6
More than $1m	33.9	39.6	33.7	38.0

Kantar Methodology

The surveys up until 2024 were undertaken by Kantar, who used random national phone surveys of approximately 450 farmers/growers selected from their Farm Market Index Panel. This panel has more than 15,000 farmer contacts built up over the years.

Kantar had quotas which they said their data representative of the population by farm activity and region and they also weighted the data to ensure it was 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.

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/FARM WORKERS ENGAGED WITH AND IMPACTED BY FARMSTRONG

The numbers of farmers/growers and farm workers is based on a report 'Food and Fibre Workforce: Snapshot', based on Statistics NZ and MPI data. From that report Farmstrong identified a workforce of 96,120 and it was decided to use this number in this report to be consistent with that used in the Farmstrong business case to ACC.

That report does not provide a split between farmers and farm workers, so for this Farmstrong report that split has been based on the 2023 Census, where farm workers accounted for 28.5%. The estimates provided in this report are the sum of analyses undertaken with each of the two groups.

APPENDIX C: QUESTIONNAIRE

2025 Farmstrong Survey

Hello, my name is …………………….. from The Curiosity Company, an independent rural market research company.

We are conducting a short study on wellbeing services for farmers. The results are ultimately used to help farmers and growers across the country cope better with the ups and downs of farming.

It will only take about 5 minutes. Is now convenient for me to run you through some quick questions?

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.

The Curiosity Company 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

Ask if coded 1-6 in Q1

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?
Do not read out. Single code.

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? *Single code*

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? *Single code*

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 participated in any workshops or other activities associated with Farmstrong or Healthy Thinking? *Single code*

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. Single code

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 ….?

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

	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 or 'Toolbox Tips'	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?
Read out. Read out codeframe once. Single code one per row

	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
Learnt skills that have changed my ways of thinking	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. Single code

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

ASK FS7 IF FS5a2 CODE 1 OR 3 (*ie engaged in last 12 months*)

FS7. In the last 12 months have you encouraged any others who work on the farm to engage with Farmstrong material? *Single code*

Yes	1
No	2
No others work on farm	3
Don't know	99

ASK IF ANY OF FS5b2 = 2, 3 OR 4 (i.e *Asked of those attributing any improvements to Farmstrong):*

FS8. Which of the following people have benefited from any changes that **you** have made as a result of **your** engagement with Farmstrong? *Read out. Multicode*

Wife/husband/partner	1
Children	2
Farm employees	3
Friends	4
Others in the community	5
Not aware of anyone who has benefitted	6

Thank & Close