**PRESS RELEASE**

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For Immediate Release

**Farmstrong Scotland – new survey seeking up to date picture of wellbeing in the agricultural industry.**

Farmstrong Scotland has commissioned Scotinform – Scotland’s longest established, independent market research company - to carry out in-depth research to find out how farmers and crofters in Scotland are feeling and what steps they take to look after their wellbeing.

Officially launching on 1 October, the survey, available online and on paper, will be open until the end of the month and Farmstrong is urging as many Scottish-based farmers and crofters to complete the questions as possible, to direct the future activities of the charity.

The study is also looking to gauge the impact of the work that Farmstrong has already been doing, with new tools and materials, a podcast series, peer-to-peer story sharing and a whole host of events and workshops taking place over the last year.

Paper copies of the survey, along with freepost reply envelopes, will also be made available at key industry points such as auction marts and suppliers’ stores, and can be sent out by post if required.

Alix Ritchie, Programme Director for Farmstrong Scotland said: “It’s so important that we hear from the farmers and crofters that this programme is designed for to find out what areas they are seeking further information on and any barriers they face in managing their own wellbeing.

“The survey is anonymous to ensure we protect individual confidentiality and won’t be reported in a way that would identify anyone. We will be using the insights to help us direct the activities we are planning in future.

“This will determine how things like our stories, resources and future events can be tailored to provide valuable tools to empower farmers and crofters to manage their wellbeing, based on the findings of the research.”

The wellbeing initiative is a peer-to-peer led programme and was launched at the Royal Highland Show in 2023. It exists to help farmers, crofters and their families to cope with the ups and downs of farming and crofting by sharing things they can do to look after themselves and the people in their business.

Helen Duncan, director at Scotinform said: “In all our work, the common thread is the importance of research in shaping effective, evidence-based solutions. This project is giving a voice to farmers and crofters based in Scotland, gathering data on their needs and turning that information into actionable strategies that Farmstrong can work towards.

“As researchers, we at Scotinform are helping to bridge the gap between agricultural communities and health and wellbeing support networks like Farmstrong.

“Once the survey findings have given us a clearer, general picture of the agricultural wellbeing landscape, we will move on to qualitative research – online discussions, with those who sign-up, that will allow us to engage directly with farmers and crofters to hear their stories.”

This project with Farmstrong builds on Scotinform’s experience within the wellbeing sector. Over the years it has worked with numerous organisations dedicated to understanding and improving the quality of life for communities, including Age Scotland and the Voice of Carers Across Lothians (VOCAL).

Access the online survey by going to [Follow the Evidence: using research to support health and wellbeing - Farmstrong Scotland](https://www.farmstrongscotland.org.uk/news-events/follow-the-evidence-using-research-to-support-health-and-wellbeing). It will close on 31 October. Please spread the word and help to shape the future of a vital charity supporting those in farming and crofting.

For anyone requiring a paper copy, please email [comms@farmstrongscotland.org.uk](mailto:comms@farmstrongscotland.org.uk)

**-ENDS-**

Direct link to survey - <https://online1.snapsurveys.com/Farmstrong>

**Notes to Editor**

Farmstrong Scotland is an initiative to help farmers, crofters and their families to cope with the ups and downs of farming and crofting by sharing things they can do to look after themselves and the people in their business. It is a peer-to-peer led programme, driven by scientific information and real-life stories, so together we can share, learn and support our wellbeing.

The organisation is supported by RHASS, the Movember Foundation and NFU Mutual Charitable Trust, who supported the launch of the organisation.

Movember Foundation are matching every £1 raised by Farmstrong Scotland, to the sum of £350,000. Anyone wishing to donate or find out more about supporting the charity, can get in touch via hello@farmstrongscotland.org.uk

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