*PRESS RELEASE*

*24 February 2025*

*For Immediate Use*

**Farmstrong Scotland appoints NHS Occupational Therapist and Agricultural Consultant to its board.**

Farmstrong Scotland, the wellbeing charity for farmers and crofters, has appointed two new trustees following an overwhelming response to its first-ever public call for board members.

The peer-to-peer led programme, which recently secured charity status, was keen to attract individuals with wellbeing knowledge, a strong network, and fundraising experience.

After a competitive selection process, NHS Occupational Therapist Vicky Fyffe and Agricultural Consultant Sascha Grierson will join Farmstrong Scotland.

Vicky Fyffe, from Angus, lives on her family’s arable and poultry enterprise, which has recently expanded into dairy. She specialises in mental health, vocational rehabilitation and trauma recovery, helping individuals regain independence following illness or injury.

With previous experience in the charity sector, she was keen to combine her professional expertise with her farming background to support Farmstrong’s work in enhancing wellbeing across the agricultural and crofting community.

Commenting on her appointment, Vicky said: “I love living on the farm and know my children will have so many fantastic experiences growing up here, but I also understand the highs and lows of farming life. My work has always been about supporting people to improve their wellbeing in a practical way, and I believe that small steps can make a big difference.

“I am excited to bring both my professional and personal experience to Farmstrong and to help make a positive impact on the farming and crofting community.”

Sascha Grierson has over 25 years of experience in Scottish agriculture. She and her husband have run a diversified organic farm and butchery business for two decades, giving her hands-on experience of the realities of rural enterprise.

 Since 2020, she has led the Agrieconomics team at SAC Consulting, delivering data and insights to support Scottish Government policy decisions. She began her career as a sleep scientist, researching how poor sleep affects mood and daytime function - an issue that resonates deeply with many in the farming and crofting industry, and a topic of focus for Farmstrong in 2025.

Sascha said: “There is a growing awareness that wellbeing isn’t a ‘nice to have’; it’s fundamental to the resilience of our farming and crofting communities, which are the backbone of rural society. Farmstrong is doing vital work in shifting the conversation and providing opportunities for the sharing of peer-to-peer advice and support that is relevant and useful.”

“I’m excited to bring my experience to the board so that together we can help the most important asset within agriculture, its people.”

Chairman John Scott, a farmer from Ross-shire, said he was encouraged by the level of interest in the roles and is confident that the new trustees will bring valuable perspectives to the board.

“We were overwhelmed by the response, and it’s clear that people are recognising just how vital Farmstrong’s peer-to-peer wellbeing programme is for our industry. Both Vicky and Sascha bring a wealth of knowledge and first-hand experience, and we’re delighted to have them on board. Their insight and expertise will be invaluable as we continue to grow Farmstrong’s reach and impact, enabling more people in Scotland’s agricultural community to lead happier, healthier, and more fulfilling lives, in turn creating more productive and sustainable businesses.”

Sascha and Vicky will join the board from February 2025. To find out more or arrange an interview with them, please get in touch via comms@farmstrongscotland.org.uk

More information about Farmstrong can be found at www.farmstrongscotland.org.uk

**/Ends**

**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.

Farmstrong Scotland is a Scottish Charitable Incorporated Organisation (SCIO). Registered Charity No: SC053585.

The charity is supported by RHASS, the Movember Foundation and The 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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