*Press Release*

*19 March 2025*

*For Immediate Use*

**Farmstrong Scotland secures funding from Perth & Kinross Council**

Farmstrong Scotland, the wellbeing charity for farmers and crofters, has been awarded two years of funding from Perth & Kinross Council.

The local authority has agreed to donate £10,000 over two years to fund vital wellbeing activities in the Perth & Kinross area.

The award is the first of its kind from a local authority to Farmstrong, acknowledging the economic value of agriculture to rural communities as well as promoting farmers’ wellbeing for ensuring long-term sustainability of the industry.

The funding came following a roundtable event where councillors and officers from Perth & Kinross Council heard first-hand some of the challenges currently facing the sector.

Councillor Grant Laing, who championed the donation, said: “Perth & Kinross Council priorities include supporting physical and mental wellbeing and maintaining a thriving, resilient and sustainable local economy and Farmstrong’s work aligns with these priorities.

“Economic strength and growth is something that we value highly, and the rural economy is one that should not be missed in that conversation. Farming has been very important in Perth and Kinross for many years, one of the major drivers of economic growth.

“To ensure it’s a sustainable sector we want to support the wellbeing of the people who are working within it, especially with the way farming has changed. It is a lot more of a lonely workplace than it was 20 or 30 years ago”

Councillor Claire McLaren added: “The industry delivers more than food; it delivers rural employment, environmental custodianship and helps meet targets in government legislation. It is a major stakeholder in rural community survival, and we recognise the challenges faced by the sector – directing funding to charities delivering wellbeing support is a first for us but a crucial one for the future.

“In a fast-changing business climate, a strong and resilient mental wellbeing can be challenging to maintain and so in providing this funding we hope to help the good work of Farmstrong grow through Perth & Kinross.”

Farmstrong Trustee and Perthshire Farmer Emily Grant expressed the charity’s appreciation for the council’s contribution.

“We are deeply grateful to Perth & Kinross Council for this vital funding, which will enable us to expand Farmstrong events across the region, allowing us to connect with even more members of the farming community.

“The funding will also be matched by Movember, contributing further funds to help us deliver the valuable resources, events and tools we offer for farmers. It’s an investment both in Farmstrong and the future resilience of the sector, and we hope this will spark conversations with other local authorities.”

**/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 the Movember Foundation who 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](mailto:hello@farmstrongscotland.org.uk)

**Connect:**

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