*Press Release*

*23 September 2025*

*For Immediate Use*

**Help Us Build Better Wellbeing – Share Your Voice in the Farmstrong Scotland Survey**

Wellbeing charity Farmstrong Scotland has launched its annual survey for 2025 following last year's findings that revealed over one third of farmers and crofters across Scotland reported low wellbeing levels.

The 2024 survey, conducted in partnership with research specialists Scotinform Ltd, highlighted significant wellbeing challenges within Scotland’s agricultural community, with 36% of respondents seeking help with managing tiredness, fatigue and sleep issues, while 29% wanted techniques to stop worrying about work and better manage stress.

In direct response to these findings, Farmstrong developed comprehensive sleep and stress resources, which have now been accessed by thousands of people, and include peer-to-peer stories from Scottish farmers and crofters, expert advice, and evidence-based materials, delivered through videos, podcasts, webinars, printed and digital resources – all available on the Farmstrong website.

“The 2024 survey revealed that although farmers and crofters were reporting wellbeing levels slightly below the national average, those who had engaged with Farmstrong said it had helped them improve their wellbeing,” said Alix Ritchie, Director at Farmstrong Scotland. “We’ve spent the year developing targeted resources based on what the farming community told us they needed and now we need their help again.

“Looking ahead, this year’s results will be crucial in guiding our next phase of work,” added Alix. “We’ll be able to see whether our sleep and stress resources are having the impact we hoped for and identify emerging wellbeing priorities. Every response helps us build a clearer picture of what Scottish farmers and crofters need to thrive, which directly influences the resources we develop and how we deliver our support, so I’d encourage as many people as possible to take part and spread the word.”

Combined with foundation research, these survey insights will inform the charity’s programme development and help track changes over time.

The value of this community-focused approach is reflected in user feedback. One respondent from last year’s survey said: “It’s so refreshing to hear other people’s stories and having resources that are specifically tailored to Scottish farming and crofting makes a huge difference. It really encourages you to take your health more seriously and talk about it more openly.”

The survey is open to all farmers, crofters, and members of the wider agricultural community across Scotland. Participants can complete it online at <https://www.farmstrongscotland.org.uk/> or request a paper copy by contacting hello@farmstrongscotland.org.uk.

It takes approximately ten minutes to complete, with participants able to enter a draw to win one of five £50 vouchers for a retailer of their choice.

The survey will remain open until 28 November 2025, with findings expected to be published towards the start of next year.

**/ENDS**

Survey QR Code

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**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 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

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