



**FARM STRONG**  
Scotland

# ***Impact*** ***Report*** **2025**

**An insight into farmer  
and crofter wellbeing  
in Scotland**

# **Small Charity** **Measurable** **Impact...**

**The Farmstrong Wellbeing Survey 2025 provides a detailed snapshot of how Scotland's farmers and crofters are feeling, and the steps they are taking to help them feel good and function well.**

Designed by Scotinform, the survey was completed by 411 respondents from across Scotland's agricultural community. Every region and age range was represented, all major farming sectors were included.

The results show that wellbeing across the sector remains below the national average. **The good news is that that 80% of those who have engaged with Farmstrong say it has had a positive impact on their health and wellbeing.**

This research demonstrates growing engagement, measurable behaviour shifts and increasing levels of positive impact among those who engage with Farmstrong.

The findings present a balanced picture. There is still work to do, however there is also clear evidence that Farmstrong's consistent, practical messaging is encouraging farmers to make small changes and build habits that support better wellbeing.

**Alix Ritchie**  
Farmstrong Director



# Farmer & Crofter Wellbeing in 2025



**The mean WEMWBS\* score for the survey sample was 46.51. This is below the national average for Scotland in 2024 of 48.5. It is slightly above the 2024 survey figure of 46.27.**



These figures highlight the continued pressures facing the agricultural community. They also show stability year on year, with a slight upward movement in overall scores.

Understanding where the sector stands is an essential foundation for meaningful progress.

\*methodology page later in the document

# Farmers are already **Taking Action**

One of the most striking findings from the 2025 survey is that 93% of respondents have taken steps to address their wellbeing in the past two weeks.<sup>27</sup>

The most commonly used methods were:

**Talking**  
with  
**family**

**Talking**  
with **other**  
**farmers and**  
**crofters**

**Talking**  
people **outwith**  
**farming**

These were the same as in 2024.

This demonstrates that many within the agricultural community are already making space to support their wellbeing.

**Conversations remain central.**  
Connection remains powerful.



# Engagement with Farmstrong

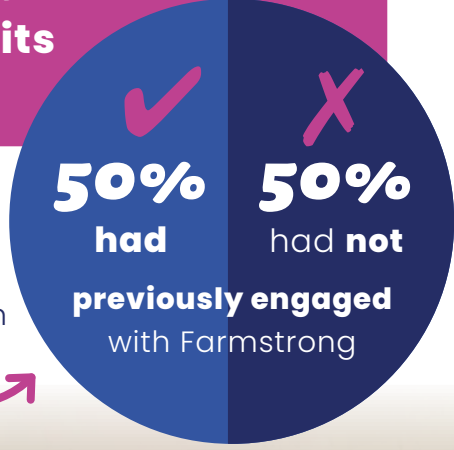


**77%**

of respondents who were aware of Farmstrong had **engaged** with one or more of its activities

This is an **increase** from **66%** in **2024**  
Engagement across all activities is up on the previous year, suggesting a deepening level of involvement

This balance provides a valuable comparison between those who have engaged and those who have not, strengthening understanding of impact.



**Farmstrong in Action**

# Reach *and* Activity

**2025** in numbers

**Connected  
in person**



with over

**4,100**

**farmers & crofters**

**14**



new **Blether Together**  
**Podcast episodes**  
released, and over  
**9,500 downloads**

Over



**102,000**

**visits** to the  
**Farmstrong website**  
up **58%** on last year

**20**

**Farmstrong  
events  
delivered**



across Scotland

**12**



**stories shared**  
in **print** with media  
partner **The Scottish  
Farmer** & wider press

**411**

**respondents**  
to the 2025 Farmstrong  
**survey**



**39**



**e-newsletters**  
issued - **64,000 sends**  
with average  
**51% open rate**



Attended over

**70**



**stakeholder events**  
to **deliver workshops**  
& **interactive sessions**

Over

**1,200,000**

**views**  
on **Farmstrong**  
**Facebook** and  
**Insta** channels



# Where Impact is Measurable



The 2025 findings show statistically significant differences between those who have engaged with Farmstrong and those who have not.

Respondents who have engaged with Farmstrong are statistically more likely to have improved their:

 <p><b>Level of contact</b> with family or friends</p>	 <p><b>Amount of exercise</b> they do</p>	 <p><b>Volunteering</b> in their local community</p>	 <p>Time <b>taking notice</b></p>	 <p><b>Physical health</b></p>
 <p><b>Time away</b> from the farm or croft</p>	 <p>Time <b>learning new things</b></p>	 <p>This represents a <b>considerable increase</b> from 2024, when one measure was statistically significant in terms of impact.</p>		

**80%** of those who have engaged with Farmstrong say that it has had a **positive impact on their health and wellbeing**. These figures are higher than in 2024, when 67% reported a positive impact.

**83%** of respondents are **likely to recommend** Farmstrong to another farmer or crofter.

These results indicate growing confidence in the programme and increasing evidence of behavioural change within the sector.

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**Farmstrong**

**Voices”**

Alongside the statistics, respondents shared reflections on how engagement has influenced their approach to wellbeing...

Made me realise that it is important to **take time to notice** what is around you and appreciate what I have

I have started going to the gym twice a week and made new friends. I feel **stronger, fitter** and it has improved my mental health

The work on **mental mindset** on the farm has **changed the way I look at things**

Farmstrong has made me realise **that it is not selfish** to look after myself.

I feel it has helped me get other farmers nearby to **start talking and thinking about their wellbeing**

I previously spent regular time on exercise, volunteering and trying to be off farm, but usually this felt like a **guilty pleasure or personal indulgence** and I felt I should have been staying put and getting on with things that needed done. **Farmstrong has helped me rationalise that these activities are important** in their own right and **should have a proper place in my daily life** and so I have a more positive and confident approach to personal time out or away from farm work and a more disciplined approach to when I work.

# Cultural Change Takes Time

**The survey also highlights ongoing barriers. Time constraints, stigma and heavy workloads remain challenges for many within the agricultural community.**

Progress is rarely immediate. Cultural change develops gradually.

The 2025 results reinforce the importance of continuing to **listen to the lived experiences of farmers and crofters**, and of **working collaboratively with agricultural businesses, organisations, charities and the wider sector.**

The evidence suggests that **consistent, practical messaging encouraging small steps** is contributing to meaningful shifts in behaviour.

The focus remains on **supporting the agricultural community to thrive, not simply cope.**



# Who Took Part?



**411**

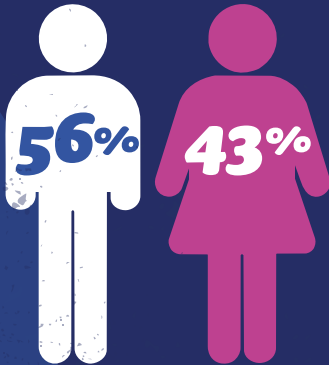
respondents  
**completed**  
the **survey**



**Every region**  
in  
**Scotland**  
was  
**represented**

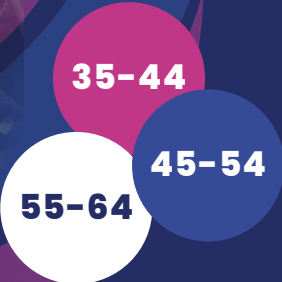


**All farming types** were  
**represented**, with the  
largest percentage  
working in **sheep, beef**  
**cattle** and **arable**  
**farming**



**56% of respondents were male** and **43% female**.

According to the 2025 Scottish Agricultural Census, the **gender profile of working occupiers is 31% female and 69% male**. This variable was used to weight the data.



**All age ranges** were represented in the sample, with the **largest cohorts** in the **35 to 44, 45 to 54 and 55 to 64** age ranges. In comparison with the profile reported nationally, **this sample is generally younger**. This variable has been used to weight the data.

# Methodology

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**A quantitative survey was designed by Scotinform in partnership with input from a member of the Farmstrong Advisory Group and the Farmstrong team. The survey was largely the same as the 2024 survey to allow comparison of the two datasets.**

The survey incorporated the Warwick Edinburgh Mental Wellbeing Scale (WEMWBS) © University of Warwick, 2006, all rights reserved. This 14 question scale generates a mental wellbeing score from 14 to 70 and is widely used in population wellbeing research.

The online survey was distributed via social media platforms, newsletters, WhatsApp and shared by stakeholders through their communication channels.

The online survey was supplemented with face to face research conducted by professional fieldworkers at agricultural marts in Dalmally, Stirling, Huntly, Oban and Lanark, as well as at AgriScot in Edinburgh. These locations ensured a strong geographic spread across Scotland.

The survey was launched on 15 September 2025 and ran to 29 November 2025.

Sincere thanks are extended to all those who contributed to the distribution and completion of the survey.

**SCOTINFORM**

**An insight into farmer and  
crofter wellbeing in Scotland,  
using primary data captured by  
Farmstrong Scotland**

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**[www.farmstrongscotland.org.uk](http://www.farmstrongscotland.org.uk)**



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