



EMBARGOED until 15th January 2025

Launch of New AgriWellbeing Alliance at LAMMA

The AgriWellbeing Alliance is being launched at LAMMA and is a newly formed coalition initially pulled together by the Crown Estate, Mates in Mind, National Association of Agricultural Contractors (NAAC), IOSH Rural Industries Group, Agrii, Farm Safety Foundation (Yellow Wellies), and Farming Community Network (FCN).

The vision of the new Alliance is to work towards a farming sector where mental health and wellbeing is prioritised, supported, and openly discussed. This will include supporting farmers and those who visit farms and become 'accidental counsellors'.

The weather, political uncertainty and increasing costs continue to put the farming industry under increasing pressure, and recent surveys highlight that farmers continue to suffer poor mental health with low business confidence plaguing our sector.

Commenting Keith Knowles, Crown Estate said, 'Agriculture, with its concerning statistics of serious incidents and mental health challenges, is an industry that we should take every opportunity to support in driving initiatives that embed safety and mental health as a core priority in the agricultural sector. We have a great opportunity to do this through listening to and working with our farming families, along with using our broader convening power, to promote awareness, to signpost to those organisations that can provide support and to thrive to build a resilient and healthier farming community for future generations.'

Jill Hewitt, NAAC Chief Executive added, 'Agricultural contractors can be under extreme pressure themselves but may also take on the concerns of their customers. Talking is a great healer and its fantastic if the industry can share its worries, but we also need to be certain that everyone is properly supported with help signposted.'

The new Charter (below) is being launched at LAMMA and the Alliance is asking rural landowners, farming families, mental health organisations, agricultural contractors, agricultural advisors and all those that cross the farm gate to join in working together to create positive change for the future of farming.

The Alliance founding organisations are delighted to be working with the support of Professor David Rose, Elizabeth Creak Chair in Sustainable Agricultural Change and his team at Harper Adams

University. They have developed a survey that has been sent out to agronomists, land agents and contractors who all visit farms. Professor David Rose, said, 'The academic research shows the importance of expanding the safety-net of support available to the farming community. Our initial findings are showing that land agents, agronomists, and contractors (amongst others) are being confided in by farmers and these advisors would like more support. Equipping these 'accidental counsellors' with the knowledge, confidence, and support to look after their own mental wellbeing, as well as to spot signs of stress in farmers and signpost them towards sources of help, is vitally important.'

Petra Martin, Agrii Group Head of Health & Safety, IOSH Rural Industries Group Vice-Chair describes the experience within Agrii. 'Our agronomists and advisors directly experience the impacts that the challenges in farming have on our customers, as well as on them individually. This alliance will spotlight all the great support available in the agricultural industry, improving awareness and facilitating access to essential services. There is strength in aligning with others to increase the volume of our individual voices; together, we can help drive change.'

The opportunity to bring expertise together and through collaboration and partnership have tangible impact is what brought Mates in Mind into the Alliance. Sam Downie, MD Mates in Mind felt the charity's resources and experience could support progress being made quickly and with investment targeted at enhancing materials and refining effective interventions, rather than reinventing.

Georgina Lamb from the Farming Community Network shares Sam's commitment to collaboration between charities, summarising by saying: 'FCN are delighted to be part of the alliance and fully support the mission. The staff and volunteers at the charity fully understand the challenges our industry face so tackling the stigma of mental health and normalising those difficult conversations we all sometimes face can only be a positive way of ensuring a healthy and sustainable farming community.'

The Alliance will officially launch at 2pm on 15 January in the FG Live Presentation Area

<https://www.lammashow.com/lamma-2025-programme/agri-mind-alliance-improve-mental-health-wellbeing-agriculture>

Agri-Wellbeing Alliance Charter

January 2025

Our Vision

A farming sector where mental health and wellbeing are prioritised, supported, and openly discussed.

Our Mission

To collaborate with rural landowners, farming families, mental health organisations, agricultural contractors, agricultural advisors and all those that could cross the farm gate to raise awareness, reduce stigma and promote access to essential mental health support services.

Our Commitment

Support Mental Health: Equip farming families and those working in the agricultural industry with tools and resources to prioritise their wellbeing.

Raise Awareness: Use our convening power to foster open conversations and reduce stigma around mental health.

Promote Collaboration: Work with farming families, rural landowners, mental health organisations, agricultural contractors, agricultural advisors and all those working in the agricultural industry, to signpost to those organisations that can provide support.

Drive Change: Drive initiatives that embed mental health as a core priority in the agricultural sector.
For further information contact:

Together, we can build a resilient, thriving, and healthier farming community for future generations.

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