Being a Resilient Farmer in Times of Change

Chair
Russell Carrington

Panellists
Charles Ellett – The Ethical Dairy
Sam Conway – The Farming Community Network
Holly Beckett – Focussed Farmers
Adrian Cullis – Agricultural Christian Fellowship
The Farming Community Network (FCN)

- Voluntary organisation and charity
- Practical and pastoral support
- National helpline
  - 03000 111999
  - Open 7am-11pm every day of the year
- Over 400 volunteers throughout England & Wales
- “Walk with” anyone who seeks support
- Founded in 1995
• Responding to farmers already in crisis
• Reactive support
• Relatively unknown
• More proactive support
• Raising awareness of dangers
• Greater expertise
• More awareness
• Wide range of expertise among volunteers
• New brand
• Well-respected agricultural charity
• Working closely with Defra and multiple agricultural stakeholders
• Helping build personal and business resilience within farming community
• Encouraging farmers to embrace change
What is FarmWell?

• A one-stop online resources hub to help farmers keep themselves and their business strong and resilient
• Free to use and all information in one place
• Has three clear aims:
  
  **Business Resilience**
  Keeping your business resilient through change
  Provide links to the most useful and user-friendly information sources across all farm business areas, where you can find the facts to help plan successfully and efficiently.

  **Personal Resilience**
  Helping you, your family and your staff to stay resilient through change
  Interesting articles, tips and programmes for keeping fit and healthy.

  **Support**
  Support and help if you need it
  Guidance on how you can access additional support and mentoring, both from a business and personal perspective, should the need arise.

• Covers all agricultural sectors
• Key sponsors already on board
A farming family runs a sheep and dairy smallholding. The farm has recently been hit by animal disease and low market prices and the family are looking to diversify the farm business by setting up a farm shop, café and ice-cream parlour, using the farm’s own organic milk.
DIVERSIFICATION

Farming diversification can help in modifying the current farm business model into paths that may improve profit and income, as well as improving the quality of life for the farmer. This can help protect against crises and risk an insurance project to fall back on.

Building an industrial strategy

- Farming and food and the Industrial Strategy: Strategies for Agricultural Technology (Department for Business, Innovation and Skills)
- Industrial strategy for farming (Defra)
- Farm diversification (All Business Info)

Direction on how to make the most of your business

- Farm Diversity Magazine

How British farms are diversifying

- How Britain's farmers are diversifying

Check out these podcasts on farming diversification

- Farming diversification (NFU Mutual)
An elderly husband and wife have been running the same dairy farm business for 45 years. In recent years, the wife has begun to show early signs of dementia. She struggles to remember things, has difficulty communicating and has become increasingly agitated. She keeps making mistakes on the farm, but insists on carrying on as normal. The husband is forced to pick up the pieces, as well as carrying out his own responsibilities – something that he is now struggling with physically and mentally.
Welcome to FarmWell, a one stop resource to help you and your farm business stay strong and successful.
Personal Resilience
Case study

DEMENTIA AND FARMING

Types of dementia

Dementia is a word used to describe a set of symptoms. Symptoms between the different forms of dementia can vary a great deal and can include memory loss, confusion and mood changes.

Dementia can be caused by a number of different diseases – Alzheimer’s disease is the most well-known and the most common, causing about two-thirds of cases.

Other diseases that cause dementia include vascular dementia, dementia with Lewy bodies and frontotemporal dementia. Often, dementia is caused by both Alzheimer’s disease and either vascular dementia or dementia with Lewy bodies, sometimes known as mixed dementia.

The Alzheimer’s Society have lots more useful information on the various types of dementia. Dementia friendly downloadable sign-up

Dementia-friendly rural community guide

- When a person is living with a dementia-related condition it can have a significant effect on the ability to farm successfully.
- Dementia can seriously alter behaviour and has an impact on working patterns.
- There is also a safety concern on farms as they can be filled with hazards for the person living with dementia.
- The Alzheimer’s Society have provided a sign up document in downloading a guide to coping with dementia in rural communities: Dementia friendly rural community guide.
What is the next step?

- Suite of FarmWell-branded material and information
- References, videos and apps
- “Farmer perspective”
- Training programmes on managing stress
- Mentor training programme
- Details of external training events and farmer meetings
- Local contact information
- Wales-specific content
- Dedicated site navigators

What would you like to see?
“This programme will make you so focussed you will find yourself doing double the work, in half the time and still wonder how you have so much energy left.”

Aaron Hughes: Beef & Sheep farmer; Wales
Active Listening
What is Mindfulness?

“Paying attention to the present moment, in a particular way, without judgement”

Jon Kabbat-Zin
Stress Starts in the Mind

THOUGHTS

THOUGHTS

PHYSIOLOGY

PHYSIOLOGY

BEHAVIOUR

EMOTIONS

EMOTIONS

BEHAVIOUR
Meditation Process

Simple Brain Training

Follow breath

Regain focus/attention

Distraction
Neuroplasticity...
Benefits of Meditation

- Reduces stress
- Strengthens memory
- Improves concentration
- Increases productivity
- Enables creativity & innovation
- Promotes better quality of sleep
- Reverses ageing
- Boosts emotional intelligence
Benefits of Meditation

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Outside of Ag Industry
Quantitative Results

Results of 8 Week Mindfulness Pilot

<table>
<thead>
<tr>
<th>Category</th>
<th>Pre Programme</th>
<th>Post Programme</th>
<th>Change</th>
</tr>
</thead>
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<tr>
<td>Self Discipline</td>
<td>24%</td>
<td>59%</td>
<td>24% INCREASE</td>
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<tr>
<td>Purposeful Focus</td>
<td>27%</td>
<td>50%</td>
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<tr>
<td>State of Mind</td>
<td>30%</td>
<td>33%</td>
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<tr>
<td>Stress</td>
<td>35%</td>
<td>12%</td>
<td>25% DECREASE</td>
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Back to Camp...
Stress Shrinks Brain Networks

A: Normal
B: Stressed
Achieving Your Goals

Pointing your mind in the right direction
Achieving Your Goals

Pointing your mind in the right direction

STARTING WITH YOUR WHY!
Do We Need Stress??

“I had no idea what stress was – I mistook it for adrenaline. By redefining my understanding of ‘focus’ I’ve been able to limit the ‘stress’ I was under.”

Aled Davies; Director of Pruex; Wales
What will I learn from the free video series?
- How to train Purposeful Focus
- The importance of Goal Setting
- Make Decision Making effortless
- The steps needed to Banish Stress

...even farmers can learn the psychology of success!
Are You Up for it?

The only way to taste a tomato....
Thank you

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