



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









FarmWell

INFORMATION | SUPPORT | RESILIENCE

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





FARM CRISIS NETWORK



- Responding to farmers already in crisis
- Reactive support
- Relatively unknown



FCN 

THE FARMING COMMUNITY NETWORK



THE FARMING COMMUNITY NETWORK

- More proactive support
- Raising awareness of dangers
- Greater expertise
- More awareness



FCN | THE FARMING
COMMUNITY
NETWORK

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- 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





FarmWell

INFORMATION | SUPPORT | RESILIENCE

What is FarmWell?

FCN | THE FARMING
COMMUNITY
NETWORK



- **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**

Business Resilience

Case study



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.

Business Resilience Case study



English Cymraeg

FCN | THE FARMING COMMUNITY NETWORK

ABOUT BUSINESS RESILIENCE PERSONAL RESILIENCE GET SUPPORT HELP FCN **SEARCH**

Welcome to

 **FarmWell**
INFORMATION | SUPPORT | RESILIENCE

Business Resilience Personal Resilience Get support Reference

Welcome to Farmwell, a one stop resource to help you and your farm business stay strong and

Business Resilience Case study

Welcome to



Business Resilience		Personal Resilience		Get support		Reference	
Animal welfare +	Brexit +	Family & Staffing +	Legal and regulatory +	Staying Connected +	Strategy and Finance ×		
Technical Information						Strategy and planning	
						Diversification	
						Financial management and benchmarking	
						Marketing	

BUSINESS RESILIENCE

Business Resilience

Case study



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](#) (NI 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)



Personal Resilience

Case study



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.

Personal Resilience Case study



Welcome to Farmwell, a one stop resource to help you and your farm business stay strong and

Personal Resilience Case study



Business Resilience		Personal Resilience		Get support		Reference	
Dementia	Cancer support	Counselling support and talking therapies	Coping with bereavement	Personal health			
Dementia and farming	Wellbeing	Staying Connected	Staying physically fit	Working safely			

- Dementia support
- The typical signs of dementia
- How to talk about dementia

PERSONAL RESILIENCE

...ce in the farming community is a widely recognised process of coping

Personal Resilience Case study

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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





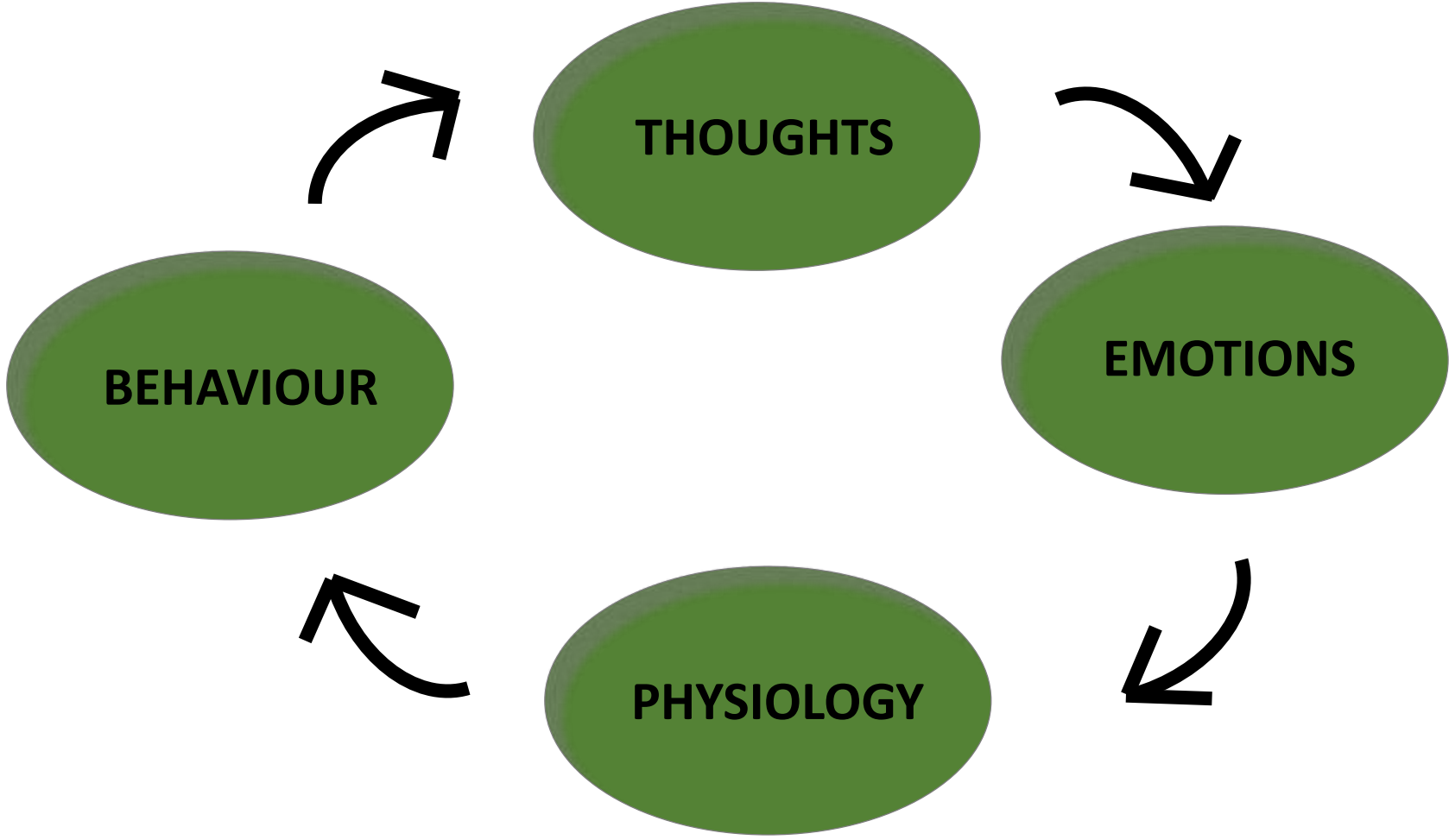
What is Mindfulness?

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

Jon Kabbat-Zin



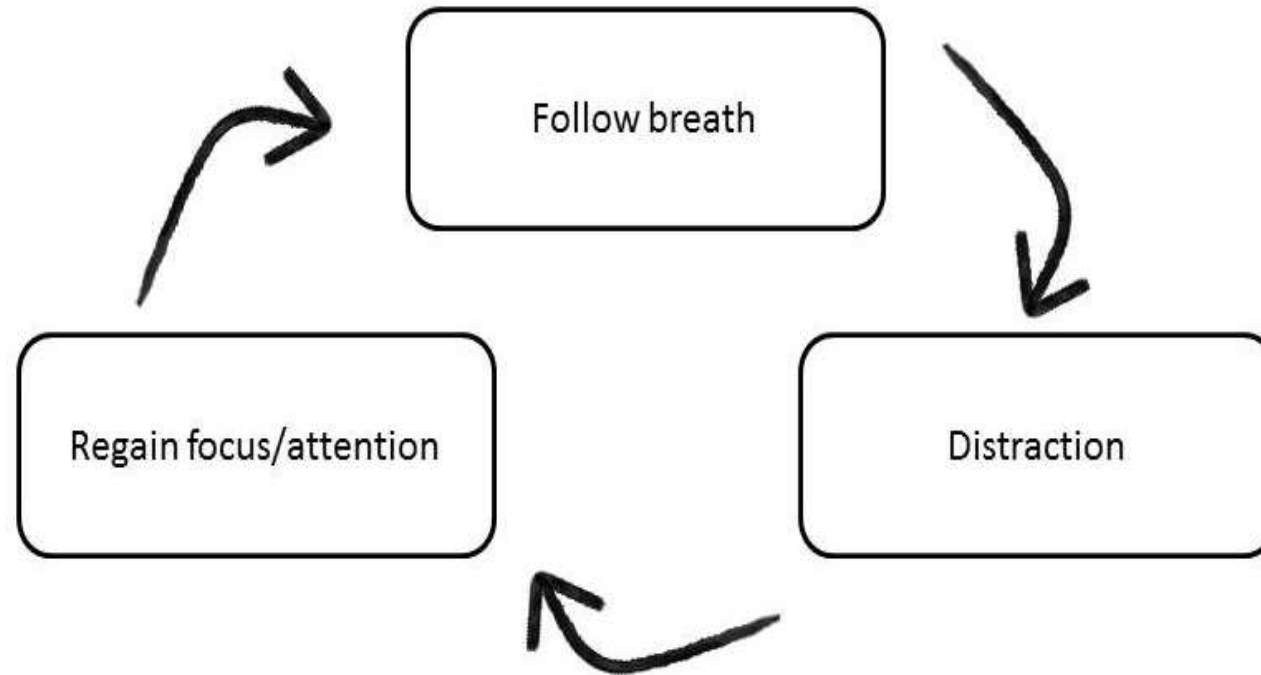
Stress Starts in the Mind



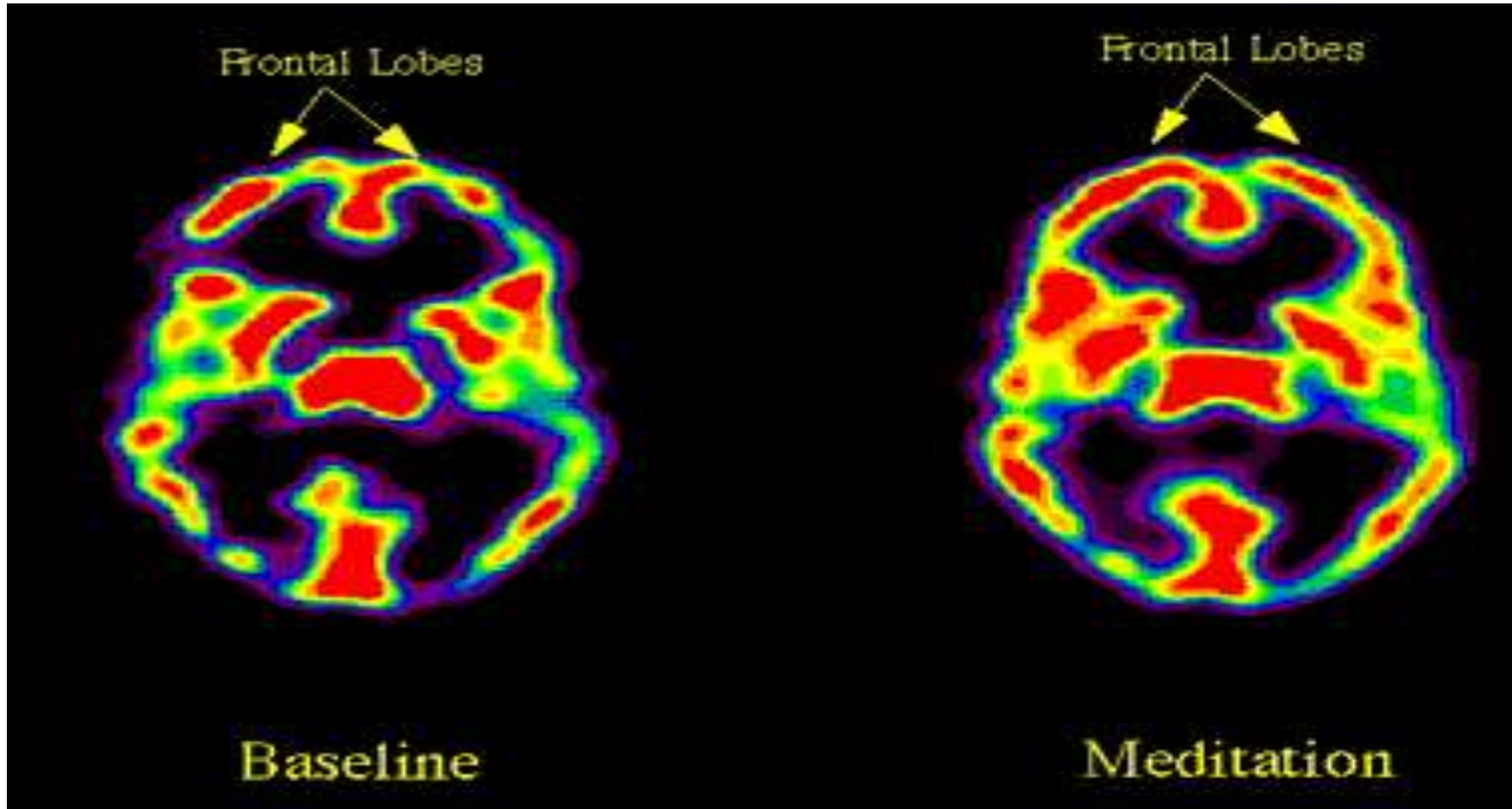


Meditation Process

Simple Brain Training



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

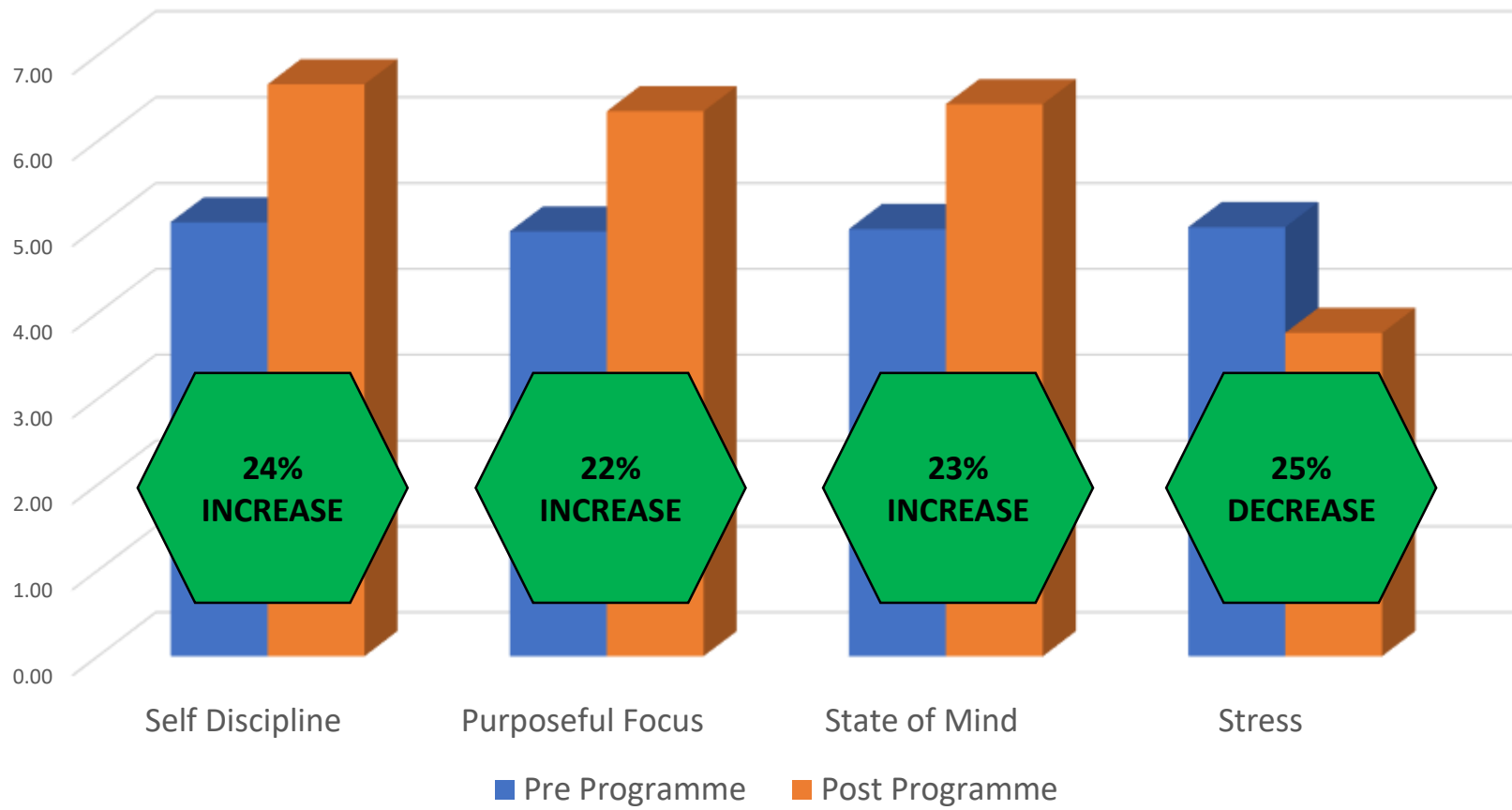




Quantitative Results



Results of 8 Week Mindfulness Pilot



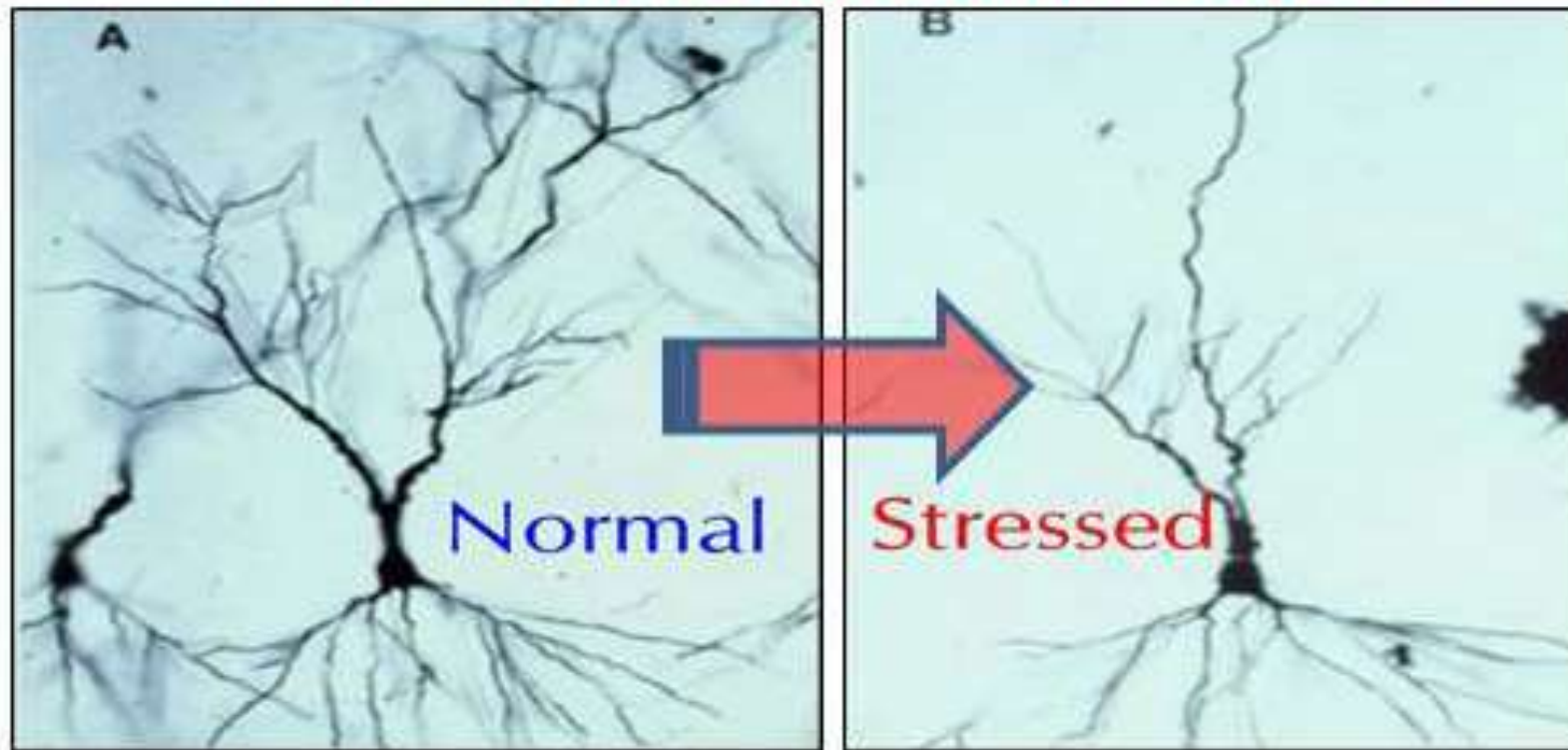


Back to Camp...

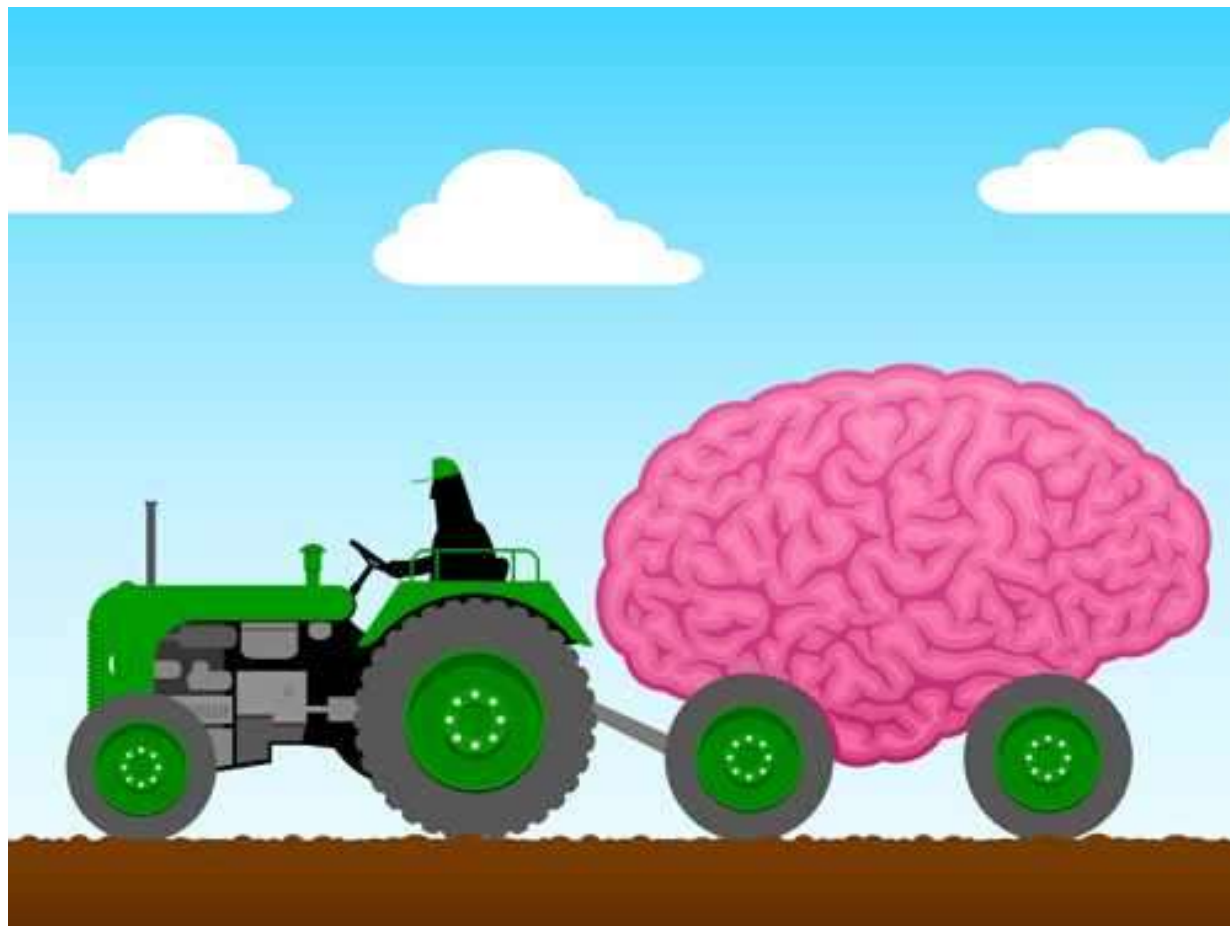




Stress Shrinks Brain Networks



Achieving Your Goals

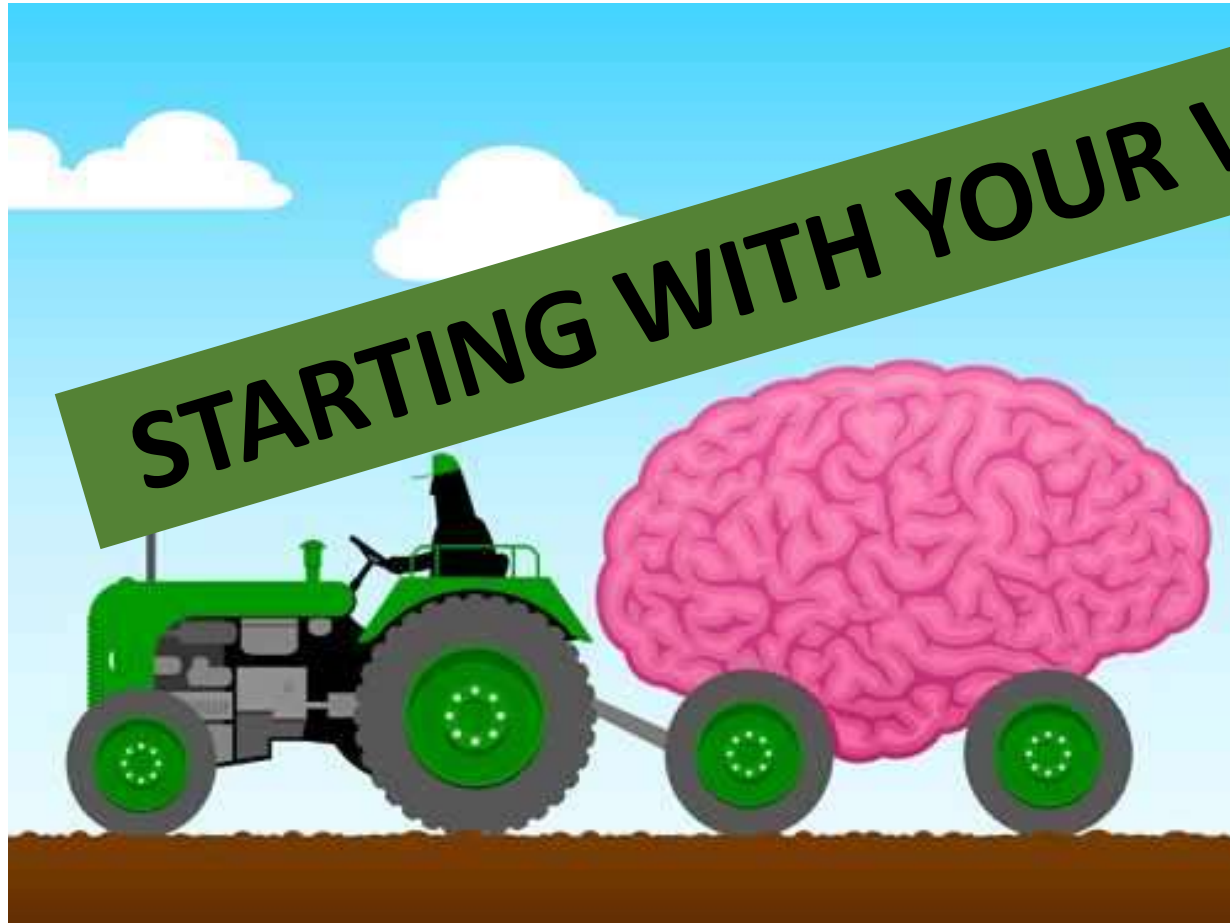


**Pointing
your mind
in the
right
direction**

Achieving Your Goals



STARTING WITH YOUR WHY!



**Pointing
your mind
in the
right
direction**



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



12 part Video Series



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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