

RABI Strategy 2025–2030

Empowering the worth and wellbeing of farming people

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Strategy 2025–2030

About RABI

- We provide **practical, emotional** and **financial** support to farming people.
- Our work spans **England** and **Wales**, supporting individuals and families.
- Support is needed at different points, not only when circumstances become critical.
- The importance of **preventative support** is reflected throughout our new strategy.



The Big Farming Survey

- Over **15,000 farming people** took part, making it one of the largest studies of its kind.
- Responses reflected **experiences across all generations**, from younger farmers to those later in working life.
- The findings showed consistent links between physical, mental and financial pressures, helping define **the farming wellbeing gap**.



The farming wellbeing gap

- **52%** report ongoing pain or discomfort that affects daily life.
- **24%** experience mobility issues limiting activity.
- **31%** report anxiety or depression.
- **Patterns consistently differ** from UK population averages.

What we see behind the data

- People describe using **coping behaviours** to manage pressure.
- **Relationship strain** and **controlling dynamics** often remain hidden.
- Long-term health concerns may **go untreated** for extended periods.
- Many feel **under sustained strain** without speaking to anyone.

Our strategy 2025–2030



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Strategy 2025—2030

RABI[®]
the farmers charity 

Vision, Purpose, Ambition

Vision:

A future where farming people feel valued and positive.

Purpose:

To listen, champion and support.

Ambition:

To close the farming wellbeing gap.



Our Strategic Aims



1. Improve access to support.
2. Strengthen community resilience.
3. Maximise reach and impact

Aim 1: Improving Access

- Understanding cultural, practical and structural barriers.
- Ensuring support is easier to engage with at earlier stages.
- Working with partners to develop approaches that reflect real-life constraints.

Aim 2: Strengthening Community Resilience

- Many pressures relate to wider circumstances, not just individual challenges.
- Resilience depends on stable foundations: health, income, relationships.
- Community-led insight will shape local approaches and pilot solutions.

Aim 3: Improving Access

- Strengthening crisis and preventative support.
- Establishing community engagement groups across England and Wales.
- Ensuring more farming people know help is available and feel able to access it.

Relevance to today's meeting

- Hidden vulnerability is a shared concern across rural communities.
- Insights from farming people contribute to the wider understanding of need.
- We welcome continued collaboration and shared learning.

Thank you for your time



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strategy, visit
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