



Empowering the worth and wellbeing of farming people

Strategy 2025—2030



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We have a unique opportunity to build on the existing resilience and optimism of our farming community and help them create their positive futures.

— Alicia Chivers, RABI Chief Executive

A message from RABI's Chief Executive

I am delighted to share RABI's new strategy. During a time of fundamental change and uncertainty for people working in agriculture, the unwavering commitment of our farmers, who we all depend on daily, remains immeasurable. The capacity of this tenacious community is however finite and, for too many, cracks are beginning to show.

At the heart of the strategy is our vision for a future where farming people feel valued and positive. This strategy sets out our priorities as we enhance and accelerate the development of our reactive and preventative health and wellbeing services.

To achieve our vision, we must do more. It is not enough to be ready to support at the moment of crisis, although this will remain an important aspect of our work. We're taking action to try to help prevent crises before they occur but we can't do this alone. Over the next five years, we'll be deepening our partnerships across agriculture and government, and with our rural communities.

The rewards and challenges of farming differ for every farming person but our evidence is clear; the mental, physical and financial health of working-age farming people is unacceptably poor. Building on the evidence of RABI's Big Farming Survey, we will focus on working with our community to understand what is driving the 'Farming Wellbeing Gap' and begin to pilot solutions to help overcome this.

We are at a point in time when we have a unique opportunity to build on the existing resilience and optimism of our farming community and help them create their positive futures. I invite you to join us on our journey to help shape a future our farmers deserve.

Alicia Chivers

October, 2025





Our vision and values

■ Our Vision

A future where farming people feel valued and positive.

■ Our Purpose

We exist to listen, champion and support the farming community.

■ Our Ambition

To close the farming wellbeing gap.



Our values:

Caring

We are committed to honouring diverse perspectives through compassion and inclusion.

Respect

We recognise that every individual is unique with their own experiences, responses and requirements.

Trust

We will be open and honest in our relationships.

Fair

We believe everyone deserves the opportunity to live to their full potential without discrimination.

Stewardship

Using the resources entrusted to us to create lasting impact and drive positive change.

Resilience for a positive future

When home is work and work is life, every day can present new challenges. Resilience isn't simply about adapting to change or bouncing back from challenges, but about having the ability to thrive despite them. Right now, farming people need resilience more than ever.

Evidence from the Big Farming Survey tells us that, for farming people, physical, mental and financial health and wellbeing are directly linked. Our strategy at RABI is to help farming people develop their emotional, physical and financial strength, and know that we are here to support them all the way. Over the next five years our ambition is to support more farming people and develop approaches that allow them to build greater personal resilience to manage the challenges they face.



Working with farming communities and local and national partners, we aim to eradicate the farming wellbeing gap by 2050.

The Farming Wellbeing Gap

The Big Farming Survey evidenced for the first time that farming people have consistently lower mental and physical health than the general UK population. This was defined as the farming wellbeing gap.

RABI is resolute that by 2050 the inequities driving this gap will be understood, with solutions in place to improve the health and wellbeing of farming people across England and Wales.

The challenge we must meet

A healthy thriving society relies on farming people, working tirelessly to produce the food we need every day. The health and wellbeing of farming people themselves is however, too often being placed at risk every day.

430,000

People work in commercial agriculture in the UK
(DEFRA, WG, SG, DAERA)

We estimate up to another

1,000,000

are dependent on or integral to UK farming.

Our Big Farming Survey of over 15,000 farming people found that over half experience chronic pain and one in four have mobility problems. We also discovered that they are disproportionately likely to be depressed, anxious or even suicidal.

Farming life can be incredibly rewarding but it can also be challenging. Whilst the challenges faced by each generation change, those facing farmers today are extensive and too often creating an unacceptable impact on their physical and mental health.

52%

Pain and discomfort

24%

Mobility issues

31%

Anxiety or depression

21%

Difficulty performing usual tasks

4%

Difficulty with self-care

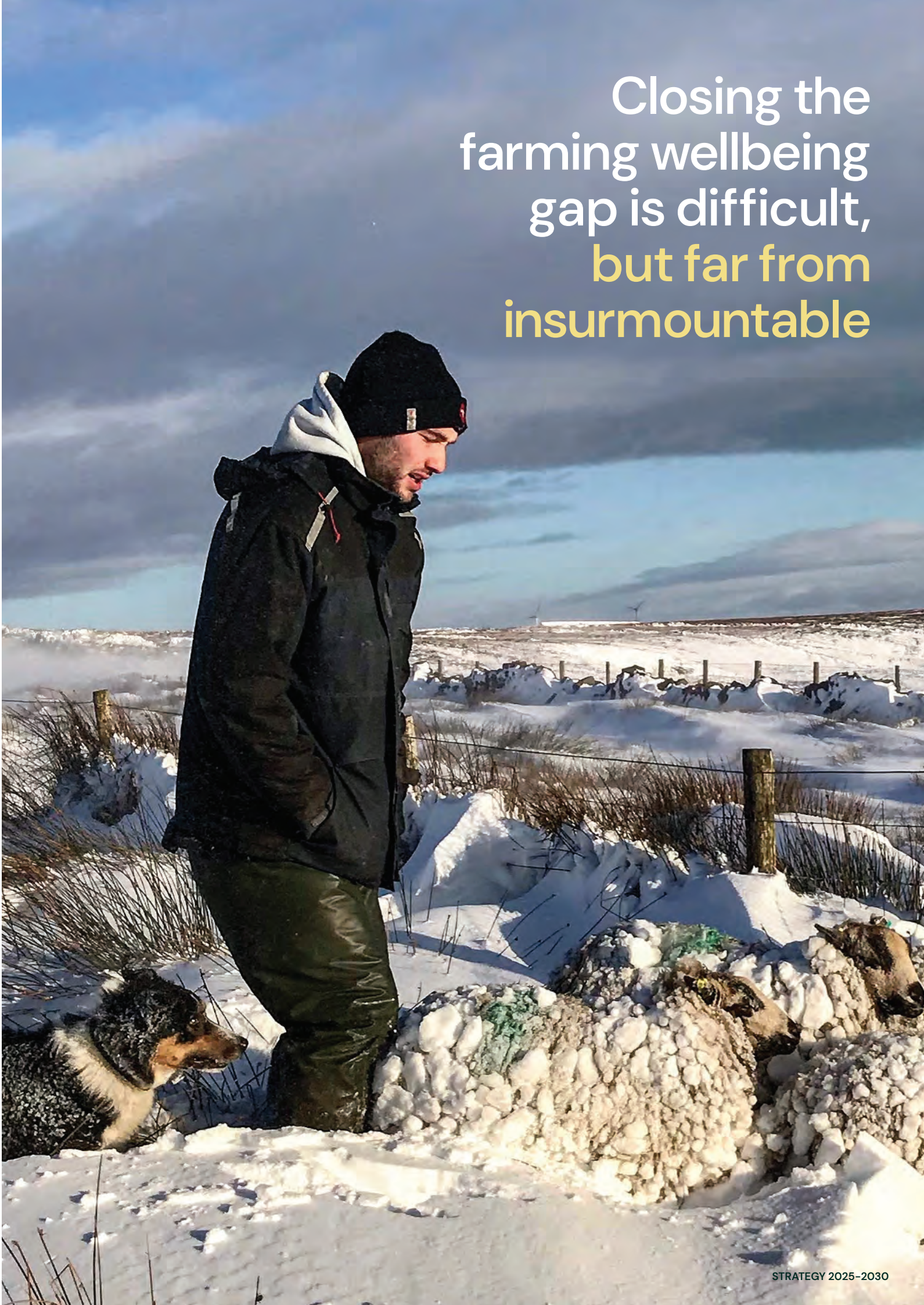
Health-related problems in the farming community
(RABI's The Big Farming Survey, 2021)

Closing the farming wellbeing gap

We believe that closing this farming wellbeing gap is difficult, but far from insurmountable. Over the next five-years, in collaboration with our partners, we plan to work with our community to understand why the wellbeing gaps exist and pilot solutions across England and Wales that empower farmers to live more positive, fulfilled and proactive lives.

Our strategy sets out how we'll play our part by achieving three aims:

- 1 Improve access to health and wellbeing services
- 2 Strengthened community resilience
- 3 Maximise our reach and impact



Closing the farming wellbeing gap is difficult, but far from insurmountable

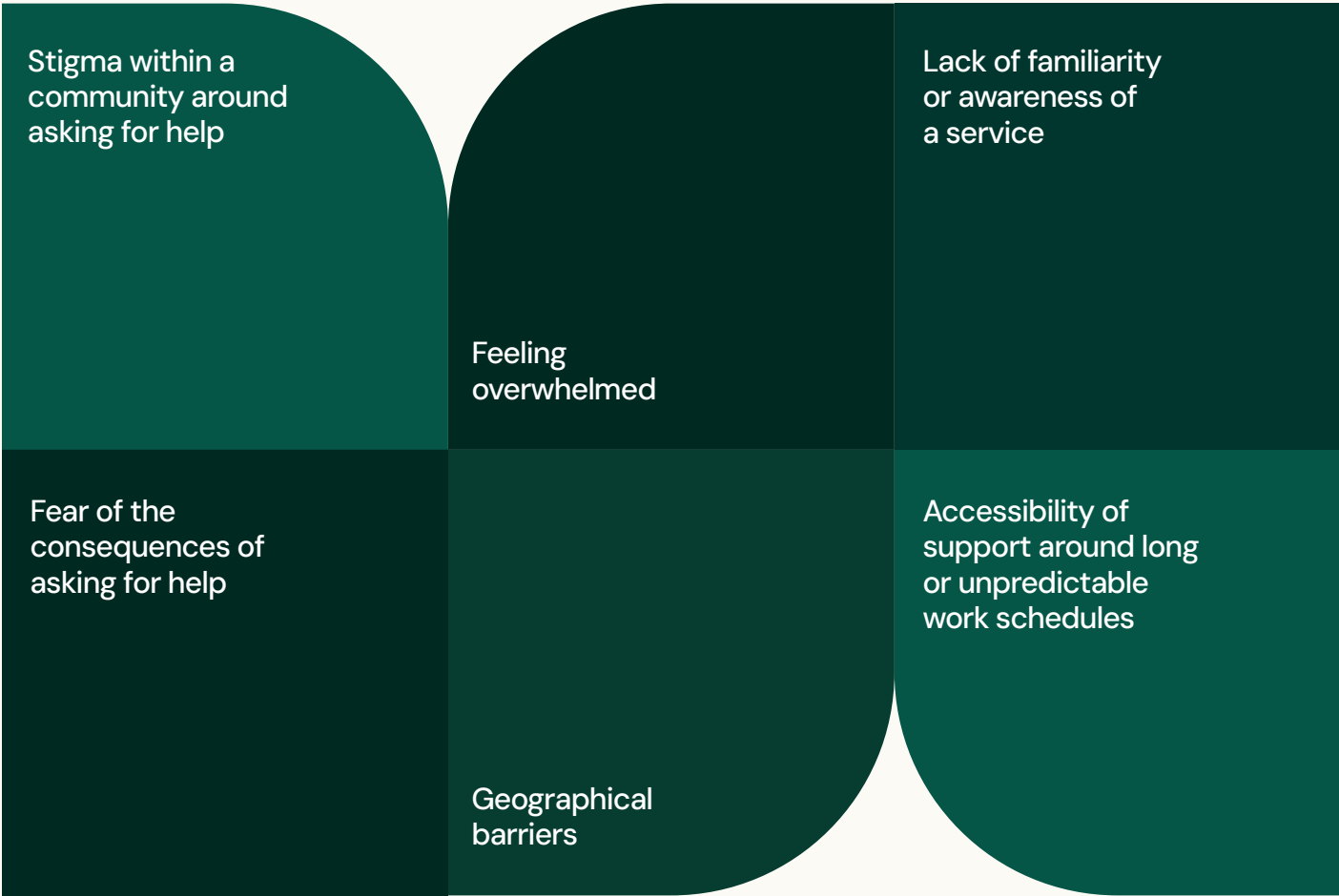
Improve access to health and wellbeing services

The number of farming people accessing support represents a small proportion of those we know are facing significant personal challenges.

We’ve discovered that there are barriers stopping farming people getting the help they need and that too often help is only sought when they are at a crisis point.

To encourage farming people to engage before matters become critical, barriers to accessing both critical and preventative services must be removed. Too many farming people are currently in or approaching crisis and not receiving the help they deserve.

Typical barriers to engagement



How we will improve access to health and wellbeing services for farming people by 2030:



We will carry out research to better understand the physical and cultural barriers that prevent farming people from accessing health services and support.



Using this evidence, we will work in partnership with the farming community, delivery partners and government to co-design solutions that tackle structural barriers to health and wellbeing.



We'll pilot solutions with the greatest potential.



We will share our findings and actively advocate for policy change, bringing partners together and engaging directly with decision-makers to ensure that farming people’s voices and needs shape government policy and resourcing.

Why research matters

Evidence from our Big Farming Survey was instrumental in helping us understand how to develop and target our new mental health counselling and training services. Ensuring that we understand the causes of the wellbeing gap and not just the consequences similarly underpins our approach to developing and piloting solutions to improve healthcare access for our community.

Strengthened community resilience

We believe that improving farming people’s personal resilience is a fundamental aspect of our vision; to see a future where farming people feel valued and positive.

Farming people are often seen as robust and resilient, however our research indicates that for too many, factors such as social isolation or stress over financial viability are having worrying impacts on their personal resilience and wellbeing. Without this resilience, farming people will find it tough to adapt to the generational changes they face.

The building blocks of health



Education & Skills



Money & Resources



Transport



Our Surroundings



Housing



Work



Food



Family & Friends

To create a resilient community these building blocks need to be in place. For too many farming people right now, too many of these blocks are missing or broken. Over the next five-years we will be partnering with farming people, researchers, policy makers and delivery partners to understand which of the blocks needed by our community to have better health and resilience have to be fixed.

By 2030 we will:

- Develop a plan to support the redevelopment of the building blocks of good health through research and social impact monitoring;
- Develop national and local community led networks to consider and pilot solutions with expected efficacy at both a national and local level.

How we will strengthen community resilience by 2030



If we can help to mend these broken blocks, we can prevent more farming people from becoming overwhelmed and help build their resilience for the future.

We also know that many farming people find it hard to access the support services they need. Some do not feel able to speak out because they do not feel they will be heard or helped. Together, we can change this by helping to amplify their voices.

We will do this by:

- Ensuring the lived experience of farming people underpins and informs our work and the work of our affiliate networks;
- Establishing new networks of community-based support partners and volunteers across England and Wales;
- Using the knowledge of the farming community and our research to inform and engage policy makers and influencers.

Top 6 causes of stress amongst farming people

On average, farming people face around six key stressors from more than 100 potential factors, affecting them to 'quite a lot' or 'a large extent'.



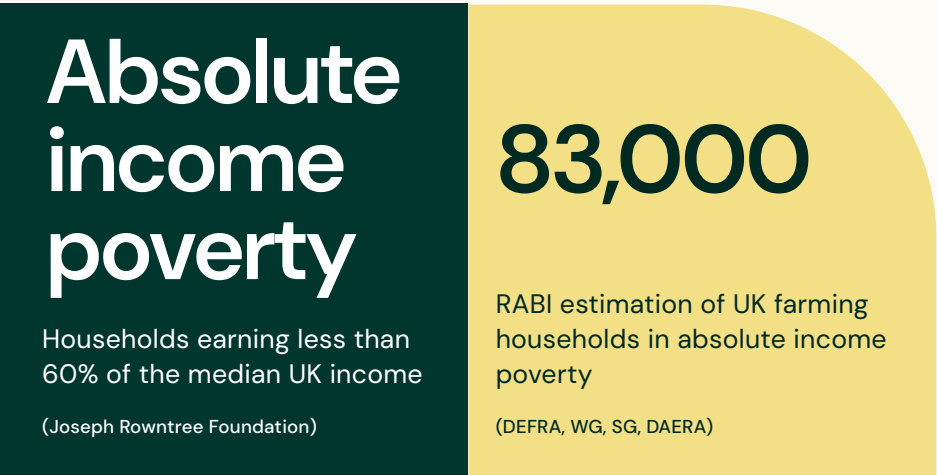
Maximise RABI's reach and impact

In addition to the disproportionate levels of poor physical and mental health evidenced in our research, we estimate that approximately 83,000 UK farming households are currently experiencing absolute income poverty.

Not only does this mean financial insecurity and uncertainty every day, but also constant stress, which can lead to feelings of isolation and disconnection from the community around them. For too many farming people, moving forwards positively is unthinkable when they're feeling so close to crisis.

Only a small proportion of farming people have access to the support they need and too often they only look for help when they're at crisis point.

Across the next five years, we will help ensure fewer farming people reach the point of crisis, working to understand what can be done and trying new, preventative solutions. When people are in the midst of a crisis, we will ensure our crisis services are effective and reach even more farming people.



Our aim is to support an additional 15,000 farming people every year by 2050 and be sector leaders in the evolution of support from crisis to preventative services.

Over the next five years we will enhance our crisis and preventative support by:

- Better understanding the factors driving poor mental and physical health in farming people aged 45 and under;
- Establishing farming community engagement groups across England and Wales;
- Developing and trialling new community-led crisis and preventative solutions in partnership with local farming communities.



By 2030

Reduce the number of farming people reaching crisis points by understanding what can be done and trialling new preventative solutions

Ensure our crisis services are effective and reach even more farming people so they can find and access the support they need

By 2050

Support an additional 15,000 farming people every year

Lead the sector in evolving crisis and preventative support

Strengthening RABI's capacity and support

As we work to achieve change, RABI needs to ensure we continue to adapt and innovate too. To support as many farming people as possible with meaningful results, we will focus on delivering consistently high-quality, high-impact programmes, whilst developing our ability to deliver these with partners at greater scale.

Building on our current programmes of financial, emotional and practical services, we will take a phased approach to meeting our ambitions. Our aims will remain the same, but we will develop more detailed delivery plans as we work to increase capacity and capability; making sure we maintain a solid base to grow from.

1 Investment and financial stability

As we extend and enhance our support, RABI will utilise the charity's reserves to invest into research, pilot initiatives and the development of new services. To meet our long-term strategic aims, we will implement an ambitious plan to strengthen our fundraising portfolio to build new sustainable income streams. Building a financially sustainable organisation remains fundamental to ensuring we can continue to be here for all who need us in years to come.

2 Volunteering

We want to make volunteering more flexible so more people can get involved. Our goal is to ensure our volunteer community reflects the farming people we serve.

3 Safeguarding

We will be a safeguarding-first organisation, protecting the people we support, our team, and our partners thereby strengthening the systems and processes that enable our work to happen safely and with maximum impact.

4 Evidence-based

We'll be led by our insight and impact:

- Continually learning and improving;
- Ensuring evidence and knowledge always underpins decisions;
- Using what we learn to make sure the voices of farming communities are heard and shape our work with partners and policy makers.

5 Building partnerships

We aim to be the charity of choice for partners who share our vision for a future where farmers feel valued and positive. Together, we can make a bigger, more effective impact.

- Keep building and promoting RABI's brand so people know about our work;
- Create new ways for supporters to contribute their time, skills and resources.



How we'll know if we're successful

To meet our long-term ambition to close the farming wellbeing gap, by 2030:

More farming people are confident accessing physical, mental and financial health and wellbeing services

Policy makers and influencers understand the causes preventing farming people engaging with health and wellbeing services

The positive impact for the farming community returned for each £1 spent on the delivery of RABI's service has increased

The farming community is engaged to drive the development of solutions to restore the broken determinants of health most impacting their communities

New crisis and preventative initiatives are being trialled

An increased number and wider range of organisations and individuals engage with RABI through partnership programmes





We are RABI, the Farmers Charity

We provide one-to-one support, advice and guidance to the farming community across England and Wales.

We aim to build resilience by supporting the physical, mental and financial health of farmers and their families.



We offer mental health support

We're the largest charity provider of professional mental health services to the farming community, we have committed up to an additional £10million over the next five years into the development of further mental health resources.

We provide financial assistance

Our financial grants programme puts money directly into the pockets of farmers who need it, for example through our Return to School and Winter Fuel Grants programmes. We provide around £3million of direct financial support to our community annually.

We are here for farming people

Our 24/7 freephone helpline ensures that farming people can confidentially contact us at a time that works for them. Our online click and chat wellbeing services can be accessed from any device, at anytime.

Whether providing practical, emotional or financial support, RABI offers a beacon of hope, touching the lives of thousands of farming people every year.

£250M+

Financial support provided

Over the past 25 years, we've delivered £1/4 billion of financial support directly to farming people.

£12M+

Social value generated

In 2024, we invested £3.5M into direct support for farming people generating, 3.4x in social value.

£1.75M

Benefits entitlement

Our regional support staff have helped secure £1.75m in benefits for farming people since 2020.

11,500+

Hours of counselling

Accredited counselling provided for farming people.



How to get in touch

Call us

Our 24/7 helpline to access our support services:
0800 188 1444

Email us

help@rabi.org.uk
fundraising@rabi.org.uk
volunteering@rabi.org.uk
policy@rabi.org.uk

Write to us

Shaw House, 27 West Way,
Oxford, OX2 0QH

Connect with us

 [@rabicharity1](#)
 [@rabicharity](#)

rabi.org.uk



RABI helped me through an extremely difficult period and got my life as a farmer back on track. I'll always be indebted to them for their compassion and support.

