



PRESENTS

DISCUSS THE UNDISCUSSABULL™

[No Title]

HELPING FARM FAMILIES COMMUNICATE, RESOLVE CONFLICT AND PLAN A SUCCESSFUL TRANSITION

Welcome – Monitor Farm Scotland Programme Manager
Grace Reid



Lydia Carpenter
Lydia@farmfamilycoach.com
1-204-724-6004
Belmont, Manitoba, CANADA



Lydia Carpenter

lydia@farmfamilycoach.com

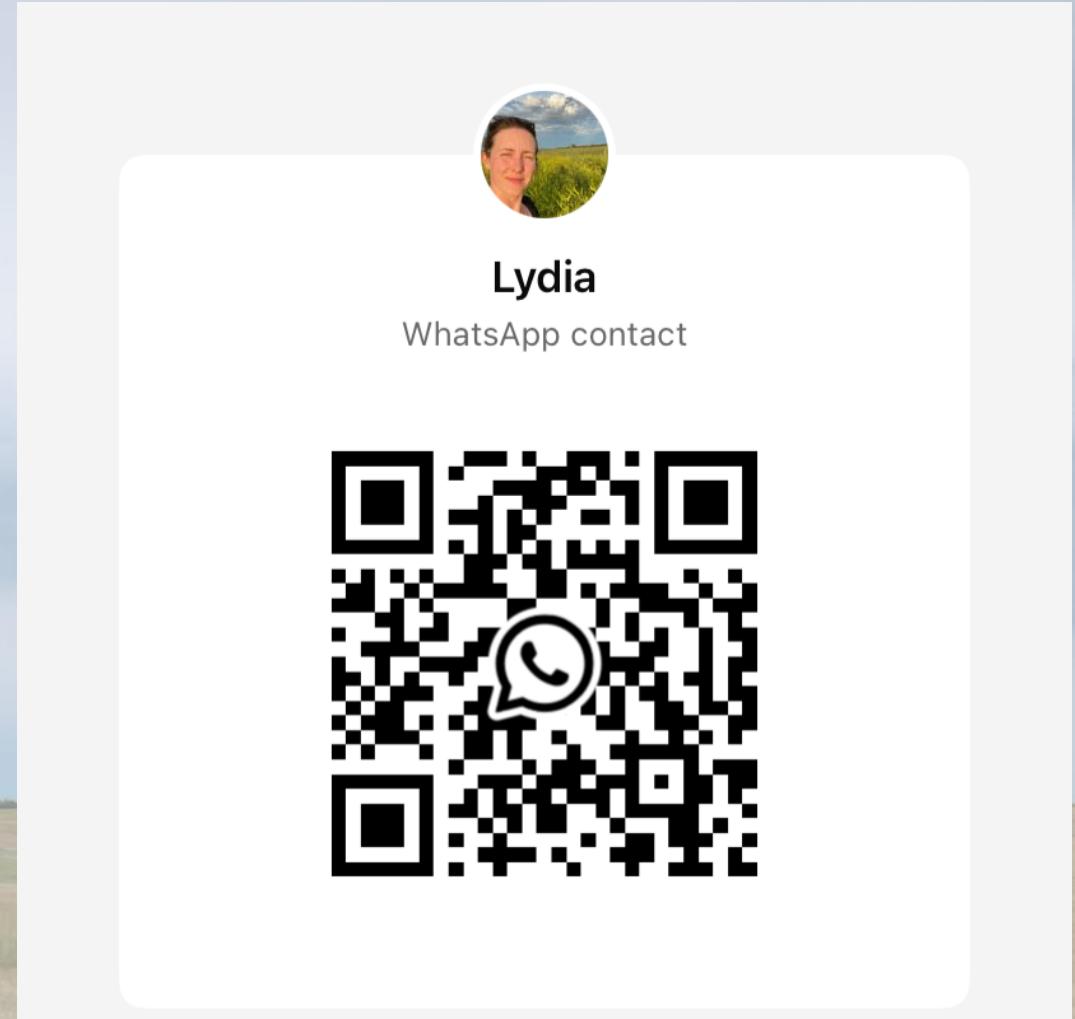
Farm: Luna Field Farm

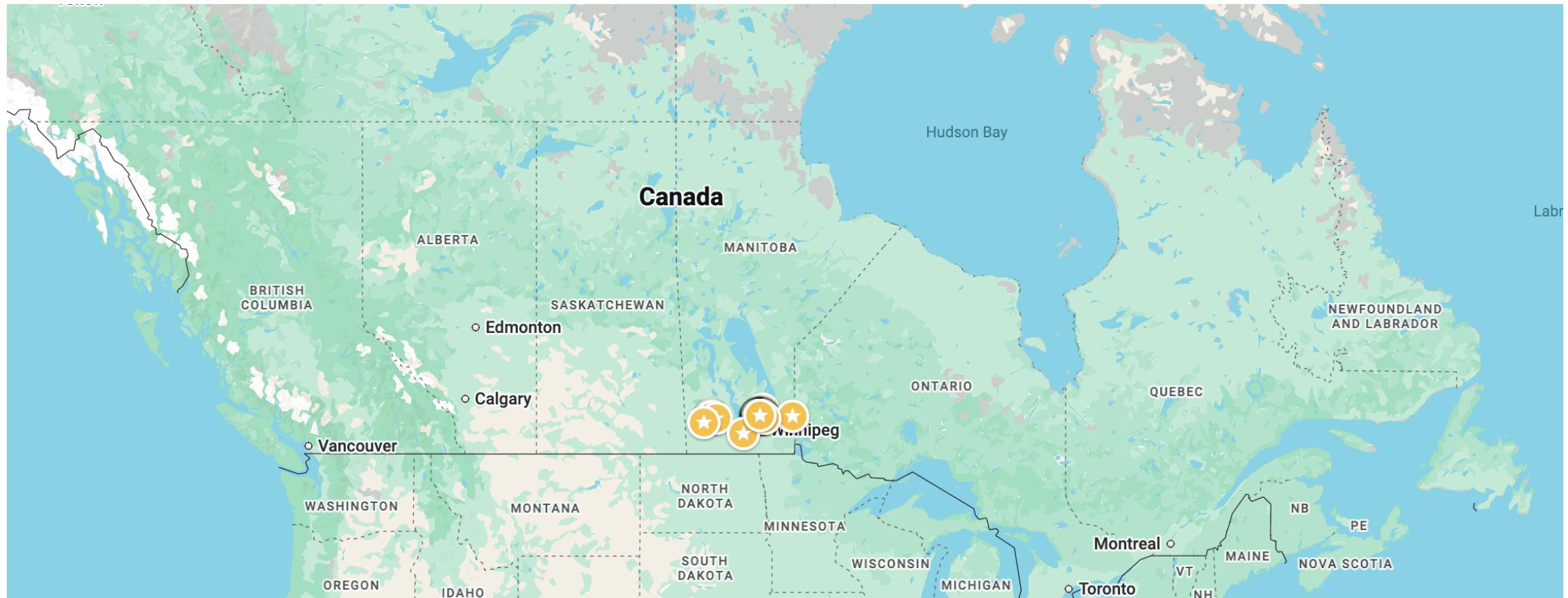
Elaine Froese

elaine@Elainefroese.com

Farm: Boissevain Select Seeds

www.farmfamilycoach.com





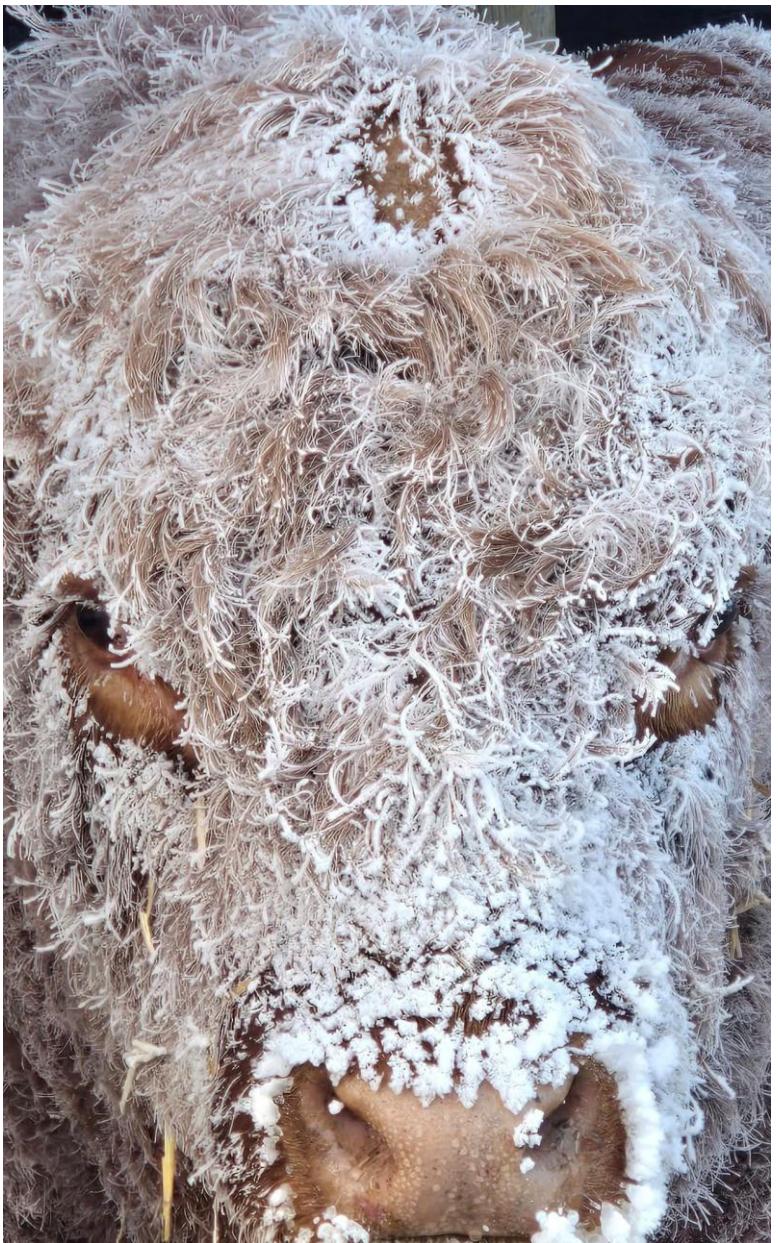














Risk Management
"What if" & "Why Not"

Practice of Curiosity &
Non Judgement

Communication (clarity
of expectation,
certainty of timelines
and commitment to
action)

Identity & Family
histories (Narrative
inquiry)

Financial transparency
(How to talk about
money, profit, value)
and increase financial
literacy

Concepts = e.g Three
Circle Model of Family
Business & 5
Dysfunctions of a Team



Facilitation/Mediation/Negotiation work



Getting farm/ranch families to come to the table



Conflict resolution

AI generated symbol when I typed “conflict”.

This is a warning symbol that indicates a potential danger or hazard.

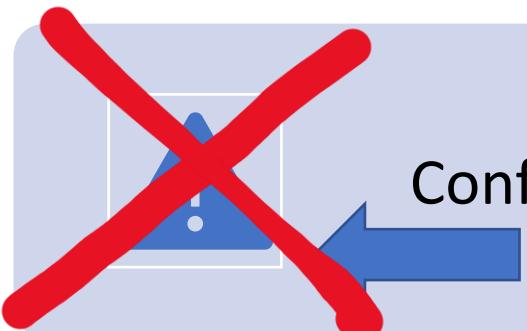
Conflict is not bad! You can be in “good” conflict.



Facilitation/Mediation/Negotiation work



Getting farm/ranch families to come to the table



Conflict resolution

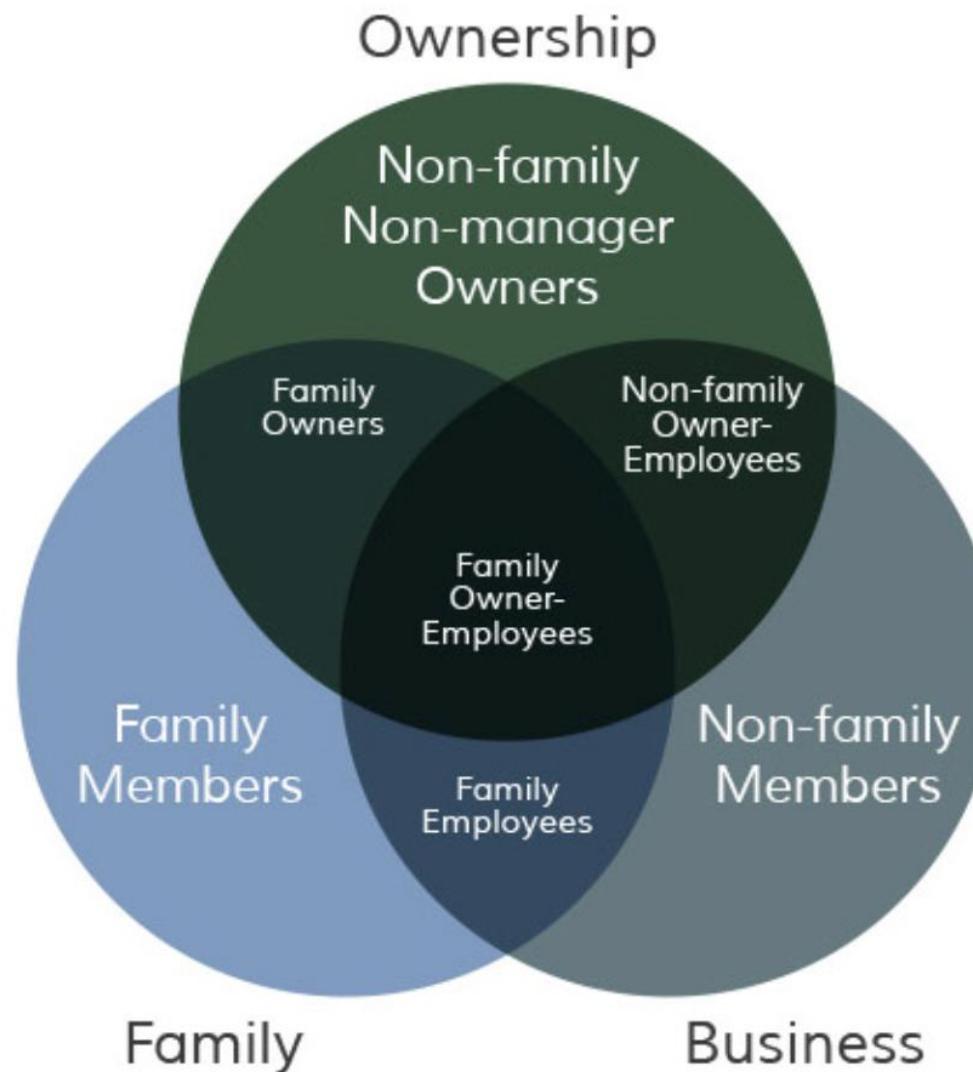


AI generated symbol when I typed “conflict”.

This is a warning symbol that indicates a potential danger or hazard.

Conflict is not bad! You can be in “good” conflict.

THREE-CIRCLE MODEL
OF THE FAMILY BUSINESS SYSTEM



Overcoming the five dysfunctions of a team.

Concept by Patrick Lencioni.

BiteSize Learning



- Clarity of expectation.
Vision. Goal
- Certainty of Timelines
- Commitment to Action





- lawyers (tactical)
- accountants (tactical)
- facilitator/mediator (strategic planning, HR, communication & conflict support, process consulting)





- Self-Efficacy

belief in your ability to successfully transition your farm

High self-efficacy allows farmers to confidently face challenges, communicate with family, and develop a comprehensive plan

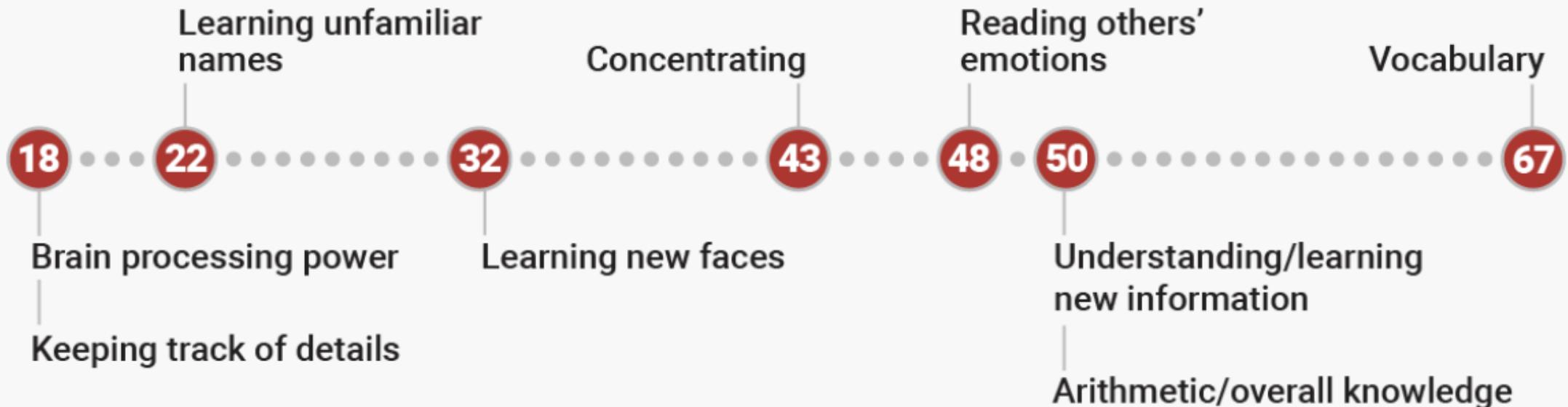


- Self-Efficacy
 - low self-efficacy can lead to avoiding the process or delaying it indefinitely.

Ages & Stages

- 20...making it
- 30...success, mastery, future vision
- 40...taking charge, desire for security, future planning, building equity
- 50...quality of living
- 60...legacy, starting over, future cashflow & health
- 70...mentoring, meaningful life
- 80...elderhood, blessing, deal with death
- 90...hand it all over

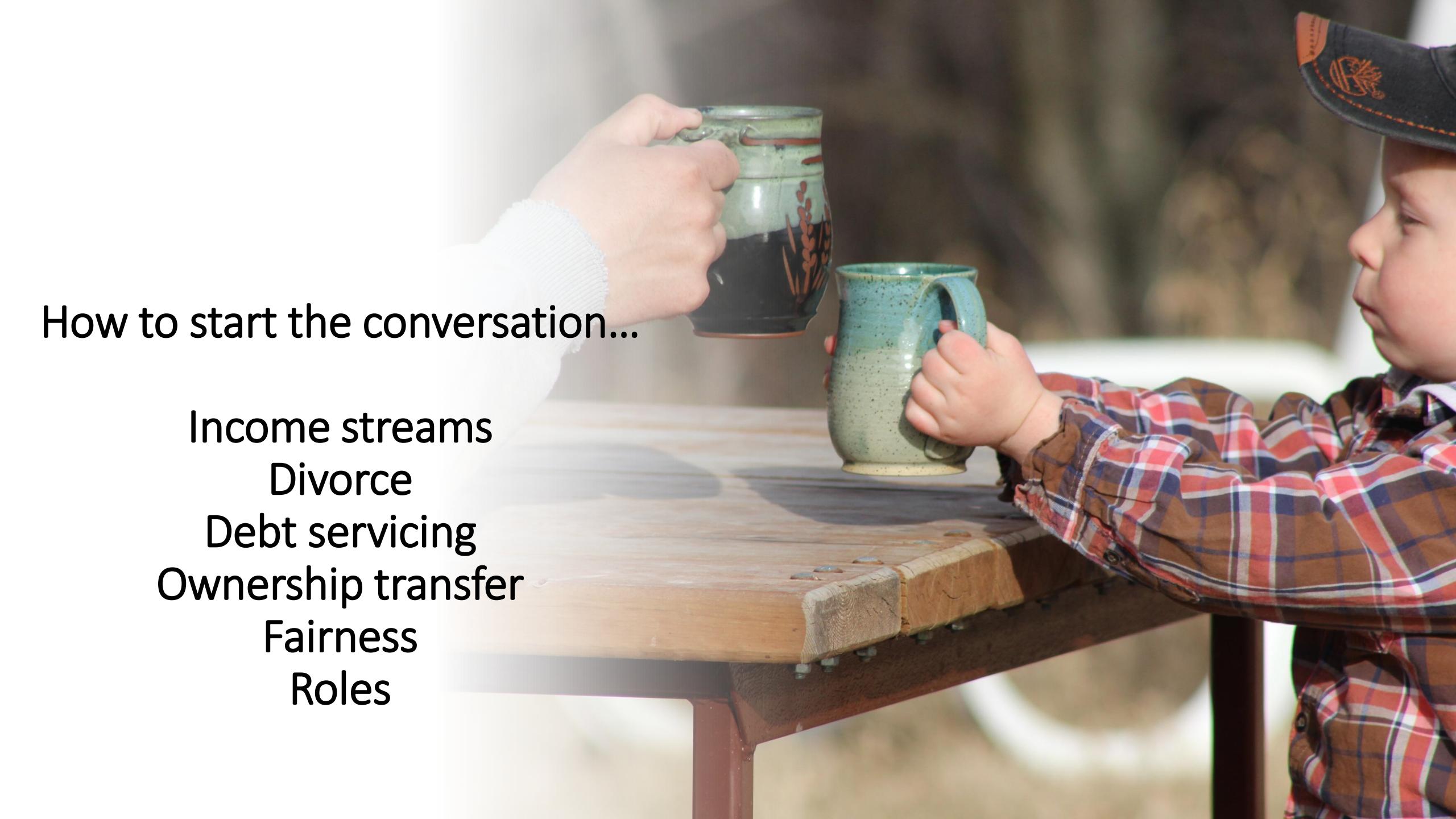
THE AGE YOUR BRAIN PEAKS AT EVERYTHING



SOURCE: Science Direct; Sage Journals

BUSINESS INSIDER

Skye Gould / Business Insider



How to start the conversation...

Income streams
Divorce
Debt servicing
Ownership transfer
Fairness
Roles

Where do conservations typically happen on your farm?

Who is there? Who is missing?

How do conversations start and end?

How do you manage tensions?

What next steps do you leave with?

Timelines? By when?

When is the next meeting?



Conflict (is not bad!)

- Come from Curiosity
- Assumptions & the stories we tell ourselves
- Leadership & Drivers
- Family Story – the power of sharing narratives.



Stay Curious.

- Tell me more.
- What can I do differently?
- What do you need?
- Tell me what a good day on the ranch/farm is like for you?
- Where do you feel burden or overwhelm on this farm/ranch? (mental wellness and mental health)
- Manage defensiveness



Destructive Responses

- Winning at all costs
- Displaying anger
- Demeaning Others
- Retaliating
- Avoiding conflict
- Yielding
- Hiding emotions
- Self-criticizing



Constructive Responses

- Perspective Taking
- Creating Solution
- Express Emotion
- Reaching out
- Delay responding
- Adapting

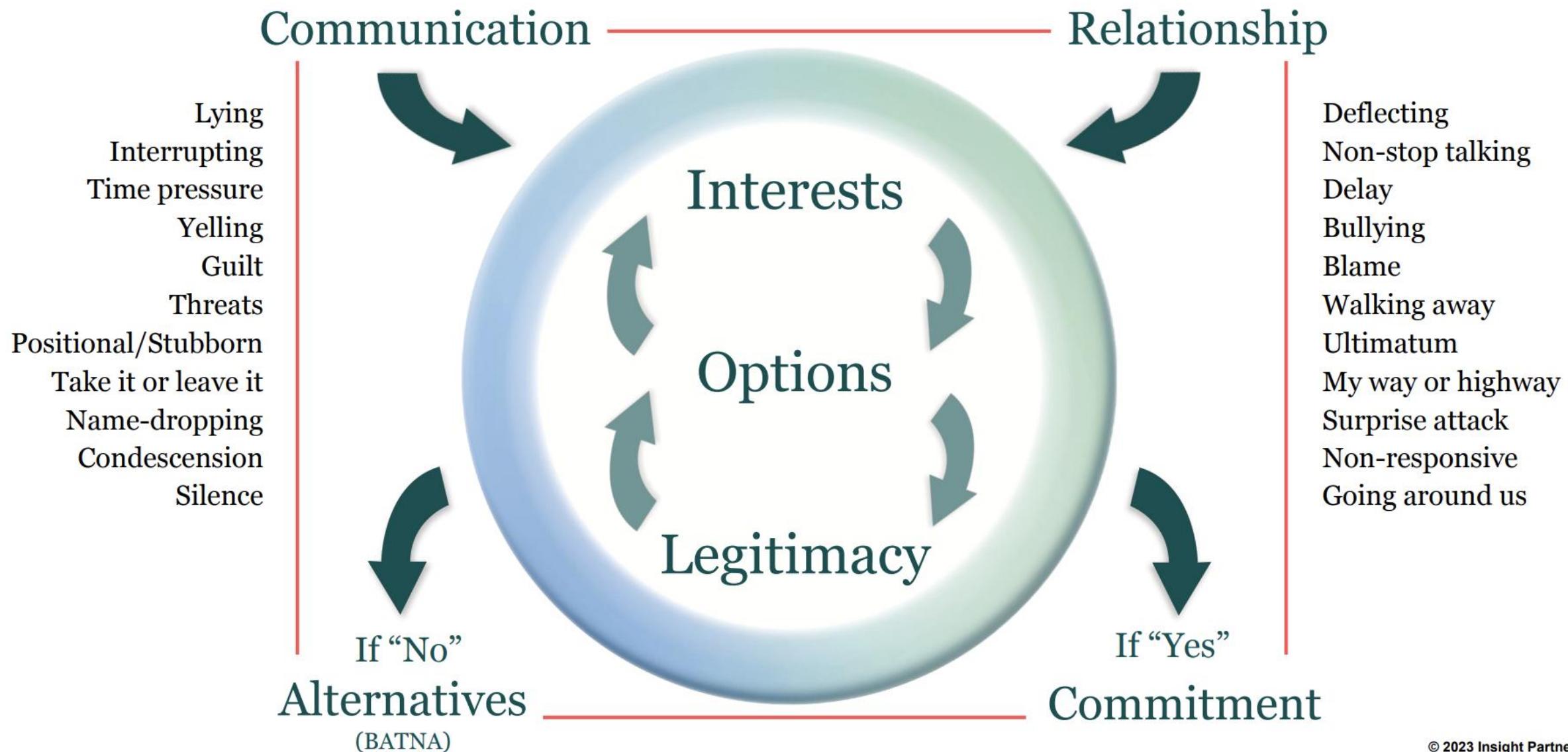


Hot Buttons

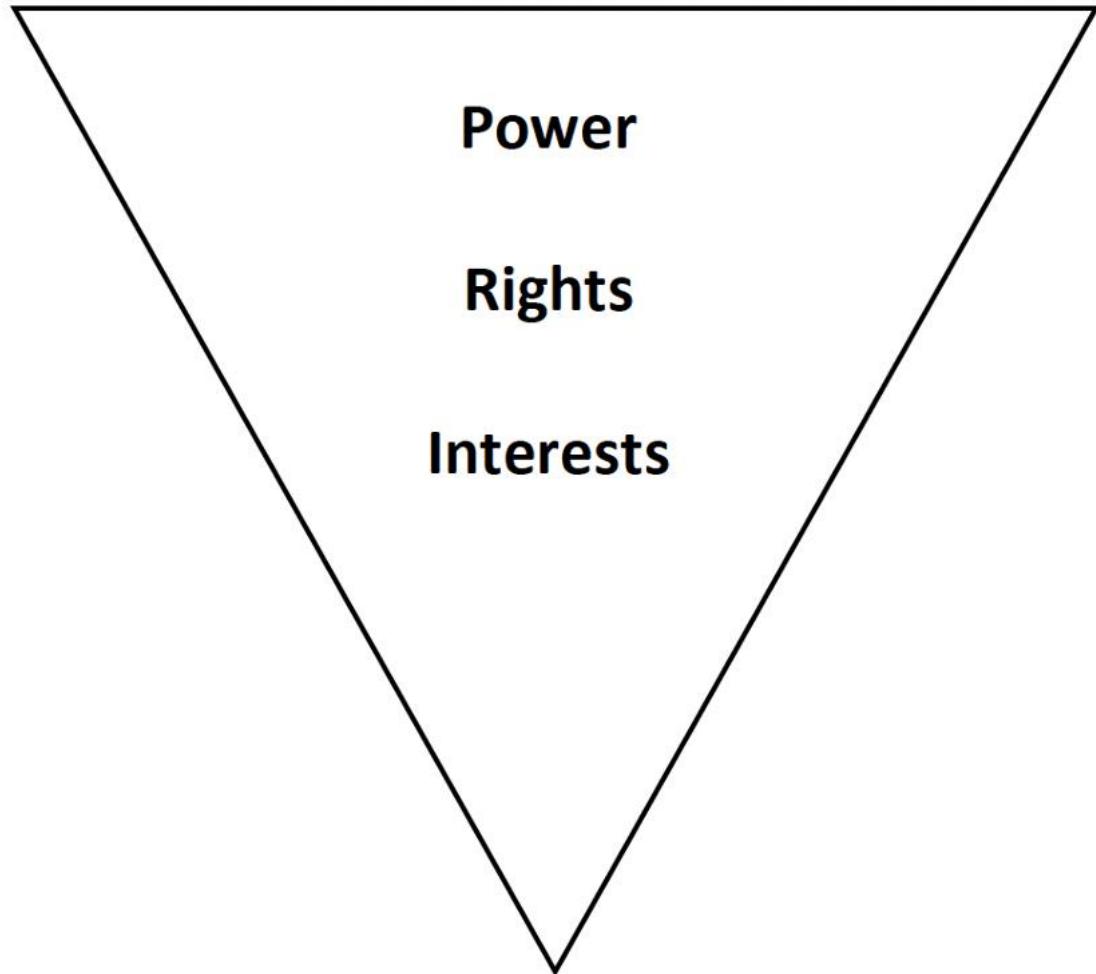
- Abrasive
- Aloof
- Hostile
- Micro-Managing
- Overly-Analytical
- Self-Centered
- Unappreciative
- Unreliable
- Untrustworthy



Diagnosing Difficult Tactics



COMMON



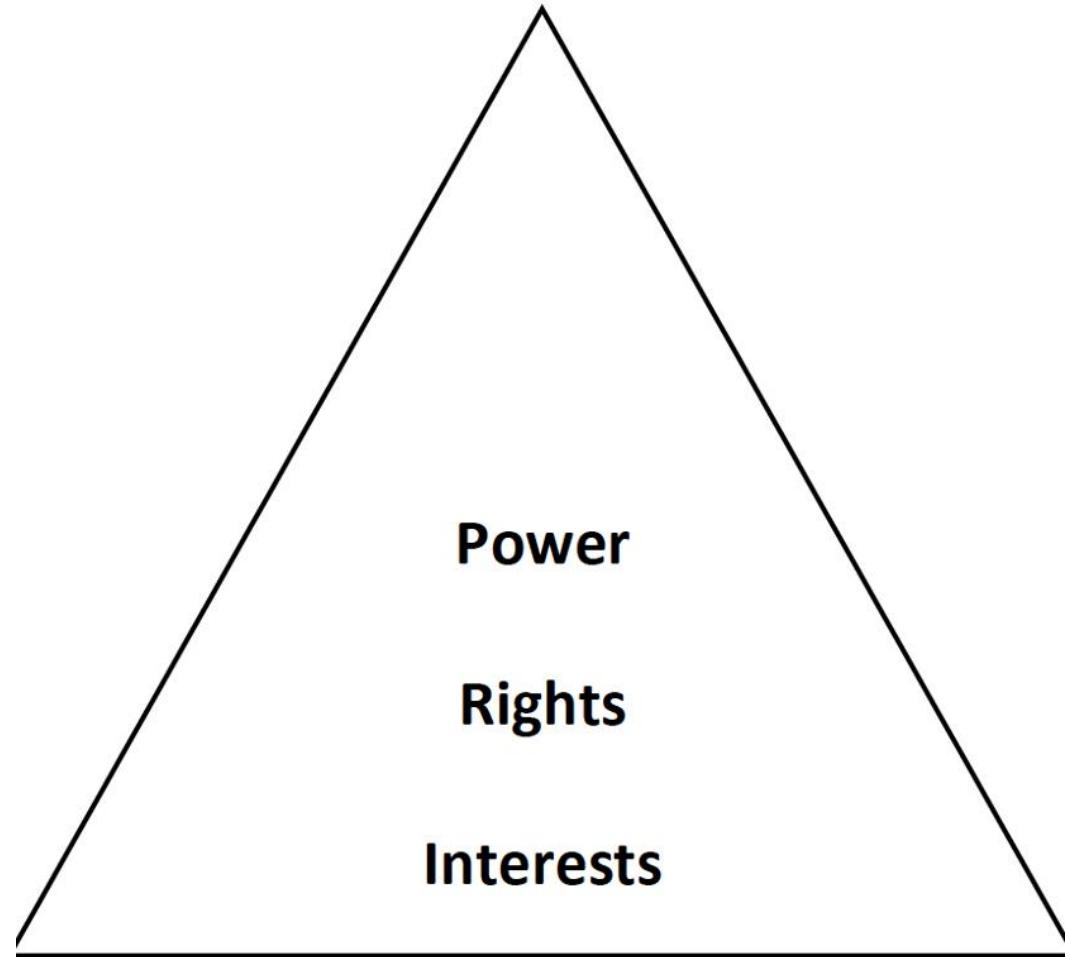
- First Determine who is more powerful and then they get to determine the outcome.
- Second is to determine who is right frequently defines by rules and regulations.
- Rooted in an assumption that the other party must be overcome in order to accomplish one's goals.

Distressed System:
Destructive Conflict

ALTERNATIVE

- Third to reconcile the different needs and interests of the two parties involved.
- Interest based and is about paying attention to both party's needs, wants, fears and concerns.
- These interests are openly explored in the discussion in the hopes of finding a solution that both parties can live with.

- * When you don't agree it is important to explore EVERYONES interests, fears and concerns *
- E.g* Shift in practices *



Effective System:
Constructive Conflict



Position Position

Name the Issue

Different &
Incompatible
Interests

Common
Interests

Different &
Incompatible
Interests

Benefactors & Successors

Estate Plan or Transition
plan for your farm
business?



Business or Lifestyle (awareness)

- Profitability
- Financial Literacy
- Financial Transparency
- Business Planning & Structure
- Clarity about lifestyle and lifestyle expectations



leg·a·cy
/'legəsē/

the long-lasting impact of particular events, actions, etc. that took place in the past, or of a person's life.



- Value and Attitudes
(believe, behave,
decide)
- Stories
- Family culture
- Community culture
- Life beyond the
farm/ranch





Elaine Froese

elaine@Elainefroese.com

Farm: Boissevain Select Seeds

Lydia Carpenter

lydia@farmfamilycoach.com

Farm: Luna Field Farm

www.farmfamilycoach.com



Lydia

WhatsApp contact





Finding Fairness in Transition

Canada's Farm Whisperer & Trailblazer,
Elaine Froese

Elaine  Froese
FARM FAMILY TRANSITION EXPERT

Froese Family Farm



Legacy

Rich in relationship.
Clear plan for the future.





A close-up photograph of a flower, likely a morning glory, with large, ruffled, light purple petals and a bright yellow center. The flower is set against a dark, out-of-focus background.

204-534-7466

Text Elaine on What's app

INCOME STREAM

HOUSING

FAIRNESS

**INCOME
STREAM**

HOUSING

FAIRNESS

Farmers want

- to have hard work appreciated
- to be respected & heard
- to keep land base intact
- profitable business
- harmony with siblings



Emotional factors...it starts
with people.

A scenic view of a farm at sunset. The foreground is a green grassy field with several large, round hay bales scattered across it. In the middle ground, there are rolling green hills. A small, white, single-story house or barn is visible on a hill in the distance. The sky is filled with dramatic, colorful clouds, with shades of orange, yellow, and purple. The sun is low on the horizon, casting a warm glow over the landscape.

Believe. Behave. Decide.
Culture of your farm.



Culture is the invisible stuff
that glues the farm together

cc: Winnerslay - <https://www.flickr.com/photos/64686478@N07>





Fairness is
helping everyone be successfull.

A photograph of a rural landscape under a clear blue sky. In the foreground, a large hay bale is visible, resting on a field of dry, golden-brown grass. In the background, more hay bales are scattered across the field, and a single, small evergreen tree stands out against the horizon.

conflict avoidance

creating solutions is the goal



Your farm. Your family. Your choice.

Elaine Froese, Farm Family Coach



FAIR

- financial transparency
- attitudes
- intent
- role expectations

Finances

- personal wealth bubble
- debt servicing
- gifts to heirs
- viability of farm
- income stream expectation



Income stream personal wealth bubble ?



Debt service

How much ? Buying & gifting.

THANKSGIVING

viability

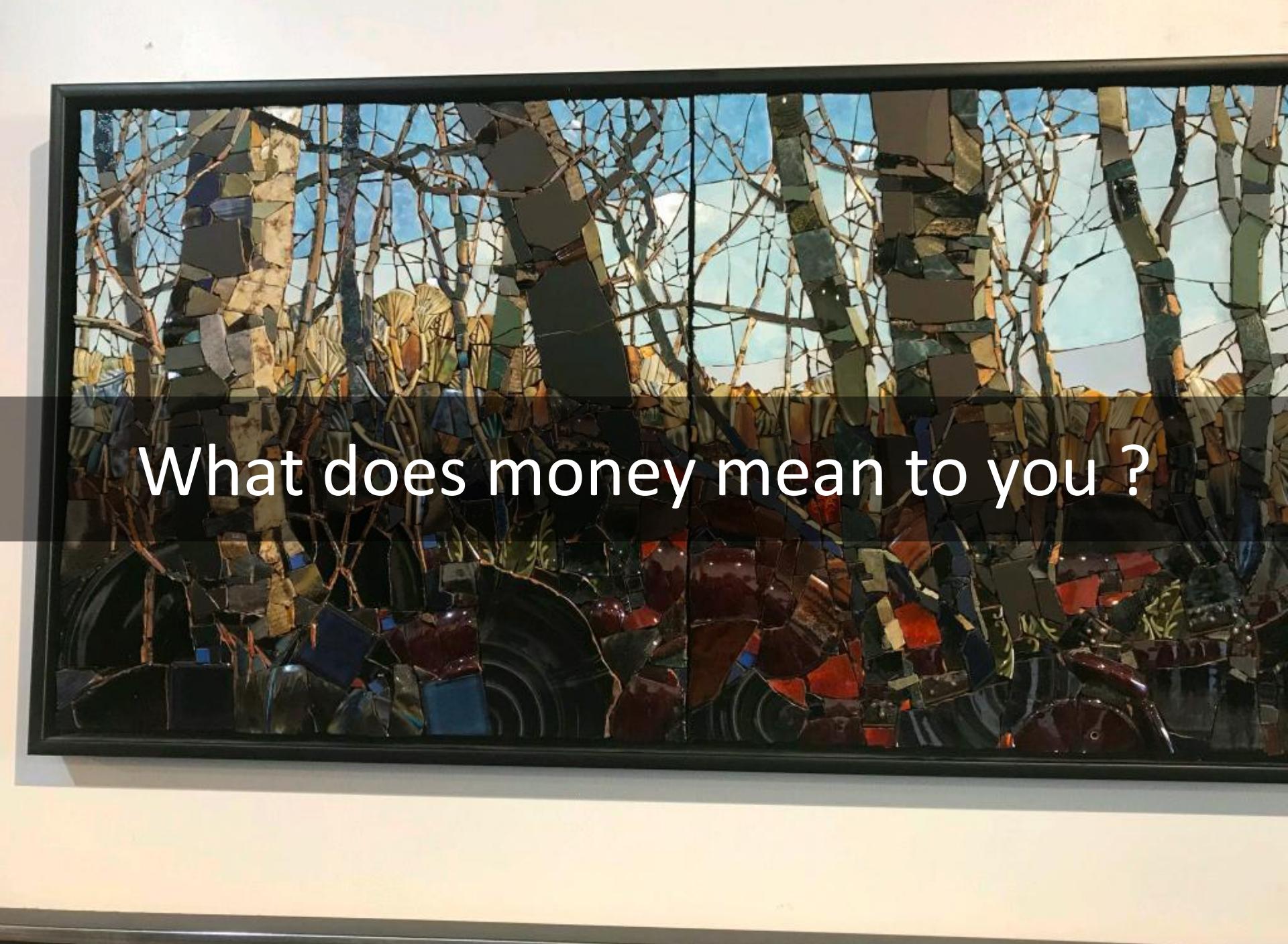
This biz supports how many folks?

A shiny, metallic orange piggy bank sits atop a large pile of gold coins. The piggy bank is highly reflective, mirroring the surrounding environment. The gold coins are scattered around the base of the piggy bank, creating a sense of wealth and abundance. The lighting is dramatic, with strong highlights and shadows that emphasize the metallic texture of the piggy bank and the metallic sheen of the coins.

Viability
"financial awareness of the
big picture, risk mgt."
Operating agreements.

Attitude

- money scripts
- economically equal ?
- What does money mean to you ??



A close-up photograph of a dark, textured tree branch. A vibrant red, braided rope is tied in a knot around the branch. The background is a soft-focus green, suggesting a forest setting. The lighting is natural, highlighting the textures of the wood and the rope.

Money
does not equal love.

A photograph of a man with glasses and a beard, wearing a dark t-shirt, standing in a field of tall, dry corn stalks. He is holding a large blue plastic bucket. The word 'Believe' is overlaid in large white letters across the center of the image.

Believe

purpose, vision, values, trust



values

drive how you operate core beliefs



great advisors

choose a team you trust

A photograph of a person sitting in a field of tall, golden-brown grass. The person is seen from the side, wearing a dark green jacket. They are looking upwards towards a sky filled with vibrant orange, yellow, and pink hues, suggesting a sunset or sunrise. The overall atmosphere is peaceful and contemplative.

Listen well.

Respond carefully to concerns.

Intent

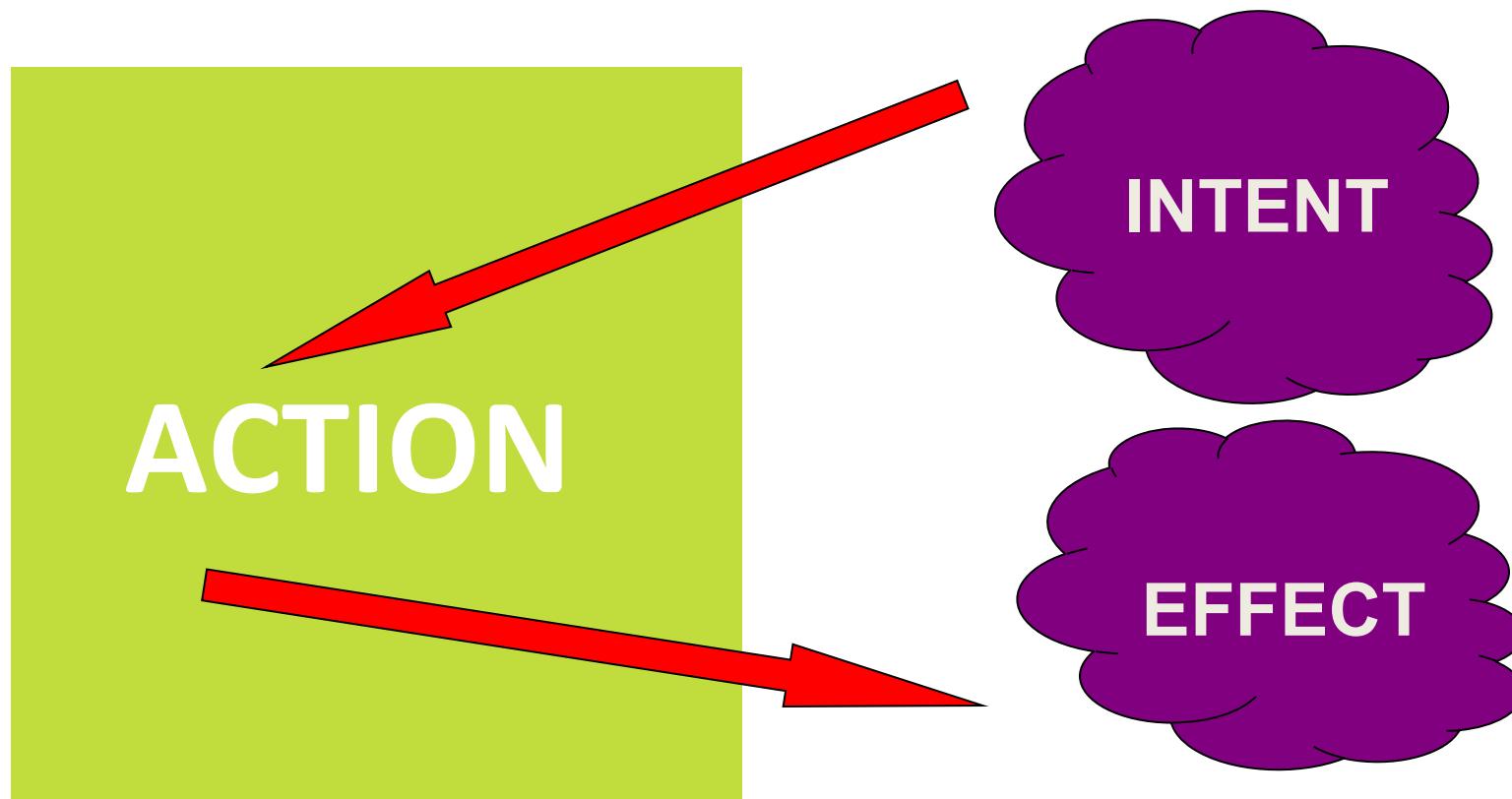
- Founders' needs
- Farm manager needs
- Family needs
- Farm vision

A yellow diamond-shaped road sign with a black chevron pointing downwards, mounted on a pole against a blue sky with white clouds.

Why initiate?

Share your intent

Intent, Action, Effect





Vision

Do the founder spouses agree?

Roles & Rebels

- Fair DNA pay
- Birth order, skills
- Capture farm wealth
- Unreal expectations

A landscape photograph of a field at sunset. The sky is filled with dramatic, layered clouds, with warm orange and yellow tones on the left transitioning to darker blues and purples on the right. The horizon line is low, and the foreground is a dark, out-of-focus field.

Fair is helping
everyone be successfull.

Role Success

1. Vision & Passion
2. Viability
3. Relating with listening
4. Collaborative decisions
5. Written agreements
6. Life beyond the farm

A photograph of a construction site at sunset. In the foreground, the rear of a silver GMC pickup truck is visible. To its right is a large red Kenworth dump truck with a yellow dump body. A person is standing on the flatbed of the dump truck. The sky is filled with scattered clouds, with the sun setting on the horizon, casting a warm glow over the scene.

Behave

roles & responsibilities

A photograph of a woman in a grey hoodie and blue overalls standing next to a metal fence. She is looking down at a bucket on the ground. Behind her, several black and white cows are standing in a field. The background shows a green hillside under a cloudy sky.

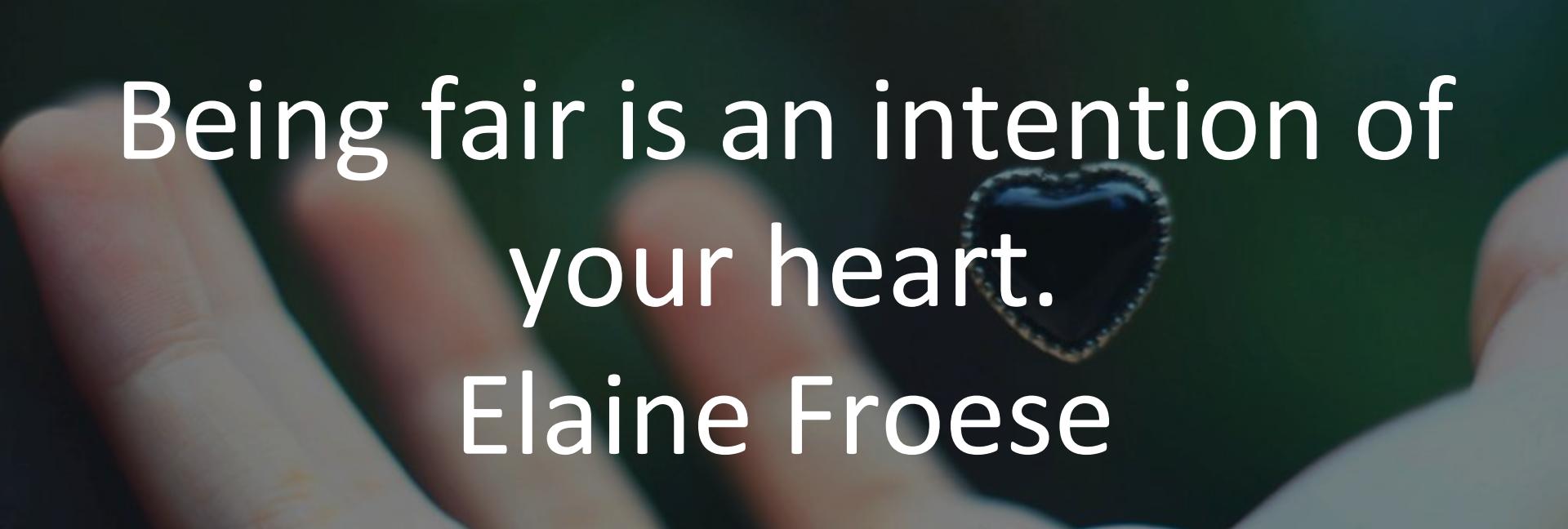
Validation of farm women...



Successor skill set
passion to manage risk



Explore expectations
no assumptions or secrets



Being fair is an intention of
your heart.
Elaine Froese



- financial planner
- talk and listen
- embrace conflict
- explore role expectations
- ask powerful questions

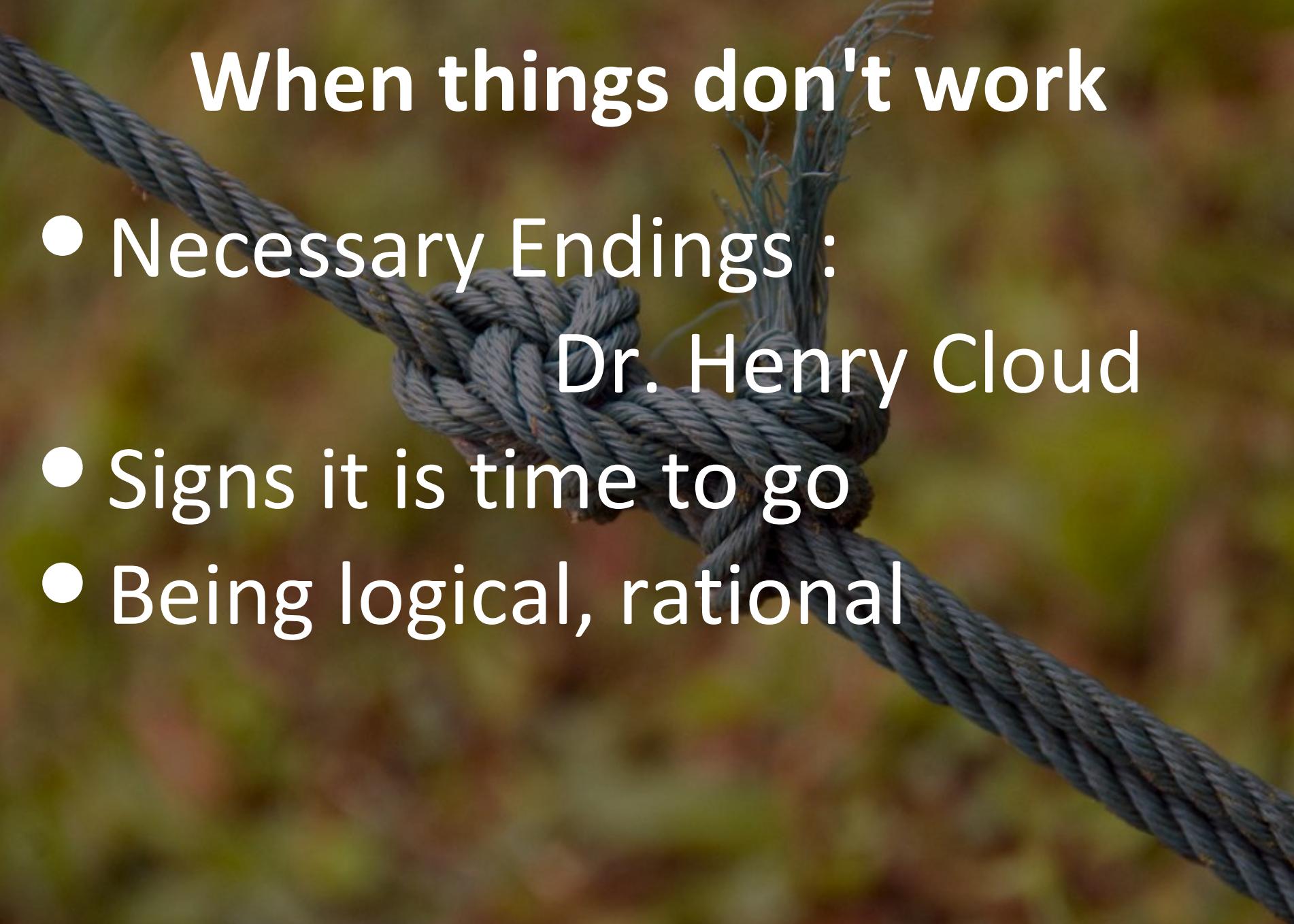
We want to hear from you!

Send us your feedback
from the event and stay
connected.



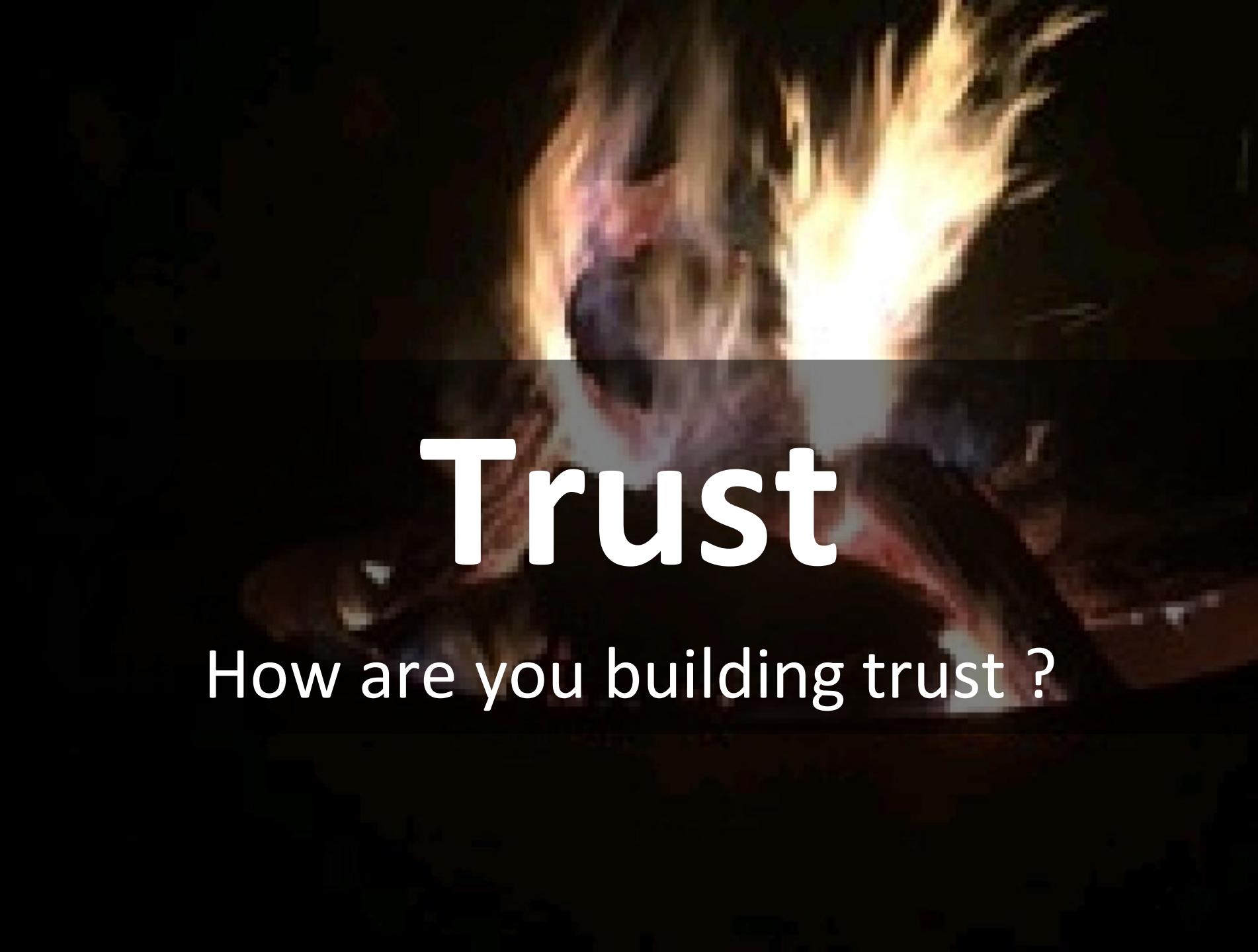
Deadlines

make people think



When things don't work

- Necessary Endings :
Dr. Henry Cloud
- Signs it is time to go
- Being logical, rational

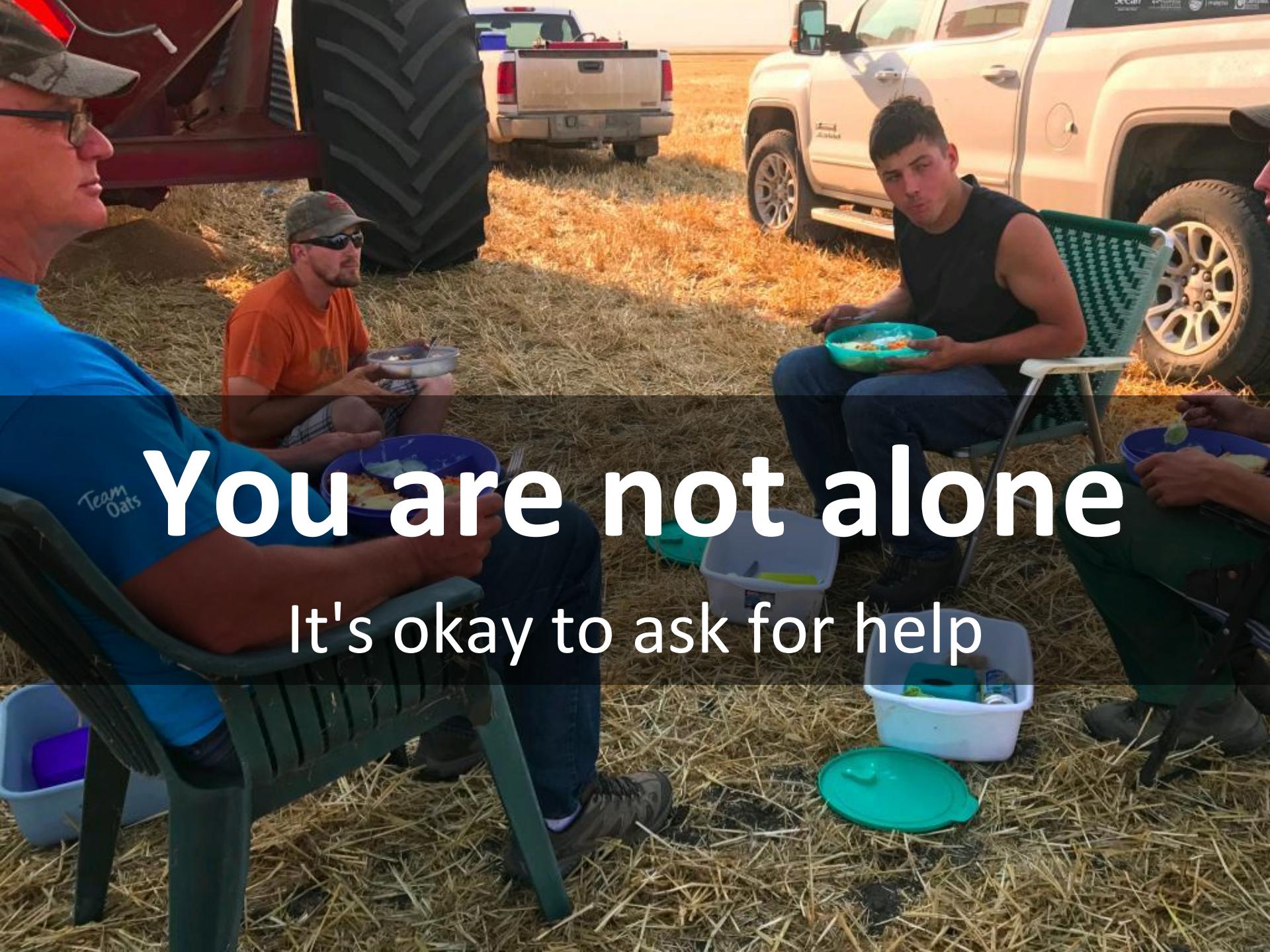


Trust

How are you building trust ?

Copy success

Learn from others, share story



You are not alone

It's okay to ask for help

A red octagonal stop sign is shown against a blue sky. The word "STOP" is visible in white, but it is heavily damaged with numerous bullet holes, appearing as a jagged, greyish shape. The sign is mounted on a metal pole.

conflict avoidance

& procrastination have to stop !



What does fairness
look like to you ?

FAIR

- Finances
- Attitude
- Intent
- Role



A photograph of two men standing on the bed of a dark-colored pickup truck. The man on the left is an older man with a beard, wearing a dark baseball cap, a dark zip-up hoodie, and light blue jeans. The man on the right is a younger man with glasses, wearing a dark t-shirt and light-colored overalls. They are both smiling and looking towards the camera. The background is a clear, bright blue sky.

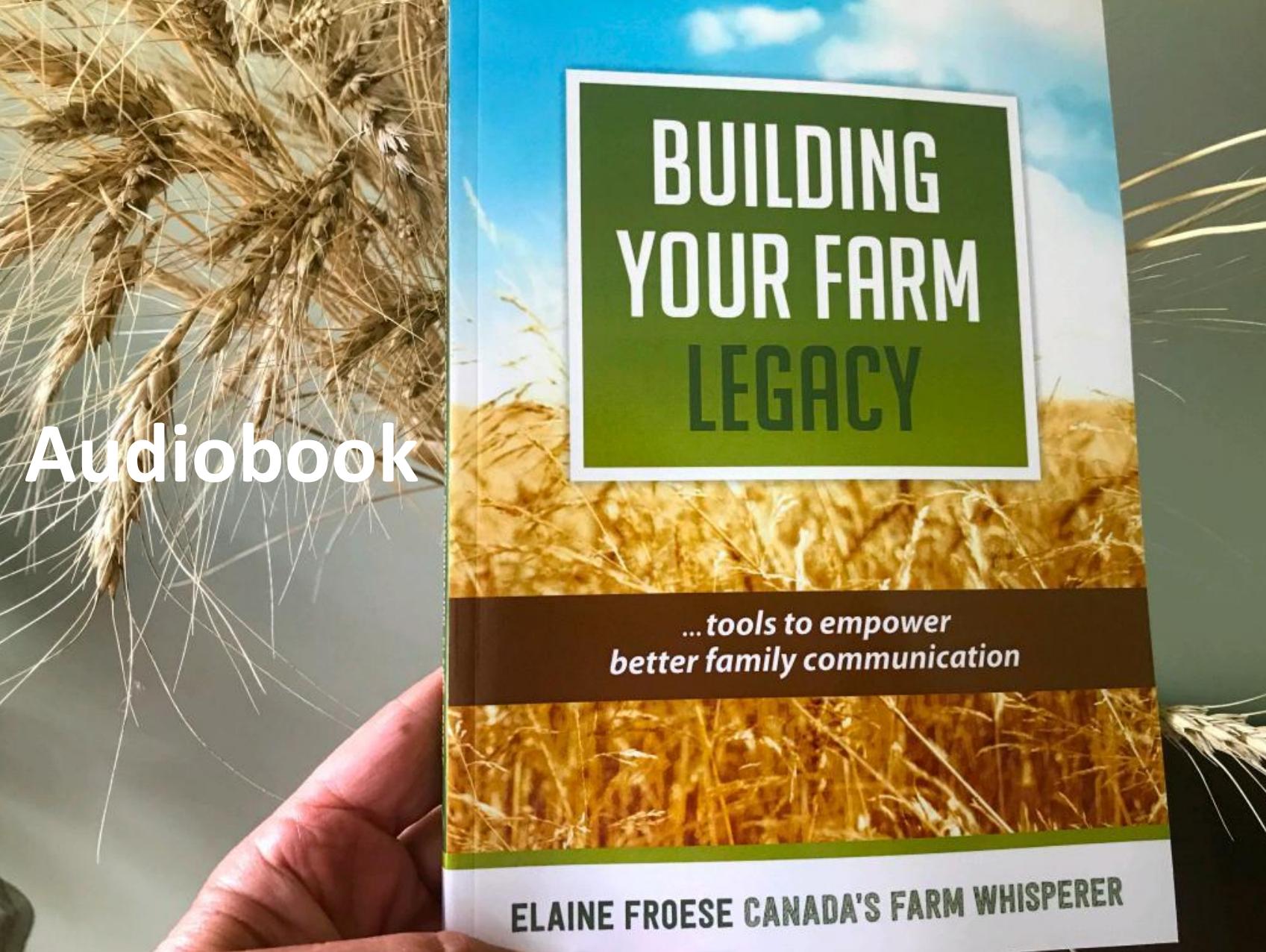
What energizes you?

Manage money, energy ,empower
family



Focus & execute

Get 'er done, rock n' roll farm



Audiobook

BUILDING YOUR FARM LEGACY

*...tools to empower
better family communication*

ELAINE FROESE CANADA'S FARM WHISPERER



Find harmony through understanding™

www.elainefroese.com







Josie Barclay and Harry Seran

Email: helpline@rsabi.org.uk

Helpline: 0808 1234 555

Website: www.rsabi.org.uk



► We provide emotional, financial and practical support for those working or retired from farming, crofting and all those involved in Scottish agriculture

► Our confidential helpline is open 24 hours, 365 days of the year

► Webchat also available on our website

► Alternatively, you can email us at:
rsabi@rsabi.org.uk

Support Available

Offer a listening ear and emotional support

Free counselling available

Short-term financial support to cover essential costs, like food and heating

Work with specialists and other agencies to find solutions to problems.

Offer emotional support during animal welfare investigations / farm audits

Monthly financial support for those no longer able to work due to ill health or retirement

Support to cover the cost of items like washing machines, cookers, furniture etc.

Organising farm / business reviews

On farm visit where appropriate

Some common issues

Elderly farmer/crofter struggling to care for livestock, falling behind with administration and animal welfare

Single farmer managing farm but also caring for elderly parents who live at home

Recently bereaved or separated and falling behind with paperwork etc. as never had to do it before

Undiagnosed dyslexia

Poor mental health leading to issues escalating and/or relationships breaking down

Health Huts

- ▶ Bringing healthcare checks to markets and shows across Scotland
- ▶ Nurses and GPs from agricultural backgrounds
- ▶ Repeat visits
- ▶ Collaboration
- ▶ Themes
- ▶ Focus on health & wellbeing both physical and mental health



Mental Health First Aid - 900+

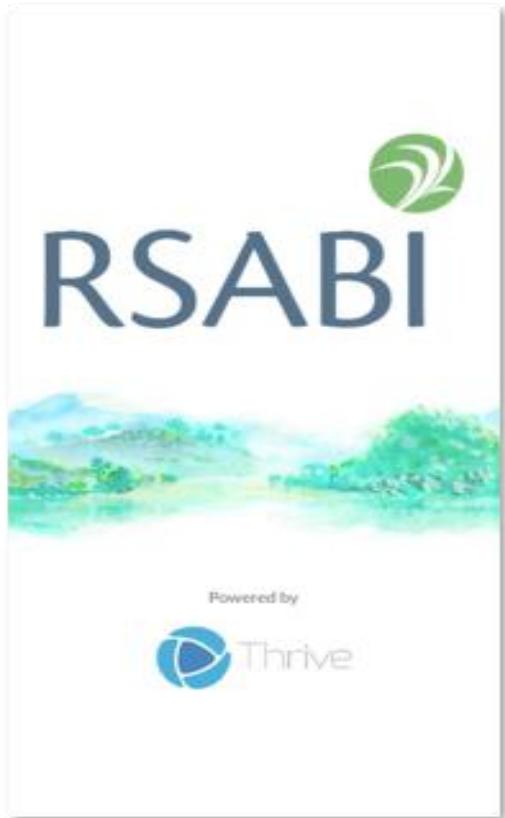
- ▶ NFU Mutual Charitable Trust
- ▶ Throughout Scotland
- ▶ Excellent feedback



NFU Mutual
Charitable Trust



Thrive: Wellbeing App



Suicide Prevention Lead

- ▶ In March 2025 RSABI introduced new Suicide Prevention Lead
- ▶ This role will focus on collaboration between organisations involved in Suicide Prevention across Scotland
- ▶ Will oversee a three-year PhD Research Project specific to the suicide risk in agricultural communities
- ▶ To deliver Applied Suicide Intervention Skills (ASIST) training within our community





#KeepTalking

- ▶ #AreEweOkay?
- ▶ Stand by Me – Farmers' Choir
- ▶ Counselling support
- ▶ Practical Support
- ▶ #KeepTalking tour
- ▶ Support from ambassadors to raise awareness





Gordon Davies

Mediation in a Scottish context





Monitor Farm Scotland Tour Discuss the Undiscussabull



3rd Nov – Elgin
Alix Ritchie
Programme Director
alix@farmstrongscotland.org.uk



7th Nov – Inglinton
Clare Dickson
Community Engagement
clare@farmstrongscotland.org.uk

Today's Outline

- What is Wellbeing?
- Baseline Research, Monitoring & Evaluation
- Resources
- Events & What's Next?
- How could we work support each other?
- Questions



What is Farmstrong?



- Based on Farmstrong in New Zealand
- For farmers, crofters and the agricultural community in Scotland
- Designed through research
- Story sharing
- Peer-peer knowledge transfer
- Equips farmers, crofters and those in ag with skills, tools & capacity to live well to farm and croft well.



FARM STRONG

Scotland



- ⦿ Physical, mental, emotional & social wellbeing
- ⦿ Better wellbeing = better business
- ⦿ Better wellbeing = reduction in farm accidents and injuries

Survey 2024 Results



- More than **one-third of respondents fell into the low wellbeing category**.
- When compared with the national population, the mean wellbeing score is **lower for the farmer and crofter sample at every age range**.
- 62% of those who had engaged with Farmstrong say that it has had a **positive impact on their wellbeing**.

Key Issues Highlighted:

1. Managing tiredness/fatigue – getting better sleep
2. Work:Life Balance – getting time off farm
3. Techniques to stop worrying/managing stress
4. How to use time efficiently

A large, semi-transparent purple speech bubble is positioned on the right side of the slide. It contains a testimonial from a respondent.

It's so refreshing to hear other people's stories. It makes you feel encouraged to talk your health more seriously, and to talk about it. Thank you

Respondent 2024

Those who had engaged with Farmstrong reported a **slighter higher wellbeing score** and **greater improvements to their wellbeing**, than those who had not.

Wellbeing Bank Account

Investments



Habits that can boost
your wellbeing accounts.

Withdrawals



Things that can drain
your wellbeing accounts.

5 Ways to Wellbeing



International research has found that people who thrive, do these five things in common...



TALK & LISTEN,
BE THERE,
FEEL CONNECTED



REMEMBER
THE SIMPLE
THINGS THAT
GIVE YOU JOY



Your time,
your words,
your presence



EMBRACE NEW
EXPERIENCES,
SEE OPPORTUNITIES,
SURPRISE YOURSELF



DO WHAT YOU CAN,
ENJOY WHAT YOU DO,
MOVE YOUR MOOD

Podcasts & Playlists

Agri Podcasts

John Scott
Rory Christie
Michael Blanche

Cora Cooper
Iona Murray
Jim Smith

Rob Wainwright
Michael Goldie
Callum Lindsay
Wallace Currie
Russ Mill & Glen
McLellan
James Logan



Bonus Podcasts

Give Wellbeing a Sporting Chance -
Isla MacKenzie
Stafford MacDowell

Webinar Recording:
Sam Whitlock

Expert Podcasts

Mindset -
Kirsty Ritchie

Stress Spotlight -
Heather Meikle

Sleep Special -
Alyson O'Brien

Farmstrong NZ -
Gerard Vaughan

Menopause -
Dr Heather Currie



The Farmstrong Spotify Playlist



Playlists

- Farmstrong Song Playlist
- Farmstrong Podcast Playlist
- Farmstrong Library

Resources



FARMSTRONG
Scotland

Snoozing Success

Not getting a good night?
Here are some top tips to help improve your sleep



Live Well Farm & Croft Well

How tired are you?
Circle the number that best describes you

| QUESTION | NEVER | SOMETIMES | OFTEN | ALWAYS |
|--|-------------------|-----------|-------|--------|
| Do you fall asleep in front of the tv? | 1 | 2 | 3 | 4 |
| Are you grumpy at home or at work? | 1 | 2 | 3 | 4 |
| Do you fall asleep as a passenger on car journeys? | 1 | 2 | 3 | 4 |
| Do you sleep more on your days off? | 1 | 2 | 3 | 4 |
| Does your partner or friends complain you are not interested in doing things on your days off? | 1 | 2 | 3 | 4 |
| Do you have trouble following instructions? | 1 | 2 | 3 | 4 |
| Do you feel tired and have difficulty concentrating during the day? | 1 | 2 | 3 | 4 |
| Do you have to make an effort to do things you used to enjoy? | 1 | 2 | 3 | 4 |
| Add up your score to find out your fatigue level. Under 10 - low fatigue 11 to 18 - moderate fatigue 19 to 32 - high fatigue | YOUR SCORE | | | |

For help addressing high fatigue or sleep disorders, please contact your GP.

Further information is available on the **NHS Sleep** website, the **Sleepio App** (free for NHS Scotland Patients) or by contacting **Sleep Action** on the National Sleep Helpline: **03303 530 541**

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FARMSTRONG
Scotland

Stressed out?

Here are some questions that can help you get through.

- Am I getting enough sleep?
- Do I have downtime to recharge?
- Am I talking to someone about what's on my mind?
- Am I eating well and keeping physically active?
- Do I have a list of what is realistic to achieve each day?



Live Well Farm & Croft Well

Top tips for managing stress

1. Treat yourself as your farm's/croft's **number one asset**. Make your health and wellbeing a business priority.
2. Build **rest and recovery** into your daily and weekly work schedule. All top sports teams allow for downtime as no one can go 110% all the time without a break.
3. **Prioritise** during busy times. What are the top two tasks you need to work on today? Once you're feeling back in charge your stress levels will go down.
4. Look after **the basics**. Eat well, get enough quality sleep, keep active and get 'farm fit' for busier periods.
5. Talk to mates and **stay connected**. Others have been there and everyone needs support. If you're in a relationship talk things through together.
6. Get off farm/croft and **do stuff you enjoy** – fishing, team sport, coaching, wild swimming, walking, volunteering, meeting a friend for a cuppa –whatever helps you recharge.
7. Think in ways that keep things in **perspective** and that help boost your mood.

New this month...



The Menopause
Starting an important conversation
in the agricultural community

FARM STRONG
Scotland

Find our menopause resources at
www.farmstrongscotland.org.uk



Blether Together
PODCAST

MENOPAUSE SPECIAL EPISODE
with
special guest
Dr Heather Currie MBE

Menopause Webinar: 10th November 6.30 – 7.30pm

Blether Together
LIVE!
Menopause Special

Hosted by
Sarah Stephen
16 October
Guardswell Farm
food served from 6.30pm

with
Caroline Millar and Dr Hannah Went

FARM STRONG
Scotland

Five ways to support



How could you **Support Farmstrong?**

1. Think about your own wellbeing
2. Sign up to the Farmstrong Newsletter & follow our Socials
3. Invite Farmstrong Scotland along to organised events, or host one for us
4. Join in or help create a Farmstrong Community Group
5. Fundraise or donate to Farmstrong Scotland
(every £1 donated is match funded by Movember Foundation up to £350K!).



Survey 2025 Now Open



Please share with your networks
[2025 Survey link](#)



ADDITIONAL SUPPORT

Farmstrong do not provide 1-2-1 support.

If you are concerned about yourself or someone else,
talk to someone.

Contact:

- ❖ **Samaritans** (24 hours): 116 123
- ❖ **RSABI** (24 hours): 0808 1234 555
- ❖ **Breathing Space**: 0800 838 587
- ❖ **Your doctor**

You can also find practical tips and stories from young people at the **Are Ewe OK** website.



Farmstrong's Vision



Our Vision:

To have a **resilient and thriving** agricultural community in Scotland who experience a **high level of wellbeing**, feel supported, and are prepared to **handle challenges and adapt to change**.



From all of us at Monitor Farm Scotland,
thank you for being part of today's
Discuss the Undiscussabull event.

We hope you leave with new insights,
connections, and conversations to
continue at home.

