

## Focussed Farmers: Participant Profile

### ALED RHYS-DAVIES

"In my tool-box I have many items but the most important are my brain, my body and my family. The Focussed Farmers program has helped me protect all three."



### BACKGROUND

Aled lives in Carmarthenshire in South-West Wales and grew up on his family's farm.

He has worked within the agricultural industry for the past 22 years providing products and services to farmers, especially connected to animal health.

Aled completed a Nuffield Farming Scholarship in 2015 on alternatives to anti-biotics in the farming industry and since returning has started his own business, Pruex Ltd which promotes the prudent use of anti-biotics and provides new and innovative solutions for farmers to not only reduce their use of anti-biotics but realise huge gains in animal welfare and significantly reduce mortality rates.

### BENEFITS GAINED FROM THE VIDEO SERIES AND 8 WEEK PROGRAMME

I've learned that focus and hard work are not the same. I always pushed myself physically, mentally and emotionally to improve and achieve. This programme has helped me redefine focus. I can now achieve and improve, by truly focussing effortlessly – which means without stress.

The benefits this programme offers are;

- More production; I found it became easier to do what I needed to do.
- Better health; I found I achieved as much but without stress.
- Better, end quality product; I'm a better, less stressed person to be around.

It teaches you about yourself and how to use your brain to its maximum effect, and by doing so, takes away pressure. It's similar to de-bugging the memory of a computer or a service for the car... You just work better once you maintain your brain.

Conducting this programme with setting up a new business has been the biggest stroke of luck I have experienced. I have learnt the true meaning of focus and find the challenges of a new business, easier to deal with and negotiate, than I would have previously.

This programme would benefit any farmer / farm manager or farm worker that finds his or her job or life stressful, especially those that don't even realise they are stressed!

It has dawned on me that meditation is not necessarily a way to achieve more, but achieve as much without half killing myself."

**TIME COMMITTED TO THE PROGRAMME:** 1-2 HOURS PER WEEK

I had no idea what stress was, I mistook it for adrenaline (which I am addicted to). By redefining my understanding of 'focus' - I've been able to limit the 'stress' I didn't realise I was under."

**Aled Davies, Owner/Director of Pruex Ltd, Wales**