



Media Release

Monday, 12 July 2021

Real love set to return in 2022

As the new season of **Farmer Wants A Wife** wins hearts and audiences around the country, the Seven Network is pleased to announce it has commissioned a new season of the hit series for 2022.

The return of **Farmer Wants A Wife** to screens last year – for the first time on Seven and [7plus](#) – was an immediate hit with viewers and this year's bush fairy-tale has once again captivated the nation.

Since it launched on 4 July, the 2021 season has scored an average total audience across linear TV and BVOD of 1.35 million and reached more than 4 million people. The launch episode has a total audience of 1.53 million.

Hosted by Natalie Gruzlewski, this year's search for love by our rural Romeos – Matt, Andrew, Sam, Will and Rob – has lifted Seven's television timeslot audience. The 2021 season is also a hit on social media, with 15 million impressions, 7.3 million video views and 1.3 million interactions.

Seven's Director of Network Programming, Angus Ross, said: "Once again, Australians are hooked on **Farmer Wants A Wife** and the journey of our five farmers as they look for love in all the right places.

"**Farmer Wants A Wife** has been a key part of our content-led growth strategy over the past year or so. It makes perfect sense to bring the show back in 2022, with a whole new batch of farmers and their potential partners."

With 170 marriages, one long-term relationship and 387 beautiful farmer babies worldwide, **Farmer Wants A Wife** is the world's most successful dating show. In Australia alone, the series has resulted in nine marriages, one long-term relationship and 23 babies – and that is even before this year's season concludes.

Farmer Wants A Wife is a Fremantle and Eureka Productions co-production for the Seven Network.

Fremantle Director of Programming, Jonathon Summerhayes, said: "We are thrilled to be teaming up with Seven and Eureka again to watch Natalie play Cupid and help our Aussie farmers find love, happiness and finally break their droughts in terms of love once and for all."

Eureka Productions Co-CEO, Chris Culvenor, said: "**Farmer Wants A Wife** continues to win the hearts of audiences across Australia and we can't wait to follow a crop of new farmers on their quest for romance."

Casting for the next season is open now at <https://farmerwantsawife.com.au>



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Farmer Wants A Wife

7.30pm Sunday to Wednesday on Channel 7 and 7plus

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