

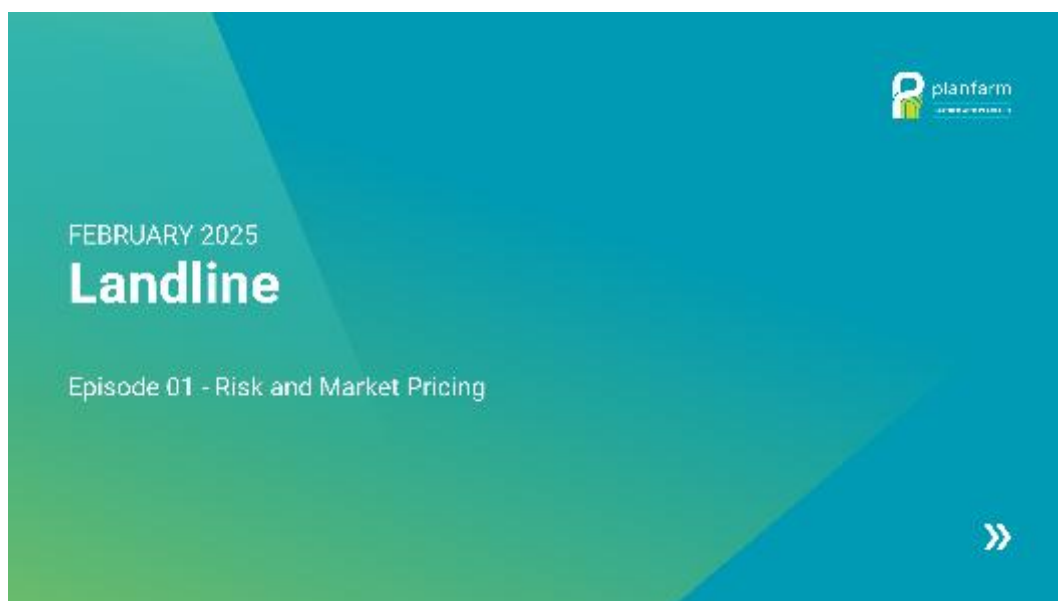


Landline Update

February 2025

As we step into 2025, Landline is evolving to better serve our clients, industry, and audience. With a renewed vision, we are committed to enhancing the way we communicate, share insights, and support the agricultural community through valuable and relevant content, leading with video content.

Our evolution is not just about a refreshed look—it's about delivering more tailored, strategic, and impactful communications that align with the needs of our clients. We're embracing innovation while maintaining the trusted voice that has made Landline a key resource in the industry.



In our latest Planfarm Landline Video, we trial a new way of delivering key industry insights to our clients. Kicking off the discussion, Paul spoke with Chris Omodei from NAB and Mike Cameron, our specialist consultant, about the challenges facing livestock producers. With livestock prices swinging from record highs to significant lows, farmers are navigating tough cash flow conditions. The conversation highlighted key considerations such as risk management, the impact of rising feed costs, and strategic decision-making around stocking levels. Chris provided a banking perspective, emphasising the importance of having a solid financial plan to withstand market volatility, while Mike shared insights into pricing trends and the importance of execution when implementing business strategies. The discussion reinforced the need for clear planning, flexibility, and long-term thinking to ensure financial stability in



In our second Planfarm Landline Video, Paul and Mike dive into the evolving landscape of sheep enterprises, discussing key strategies for decision-making, system efficiency, and future profitability. With industry challenges and market fluctuations, they emphasise the importance of having a clear, structured selling strategy—highlighting the impact of timing, pricing signals, and market opportunities. They explore the benefits of shifting lambing windows to improve flexibility and optimise feed availability while balancing cropping operations. The discussion also covers the increasing adoption of confinement feeding, the role of nutrition in maximising efficiency, and emerging research on probiotics and homegrown feed utilisation. Importantly, they stress the value of gradual system changes, celebrating small wins, and ensuring long-term sustainability. With promising signs ahead for sheep profitability in 2025, Planfarm remains committed to helping clients develop strategies that position them for success in a changing agricultural environment. Stay tuned for more insights in future episodes.



showing movement—reaching \$3.50 per kilo for 38kg+ lambs—there's growing uncertainty as to why kill prices remain stagnant. Farmers and agents alike are searching for direction, yet without clear guidance from processors, many are opting to offload stock rather than take the risk of holding onto breeding ewes or investing in additional feed. Paul and Mike highlight the critical need for transparent pricing, allowing producers to make informed decisions about feeding strategies, market timing, and profitability.



In this Planfarm Landline Video, Paul, Tyson & Zara discuss early insights from Planfarm's client reviews, highlighting a mix of results reflective of a challenging season. Despite varied rainfall and tough conditions, there's a strong sense of optimism among growers, with impressive water-use efficiency and production outcomes exceeding expectations. The conversation shifts to grain marketing, where recent rallies in feed barley and wheat have sparked renewed selling interest. Deferred income strategies, changing buyer terms, and price movements are all playing a role in decision-making, with some growers taking advantage of strong returns while others weigh up risk aversion and production uncertainty.



Embracing Carbon Farming

Understanding and tracking farm business emissions is transitioning from a "nice-to-have" to business as usual in farm management, comparable to annual production and financial reporting.

Why Farmers Should Embrace Carbon Accounting

Anticipating Compliance Requirements

While emissions reporting may not be mandatory for all farms yet, with pressure on large businesses to reduce Scope 3 emissions, farmers will soon need to provide emissions data to meet supply chain demands. Do you have the record-keeping systems in place and collect the necessary data to do so?

You Can't Manage What You Don't Measure

To make informed decisions, it is important that you first must measure and understand your business emissions. Better data means better decisions. It's just good business.

Unlocking New Revenue Streams and Operational Efficiencies

Carbon accounting can guide farmers in carbon farming initiatives such as projects that can generate Australian Carbon Credit Units (ACCUs). These ACCUs can be applied against your carbon footprint, they can be held, or they can be sold to create additional income.

Emission tracking can also aid in identifying cost-saving opportunities through activities such as more efficient fertiliser use and livestock management.

Strengthening Market Position Through Your Story

Sustainability is increasingly important to consumers and investors. By tracking and managing emissions, farmers can craft compelling stories that not only secure existing market access but also open doors to additional markets that prioritise sustainable practices.

Interested in learning more?

[Learn more here >](#)



Our point of difference

Client centric and independent

Your best interests come first. We work exclusively for you, and tailor a service that fits your needs.

Fee for service

We operate on a transparent fee for service basis and do not seek ACCUs.

Tiered services

You can partner with us at any stage, we are here to support you.

Part of the Planfarm team

As part of the larger Planfarm team we have a background in agriculture and can consult with a range of in-house industry consultants, some of which you may know.

Agricultural expertise

Our understanding of agriculture means that we provide solutions that are both practical and achievable, considering the whole farming system.

[Learn more here >](#)

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