



Landline Update

June 2025



Planfarm Leadership Update

After seven years of loyal leadership, Graeme McConnell has recently stepped down as Managing Director of Planfarm. Having been with Planfarm for coming up 26 years now, Graeme has built up a wealth of knowledge, so we are very pleased that he will continue to play a key role on our leadership team.

 [Read the full article here](#)

Why Grain Prices Move Before the Header Does

In global grain markets, prices often shift not based on what has happened, but on what might happen. Forecasts, speculation, and sentiment frequently shape pricing well before harvest results are confirmed. Understanding market psychology is just as important as tracking the crops themselves.

 [Read the full article here](#)

Understanding Your Break-Even Point

Profitability in farming depends not only on production outcome but also on having a clear understanding of costs and the revenue needed to remain financially sustainable. One key financial metric is the break-even point – it tells you how much income you need to cover your costs, both fixed and variable. Understanding your break-even point is essential for making informed decisions regarding crop choices, input spending, pricing strategies, and risk management and can help to determine the required yield, price or even the whole of business production.

 [Read the full article here](#)

Clear Data, Confident Decisions: The Key to Carbon Accounting

Did you know that many of the larger companies you supply or deal with already report their own emissions annually, and as part of that, they either already report yours, or soon will. That means assumptions about your farm's emissions are being made, whether you're part of the conversation or not. So, do you know your numbers? Understanding your emissions isn't just about staying ahead of compliance it also offers the opportunity to help identify efficiencies and remain competitive in a changing market. Carbon accounting isn't yet business-as-usual, but it's becoming increasingly relevant. And at the heart of it all is good data management.

 [Read the full article here](#)

The Power of the Pause: Why Resetting and Consolidation Are Essential After Change

In our fast-paced world, change is often hailed as the hallmark of progress. Agriculture and the business of family dynamics are no different. In almost all cases, change is brought about by the necessity to gain greater productivity, increased efficiencies and better use, or redistribution, of existing resources.

 [Read the full article here](#)

The Planfarm Internship Program for Undergraduates

Are you a university student looking for a summer job? Are you a young adult wanting to enter the agricultural industry? Why not partner with Planfarm?

What is the Undergrad Program?

The Planfarm Internship Program for Undergraduates is a hands-on summer opportunity to work with real financial data and tools like Agrimaster to support early-stage budget preparation for agricultural businesses all over Western Australia. You'll join a team delivering over 300 annual reviews, where your data entry and analysis help form the foundation for client reports. It's a practical, real-world introduction to budgeting and financial consulting in the agriculture sector.

Why Good Bookkeeping Matters for Your Farm Business

At Planfarm, we've walked alongside Western Australian farmers for over 50 years, and if there's one thing we've learned, it's this: **solid bookkeeping is the backbone of every successful farm business.** It's not just about tracking expenses—it's about understanding your business inside out so you can make confident, informed decisions for the future. Having a tidy, up-to-date cashbook also allows you to be ready to pounce when opportunities arise, putting you in front of your peers.

 [Read the full article here](#)



Meet The Financial Bloke – and stop being so bloody nice!

You may know the feeling: a podcast comes along, and you become a bit addicted, eagerly awaiting the next episode. I have been listening to this bloke for a month or so now, and The Financial Bloke is one of these for me. Ben Law, The Financial Bloke, is based in Queensland, and part of his work is The AgriCoach Wealth and Wisdom Podcast.

 [Read the full article here](#)

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