



Landline Update

March 2025

As agriculture continues to evolve, so too do the challenges and opportunities facing Australian farmers. This edition of Planfarm Landline explores some of the key forces shaping the industry, from the impact of trade wars on commodity markets to the rapid digital transformation driven by Remote Sensing, GIS, and AI. We also highlight the power of financial education through the Business of Horticulture series and reflect on Eric's remarkable 21-year journey at Planfarm. With so much change on the horizon—whether through market volatility, technology, or business transitions—staying informed and adaptable is more important than ever.




The Trump Effect 3.0: Trade Wars Shake Global Markets

In just a matter of days, global trade has been thrown into turmoil as the U.S. imposes sweeping tariffs on key trading partners, triggering swift retaliation from Canada, Mexico, and China. With 25% tariffs now in place on Canadian and Mexican goods and an escalating trade war with China, the impact on Australian agriculture is already taking shape. Wheat and barley could see price support as China looks for alternative suppliers, while canola may face headwinds due to increased competition from Canadian exports. Add in the uncertainty surrounding U.S. biofuel regulations and geopolitical tensions in Ukraine, and the only certainty is volatility. The challenge now is navigating this rapidly shifting landscape and staying ahead of the game.


10 Things You Can Do For Succession Before You Do Succession

Succession is one of the biggest conversations farming families face. It takes time, energy, and money to do it well—and just as much to do it poorly. The goal of a proactive, long-term approach is to ensure stability for both the business and the people in it, now and in the future. Even if formal succession planning feels far off, there are steps you can take today to make the transition smoother when the time comes. From keeping records of key discussions to understanding the true financial picture of the farm, small habits can make a big difference. Investing in future leaders, fostering open conversations, and considering financial tools like insurance and off-farm investments all contribute to a stronger succession plan. Succession is not an event but a process—one that thrives on planning, learning, and adaptability. The best time to start is now.

 [Read the full article](#) to learn more about the 10 things you can start to do today to support your succession.

You don't know what you don't know until you do

You don't know what you don't know—until you do. Many horticultural business owners excel at growing crops but may not always have the financial insights to maximise long-term profitability. Planfarm's Business of Horticulture program bridges that gap, offering practical, real-world financial and business training tailored for horticulture. From understanding the critical difference between cash flow and profit to setting internal benchmarks and planning for future growth, this program equips growers with the tools they need to make informed decisions. With live training rounds and self-paced learning options available in 2025, now is the perfect time to sharpen your business skills and build a more resilient, profitable future.

 [Read the full article](#) to learn more about the Hort Academy and upcoming training sessions.

Strip & Disc Farming: The long and the short of it

2020 was a crazy time. You may recall the mass hysteria gripping the nation about a highly divisive topic. Friends became enemies, popular opinion defeated science, and those with differing views made themselves known and were, in many cases, promptly ostracised. Of course, I am referring to "Strip and Disc farming." Thankfully, the hype has died down, and we can now take a more sensible approach to discussing this.

 [Read the full article](#) to learn the outcome of the Strip and Disc trial work.

Australian Agriculture

Australia's agricultural sector is undergoing a digital revolution, with Remote Sensing (RS), Geographic Information Systems (GIS), and Artificial Intelligence (AI) at the forefront. These technologies are driving efficiency, sustainability, and profitability in farming, offering solutions for everything from precision agriculture to carbon farming. By leveraging satellite data, drone imagery, and AI-driven automation, farmers can optimise land use, improve yield predictions, and reduce manual workloads. While challenges like high costs and data integration remain, innovative solutions are making these tools more accessible. The future of Australian agriculture is digital—embracing these advancements will be key to long-term success.

 [Read the full article](#) to explore the impact of digital mapping and AI in agriculture.



After 21 Years, I Bid Farewell

After more than two decades at Planfarm, it's time for me to say goodbye. From starting in a small office with a second-hand Commodore to witnessing the incredible growth of both the business and the agricultural industry, it has been an incredible journey. Over the years, I've worked alongside dedicated farmers, travelled to some of the most remote corners of the world, and seen first hand the resilience and innovation that define this sector. While I don't have firm plans for what's next, I know my future will remain connected to agriculture. Thank you to my colleagues, clients, and friends who have made this experience so rewarding.

 [Read the full reflection](#) on my 21-year journey at Planfarm here.

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