



## Boolah breaking new ground in delivering data-led leadership

**Established in 2002 as a primary production and contract farming venture, Boolah Group, whose commercial-scale trial farm is located in Pallamallawa, NSW, has grown into one of Australia's most forward-thinking agricultural businesses.**

Today, Boolah Group operates across a number of specialised yet seamlessly connected divisions that collectively supply traceable and sustainably accredited malting barley to domestic and international customers for processing into Malt across Australia.

These divisions cover a wide spectrum of services including farm and land management, end user connections, ag services including grain storage as well as sustainability and traceability research and development - which is where this article picks up the story...

Boolah Group's mission is to connect sustainably grown, low-emission, traceable barley to customers while continuously refining farming practices to improve both profitability and environmental outcomes.

Leading the way is their Regen4real program, a data-driven sustainability initiative that combines on-farm trials and emissions reduction strategies to improve environmental outcomes while maintaining productivity and grain quality.

### **The data imperative**

As Brooke Sauer, Head of R&D and Sustainability at Boolah Group explains, data is not just a requirement, it's a backbone of credibility.

"A statement is just a statement. Data is really the only way that we can back that up and do so in a verifiable and a certifiable way." Brooke said.

"A significant proportion of our trials are therefore focused on emissions reduction, and that's largely centred around how we reduce our reliance on urea and starter fertiliser. We then look at other opportunities such as building soil organic carbon. Importantly though, a key aim for our R&D investment is how we bring all of those efforts together to improve environmental outcomes and enhance productivity, always underpinned by data and evidence.

"The data enables us to back up our claims and say, not only are we sustainable, but this is our pathway to

achieve our climate related targets such as reducing emissions by 30% by 2030.

The scale and complexity of the company's operations, combined with the increasing demands of emissions reporting, make robust data systems not just desirable, but essential.

"It's importance of this cannot be overstated. As sustainability claims come under increasing scrutiny, the ability to provide verifiable, auditable data is becoming a prerequisite for market access.

"While we farm about 42,000 hectares, we are also working with around about 35 different growers across Australia, and as you can imagine, the more farms you add, the more complicated greenhouse gas emissions reporting becomes."

### **Technology to leverage farm data**

In order to address this challenge, Boolah Group will soon launch a new grower-facing platform designed to consolidate and leverage farm data across its operations and network by bringing disparate data streams into a single, usable system.

Leading this work is Boolah Data Analyst, Connor Wass, who says the platform is not just about data collection and compliance, it is also a decision-making tool.

"The grower portal that we're developing is about putting all the data for our farms and our growers in one place," Connor said.

"This enables us to not only ensure we are reporting emissions correctly, but also allows our growers to be able to see their emissions information and use it for improved on-farm decision making but also verify that data with our supply chain so we're able to prove that our grain is not only traceable, but sustainable.

"The growers in our network are going to be able to create plans, forecasts and model future scenarios about how changes to their business will impact their emissions and profitability.

“We want to make sure that we're giving growers the tools to be able to see how these plans will come into play and what the result will be. The ability to bring data together to see the bigger picture is crucial for driving the next productivity phase for Australian grain growers.”

### **Easy as EAP**

The Boolah Group has chosen to use the Agricultural Innovation Australia (AIA) Environmental Accounting Platform (EAP), as part of their grower portal, accessed via an Application Program Interface (API).

“We're looking to build out a whole system around that API,” Connor said.

“By integrating the Environmental Accounting Platform into our own portal, we are building a comprehensive data ecosystem that connects farm-level activities with broader sustainability and supply chain objectives.

“The benefits extend beyond emissions reporting - with better data comes better insight and, ultimately, better performance.

“Irrespective of the sector you're in, you're going to need to calculate your emissions and what's important is that we are doing it in a consistent way. We chose the Environmental Accounting Platform because I think it's going to be the Australian standard for calculating emissions from agriculture.

“What's important about the platform is it's simple to use and allows us to integrate with the EAP really seamlessly, and that's the best thing for us.”

### **Sustainability supported productivity**

The alignment between sustainability and productivity is a recurring theme for the Boolah Group.

As Brooke Sauer explains, rather than viewing environmental performance as a constraint, she sees it as a pathway to improved efficiency and resilience.

“I'm really enthusiastic about what the emissions accounting can bring, not only because it will allow us to demonstrate the sustainability that Australian farmers already possess, but also the opportunity of what we can learn from a productivity perspective.”

“I think ultimately, GHG emissions reporting is here to stay and will become standard practice for every farmer - so the more automated we can make it, the more likely people are going to engage with it.

“We pride ourselves on championing innovation in sustainability through testing new technologies, refining processes, and facilitating collaboration across the industry to ensure commercial viability at scale.

### **Sharing is caring**

Boolah Group's on-farm field days have become a key touchpoint between research, growers, and the broader agricultural community, turning research outcomes and data into something tangible to be shared.

As Connor Wass explains, these events invite growers, industry partners, and end users to walk through live trials and see new practices in action.

“The field days offer a unique opportunity to engage directly with Brooke and the team behind the Regen4real program, openly discuss trial results and technology and sustainability initiatives, creating a collaborative environment where knowledge flows both ways.

“We have seen more than 400 attendees at recent events, which highlights to me not only the amount of interest in sustainable farming practices, but also that growers want to understand how data, innovation and practical farming decisions can work together.”

In many ways, Boolah Group offers a blueprint for the future of farming - a business that is deeply rooted in production but equally committed to innovation, transparency, and sustainability. Through programs like Regen4real and utilising platforms like the AIA Environmental Accounting Platform, Boolah is not only meeting the expectations of today's markets but helping to define those of tomorrow.

As the agricultural industry grapples with the twin challenges of feeding a growing population and reducing its environmental footprint, the message is clear - the truth will be found not just in the ground, but in data that has been ground-truthed.

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