



AIA's Environmental Accounting Platform (EAP) supporting a digital transformation for WA's Planfarm

Australia's agricultural industries continue to undergo a rapid transition toward more sustainable and data led farm management practices, especially when it comes to environmental accounting. Planfarm, the largest agricultural advisory organisation in WA, responded with the development of its own carbon division to deliver on the needs of its client base.

Planfarm TerraWise was established in 2021 with a mission to provide dedicated carbon-centric services tailored to the Western Australian Wheatbelt, with a focus on two key streams of delivery: carbon accounting and carbon project delivery.

As Danielle Gale, Planfarm TerraWise Manager, explains, integral to both offerings was the ongoing education and empowerment of primary producers based on robust data and evidence.

"There continues to be a lot of noise out there about the merit of carbon projects and accounting. In particular, the relevance of producer participation on-farm," Danielle said.

"The last thing producers want to do is to engage with unnecessary paperwork that seemingly doesn't have any impact on their operations or bolstering productivity or profitability.

"As independent advisors it's our job to demonstrate the value of data to educating and enhancing what can be achieved on-farm, but we need the systems and software to generate data that is trusted and consistently reliable.

AIA was established by Australia's 15 rural Research and Development Corporations. Our mandate enables Australian agriculture, fisheries, and forestry to solve the complex challenges no sector should tackle alone. Through collective investment and agile innovation, we deliver whole-of-sector solutions that create measurable, industry wide impact.

"For example, detailed emissions reporting can maintain supply chain access into markets where mandatory financial and climate related disclosures are in play.

"It isn't about emissions alone, it feeds into a bigger picture by adding another layer of value to management and business decisions made on-farm. That's why we needed to bridge educational gaps with fit for purpose solutions."

Bolstering offering with the EAP - a whole farm approach

From 2023 Planfarm provided high-level emissions reporting grounded in raising client awareness around carbon in their businesses. As industry expectations matured with increased emphasis on commodity-level insights, alignment with farm data systems, and future auditability, the need for more detailed reporting was required.

In late 2024, they sought a provider to support with integration and delivery of granular carbon calculations.

"It was important that we worked with a provider that was flexible, adaptable, reliable, and had strong governance.

With these considerations, the work AIA had done with their Environmental Accounting Platform was the obvious choice, utilising their free Application Programming Interface."



According to Danielle, TerraWise's integration of the Application Programming Interface (API) within the business' client program supported a digital transformation which advanced their current carbon calculation capabilities.

"What the Environmental Accounting Platform API has provided us is the opportunity for tailored reporting, designed to address the operational needs of our clients rather than relying on templated reports that don't capture the reality of their day-to-day operations," Danielle said.

Empowering producers to know their 'number'

With more than 15 commodities covered in the EAP, specialised and mixed farming operations are accounted for.

"A lot of our clients originally engaged Terrawise with the intention of undergoing carbon projects, but it's not the silver bullet itself," Danielle said.

"Carbon accounting should be a holistic business management priority, and increasingly more producers are embracing this approach.

"The more specific the data a grower can determine from their calculations, the more they are empowered to make decisions in regards to their business, supply chain, and on-farm operations.

"A farms emission intensity is a valuable insight that can unlock green finance options."

"Every data point collated by farmers through the process is wholly owned by themselves. Carbon accounting and data will play an increasingly significant role on the long-term success and viability of farm businesses," Danielle said.

Broadening horizons

Today, over 30 farm businesses are using AIA's EAP via Planfarm TerraWise's service offering.

The value the AIA EAP has given back to TerraWise and its client base has been such that the partnership is one that'll carry on into the future.

"The feedback to date from our clients has been an overall increase in awareness around the value of their reported emissions, particularly when it comes to green finance and supply chain use cases," Danielle said.

"What was daunting this time last year is now the status quo, with more farmers recognising the value and impact of their data on the outcome of their production, particularly those exploring carbon projects.

"Conversations are centring around emissions as a whole of business approach, which is ultimately driving interest and investment into carbon accounting."

Free access to AIA's API is supported by the Australian Government through funding from the Improving Consistency of On-Farm Emissions Estimates Program.

To apply, organisations need to complete a simple, online form available at aiaeap.com/partner