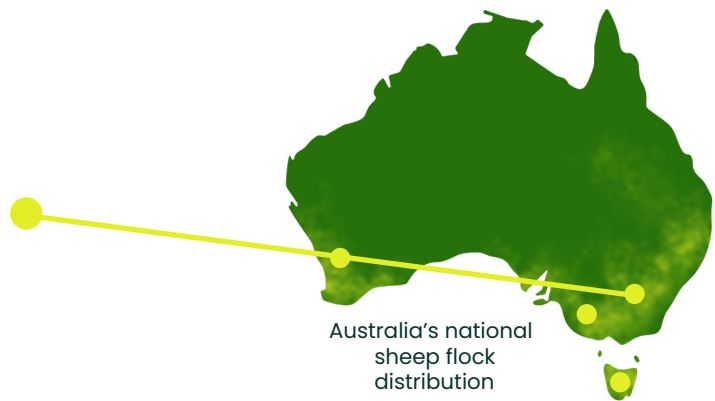




## Turning sustainability into strength

Supporting farmers and the broader supply chain to better understand and use natural-capital assessment tools.



### What is happening here?

The Holbrook Landcare Network Green Sheep Project puts natural-capital assessment tools under the microscope to improve their practical on-farm use and supply-chain understanding. The project focuses on developing farmer-friendly processes for verification, data collection, and valuation, while creating support mechanisms for producers to respond to Environmental, Social and Governance (ESG) expectations and make climate-smart decisions.

### Focus:

- Natural-capital assessment methodologies and tool road-testing
- Producer support and one-on-one engagement
- Whole-of-value-chain communication and feedback
- ESG responsiveness
- Climate-smart farm decision-making

### Location?

Holbrook region, southern New South Wales – supported by local farmers and industry.



Learn More

**The Green Sheep Project (GSP)** is a national initiative supporting sheep producers to better understand, measure and communicate on-farm sustainability and natural capital.

Led by Sheep Producers Australia, it includes four Natural Resource Management organisations and many supply-chain supporters. GSP focuses on practical tools, real-world demonstrations, and clearer market recognition for environmental stewardship.



## Project goals?

- Skills and knowledge improvement
- Equip farmers to respond to ESG expectations
- Improve linkages between farmers and the supply chain
- Empower farmers to use natural capital reporting tools

## What's involved?

- On-farm site visits
- Development of natural-capital profiles and individual farm reports
- Meetings with natural-capital tool suppliers and processors
- Field days, regional presentations and stakeholder roundtables
- Demonstration trials and pilot support models
- Surveys, interviews and farm management assessments
- Adviser training and adoption pathway workshops

## Project timelines?

### 2026

- Industry roundtable and partner consultation
- Secure farms, baselines and "before" field days
- Tool assessment and reporting refinements

### 2027

- On-farm engagement and regional field days
- Demonstration site verification and data collection/sharing
- Skill development and working towards practice change

### 2028

- Analysis of demonstration site data and feedback
- Adviser training and impact sharing
- Farm carbon and natural-capital projects
- Outcomes reporting and showcase event

## What will farmers see on the ground?

- Practical natural-capital tools tested in real farm settings
- Personalised farm reports
- Demonstration sites and producer field days
- Clearer links between sustainability practices and market or ESG recognition
- Engagement with advisers and supply-chain partners

## Long-term benefits

- Increased producer confidence and capability in natural-capital reporting
- Stronger farm-to-supply-chain ESG alignment
- Recognition of existing environmental stewardship
- Improved data literacy and use of decision-support tools