



Agworld

Twenty years of digital transformation

The evolution of Bungulla Farming

CHALLENGE

To keep the farm profitable and sustainable, Brad Jones needed to get the most out of every resource—soil, machinery, and labour. But the biggest hurdle was shifting from instinct-driven decision-making to a system based on hard data.

SOLUTION

Brad and his wife, Kate, implemented a comprehensive digital farm management system. By using Agworld and advanced analytics, they have completely overhauled how Bungulla Farming operates.

RESULT

- A major portion of farm decisions are now backed by real-time data.
- More efficient fertiliser and chemical use, thanks to variable rate applications.
- A reduction in unprofitable cropping areas, reallocating land for better economic returns.



Bungulla Farms

TYPE	Row Crops
LOCATION	Tammin, WA
CROPS	Wheat, Canola, Lupins
SIZE	15,000 ha

“Having all our chemical and crop records in Agworld made our ISCC audit quick and easy.

It proves that digital records are critical for compliance and future-proofing our farm”

Brad Jones
Bungulla Farms



From Paper Records to a Data-Driven Operation

With a background in cropping aviation, Brad's unique bird's-eye view and pragmatic approach sparked his farming data collection journey, all while tripling the size of the farm over the years.

Two decades ago, Bungulla Farming ran much like many other farms—record-keeping was done on paper, key decisions relied on gut instinct, and tracking long-term trends across seasons was nearly impossible. After taking over the family operations, Brad Jones, alongside his team, would jot down chemical applications, yield estimates, and rotation plans by hand, relying on memory and experience to make crucial decisions.

Today, things couldn't be more different. Bungulla Farming has embraced digital agriculture, transforming the way every aspect of the farm is managed. Through Agworld, precision AgTech tools, and advanced data analytics, Brad and his team now have real-time insights that drive smarter, more profitable, and sustainable farming.

Making Data-Driven Decisions

Brad knew that to keep the farm profitable and sustainable, he needed to get the most out of every resource—soil, machinery, and labour. But the biggest hurdle was shifting from instinct-driven decision-making to a system based on hard data.

“We collect vast amounts of farm data to help in our decision-making and closely monitor how each of our fields are performing per hectare,” Brad explains.

A Fully Integrated Digital Approach

To tackle these challenges, Brad and his wife, Kate, supported by their staff, implemented a comprehensive digital farm management system. By using Agworld and advanced analytics, they have completely overhauled how Bungulla Farming operates.

From Paper to Cloud - All agronomic activities are recorded digitally in Agworld, making farm data easily accessible, shareable, and securely stored for future use.

Precision Soil Mapping - More than 300 soil sampling sites are tested regularly, with results combined with NDVI imagery, yield data, and soil analysis to refine inputs and maximise productivity.

Smart Rotation Planning - Crop rotations are planned up to three years in advance, allowing Brad to make informed decisions about soil fertility, pest management, and input optimisation.

Seamless Team Collaboration - Centralising farm data in Agworld means that everyone—from farm staff to agronomists—works from the same platform, reducing miscommunication and increasing efficiency.

Compliance & Sustainability – Digital records have streamlined the farm’s ISCC certification, ensuring compliance with sustainability standards for premium-grade canola used in renewable energy production, including sustainable aviation fuel (SAF).

“We track all our agronomic activity on Agworld, which helps us manage herbicide resistance, potential disease build-up, and liming programs,” Brad adds.

Farming Smarter, Not Harder

The shift to data-driven decision-making has had a significant impact:

- A major portion of farm decisions are now backed by real-time data.
- More efficient fertiliser and chemical use, thanks to variable rate applications.
- A reduction in unprofitable cropping areas, reallocating land for better economic returns.
- Improved sustainability and compliance, making exports smoother.

“Having all our chemical and crop records in Agworld made our ISCC audit quick and easy. It proves that digital records are critical for compliance and future-proofing our farm,” Brad says.

The Next Phase of Bungulla Farming

With AgTech evolving rapidly, Brad is already planning for the next decade of innovation on the farm:

More Weather & Soil Sensors - Expanding the network of rain gauges and weather stations to create spatial rainfall maps for precise decision-making.

AI & Predictive Analytics - Using machine learning to forecast yields, optimise inputs, and automate routine tasks.

Machine Integration - Linking John Deere’s precision AgTech with Agworld for real-time data capture, improved equipment efficiency, and automated field activity tracking.

Data-Driven Financial & Succession Planning - Expanding digital tools to insurers and financiers for better risk assessment, financial planning, and farm legacy management.

Sustainability and Community - Supporting local circular sustainability by supplying hay to a neighbouring pig farmer, who in return provides Bungulla with natural fertiliser for Canola crops—further reducing chemical use and preventing soil burn.

“You can’t manage what you can’t measure. Our margins need to keep improving, and that requires deep analysis, collaboration, and leveraging every data point available,” Brad emphasises.



“We track all our agronomic activity on Agworld, which helps us manage herbicide resistance, potential disease build-up, and liming programs”

Brad Jones
Bungulla Farms, Tammin, WA



A Farm Built for the Future

Bungulla Farming's journey over the last 20 years highlights how digital transformation can revolutionise agriculture. By moving from handwritten records to an integrated farm management system, Brad and his team have achieved greater efficiency, sustainability, and profitability.

With AgTech advancing at a rapid pace, the next decade promises even more opportunities—and Bungulla Farming is ready to lead the charge.



Improving profitability in agriculture

- ✓ Collect data at every level in a structured way.
- ✓ Easily share data with anyone important to your organisation.
- ✓ Un-paralleled insights into your operation.
- ✓ Empowers you to make more profitable decisions.

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