AgTrace Australia

Summary Report

An industry-led innovation to modernise Australian agrifood trade through a scalable, digital framework

March 2026

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About the Authors and Host Organisation

AgTrace is managed by the Food Agility Cooperative Research Centre (Food Agility). With a $400m portfolio comprising of over 60 initiatives carrying an estimated economic impact of $6bn, Food Agility specializes in designing and delivering projects and major initiatives using data and digital technologies to increase profits and improve sustainability for Australia's agrifood sector.

AgTrace project lead and report co-author, Professor David Lamb, is the Chief Scientist of Food Agility. He has worked in precision agriculture R&D for more than 30 years having co-designed/led more than 100 industry funded R&D projects and undertaken numerous national reviews including telecommunication for Australian agriculture. He currently contributes to several national and international working groups in agtech related innovation.

Co-author, consultant and significant project contributor, Simon Winter has over 35 years' experience in the agricultural industries, with a strong focus on traceability. This includes development of NLIS, drafting the National Livestock Traceability Performance Standards, developing electronic NVDs and designing national identification systems for the alpaca and goat industries. Simon also has significant experience in industry development, research management and commercial operations.

Food Agility acknowledges the Traditional Custodians of country across Australia and their enduring connections to the land, sea, and community. Our team live and work on Eora, Woiworung, Ngunawal, Anaiwan, and Gimuy country, and we pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

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Executive Summary

AgTrace Australia (AgTrace) is an initiative that demonstrates how data-enabled traceability strengthens competitiveness of Australia's agrifood industry.

Led by Food Agility, AgTrace responds to a rapidly changing global environment where non-tariff measures (NTM), Environmental, Social, and Governance (ESG) requirements, and market access requires verifiable, interoperable, and trustworthy product information.

This summary report encapsulates work completed between 2023-2025, during which Food Agility was supported by the Department of Agriculture, Fisheries and Forestry (DAFF). In that period, AgTrace demonstrated the 'art of the possible' in applying digital product passports (DPP) containing verifiable credentials (VC) in three export scenario proofs of concept (POC): Red Meat to the EU, Cherries to China, and Canola to the US.

A crowning achievement of AgTrace is the creation of the Australian Agriculture Traceability Protocol (AATP). It is a world-first, sector specific extension of the United Nations Transparency Protocol (UNTP) and provides the framework pertaining to the use of DPPs in the context of agricultural products into markets both domestic and international. Prior to AgTrace, no agriculture specific extension of the UNTP existed and developing the AATP became a critical enabler to ensure the success of each POC and to guide future developments of our national traceability capability.

The AATP provides a common, interoperable framework for how agricultural data can be captured, verified, shared, and reused across supply chains. It is designed to be scalable, decentralised, and technology agnostic, giving farmers and supply chain actors control of their data while meeting emerging regulatory and market demands.

THE NEED FOR ENHANCED TRACEABILITY

World Trade Organisation (WTO) data from the last decade shows the number of global NTMs increased by an average six per cent per year, proving the need for evidence of sustainability, legality, and provenance.

Environmental concerns are another major driver, with agriculture and land-use change contributing an estimated 25–30 per cent of global CO_2 emissions. Social responsibility, labour standards, and governance expectations are also shaping consumer and investor behaviour.

Australia's traceability systems are fragmented, inconsistent across commodities, and often reliant on centralised databases that are difficult to scale. Most national or state-run traceability systems are created to serve biosecurity needs or to meet sovereign regulatory undertakings with export markets. Commercial traceability systems exist, but these are generally closed systems running on proprietary platforms. As such, current arrangements are not adaptable or responsive and rely on centralised 'systems', often include data of variable quality, do not empower data owners (i.e. farmers) and do not easily evolve. One perspective is that these limitations can be considered as posing risks to market access, regulatory compliance, and the ability to demonstrate ESG performance. Another perspective, given the increasing reporting burden of NTMs and consumer expectations, is that the current processes miss a significant opportunity to support farmers in a way that eliminates or minimises the duplication of data inputs or reporting.

AgTrace positions the AATP as a future ready response to these pressures, enabling Australia to maintain premium market access and meet emerging global expectations.

Australian Agriculture Traceability Protocol

The AATP provides a consistent, interoperable method for attaching verified data to agricultural products. It builds on the UNTP and adapts it for agricultural contexts, ensuring compatibility with global standards while addressing sector-specific needs such as land identity, animal movement, crop provenance, and ESG.

Key design principles include decentralisation, interoperability, verification, scalability and technology agnosticism. The AATP is a significantly different paradigm to existing traceability models, enabling any claim about any product to be digitally attached if the product has a unique digital identifier. That identifier can be anything from an NLIS ear tag on a steer, a reference number on a chaser bin during grape harvest, a consignment number accompanying a truck load of grain, through to a QR code on box of fresh produce.

The technical components of the AATP are Digital Product Passports, Decentralised Identifiers (DID), VCs, Trust Anchors and interoperability frameworks such as GS1, EPCIS, and the UNTP.

DECENTRALISED IDENTIFIER

This is a type of digital identifier that allows an entity, such as a farm business, property, organisation, device, or product to have a secure, verifiable, and self-controlled digital identity without relying on a central authority.

VERIFIED CREDENTIAL

A VC is a piece of information issued by a trusted party, digitally signed so it can't be altered, is held by the entity it relates to (e.g., a farmer, packhouse, or exporter), is presented to others when needed and has been cryptographically verified without calling a central database. A VC stands on its own.

TRUST ANCHOR

A trust anchor is the starting point in a chain of trust; a highly reliable, independently verifiable source of truth that other digital credentials can build upon. Once you have an anchor, you can attach other VCs to it with confidence.

What is a Digital Product Passport?

DPPs have the potential to transform Australian agriculture from fragmented, paper-based traceability to a verified, interoperable, data-driven system.
By acting as the container, carrier, and connector for the information supply chains need, DPPs help producers prove provenance, sustainability, and compliance. A DPP will point to data, organise data, and carry VCs, but **it will not** act as a transport mechanism or a central database in which to move data around. A DPP contains VCs issued by trusted parties. It organises identifiers (DIDs, GLNs, GTINs, PICs), and travels with the product as a portable digital record. This enables downstream actors to request or verify data; however, it is not the data pipeline itself.
Data 'movement' in the context of DPPs only refers to data moving through Digital Traceability Events (DTEs), APIs between agtech systems, VC issuance and presentation flows, DIDs, and trust anchors (e.g. land titles, ABN register).
This matters because this is what gives scalability, data ownership and privacy, interoperability, trust, and flexibility within existing systems. It also replaces the need to build a single national traceability database.

WHAT A DPP DOES

- Points to and organises product information
- Links verifiable credentials as expressed at the point of 'service'
- Enables secure, decentralised data sharing

WHAT A DPP DOESN'T DO

- Store supply-chain data
- Act as a transport mechanism or synchronise data across platforms
- Replace existing farm or business software

The Burning Question

Does the AATP, and do DPPs, work with Blockchain, and vice-versa?

Yes! The AATP works with blockchain, but not because it requires it. It works because the AATP is deliberately designed to be technology agnostic, meaning it can operate on blockchain, traditional databases, hybrid systems, or decentralised identity networks. Conversely, blockchain networks can interoperate with AATP-compliant systems as long as they follow the UNTP/AATP data models. The AATP's core requirement is verifiable, portable, interoperable data. It is not storage technology. This flexibility makes the AATP scalable across industries and agtech providers.

Five practical ways blockchain can be integrated with the AATP

- Supporting credential issuance
- Decentralised registries for trust anchors
- DPP storage or indexing
- Event logging, such as immutable CTE/DTE records
- Smart contracts for automated compliance checks

Case Studies

AgTrace Australia delivered numerous POCs designed to demonstrate the AATP in real-world export scenarios for the red meat, horticulture and grains export markets.
The selection of each scenario was an exercise in balance. The team consulted with industry to identify hypothetical scenarios that not only illustrate key elements of the DPP in action, and to inform the ongoing design of the AATP, but also to bring to light any critical dependencies such as the notion of VCs, the reliance upon unbroken traceability - or chain of evidence - and the carriers of burden in any such process. Moreover, the team were adamant AgTrace would be more than just an academic exercise, as such the POCs were framed around real market access challenges, the more acute and time critical the better. The deliberate benefit of taking this risk was proven upon the completion of the red meat POC. DAFF and the industry collaborators subsequently requested a fully resourced dress rehearsal involving consignments active in the supply chain. The flip-side of this approach was that the AgTrace team had to work very hard to ensure that participant focus was solely upon the aims of the POCs; namely to demonstrate the 'art of the possible' in data-enabled market access, rather than a notion that it was actually trying to solve a particular challenge for industry.

Understanding benefit vs cost

Every POC included a comprehensive benefit-cost analysis (BCA). The BCA applied the guidelines of the Commonwealth of Australia's 2023 "Cost Benefit Analysis; Guidance Note." The model used a 10-year projection period and a discount rate of 7%.
The BCA drew on a diverse range of data sources, including desktop reviews, interviews with farmers and industry stakeholders, project partner feedback, expert workshops, and findings from the POCs. Costs and benefits were monetised where possible. Where quantification was not feasible, qualitative analysis captured important intangible impacts such as improvements in trust, data sovereignty, system interoperability and supply chain resilience.

RED MEAT

EUDR COMPLIANCE

P10-11

CHERRIES

COLD CHAIN INTEGRITY

P12-13

CANOLA

BIOFUEL MARKET

P14-15

RED MEAT EUDR COMPLIANCE

The 'rules' established for this POC were based on the proposed EU Deforestation Regulation (EUDR).
Published in the Official Journal of the European Union in June 2023, the EUDR is designed to ensure certain products entering the EU market do not contribute to deforestation or forest degradation anywhere in the world. Of the seven prescribed commodities, cattle are defined as red meat production and co-products such as leather. Furthermore, a retrospective assessment component is included in the POC as the EUDR specifies that those products must not originate from land that was deforested or degraded after 30 December 2020. In addition to being deforestation-free, imported products must comply with relevant country of origin legislation and be covered by a due diligence statement (DDS) signed by the EU importer. While initially set for implementation on 31 December 2024, the EUDR implementation was extended until 31 December 2026.
This red meat POC simulated a full supply chain from farm to export, integrating geolocation data, land-use assessments, and DPPs.

Key features demonstrated

- Identifying contributing producers to a red meat consignment and onboarding them to a land assessment platform
- Undertaking a per-farm deforestation risk assessment (geospatial analysis)
- Generating land-use compliance VCs
- Generating DPPs for beef and hides, linked to VCs
- Testing data interoperability between supply chain actors
- Generating single location attributes and testing data conformity for importer submission into the EU (TRACES) platform

Partners

foodagility · Simon Winter Agricultural Consulting · Trust Provenance · 2rog · Australian Farm Institute · AI Topper · Australian Government Department of Agriculture, Fisheries and Forestry · cibolabs · GS1 Australia · GoSource · McCabe AgCo. · TEYS

Export beef consignments

	Grass-fed Consignment	Grain-fed Consignment
# producer properties assessed	50	9
Deforestation assessment outcome selected	Low-risk	Low-risk
# properties required to fill test consignment	5	2
Exported by	Air freight	Air freight
Consignment size	1,300 kg	1,300 kg
Date Shipped	20 Nov 2024	7 Dec 2024

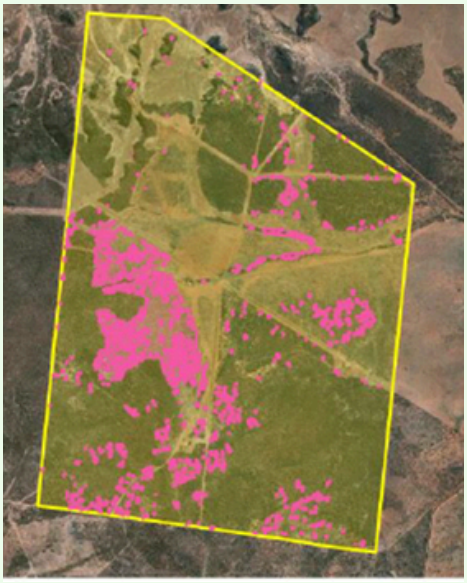

Fig 1. A satellite image-based EU deforestation assessment for Australian farms

Product identifiers can be scanned to verify a DPP, confirming the credential has not been tampered with or revoked (Fig 2).

This can link to product information, a deforestation credential, or traceability information, as circled in red (Fig 4).

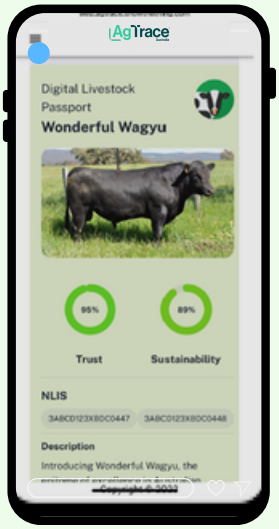

Fig 2. DPP generated in existing farm software

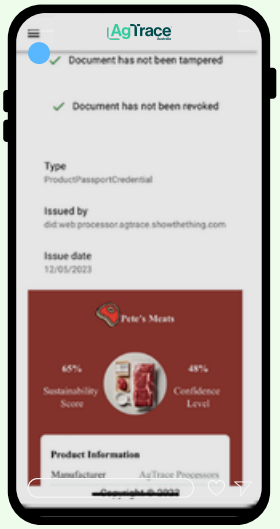

Fig 3. DPP for meat

Fig 4. product details and links

Outcome

The analysis compared a digital solution using the AATP and a traditional, paper-based compliance model.
Under the AATP-enabled approach, beef supply chain participants digitised and verified ESG credentials, including National Vendor Declarations, EUCAS and LPA certifications. This digital transformation reduced administrative time, improved data accuracy, and enhanced the ability to demonstrate compliance with EU regulators. While initial sector-wide costs would be high, totalling over $8 million across producers, feedlots, and processors, the long-term efficiency gains and sustained market access resulted in a net positive outcome. The economic modelling indicated that while the manual method delivered a slightly higher net present value (NPV) for a single credential use case, the AATP solution became more cost-effective when additional ESG credentials were added. Modelling indicated that for three or more ESG credentials, the AATP architecture demonstrated superior scalability.

CHERRIES
COLD CHAIN INTEGRITY

When exported to China, Australian cherries must adherence to a biosecurity protocol involving accredited orchards and packhouses, pest-free area certification, or approved cold treatment/fumigation, and mandatory registration.
Growers, packhouses, fumigation providers, and freight forwarders were all involved in this POC. Orchard managers input a variety of orchard data onto the Tree-to-Me app along with the DAFF orchard accreditation and Organics credentials which is linked to the Orchard DPP. After harvest and subsequent processing of the cherries through the packhouse, a packhouse DPP featuring the required protocols was generated by FreshChain, along with the Source Certain program participation credential. Following further processing and treatment through the fumigation or freight forwarding facility, another DPP was generated by FreshChain including the packhouse data, phytosanitary data, consignment and transport data and the Health Certificate credential.

Key features demonstrated

- Multiple apps and platforms (including blockchain) from multiple agtech providers interacting with AATP-compliant DPPs
- Digital capture of critical tracking events
- Interaction with regulatory certification and organics registration
- Interaction with a geo-fingerprinting 'Site Provenance' technology via a generated VC
- Generating VCs attesting to cold-chain compliance
- VCs being discoverable through a QR code directing the users through a link resolver

Partners

foodagility
SIMON WINTER AGRICULTURAL CONSULTING
FreshChain
GoSource
Australian Farm Institute
Australian Government Department of Agriculture, Fisheries and Forestry
AGRICULTURE VICTORIA
SourceCertain
Trust Provenance

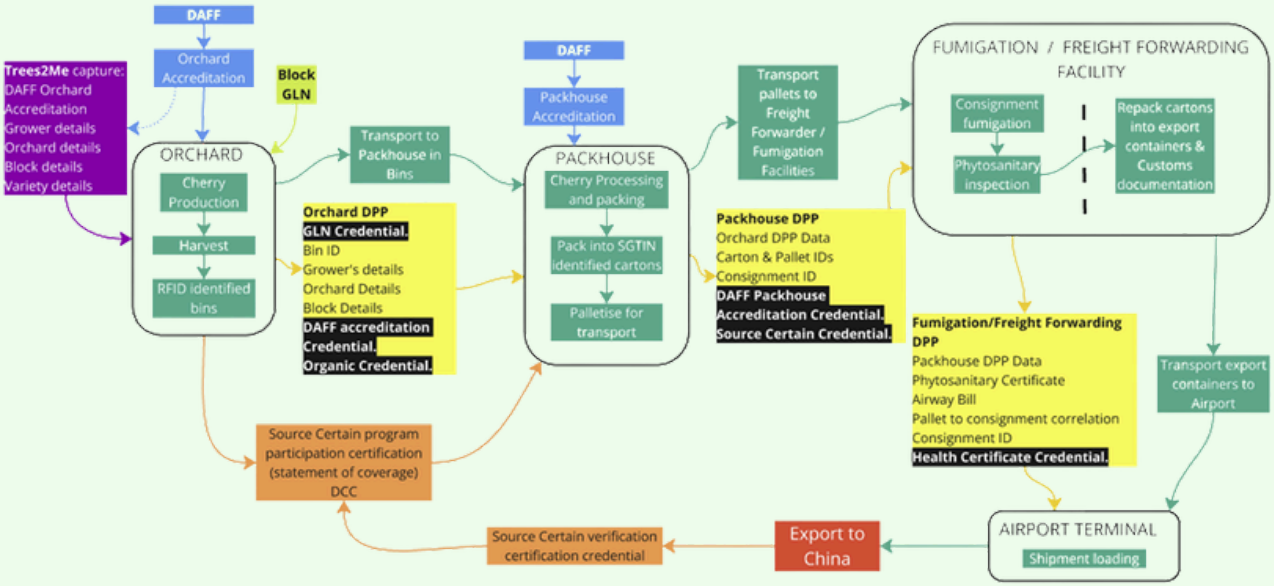

Fig 5. Cherry supply chain and data flow scenario

Fig 6. A Statement of Coverage VC issued by SourceCertain

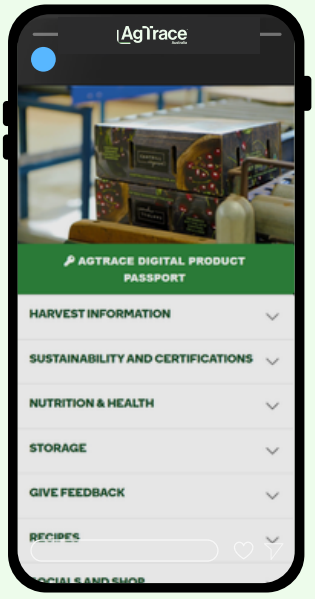

Fig 7. Demonstrator product DPP

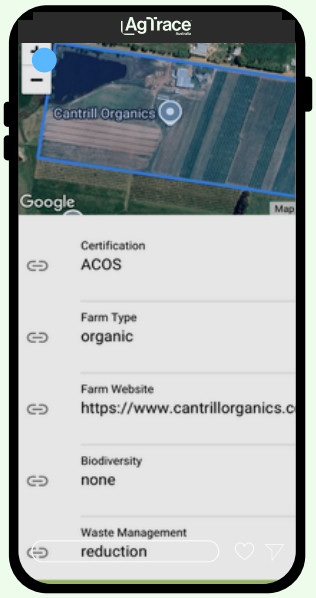

Fig 8. Example ACOS Certification VC

Outcome

The average cherry grower, producing approximately 43 tonnes of fruit annually, was used as the model unit.
With the AATP, these growers could digitise and link VCs to their exports, providing greater transparency to trading partners and mitigating risks such as food fraud. China, a critical and high-risk market for Australian horticulture, has experienced counterfeit incidents in the past. The ability to authenticate origin, temperature control, and certification data via the AATP provided a compelling case for enhancing brand trust and product integrity. Despite the high initial costs, largely attributable to sensor technology and dashboard subscriptions, the modelling showed that even a modest 3.2 per cent price premium would result in a positive NPV. At a 10 per cent premium, the benefits more than doubled the costs, with a benefit-cost ratio (BCR) approaching three. The cherry case highlighted how AATP could compound value over time, with marginal costs for each additional credential decreasing, while cumulative benefits increased.

CANOLA BIOFUEL MARKET

Australian canola seeds are recognised by the US EPA as a feedstock for advanced biofuel production. This means canola oil is eligible for Renewable Identification Numbers (RINs), which are essential for trade in renewable energy in the US.

While canola seed exports do not require a RIN, biofuel producers will require input feedstocks to include evidence of compliance with the emissions reduction threshold.

The granting of a RIN is also dependent upon the biofuel feedstock meeting the EPA definition of renewable biomass. For crops, the requirement is that the planted crops and crop residue harvested is from existing agricultural land cleared or cultivated, non-forested and either actively managed or fallow, prior to 19 December 2007.

This POC explored farm level assessment and consignment traceability as they relate to the alternative renewable biomass tracking requirement, noting that a whole-of-country aggregate compliance approach would require government-to-government engagement.

It also demonstrated the 'art of the possible' in meeting emerging market requirements. Additionally, the Australian government has announced it is expanding the Guarantee of Origin (GO) scheme to track and verify emissions from the production of low carbon liquid fuels (LCLFs). This is considered a key building block to the uptake of LCLFs in Australia. An additional assessment of the emissions profile of a canola consignment was conducted, with the goal to link that data to the consignment through the supply chain.

Key features demonstrated

- AATP applied to gain consignments, proving practical application in tracing bulk commodities
- Demonstrated issuance, linking and discovery of VCs, such as land management compliance and GO
- Enabled credential linked traceability from farm-to-export using interoperable identifier schemas and DPPS
- Supported exporters and importers in meeting US EPA and EU ISCC requirements

Partners

foodagility
SIMON WINTER AGRICULTURAL CONSULTING
AG Schilling & Co
Trust Provenance
McCabe AgCo.
Australian Government Department of Agriculture, Fisheries and Forestry
cibolabs
GrainCorp
Australian Farm Institute
DATA FARMING

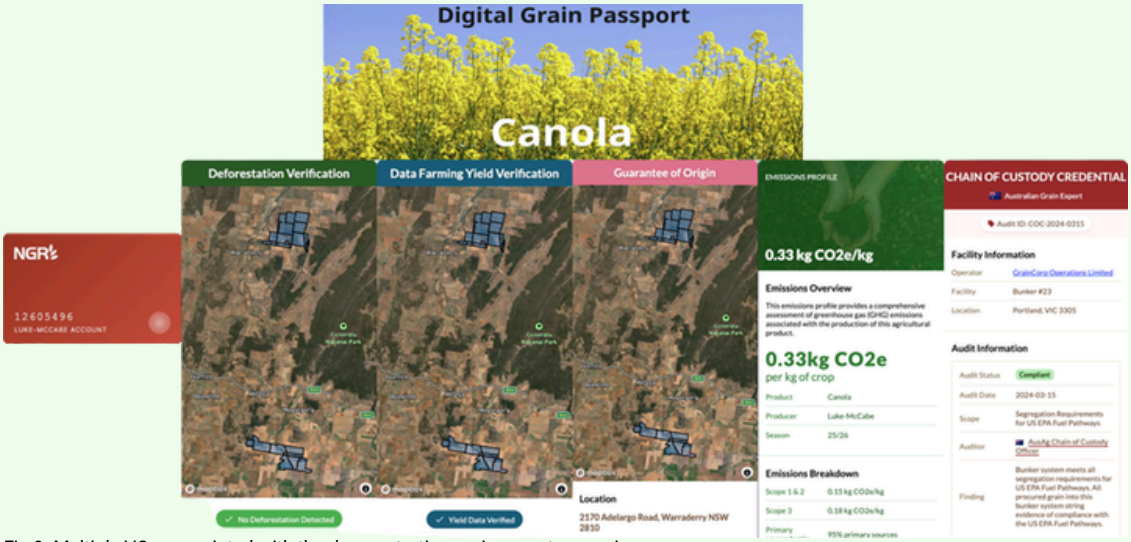

Fig 9. Multiple VCs associated with the demonstration grain export scenario

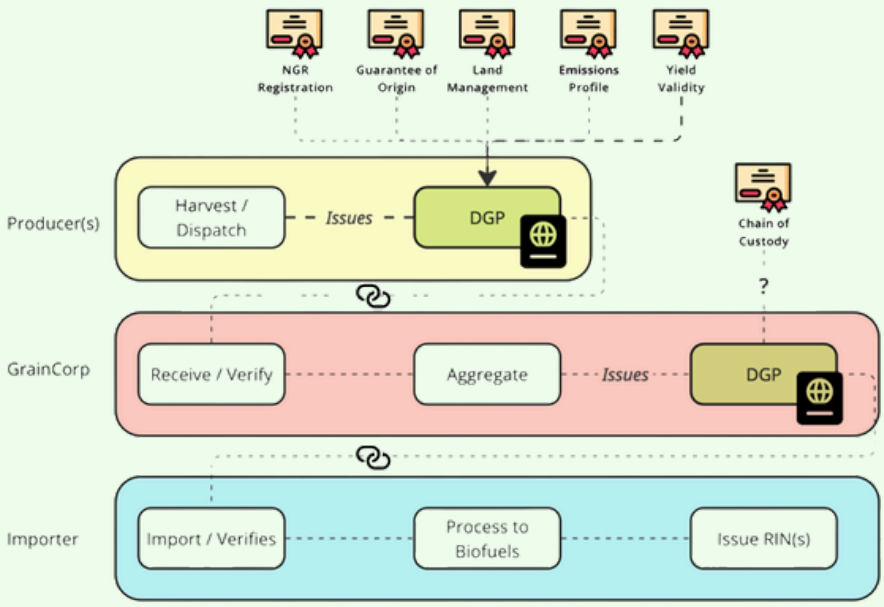

Fig 10. Flow of VCs through the Canola supply chain scenario

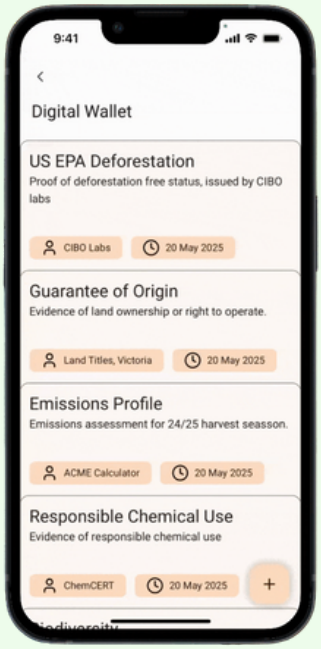

Fig 11. DPP associated with the test consignment

Outcome

Five key VCs were created for this project: batch/lot traceability, land management, emissions profile, yield verification, and GO. These were applied to 50 per cent of exported canola and assumed 70 per cent grower adoption. The BCA demonstrated that even a 1 per cent price premium delivered substantial gains, with a 10-year NPV of $90m. At a 10 per cent premium, the benefits exceeded $1.97bn. The POC illustrated the scalability of the AATP at an industry-wide level. As more credentials and markets were added, the per-grower costs under the AATP grew slowly in comparison to centralised systems. Additionally, regulatory and operational efficiencies, estimated at $3.8m per year, would be further strengthened if applied to all Australian canola production - making the case for broad adoption in the grains sector.

Conclusion

Through each of these POCs, underpinned by the world-first agriculture extension of the UNTP, AgTrace demonstrated that Australia can lead globally in agricultural traceability by adopting decentralised, interoperable, and verifiable data systems.
The AATP provides a scalable, future-ready framework that can meet emerging ESG and market access requirements while empowering farmers as data owners.
Sector-wide implementation of AATP requires upfront investment in systems, training, and governance, but delivers substantial long-term benefits, including improved market access, reduced regulatory burden, greater efficiency, and a scalable foundation for verified ESG and provenance data.

The AATP

WORKS WITH FRAGMENTED SYSTEMS
The AATP and DPPs are mission-critical for emerging market requirements as they can work with current systems that are inconsistent and fragmented.

RELIES UPON VERIFICATION
Verification represents a major shift from current practices and ESG requirements are emerging but inconsistent

IMPLEMENTATION GUIDANCE
Agtech and software providers and data custodians can implement the AATP quickly once requirements are clear

Long term benefit vs short term cost

The POCs conducted across beef, cherry, and canola supply chains consistently demonstrated that the AATP can deliver positive economic returns with only modest market premiums.
In all three scenarios a small uplift in product value, typically between one and three per cent, was sufficient to achieve a positive Net Present Value (NPV) and a Benefit-Cost Ratio greater than one.

These findings highlight the viability of the AATP as a cost-effective solution for traceability, particularly when used across multiple credentials or market pathways. As additional credentials are added, the per-unit cost of compliance decreases, making the AATP progressively advantageous relative to traditional or centralised systems.

Recommendations

For the full potential of the AATP to be realised, for the benefit of Australian agriculture, Food Agility has identified the following five key enablers

- Support for extension and adoption programs
- Establishment of foundational VCs
- Development of governance structures
- Regulatory sandbox testing
- Long-term institutional home for the AATP

Next steps

What you might like to examine	How Food Agility can assist
Digital Solution & Implementation Costs Includes software upgrades, integration, and initial credential issuance.	A suite of materials to help agtech providers, developers, and industry participants adopt the AATP, including: • AATP website landing page • AATP explainer video • GitHub community
Training, Onboarding & Change Management AATP introduces new concepts (VCs, DIDs, trust anchors) requiring education and support.	• Producers, packhouses/processors, exporters, supply chains and agtech providers need targeted training • Extension and adoption programs are essential
Early Compliance & Transaction Costs Initial credential creation and verification add short-term overhead • Time to issue VCs • Additional verification steps • Workflow adjustment	• Work on the shortest route to introduction and roll-out of AATP compatibility for existing and planned systems including supporting sector committments to sustainability and other frameworks
Establishing and maintaining the AATP governance model requires: • Secretariat support • Standards maintenance • Trust anchor management • Ongoing stakeholder engagement	A well designed and managed governance structure is essential to the future success of the AATP.

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Glossary of Acronyms

AATP	**Australian Agriculture Traceability Protocol**	GO	**Guarantee of Origin**
BCA	**Benefit Cost Analysis**	GLN	**Global Location Number**
DAFF	**Department of Agriculture, Fisheries and Forestry**	GTIN	**Global Trade Item Number**
DID	**Decentralised Identifier**	LCLF	**Low-Carbon Liquid Fuels**
DDS	**Due Diligence Statement**	NTM	**Non-Tarriff Measures**
DPP	**Digital Product Passport**	PIC	**Property Identification Code**
DTE	**Digital Traceability Event**	POC	**Proof of Concept**
EPA	**Environmental Protection Authority**	RIN	**Renewable Identification Number**
EPCIS	**Electronic Product Code Information Services**	UNTP	**United Nation Transparency Protocol**
EUDR	**European Union Deforestation Regulation**	VC	**Verifiable Credential**
FAC	**Food Agility Consultancy**	WTO	**World Trade Organisation**

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