



# Geolocation Data Requirements under EU Deforestation Regulation

Relevant for micro, small and medium and large operators



FAIRTRADE



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## Due Diligence

The EU Deforestation Regulation (EUDR) ensures that relevant commodities entering the EU are deforestation-free and legally sourced. Fairtrade extended both its Cocoa and Coffee Standards by adding EUDR-specific requirements, e.g. geolocation collection. The aim is sharing the burden of meeting the regulation more fairly among all stakeholders in the supply chain. Before placing a product on the EU market or exporting it, operators must submit a Due Diligence Statement (DDS) containing all required geolocation data. If geolocation data is incomplete or absent, the product cannot be placed on the EU market (Article 9 EUDR).

## Key Legal Definitions (EUDR)

### Plot of land

A plot of land means land within a single property, legally recognised in the production country, with homogenous conditions for assessing deforestation and degradation risk (Article 2 (27) EUDR).

### Geolocation

The regulation defines geolocation as the geographical location of a plot of land described by means of latitude and longitude coordinates with at least six decimal digits. For plots larger than 4 hectares (except for cattle), the location must be provided using polygons made up of multiple coordinate points to describe the perimeter (Article 2 (28) EUDR).

## Regulatory Obligations for Geolocation

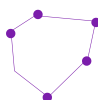
### Article 9: Information Requirements

Under the due diligence information requirements, operators placing or exporting relevant commodities must collect and include geolocation of all plots of land where the relevant commodity was produced. This information must be provided in the due diligence statement submitted to the EU Information System (TRACES).

Geolocation data must be collected and submitted in two forms:



Point data for smallholder plots (<4 hectares): A single latitude/longitude point (centroid) may be sufficient.



Polygon data for larger plots (>4 hectares): Polygon coordinates outlining the full boundary of the plot are required.

## Satelligence: Fairtrade's Partner for Geolocation Analysis

Fairtrade takes a deliberate approach to ensuring the highest possible data quality and relevance by not relying on publicly available maps.

To enable accurate assessments, Fairtrade collaborates with Satelligence, a leader in Earth Intelligence with more than 20 years of remote sensing expertise. Satelligence develops a highly accurate forest and commodity baseline that distinguishes natural forests from other land uses, such as agroforestry coffee and full-sun cocoa. The Satelligence forest layer has an accuracy of 81–93% across South America, Africa, and Asia. The system monitors land use changes in near real time by processing thousands of satellite images from the European Space Agency (Sentinel-1 and Sentinel-2) and NASA (Landsat) at 10-meter resolution.



# Integrating Fairtrade with EUDR Geolocation Requirements

Fairtrade has partnered with Satelligence offering a deforestation risk assessment to all cocoa and coffee producer organisations for free. In order to analyse the deforestation risk, organisations upload their geolocation data to Fairtrade's Plot Insights system. Beyond generating deforestation analysis, Fairtrade producer networks in Asia, Africa and Latin America and the Caribbean train and support cooperatives in geolocation data collection and correction, as well as in EUDR preparation.



## Geodata Submission Process

Producer's geolocation data is shared with the third-party service provider, Satelligence. They provide deforestation risk analyses using satellite-monitoring technology. Fairtrade will not share the data or any resulting monitoring analysis with third parties without the cooperative's explicit consent.

## Data Validation & Fairtrade Quality Check

- Ensured data privacy
- Data completeness
- Coordinate formats
- Polygons in the same area
- Valid polygon shape
- Plots contain geodata (polygon or point data)

## Deforestation Analysis

The report includes the following information:

- Total number of members and plots
- Count of plots mapped by points and those mapped by polygons
- Area of land monitored
- Number of plots experiencing deforestation
- Area of deforested land
- Number of plots located within protected areas
- Date when the analysis was conducted

## Deforestation Alerts

If alerts are detected, producers are required to determine the alert and mitigate the alert and the risk.

- **On-farm deforestation - Resolve alert:**
  - by collecting additional evidence to confirm the alert is false
  - by re-collecting and re-submitting geolocation data for the plot
  - by collecting a polygon map (rather than point data) and re-submitting the data
- **Plots in protected areas - Resolve alert:**
  - the next audit to confirm compliance
  - proof that farm has a legal permission
  - proof that farm has a legal derogation

To effectively carry out these steps, it is essential to support cooperatives in correcting and re-collecting data—particularly in the collection of accurate polygon maps—as well as in conducting the necessary investigations. These processes are resource-intensive and time-consuming, making targeted support critical to ensure that producers can meet requirements and resolve alerts in a reliable and timely manner.



Photo: Tobias Thiele Fairtrade Fairpicture

## Why act early?

### For Producers

- Secures continued access to EU markets
- Reduces risk of sudden exclusion or rejected crops
- Supports better farm planning and sustainable production
- Increases chances of receiving technical and financial support

### For Traders & Brands

- Minimises legal and financial risks under EUDR
- Avoids shipment delays, fines, or rejected goods
- Improves supply chain transparency and planning
- Enhances brand reputation through proactive compliance

### Further information:

[Fairtrade Supply Chain Traceability](#).

### Further guidance material:

Ethical Data Sharing,  
Decision Tree for Choosing Software

**EUDR readiness with Fairtrade**

[eudr-support@fairtrade-deutschland.de](mailto:eudr-support@fairtrade-deutschland.de)

Is this helpful to you?  
Please let us know!

