

# Your pathway to EU Deforestation Regulation compliance in coffee

**Investing in producers to mitigate deforestation risks and deepen forest protection**

## Fairtrade and the EUDR

Companies selling products on the European market need to show that their supply chains are deforestation-free. Fairtrade Standards align with the EU Deforestation Regulation (EUDR). And building on a foundation of fair livelihoods and ethical data principles, Fairtrade offers companies and producers the support and security to meet EUDR requirements and go beyond compliance to meaningful forest protection.

- 1. Validated geolocation data:** Fairtrade provides hands-on support to producer organisations to collect geolocation data, conduct data quality checks, and transform the data into the format required by the EUDR TRACES platform.
- 2. Deforestation monitoring data:** Fairtrade's partner, Satelligence, creates a high-quality deforestation risk analysis for each Fairtrade producer organisation. Satelligence uses best-in-class custom satellite imaging, visualisation, and risk identification technologies, which reduces false positives and generates alerts for farms on or near deforested land or protected areas.
- 3. Insights for risk assessments:** Companies have access to the Fairtrade Risk Map to support their risk assessments. The risk map provides the latest information about deforestation-related risks for the commodities and origins that Fairtrade certifies, with insights validated by producers themselves. Customised risk reports on companies' supply chains can be developed as an additional service.

- 4. First-mile traceability with secure, auditable geolocation data exchange:** Once a trade contract exists, exporters and importers will securely access EUDR-required geolocation data from their Fairtrade producer organisation suppliers through a new digital consent "handshake" in Fairtrade – the platform for Fairtrade certified entities to record sales transactions and share information with supply chain partners.

Geolocation data of specific farms within the same cooperative can be assigned to a coffee ICO lot number, which is in turn linked to a unique contract in Fairtrade. Producer organisations can consent to share this data with their buyer, who can then pass it along through further sales. This provides an auditable record of document exchange from the producer to importer, along with the data file needed for generating EUDR due diligence statements. This process can also be used for non-Fairtrade volumes, allowing producer organisations to streamline data management across multiple buyer relationships.

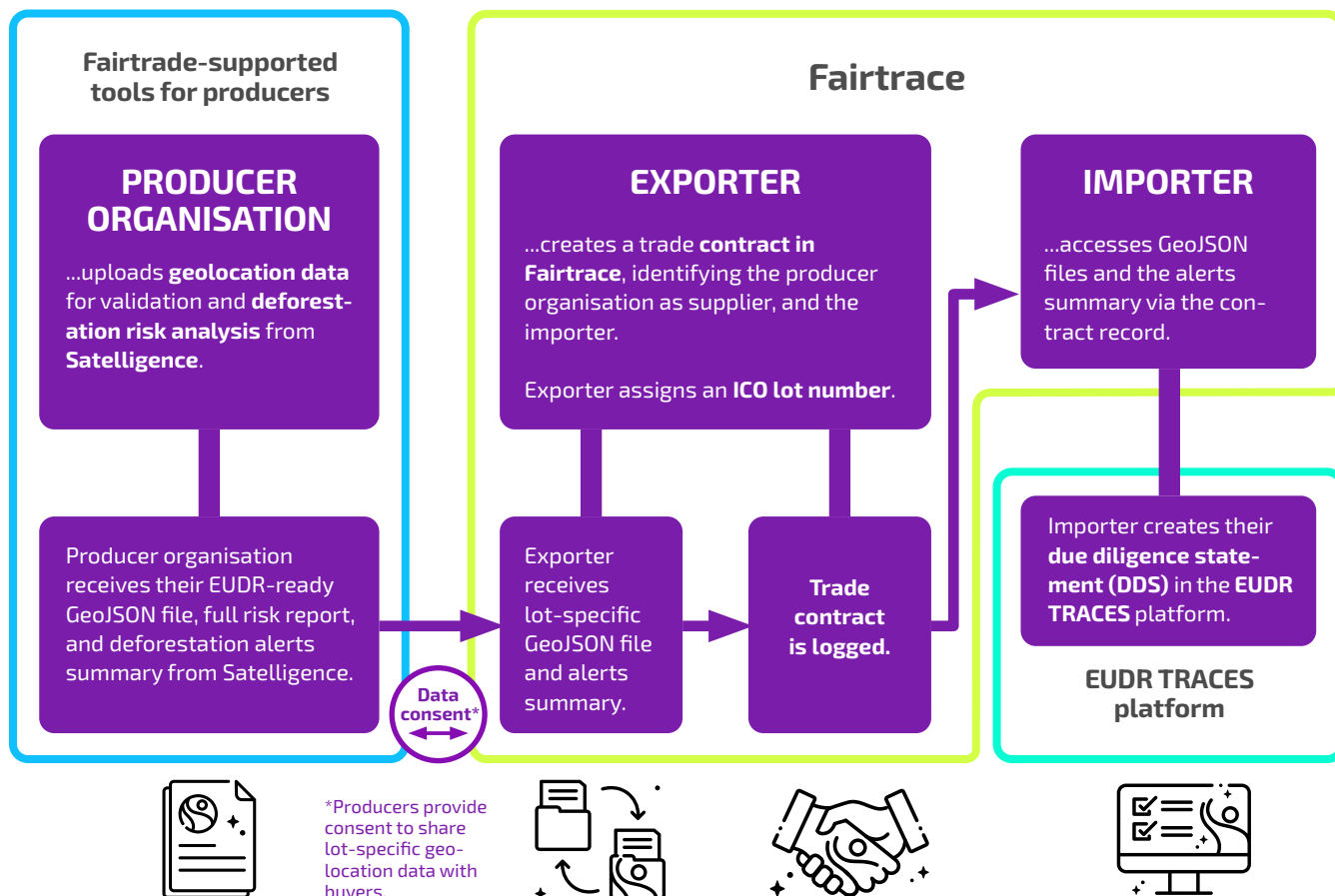
- 5. Going beyond compliance:** Sourcing Fairtrade products helps mitigate deforestation risks by addressing root causes. This includes addressing poverty through living income reference prices and income diversification programmes; hands-on training from Fairtrade producer networks in climate-resilient farming practices and forest protection; and requirements in the Fairtrade Standards such as traders contributing to cooperatives' deforestation prevention efforts.

Fairtrade is also a trusted partner in EUDR readiness, with multiple grants supporting producers and small businesses to prepare for the regulation deadline.





## How it works:



## Why work with Fairtrade:

### What you get with Fairtrade

EU TRACES-compliant geolocation files (GeoJSON format) and Satelligence alerts summary

Data sharing with producer organisation consent

Traceable and auditable supply chain

Deforestation risk analysis for producer organisations

Capacity building and local support for producer organisations

Guidance for EU-based small and medium enterprises (coming soon, new partnership started June 2025)

### Key Benefits

- Formats and content aligned with EUDR
- Easy integration into DDS workflows for importers

- Legally and ethically sound
- Respects producers' rights and builds trust

- First-mile traceability from farm to importer
- Builds trust and transparency between supply chain partners

- Proactive issue detection for producer organisations
- Informs risk understanding and mitigation plans
- Producer organisations can share risk alerts summary with partners

- Supports smallholders sustainably
- Strengthens data quality and meaningful forest protection

- Resources, trainings, best practice sharing that supports EUDR readiness

**Make Fairtrade part of your EUDR readiness journey.**

**For detailed information on our EUDR solutions, please contact your local national Fairtrade organisation.**