

FAIRTRADE PLOT INSIGHTS DIGITAL TOOL FOR PRODUCER ORGANIZATIONS

WHAT IS IT ABOUT?

- ✓ Fairtrade's digital tool for securely validating, managing and sharing geolocation data.
- ✓ Receive plot-level deforestation risk analysis from Satelligence.
- ✓ Free for all certified cocoa and coffee SPOs.
- ✓ Can be used for Fairtrade Standards compliance and EUDR data sharing.
- ✓ Replaces submitting geolocation data to Nextcloud via FairInsight.
- ✓ Available in English, Spanish, Portuguese, French, Indonesian, and Vietnamese.

STEP BY STEP GUIDE



IMPORTANT DATES

	CUT-OFF DATE*	APPLICABILITY DATE
	31 December 2018. Requirement in the Cocoa Standard 3.4.1	✓ 1 January 2024.
	31 December 2018. Requirement in the Coffee Standard 3.1.2.	✓ 1 January 2027.**
	31 December 2020.	✓ 30 December 2026.

For questions, support or more details, contact your Producer Network

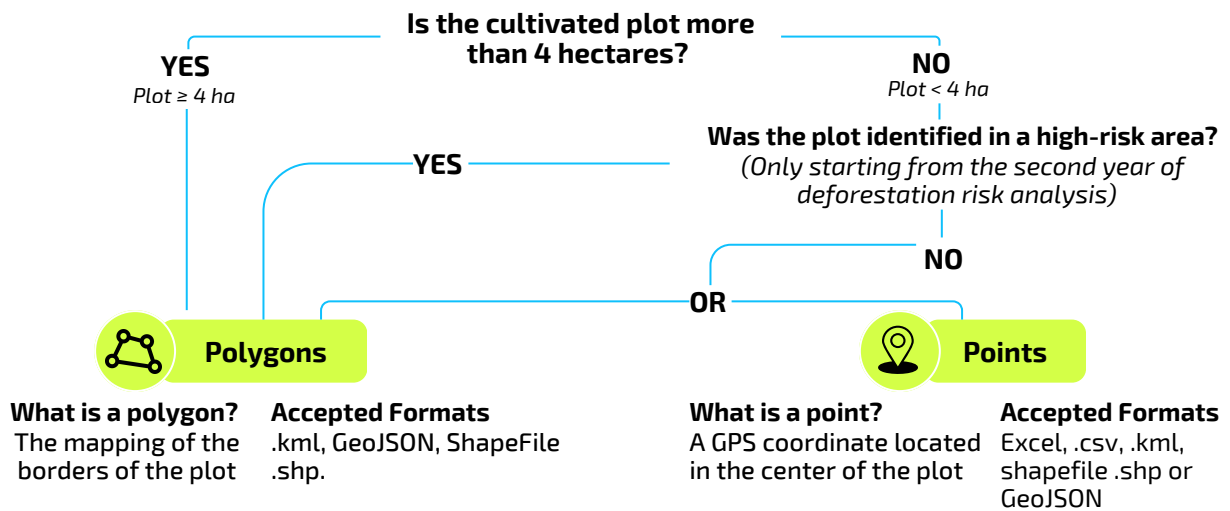
* The cut-off date identifies the designated date since when no deforestation must have occurred.
 **Deforestation prevention requirements already applicable in Africa and Asia; in Latin America and the Caribbean, geolocation and reporting requirements (3.4.5, 3.4.7) apply as of 1 January 2027.



COLLECT GEODATA

- For all certified farmer members.
- It is recommended to always collect location data in the field.

What type of geodata do you need to collect for each plot?



Important Notes

1. Ensure plots measuring exactly 4 hectares or larger are submitted as polygons.
2. The Fairtrade Standards define plots at high risk of deforestation as any plot within 500 meters of deforestation or in close proximity (200m) to a protected area.
3. The Fairtrade Standards define a plot as the area of land used for growing coffee or cocoa.

Prepare Geodata

Point Data

1. Farmer Name (optional)
2. Farmer ID
3. Plot ID
4. Plot area (ha)
5. Plot latitude (in decimal degrees)
6. Plot longitude (in decimal degrees)

Note: The Fairtrade Template must be used if submitting points in Excel or CSV.

Polygon Data

1. Farmer Name (optional)
2. Farmer ID
3. Plot ID

Remember

- Separate files for points and polygons
- If you are double-certified, submit separate files for each product:
 - Cocoa
 - Coffee
 - Cocoa and Coffee in the same plot

For compliance with Cocoa 3.4.5 and Coffee 3.1.6 requirements
Geolocation data includes all plots of land for 100% of your member and production units cultivating Fairtrade certified cocoa and coffee.



UPLOAD DATA

Access Plot Insights



Log in to Unify

Your single point of entry for FairInsight, Fairtrace and Plot Insights



Access Plot Insights

From the Unify Homepage, click on Plot Insights



Manage users

From the Unify homepage, manage Plot Insights users under "Admin Tools"

Manage data sharing consent

Before uploading geolocation data, review the consent options under Settings. You may change your consent settings at any time.

Consent to share data with Fairtrade

Accept consent to use all Plot Insights features.

This consent enables the sharing of geolocation data and deforestation risk analysis with Fairtrade and Satelligence.

Consent can be withdrawn. Most features will become unavailable.

Consent to release data to operators within your supply chain

Voluntary and will not affect use of Plot Insights.

This consent enables Fairtrade International to share geolocation data, submission status and/or deforestation risk analysis with operators.

Create upload session

An upload session is a group of files of different types that you upload together.

Select Files

Go to the *Upload plots* page and click on "Upload Files".

An upload session can contain up to 10 files.

Select Data Fields

Specify which columns in your file match Plot Insights data fields.

If using Excel or CSV templates, only the product must be specified.

Automatic data validations

Wait for the data validations to complete.

Estimated processing times:

- Up to 500 plots: up to 15 minutes
- Up to 5,000 plots: up to 30 minutes
- More than 5,000 plots: up to one hour

While validations run, you can leave the page or log out, and return later.



Review plot data

Once the data validation is complete, a summary of the results will appear.
This page is a secure workspace to review data before submission.
At this stage, data is only shared with Fairtrade and Producer Network users supporting POs.



Total Farmers



Total Plots



Number of valid plots



Number of invalid plots

View the validation issues in Plot Insights



-Table View: lists all plots and data validation issues.



-Map view: shows all plots on a map. Plots with data validation errors are orange.

Export issues in Excel



Download a list of all plots with data validations errors.

Register plots

Register plots when all plots are validated.
If there are data errors:



OR

Upload Corrected Data

Do not register the plots; instead, upload a corrected file when:

- The errors can be quickly resolved

To upload corrected data:

1. Use Plot Insights to review error details
2. Fix the data in a GIS tool
3. Discard the upload session in Plot Insights
4. Upload the corrected data
5. Run the data validations again

Register only validated plots

Register only validated plots when:

- There are errors that take longer to fix, and you want to register only the validated ones while correcting them
- You will see a summary before registering. Invalid plots will be discarded.

To upload corrected data:

1. Download the "Export issues in Excel" report before registering plots
2. Fix the data in your GIS tool or re-collect the data
3. Upload the corrected data
4. Run the data validations again

Support

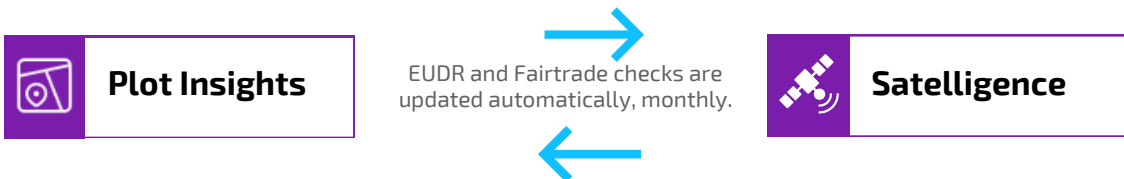


- For support in data correction, contact your Producer Network.
- If a plot is wrongly flagged with errors, or if you have issues with your plot IDs, contact Fairtrade (datareporting@fairtrade.net). Include your FLOID, plot ID, and a description of the issue.



PLOT REGISTRY

The Plot Registry is the collection of your organisation's validated plots. Each plot has a risk analysis from Satelligence.



Keep the data up to date

Regularly review your plots to add new ones, update changes in area or geometry, or remove plots no longer part of your organisation.

Add, update or correct plots

Go to the *Upload Plots* page and create a new Upload Session. You can:

- Upload all plots again including new, updated and corrected ones, or
- Upload only new, updated and corrected plots

Important:

- Plot IDs must remain the same across upload sessions, otherwise the plot will not be recognised.
- The attributes of the plot ID are replaced with the **updated or corrected** ones (area, farmer ID, boundaries, location, etc.).
- Plots not included in the update session will remain in your Plot Registry unless they are manually removed.

Register plots

Remove plots

Remove plots with the "Deactivate" button in the Plot Registry (last column "Actions"), when:

- They are no longer part of your organisation

Deactivated plots:

- Are removed from the active registry
- Remain visible via the "Deactivated plots" filter
- Are not shared with Satelligence, and their risk analysis is not updated

Re-activate plots

Re-activate plots when:

- They become relevant again
- They were deactivated by mistake

Reactivate them in the Plot Registry using the "Deactivated plots" filter and go to "Actions".

Reactivated plots:

- Return to the active registry
- Receive an updated risk analysis from Satelligence

For compliance with Cocoa 3.4.7 and Coffee 3.1.8 requirements

SPOs must submit geolocation data annually. Keep the plot registry updated with at least one update per year. Last update date is shown in the Plot Registry for each plot.



ANALYSIS

2 types of analysis available



Dashboard

Home-page

- Track plot mapping progress with a summary of the geolocation data in your Plot Registry.
- See results of your risk analysis, customized to EUDR and Fairtrade risk checks.
- To complete the dashboard, enter the "Number of expected plots" in the *Settings* page.



Export alert details

- From the *Plot Registry* page, download the list of all alerts in an Excel file.
- Use the Excel file to track actions taken to investigate and document alerts.

Fairtrade Check

EUDR Check

NO ALERTS	Plot does not have any alerts within or near the plot No alerts or risks were identified - the plot is ok!	Plot does not have any alerts within the plot No alerts were identified, but other risk factors, like the legality criteria of EUDR Article 2.40, may be flagged in EUDR risk monitoring from other source.
RISK TO MONITOR	Plot has alerts nearby, but not on the plot: • Deforestation within 500m of plot since Fairtrade cut-off date (31 Dec 2018), and/or • Plot is located within 200m of a protected area A risk to monitor is an indication that the plot is located in a high-risk area with deforestation or a protected area nearby. Include these plots in your deforestation risk assessment. Polygon map high-risk plots as part of your deforestation prevention and mitigation plan.	Not applicable.
ALERT TO INVESTIGATE	Plot has alerts within the plot boundary: • Deforestation on plot since Fairtrade cut-off date (31 December 2018), and/or • Plot is located in a protected area The plot may be checked in a Fairtrade audit. • Check that the geolocation data is correct. Fix any errors and re-upload the data. • If the plot is a point, polygon map it and re-upload it to confirm if the alert is on or next to the plot.	Plot has alerts within the plot boundary: • Deforestation on plot since EUDR cut-off date (31 December 2020), and/or • Plot is located in a protected area The plot may be flagged in EUDR risk monitoring. • Check that the geolocation data is correct. If any errors are found, correct it and re-upload it. • Before putting product from this plot in shipments to the EU, confirm no deforestation events occurred on the plot.



PENDING

The plot is currently being updated with the latest risk information from Satelligence.



NOT MONITORED

The monitoring could not be completed, and Fairtrade is looking into resolving it.



PLOT LISTS

The "Plot List" feature lets you create subsets of your Plot Registry. It allows you to:

- Create GeoJSON files in EUDR format
- View a risk summary: the number of plots with each type of alert from the EUDR and Fairtrade checks
- Prepare geolocation data to share with importers and exporters for EUDR compliance

Important Note



At least once per year, create a plot list of your full Plot Registry and export the GeoJSON file for your records.

Create a new plot list

Creating a plot list creates a copy of your data and risk summary at that moment.

- Changes to plot geometry or risk status will not be updated in the plot list
- To have the most updated data, create a new plot list

To save your progress and continue editing later, save the Plot List as a draft.

1. Give the list a name



2. Select the desired plots
from your Plot Registry



3. Save the plot list

How to name a plot list

Use a clear and consistent name to help you and your buyers.

If you are preparing data to share with importers and exporters, and plots are traceable to the export lot or internal reference:

- Include: **Buyer FLOID - Harvest year/season - Reference**
- **Reference:** use a traceability reference, such as the ICO mark (coffee), export lot number (cocoa) or internal reference (purchase order or delivery order)
- Examples:
 - Coffee: FLOID 12345 - 2025/26 - ICO 016/2588/00001
 - Cocoa: FLOID 12345 - 2025/26 - LOT 2601
 - Linked to an internal reference: FLOID 12345 - 2025/26 - DO 26-2-001

If you are creating a record or data export of all plots in your Plot Registry, for internal use or an audit:

- Include the harvest season or time period when the list was created.
- Example: Plot registry from 2025/26 harvest season

If you are preparing data to share with importers and exporters, and plots are not traceable ("reporting in excess"):

- Include the harvest season or time period when the list was created, and indicate it can be used for reporting in excess.
- Example: All plots - 2025/26 - Report in excess list

Plot list outputs

Shareable GeoJSON file of geolocation data

- In EUDR-aligned format
- Can be used for demonstrating Fairtrade compliance
- Farmer names are never included in GeoJSON data exports.

Risk Summary

- For internal use
- Displayed in a pop-up window



SHARE

Option A - Supply Chain Contracts

Coming in October 2026

Fairtrade's digital solution to support EUDR readiness in your Fairtrade supply chains: Plot Insights is connected to Fairtrace to enable easy and secure data sharing between you and your buyers. When sharing data through Supply Chain Contracts:

- Producer organisations decide who can access their data and can share the specific plot data relevant to each trade partner, when plots are traceable
- Producer organisations can view their supply chain up to the importer
- Geolocation data are checked for alignment with EUDR data requirements and converted to the EUDR-compatible GeoJSON format
- Exporters and importers may only use the data for EUDR-related purposes
- Data are versioned for easy managing and tracking
- Producer organisations, exporters and importers receive the same risk summary, powered by Satelligence



Fairtrace Contracts

Step 1: In Fairtrace, importers and exporters create contracts and add POs as the supplier.

Step 2: In Plot Insights, POs see their contracts and manage plot list access for each contract.

Step 3: In Fairtrace, importers and exporters access the plot lists attached to contracts.

Extra features in Fairtrace for POs:

- View more contract details
- Remove your organisation from contracts
- Send and receive direct messages with the exporter and importer within a contract

Note: If you are also an exporter, refer to 'Importers and Exporters Guide Fairtrace Contract Registry' for instructions on how to create contracts in Fairtrace.



Attach a plot list

To share plot lists with your buyers on the *Supply Chain Contracts* page:

- View contracts that do not yet have a plot list attached
- Attach an existing plot list or create a new one
- Attach as many plot lists to a contract as needed
- Exporters and importers can access any plot list attached to contracts they are a part of

To un-share plot lists:

- Plot lists can be removed from a contract at any time
- By removing a plot list, the exporter and importer no longer have access

Important Notes



Traders will have access to the following data for the plots in a plot list when you attach it to a contract:

- Downloadable geolocation data in EUDR-compatible GeoJSON format (farmer names are NOT included)
- Risk summary with the EUDR cut-off date and the list of plot IDs that have EUDR-relevant alerts



Option B - GeoJSON file



Create a plot list of all plots that you want to export. Export the plot list in the EUDR-compatible GeoJSON format and share it outside of Plot Insights, using a secure and trusted tool.

Note: Farmer names are never included in GeoJSON data exports.

Option C - Risk Analysis Report in PDF



Create a PDF report on the *Dashboard* page, to share your Plot Registry summary with current or potential buyers or other supply chain partners.

The PDF report includes:

- Geolocation data summary
- EUDR or Fairtrade risk analysis, powered by Satelligence (choose which option you want to export on the dashboard first)
- A data note explaining terms, data sources and important details for interpreting and using the information in the report

Note: Use your computer's "Print to PDF" pop-up window to create the report. Formatting may be slightly different depending on the browser and browser version used.

Tips



- To create a report in English, first change the language to English, click on "Create a report", and follow the instructions in the pop-up window. Switch the language back afterwards.
- Choose 2 pages per sheet for a 2-page report (smaller text), or 1 page per sheet (default) for a 4-page report (larger text).



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APPENDIX: DATA QUALITY CHECKLIST

- This list is an overview of the main data errors that Plot Insights checks for when you upload a file or review your plot data.
- These checks make sure that your data is complete and in the right format, so that the system can generate the deforestation analysis correctly. Knowing these requirements will help you prepare your data.

I. File Format Validation	File Format	Use accepted file formats: • Point data: Excel, CSV, KML, Shapefile, or GeoJSON • Polygon data: KML, Shapefile, or GeoJSON If you use a Shapefile, ensure it is compressed in a .zip, .rar, or .7z file and includes all required subfiles (mandatory: .shp, .shx, .dbf)
	Fairtrade Template	Use the Fairtrade template when uploading plot data in Excel or CSV.
	Number of files	Plots can be uploaded in one file or multiple files. Up to 10 files can be uploaded at a time.
	Product Type	If your organization is certified for both Coffee and Cocoa, each file must contain only one of the following: • Plots that produce only Coffee • Plots that produce only Cocoa • Or plots that produce both Coffee and Cocoa Do not mix different product types (Coffee, Cocoa, or Coffee-and-Cocoa) within the same file.
	Required data	Each plot must include all the necessary information: • For point data: farmer ID, farmer name (optional), plot ID, plot area, latitude, and longitude; • For polygon data: farmer ID, farmer name (optional), and plot ID attached to each polygon.
	Reference System	All data should use the same reference system, WGS 1984.
	Geometry Type	• All plots should be saved as a Point, Polygon, or MultiPolygon (a group of polygons treated as one). Plot Insights does not accept Lines or Polylines. • Plots of 4 hectares or larger must be mapped as polygons.
	Plot Area	Plot sizes must be between 0.0001 ha and 100,000 ha.
II. Data Quality Checks	Coordinate formats (relevant for point data)	• Coordinates must be entered as numbers. Do not use letters, special characters, or spaces. ◦ *Example of a correct coordinate: 4.123456 or -3.123456 • Coordinates must be within the correct range: latitude between -90 and +90, and longitude between -180 and +180.
	Coordinate decimals (relevant for point data)	All coordinates should contain at least 6 decimals • Example of a correct coordinate: 4.123456 or 4.12345678 • Example of an incorrect coordinate: 4.1234 • A coordinate may contain fewer than 6 decimals only if the last digit(s) is/are 0.
	Farmer ID and unique plot ID	Each plot must have a farmer ID and a plot ID: • The Farmer ID is unique to each member, but one farmer can have more than one plot • Each plot must have its own Plot ID, and this ID should only be used once. Plot Insights checks that plot IDs are unique and not repeated. It also compares plot IDs with previously registered data; therefore, the same plot IDs should be used when updating geolocation data.
	Location Validation	• Different plots cannot be in the exact same location if they have different Plot IDs: ◦ A point cannot be in the same place as a polygon. ◦ Two polygons cannot have the exact same shape. ◦ Two points cannot be in the same location. • Polygons should not overlap with each other. Only overlaps of less than 10% of the smallest plot are accepted. • All plots should be in the correct country.
	Polygons are valid shapes	• The edges of a polygon should not cross or overlap. • Polygons should not have sharp spikes. • Polygons cannot have holes (like a donut shape).