

Plot Insights at a Glance

Photo: Fabian Sturm / Fairtrade Sweden



FAIRTRADE
INTERNATIONAL

Fairtrade's geolocation data management and sharing tool
for coffee and cocoa producers

Plot Insights allows Fairtrade cocoa and coffee cooperatives to manage geolocation data, analyse deforestation risk, and securely share this data with trade partners to support EU Deforestation Regulation readiness and Fairtrade Standards compliance.



SECURE



CONSENT-BASED



SUPPORTS EUDR

In Plot Insights, cocoa and coffee cooperatives can:

Upload data and see validation results

- Upload geolocation data from multiple data formats.
- Get immediate feedback on the most common and important errors with automated data validations.
- Visualise plots and data errors on an interactive map.

Register plots and receive a deforestation risk analysis report

- Near real-time deforestation risk analysis to understand where follow-up is needed, thanks to satellite-based analysis from Satelligence.
- Track plot mapping and risk on digital dashboard that allows cooperatives to switch views between EUDR cut-off date and Fairtrade cut-off dates.

Share geolocation data and reports

- Create risk reports to share with buyers or use for the cooperative's own risk mitigation planning.
- Convert geolocation data to the standard GeoJSON format required by the EU's due diligence platform (TRACES).
- Securely share geolocation data with buyers and assign specific plots to a sales contract.

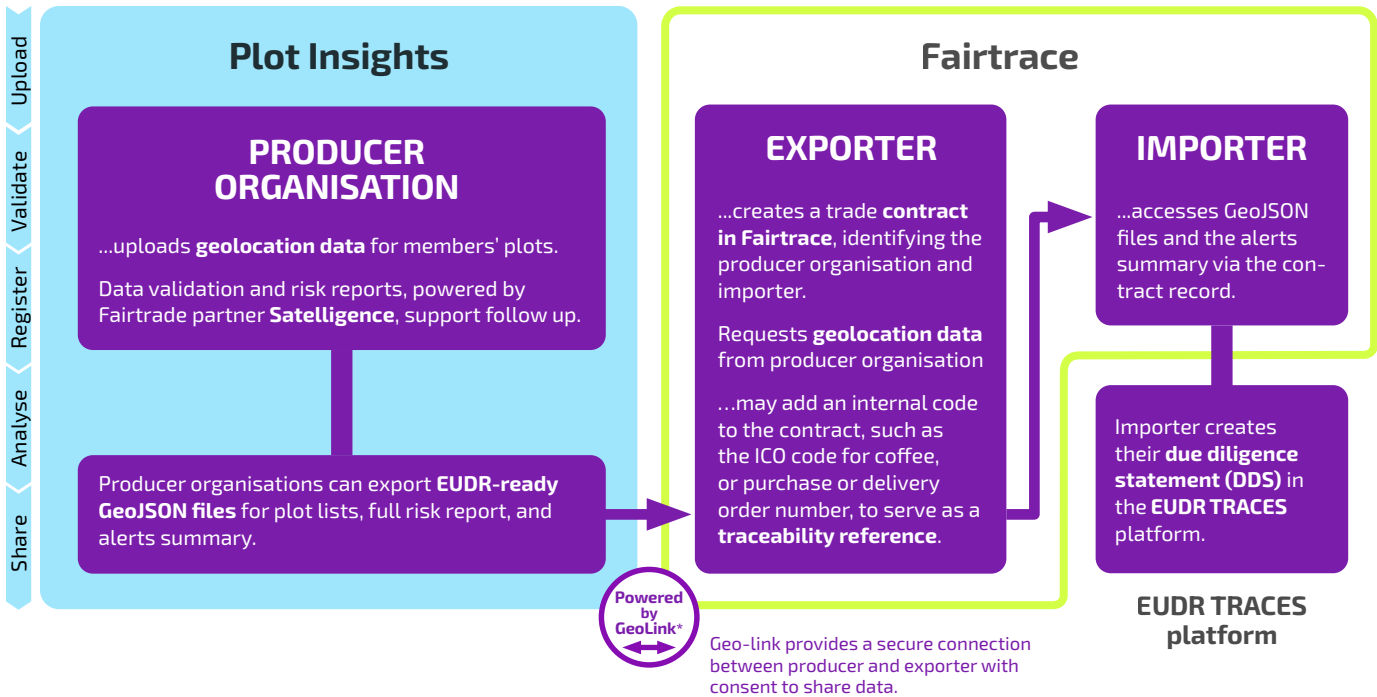
Benefits for all supply chain partners

- High quality data, backed by Satelligence risk analysis.
- Cooperatives have Fairtrade producer network support to prepare their geolocation data and integrate their deforestation risk analysis results into their own mitigation plans.
- Data will allow the importer to gain insights into the cooperative and make informed decisions.
- Secure, digital integration between producer and importer saves time and allows visibility into contract status.





Plot Insights will seamlessly connect with Fairtrace¹, to support geolocation data sharing in EUDR-ready format.



Steps of data sharing through Fairtrade supply chains

- Exporters will create a trade contract in Fairtrace and request geolocation data from their Fairtrade producer organisation suppliers.
- Cooperatives assign specific plots to an export lot or internal reference code, or report in excess using their full member list, and attach the plot list(s) to the contract in Plot Insights.
- Cooperatives can use industry standard traceability references, such as the ICO code for coffee, export lot number for cocoa, or a purchase order or delivery order.
- The geolocation data of the plot lists are then available to the exporter and importer as part of the contract record in Fairtrace.

- Importers can download the geolocation data they need to conduct their due diligence, in the GeoJSON format required by the EU's due diligence platform (TRACES).
- The cooperative can also share geolocation data for non-Fairtrade sales, if the buyer is Fairtrade certified.

Hosted within Fairtrade Unify

- Unify is a new centralised location for the Fairtrade digital ecosystem, bringing together multiple systems into one place, with a single point of entry.
- For now, Unify is home to two producer-facing systems, including Plot Insights. More systems and functionalities will be added over the coming year, including user profiles and Business Intelligence (BI) tools.

¹ Fairtrace is the system where sales of Fairtrade products are tracked through Fairtrade supply chains. Fairtrace functionality to support geolocation data exchange will be launched in October 2026.

