



# 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 and digital tools to producer organisations to collect, conduct quality checks and share geolocation data in the format required by the EUDR TRACES platform. Fairtrade's Plot Insights tool allows producer organisations to receive near real-time risk analysis where follow up is needed and receive risk analysis reports.

**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 plots 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.

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

**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 system where sales of Fairtrade products are tracked throughout Fairtrade supply chains.

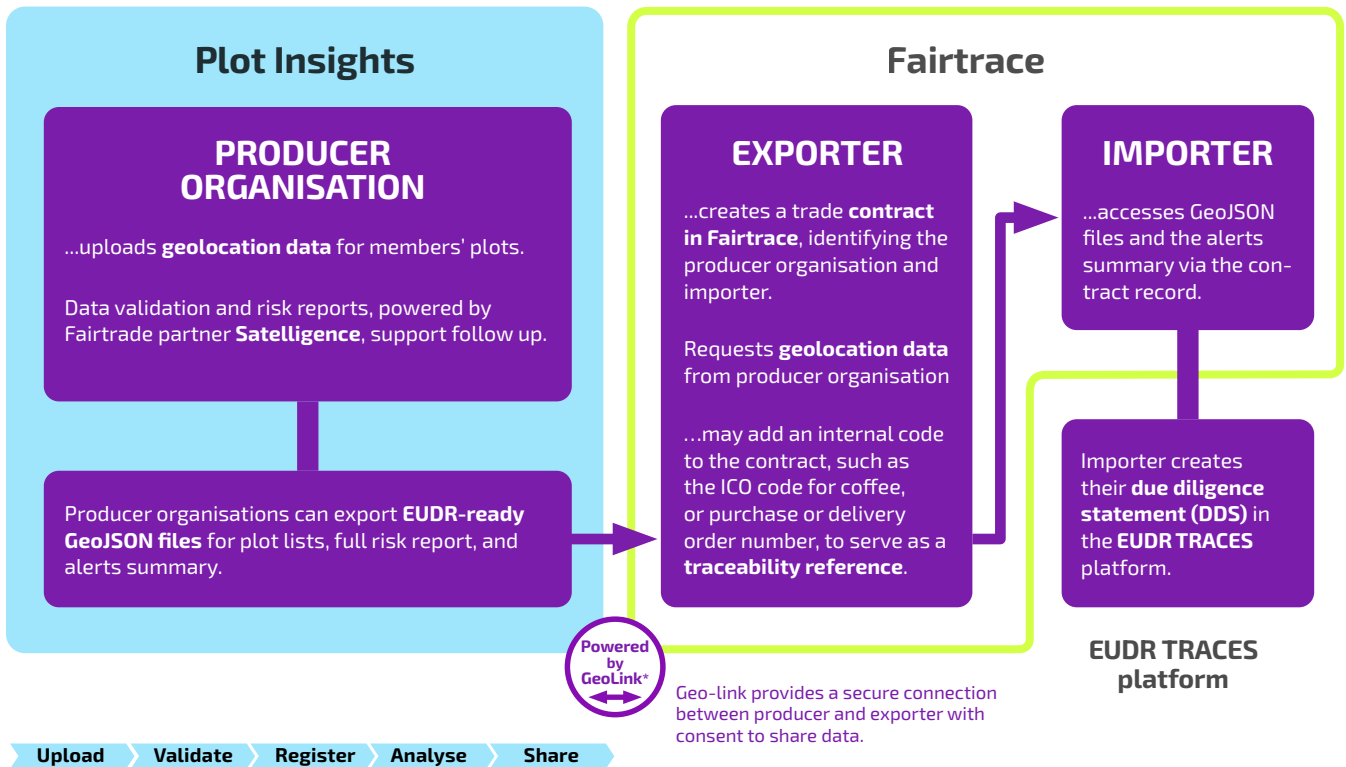
Geolocation data for specific plots within the same cooperative can be assigned industry standard traceability references, such as the ICO code for coffee or other internal references such as purchase or delivery order numbers linked to a unique contract in Fairtrade. Producer organisations can consent to share this data with their exporter and importer via the contract. 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.





## 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

Near real-time deforestation risk analysis for producer organisations

Capacity building and local support for producer organisations

Support for EU-based micro, small and medium enterprises, thanks to [LIFE FairTHRIVE](#) project

### 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 is possible
- 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.



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