



EU Deforestation Regulation (EUDR)

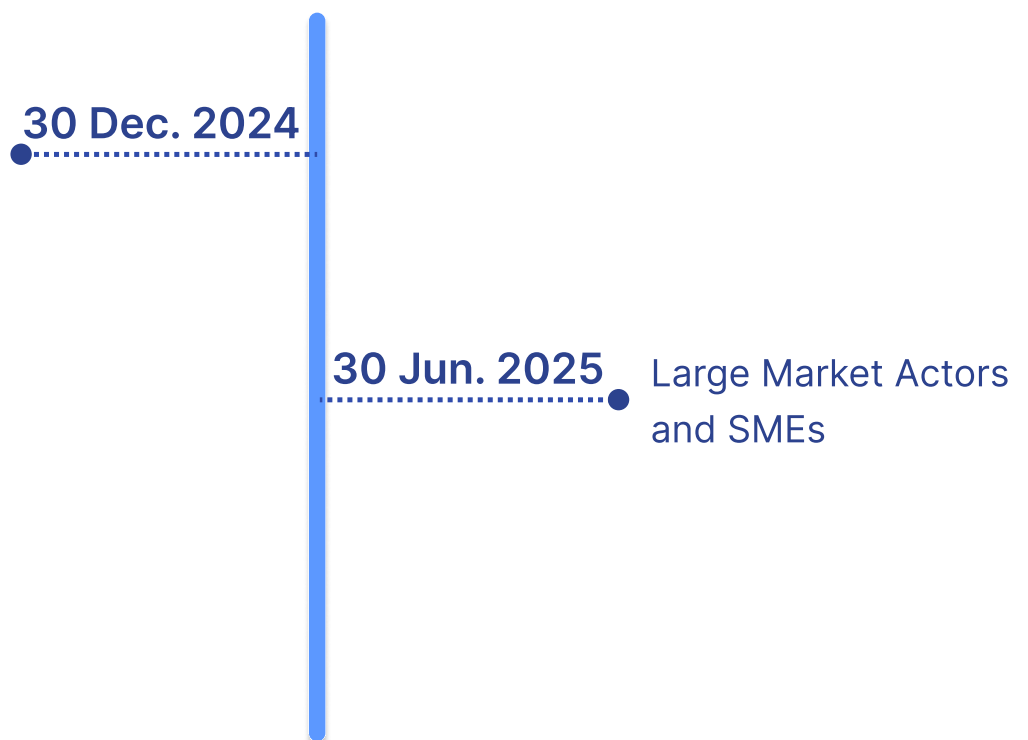


INTRODUCTION

- The European Regulation against deforestation and forest degradation is part of the European Union's efforts to combat imported deforestation.
- It currently applies to 7 key products, produced after 2021, that are particularly at risk of originating from deforested areas: wood, cocoa, coffee, beef, palm oil, rubber, soy, along with their by-products.
- However, it is presented as the initial step before expansion to other product categories.

MARKET ACTORS AND SCHEDULE

Large Market Actors:
>250 employees
>€50 million/year



3 STEPS FOR COMPLIANCE

1. Collection of all necessary data for product traceability upstream and downstream (parcel level)
2. Documented evaluation of deforestation risk.
3. Deforestation risk mitigation plan.

HOW PRODUCT DNA CAN HELP

Get prepared for the upcoming **EUDR regulation** with our **3-step methodology** :

- **Supply chain discovery** (including traceability audits for risk mitigation)
- **Supplier due diligence** (invite your suppliers to provide product data)
- **Traceability and Transparency** (share the story of your deforestation-free products)

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