

Know your plot

► **Geolocation** is a way to identify the position of your plot of land, using coordinates. These are a set of numbers that indicate where the plot is on the Earth.



WHY IS IT IMPORTANT TO KNOW THE LOCATION OF YOUR PLOT?

Buyers are increasingly requesting geolocation information to know exactly where the coffee, rubber, cocoa, and other products they buy are grown. **For buyers exporting to the European Union (EU), this has become a requirement.** Without knowing the geolocation of your plot, they cannot buy your product.

Buyers need to know the exact location of your plot **to verify that your production is not the result of deforestation after 2020.** It also helps to trace the product back to your plot after processing.

If you or your cooperative has collected the geolocation information about your plot, it can help **strengthen your position in negotiations with buyers.** It can also help you to **establish trust and a long-term relationship with them.**



Moreover, you could use this information for other purposes, such as **securing formal recognition of your land rights or requesting support services from the Government.**

WHO COLLECTS THE DATA AND HOW?



You could collect the geolocation information of your own plot, but to ensure the data

is accurate and shareable, it's best if you ask for help from your cooperative, local extension services, or any other support initiatives available to you.

⚠ **When asking for support, please also ensure that you can access your data after it is collected.**

To collect the geolocation information of your own plot, no sophisticated tools are needed – not even an internet connection during data collection. **You or your support provider can map the boundaries of your plot using freely available mobile phone applications,** such as KoboCollect, Ground, or Terratrak, and share it once you are connected to the internet.



Activate the mobile application and use it to mark different locations on your plot, depending on how big it is. **If your plot is smaller than 4 ha, you can use the app to record the location once, anywhere within the plot (ideally in the centre) – this is called a point.** If your plot is larger than 4 ha, under the EU requirements you need to draw the boundaries of your plot, and the application will show the full shape of your plot on the map – **this is called a polygon.** Unless the production area changes, you only need to collect the data once, and no personal information is required.

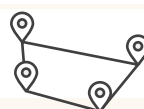
Less than 4 hectares

Single point



More than 4 hectares

Polygon



Funded by
the European Union



Team Europe Initiative on
Deforestation-free Value Chains

