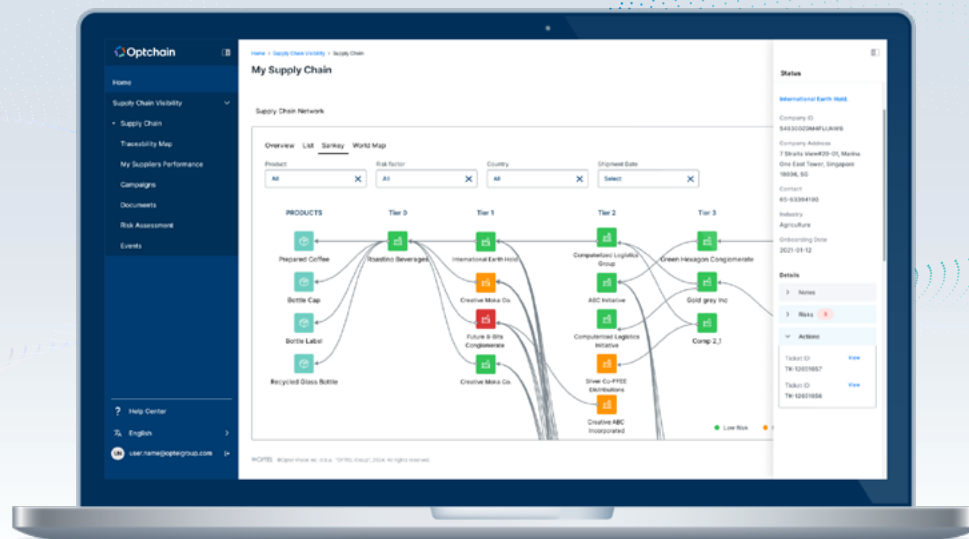## Optchain™
### BY OPTEL

# PREPARING FOR EUDR IN RETAIL

## A Practical Guide for Retail Chains, Importers, and Purchasing Groups Operating in Europe



# EXECUTIVE SUMMARY

The European Deforestation Regulation (EUDR) will progressively come into force starting from the end of 2025. It will prohibit the placing on the European market of products originating from lands deforested after December 31, 2020.

Retail sector players, whether they are **distributors, importers, or purchasing groups**, will be on the front lines: they will need to prove that their products containing cocoa, coffee, palm oil, wood, soy, rubber, or beef **come from sustainable, traceable, and verifiable supply chains**.

Optchain offers a comprehensive and modular technological solution capable of connecting thousands of suppliers, tracing large-scale flows, and automating EUDR compliance, even in complex and global supply chains.

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# KEY COMPLIANCE DATES

**2025**

**2026**

**30 DECEMBER**
Large enterprises

**30 JUNE**
SMEs (importers, distributors)

## EUDR OBLIGATIONS FOR RETAILERS

EUDR: Several Types of Application

| STATUS | REQUIRED ACTION |
| --- | --- |
| **Upstream Operator** | Placing products not yet covered by due diligence on the EU market or exporting them from the EU |
| **Downstream Operator** | Relevant products already covered by due diligence, placed on the EU market or exported from the EU |
| **Trader / Retailer** | Making products available on the EU market (without further processing) |

| OBLIGATION | DESCRIPTION |
| --- | --- |
| **Traceability** | Capture EUDR data related to the product or batch (DD Ref # or GPS coordinates) |
| **Supplier Documentation** | Collect reliable data on the supply chain (certification, origin, volumes) |
| **DDS Declaration** | Transmit a Due Diligence Statement (DDS) to European authorities for each product imported or marketed in the European market |

## PRODUCT CATEGORIES AFFECTED IN RETAIL

| CATEGORY | IMPACTED EUDR RAW MATERIALS |
|---|---|
| Chocolate, cookies, ice cream | Cocoa, palm oil |
| Coffee, iced teas | Coffee |
| Meat, frozen foods, prepared meals | Beef, soy |
| Wood products (furniture, BBQs, paper) | Wood |
| Tires, car accessories | Rubber |
| Cleaning products, cosmetics | Palm oil |

## SPECIFIC RISKS FOR RETAILERS

- Lack of visibility into upstream traceability
- Proliferation of indirect suppliers and multi-material products
- Low quality or absence of geolocated data
- IT silos preventing automatic aggregation of evidence
- Reputational risks and product recalls due to non-compliance

## RECOMMENDED EUDR STRATEGY FOR RETAIL

1. **Map Critical Chains**
   - Identify products containing EUDR raw materials
   - Identify suppliers, processors, and countries of origin

2. **Assess Upstream Data Maturity**
   - Do you have DD Ref # or GPS coordinates?

3. **Integrate Data into an EUDR-Compatible IT System**
   - Centralize data in a structuring tool capable of generating DDS
   - Connect suppliers with portals or APIs

4. **Prepare for Audits and Controls**
   - Conduct a pre-audit on high-risk products (tropical wood, Brazilian beef, etc.)
   - Simulate a DDS declaration to test data completeness

# EUDR CHECKLIST – RETAIL SECTOR

### A. Risk Identification

- Have you mapped your products containing cocoa, wood, coffee, beef, etc.?
- Do you know the countries of origin for each material?
- Have you categorized products by risk level (high, medium, low)?

### B. Upstream Traceability

- Do you have GPS data or Due Diligence reference numbers for each material?
- Are your suppliers aware of EUDR requirements?
- Do you have a portal or process in place to collect this data continuously?

### C. System Integration

- Do you have a tool to centralize, validate, and track this data?
- Can you link each batch to its origin with proof?
- Have you tested generating DDS in EUDR format?

### D. Compliance Governance

- Has an EUDR contact person been appointed?
- Have you identified critical deadlines for your product ranges?
- Do you have a communication plan in case of non-compliance?

## WHAT OPTCHAIN OFFERS FOR RETAIL

A solution designed for multi-product and multi-supplier complexity:

- Material-product analysis engine to identify EUDR-subject products
- Automated supplier data collection, via portal or API
- Dynamic mapping of supply chains down to the plot level
- Storage and structuring of DDS evidence in a centralized dashboard
- Automated declaration preparation for European authorities

**Optchain's differentiator:** native integration with your retail IT systems (ERP, PLM, product master data) + ability to onboard your suppliers, even those with limited digitalization.

## READY TO GET STARTED? > Request a conversation with one of our experts

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