"Time to Deliver: Business Needs Effective EUDR Implementation now"

European Parliament, Brussels 5 November 2025

What the Business Asks:

1) Immediate Implementation of Regulation, with well-defined Grace Period
2) Establishment of a technical working group, with EU Commission, MS competent authorities, business representatives and civil society
3) Preservation of traceability as a fundamental principle of EUDR
4) Enhancement of the TRACES System

Businesses Across Sectors Unite for a Realistic and Responsible EUDR Implementation

On 5 November 2025, companies and industry associations from the food, cocoa, coffee, palm oil, rubber, and timber sectors gathered at the European Parliament for a roundtable titled *"Time to Deliver: Business Needs Effective EUDR Implementation Now"*. The conference, organised by the multi-sector business coalition supporting the EUDR and hosted by MEP Pascal Canfin (Environment Committee, ENVI), brought together companies that have invested heavily to meet the new EU deforestation regulation's requirements.

The discussion sent a strong and unified message: businesses support the EUDR and are ready to implement it, and asks for implementation as scheduled, but they need an operational framework that is fair, consistent, and technically achievable.

A Cross-Sector Coalition Supporting the EUDR

The coalition, formed earlier this year and formalised through its Joint Statement of 2 October 2025, represents companies at every stage of global supply chains, from foresters to processors, manufacturers and retailers.

During the conference, members across sectors reaffirmed their support for the EUDR's objectives and opposed any delay in its entry into force and welcomed the proposed grace period.

Key Messages from the Conference

Pascal Canfin, MEP and member of the ENVI Committee, reminded that the EUDR is a landmark regulation for Europe's environmental credibility:

"What matters is that the grace period becomes a real test and learn phase, not a pretext for delay."

He warned that creating a *"zero-risk"* country category or reopening the law would only undermine years of progress.

Francesco Tramontin (Ferrero) highlighted that traceability and due diligence are already business fundamentals:

"*Traceability is non-negotiable. Delaying the EUDR would only reward the laggards*." He stressed that the food sector, under the EU General Food Law, already operates under mandatory traceability systems, showing that the EUDR's principles are workable.

Victoire De Wever (Olam Agri) demonstrated how global agri-supply chains are already adapting:

- In forestry operations in the Republic of Congo, Olam Agri manages an FSC-certified concession of two million hectares, with each harvested tree traceable to its stump.
- In rubber, more than 60,000 smallholders in Côte d'Ivoire and Indonesia have been e mapped by polygons. Each pallet of Technically Specified Rubber is barcoded GPS coordinates and polygon maps.

"*A further delay would penalise early movers and keep unfair competition alive*" she said.

Markus Pfannkuch (Precious Woods) built on the tropical timber sector's experience under the former EU Timber Regulation (EUTR):

"*We've been applying due diligence for more than ten years. The EUDR finally puts all commodities under the same standard, a real level playing field. The challenge now is uncertainty, not commitment.*"

He called for a grace period that applies to all operators, regardless of size, and urged EU institutions to provide clarity now.

A Shared Vision: Keep the EUDR's Backbone Intact

From food to forestry, companies of the coalition agree that the EUDR must maintain its core principles: traceability, due diligence, and shared responsibility.

The coalition supports the **Commission's proposal to start the EUDR implementation by the end of 2025**, yet warns that proposed "simplifications" create confusion and loopholes.

It therefore:

- Opposes the removal of the due diligence obligation for downstream operators, which shifts the focus from risk management to data management and undermines accountability.
- Notes that the exemption for *"micro and small primary operators"* is largely irrelevant for third countries smallholders that are still in great need for support measures, despite not being 'operators' under the EUDR.

Simplification must not mean lowering the bar, it should mean clarity, proportionality, and operational support.

What Businesses Propose

To ensure the EUDR is both credible and workable, the coalition puts forward four key recommendations:

1. Immediate Implementation of Regulation It is imperative that the regulation be implemented as originally scheduled, commencing on 30 December 2025. The provision of a well-defined grace period—potentially extendable up to twelve months—is essential to enable all stakeholders, including businesses, the European Commission, and competent authorities of Member States, to rigorously test the system within a real operational context. This approach fosters a constructive "community of practice" and supports effective adaptation to new requirements.

2. Establishment of a Technical Working Group To maximize the benefits of the grace period as a phase for testing and learning, it is recommended that a dedicated technical working group (such as a Standing Committee) be established. This group should comprise representatives from the European Commission, Member State authorities, the business community and civil society, with the mandate to collaboratively identify and resolve technical and operational challenges that may arise during implementation.

3. Preservation of Traceability as a Fundamental Principle of EUDR
Traceability constitutes a foundational element of the EUDR framework and must be rigorously upheld throughout the supply chain. The simplification measures proposed by the Commission risk diluting the due diligence obligations that are essential across the entire value chain, while also introducing significant procedural changes at a point too proximate to the scheduled implementation date.

4. Enhancement of the EU IT System (TRACES) It is critical that the EU's information system (TRACES) is fully equipped to process and verify traceability data prior to the transfer of such responsibilities to individual companies. Data management should remain centralized within the system, thereby alleviating the administrative burden on businesses that are already incurring significant implementation costs.

Conclusion

The message from the private sector is clear: no delay, one shared learning period, and a functional system that supports traceability and shared responsibility.

The EUDR is a unique opportunity to prove that Europe can combine environmental ambition with operational credibility. Companies have invested, learned from the EUTR experience, and are ready to deliver. Now it is time for the EU institutions to do the same, to make the EUDR not just a regulation, but a success story.