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**G T Rubber Scales EUDR Compliance:
15,000 Farm Plots Mapped
and 200 Dealers Trained
with KoltiTrace and KoltiSkills**

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As global markets enforce stricter sustainability regulations, companies and dealers operating within complex agricultural supply chains face growing pressure to ensure full traceability and compliance. The European Union Deforestation Regulation (EUDR), in particular, has intensified the urgency for rubber exporters, processors, and dealer networks to demonstrate clear segregation and sourcing transparency from farm to factory.

At Koltiva, we support businesses navigating this transformation by delivering integrated digital traceability tools and robust field-based training. In this joint initiative, we supported **G T Rubber**, one of Thailand's leading rubber processors and exporters, is taking bold steps to future-proof its supply chain in line with the European Union Deforestation Regulation (EUDR). To support this transformation, GT Rubber partnered with Koltiva to identify and close critical EUDR readiness gaps. Together, we are equipping dealers and collectors with digital systems and field-based training to accurately differentiate compliant from non-compliant rubber—while ensuring smallholders remain active participants in global trade.



Problem Identification

Identifying and Closing EUDR Compliance Gaps in G T Rubber's Dealer Networks and Supply Chain

While smallholder engagement remains vital, dealers and processors are equally challenged by EUDR's stringent due diligence requirements. Working closely with G T Rubber and their extensive dealer network, the company identified three core barriers to compliance:



Fragmented and opaque sourcing networks: Natural rubber supply chains are dominated by over 6 million independent smallholder producers globally and involve multiple layers of intermediary traders. As a result, a single processor may source rubber from numerous suppliers with diverse and unverified origins, making it extremely difficult to track the material back to its source or assess sustainability performance and compliance (SPOTT, 2022).

source: SPOTT. (2022). Sustainability in the Natural Rubber Supply Chain. Retrieved from https://www.spott.org/wp-content/uploads/sites/3/dim_uploads/2022/08/SPOTT-Rubber-Report-Singles-Jun-22-update.pdf



Material mixing at processing facilities: Rubber is frequently mixed together with other compounding ingredients at processing facilities prior to being distributed, adding complexity and opacity to the supply chain (Traceability Matrix, n.d.).

source: Supply Chain Traceability Matrix. (n.d.). Rubber. Retrieved from <https://traceabilitymatrix.org/good/rubber-3/>



Lack of segregation awareness at aggregation points: Rubber dealers, who act as key intermediaries between smallholders and processors, often operate in remote areas with limited access to modern technology. Their role in aggregating rubber from diverse sources requires robust traceability systems, but many lack the skills or equipment to implement digital solutions, hindering compliance with international regulations.

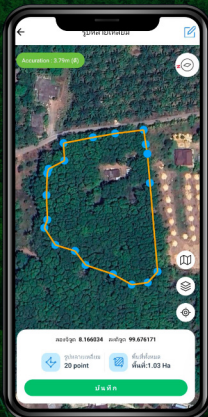
Strategic Solution

Enabling Compliance through Digital Traceability and Field Training with G T Rubber

To support EUDR compliance, we deployed a tailored approach combining digital traceability systems and on-the-ground capacity building. Through KoltiTrace ecosystem, G T Rubber was enabled to map farm plots, track sourcing, and document compliance data across the supply chain. Complementing this, KoltiSkills—our capacity building programme, localized training and coaching—delivered targeted education to smallholders, dealers, and collectors on EUDR requirements, traceability protocols, and product segregation practices essential for minimizing compliance risks.

1. Comprehensive Plot Mapping and Risk Assessment

At the heart of this strategy is the **KoltiTrace MIS FarmXtension App**, bolstered by KoltiSkills-led field activities. Our field agents, armed with KoltiSkills training, play a pivotal role by:



Bridging Digital Precision with Local Expertise:

Leveraging the FarmXtension App, field agents capture high-precision polygon data across 15,000 rubber plots. Their local insights ensure that subtle land-use variations and boundary nuances are accurately documented—a critical step for assessing deforestation risk and maintaining EUDR compliance. During this project, we deployed hundreds of field agents within few months to do a comprehensive mapping.

Combining Technology with On-the-Ground Legality and Risk Assessments:

While our KoltiTrace MIS FarmXtension mobile app automates geospatial data capture and risk scoring, our boots on the ground perform real-time, on-site verifications against local land and labor regulations. This dual validation approach ensures that each plot undergoes rigorous scrutiny.

Executing a Holistic Engagement Model:

Through a three-tiered engagement strategy that combines top-down socialization with bottom-up field verification, our field agents connect with over 4,500 smallholder producers. This continuous on-the-ground engagement not only enriches the data quality but also nurtures long-term relationships within the supply chain.

We implemented a three-tiered engagement strategy designed to ensure robust data verification and build trust across all levels of the supply chain. This model integrated:



Top-Down Socialization –

Engaging corporate leaders, cooperatives, and dealer networks to align on EUDR requirements and secure commitment to traceability and compliance goals.



Mid-Level Capacity Building –

Equipping dealers and collectors—key intermediaries in the supply chain—with the tools and training to implement segregation protocols and serve as local champions of compliance.



Bottom-Up Field Verification –

Mobilizing field agents to work directly with smallholder producers, conducting plot mapping, verifying land legality documents, and providing continuous training.

2. Dealer-Focused Segregation Training and Monitoring

In the drive for EUDR Compliance, Dealers are a critical yet often underrecognized link. As key aggregation points for rubber sourced from hundreds of smallholder producers, they must be equipped with the tools and knowledge to ensure traceability and enforce segregation protocols—both essential for safeguarding supply chain integrity.



Interactive, In-Person Training:

Field agents deliver in-person sessions at dealer sites, focusing on building understanding of EUDR and traceability requirements. These trainings include pre- and post-assessments to measure knowledge around the EUDR.



Ensuring Accurate Produce Differentiation:

Field Agents provide hands-on support to help dealers utilize the app's tagging feature, which clearly differentiates between EUDR-compliant and non-compliant rubber. This meticulous process is critical for maintaining supply chain integrity and ensuring that only compliant materials proceed to EU shipments.

PORTABLE TRAINING MATERIAL

European Union Deforestation Regulation (EUDR)

3. EUDR Product Segregation

Concept

A. Simulation

Material	From	Intention	Level of	Practices	Notes
Compliant	1	✓	✓	Compliance	Material is compliant and can be used for EU export.
Non-compliant	1	✗	✗	Non-compliance	Material is non-compliant and cannot be used for EU export.
Compliant	2	✓	✓	Compliance	Material is compliant and can be used for EU export.
Non-compliant	2	✗	✗	Non-compliance	Material is non-compliant and cannot be used for EU export.

4. EUDR Product Segregation

Practices

Segregation Model

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5. EUDR Product Segregation

Simulation

Allowed Practices

Prohibited Practices

Verification

Summary Asked Questions

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Solution Deployment

Driving Tangible Business Impact for G T Rubber and the Rubber Supply Chain in Asia Pacific

15,000 rubber plots mapped with precision, bolstering overall supply chain transparency.



Over 4,500 smallholder producers engaged through field mapping and socialization.

200 dealers trained and continuously monitored to ensure adherence to EUDR segregation protocols.



6,500 mapped farm plots have undergone comprehensive risk and legality assessments, forming a robust foundation for data-driven compliance.

This blend of advanced digital tools and dedicated KoltiSkills-driven field activities transforms supply chain management. By supporting with G T Rubber, Koltiva demonstrated how pairing technology with field expertise can make a measurable impact on traceability and compliance in the rubber sector.

“Our collaboration with Koltiva has been instrumental in enhancing traceability across our supply chain. Their practical approach—combining technology with field-based support—has enabled our teams and partners to implement EUDR requirements with confidence. This partnership strengthens our commitment to sustainable sourcing and ensures we are well-positioned for evolving global standards.”

Tanaphon Tanunpatcharapol

Managing Director - G T Rubber Company Limited



The Koltiva Approach

The Power of Pairing Innovation with Human-Centered Implementation

Too often, digital solutions are deployed without understanding the people and processes they are meant to support. Koltiva's field-driven model ensures that **technology adoption is grounded in trust, training, and local context**. Our work in the Thai rubber industry proves that with the right tools and expertise:



Smallholders can remain active participants in international trade



Dealers can become champions of traceability and compliance



Exporters can secure their supply chains and meet evolving market standards

In the era of EUDR, it's no longer enough to say your products are sustainable—you must prove it with data and transparency. Our suite of digital traceability tools, combined with real-world training programs, provides a proven roadmap for doing just that. This use case illustrates the power of combining digital innovation with grassroots implementation. Our holistic approach—linking geospatial intelligence with local field knowledge—helps clients not only meet compliance standards but build more transparent, resilient, and competitive supply chains.



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Sinnapha Busu, Program Manager at Koltiva, shared her perspective on the importance of bridging the technological and human components in driving compliance: “While digital tools are essential, it is the collaboration with local dealers, smallholders, and other field agents that ensures the lasting impact of these systems. Our approach is built on mutual trust and continuous learning, which creates sustainable compliance long after the project ends.”

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On the dealer network's critical role, **Nannapas Kengkarnruea, Customer Success Officer at Koltiva**, noted, “Through our ongoing field-based initiatives, we equip dealers with the tools and knowledge to meet EUDR standards. It's not just about fulfilling regulations—it's about empowering businesses to lead in sustainable sourcing and traceability.”

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Talk to our experts today to learn how KoltiTrace and KoltiSkills can help you strengthen traceability, protect smallholders, and grow your business in a sustainable way.

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