

Airbus and JDE Peetâ??s Team Up for Worldwide Coffee Plantation Mapping Powered by Satellite Imagery

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Airbus Defence and Space has been selected as a technical partner in the Coffee Canopy Partnership. This groundbreaking initiative, led by JDE Peet  s, one of the global leading coffee companies (owning brands like L  Or, Senseo, Tassimo, Jacobs, Douwe Egberts...) aims to create the world  s first comprehensive, open map of coffee plantations to support deforestation-free and resilient coffee supply chains.

The Coffee Canopy Partnership brings together the world  s main coffee traders and roasters, Louis Dreyfus Company, Sucden, Neumann Kaffee Gruppe, Touton, Sucafina, and Tchibo, with the support of the UK Foreign, Commonwealth & Development Office (FCDO) and the UN Food and Agriculture Organisation (FAO).

By combining PI  iades (50 cm) and PI  iades Neo (30 cm) satellite imagery with advanced artificial intelligence models trained by Airbus on large datasets, coffee plantations can now be identified and monitored from space at a level of detail previously thought unattainable. These models have been deployed across multiple countries in East Africa, covering more than 1.2 million km   of diverse and complex landscapes (shade-grown and agroforestry systems). These maps will empower governments, local communities, and coffee industries to identify deforestation risk, support landscape restoration and protect the livelihoods of millions of smallholder farmers.

  The Partnership is designed to move beyond fragmented, company-led deforestation initiatives by fostering collaboration at a landscape scale    supporting efforts to map and safeguard coffee-growing regions, not just individual supply chains. This is not another certification scheme; it is a sector-led initiative aimed at strengthening collective action to help keep forests vibrant and reduce the risk of coffee-driven deforestation over time. We warmly invite all players in the coffee sector to join us  • Laurent Sagarra, VP Engagement at JDE Peet  s.

"Leveraging our very high-resolution PI  iades and PI  iades Neo satellite imagery combined with advanced AI capabilities, Airbus helps identify deforestation risk and protect our world  s forests, while simultaneously empowering food producers and smallholder farmers with the transparency and reliable data needed to strengthen their resilience and build a truly

sustainable supply chain." highlights Eric Even, Head of Space Digital at Airbus Defence and Space.

Early results demonstrate a level of precision and scalability that sets a new benchmark for agricultural monitoring. Building on the success of initial deployments in Africa, Airbus and its partner aim to scale this capability globally, achieving worldwide coverage of all coffee-growing regions in 2027 through expanded industry and institutional co-investment. By contributing its geospatial and AI expertise to Canopy, Airbus supports the transformation of the coffee ecosystem toward greater resilience and sustainability.