

# Fazenda Planalto



Location: Barreiras, Bahia  
 Area property (ha): 1,962

Biome: Cerrado (Brazil)  
 Coordinates property: -12.0532, -45.4121

Cleared Area			
854	hectares	Period clearance: February – June 2022	Type of vegetation: Savanna Park
16,847	tons of CO <sub>2</sub>		



**Figure: Fazenda Planalto** (marked with blue line). In purple the coffee area (MapBiomas, 2023), in green the EU Forest Observatory classification of forest, and in red the deforested area. Other than coffee and eucalyptus, the farm was largely covered with native vegetation which has been cleared after the EUDR cut-off date. Source: AidEnvironment.



**Imagery: Fazenda Planalto** (marked in blue) before and after clearing. Coordinates of clearance: -12.0684, -45.4127. Source: AidEnvironment. Imagery ©2022 Planet Labs Inc.

February 2022

June 2022



# Fazenda Planalto

## Ownership & Business relationship

### Owner:

Jacob Lauck

### Company response:

*JDE Peet's: In response to these six (February 2025) coffee cases shared with JDE Peet's in March 2025, the company responded that "since the plots in question have undergone deforestation that precludes any possibility of coffee harvesting before 2026, these cases could not be linked to JDE Peet's operations". In turn, AidEnvironment pointed the fact that any clearing of forest after the EUDR cut-off date may involve future risks for coffee companies if coffee beans of the cleared plots would enter the European market from January 2026. Moreover, JDE Peet's indicated that "one of the cases you label as deforested actually relates to restoration of coffee plants" but does not further clarify which case this concerns.*

## Environmental sanctions

**Embargoes:** No -

**Environmental fines:** No -

## Case description

Fazenda Planalto in Barreiras (Bahia) has cleared 854 hectares of native vegetation between February and June 2022, of which large part is classified as forest under the EUDR. Records from the Bahia environmental agency show that the farm's owner obtained authorization in 2022 to deforest 854 hectares on Fazenda Planalto, valid until 2026. Nevertheless, forest loss since 31 December 2020, which is considered authorised and legal under Brazilian law, will be illegal under the EUDR, and therefore would be noncompliant with the Law if coffee of this farm would enter the European market from January 2026.

In 2011, [MapBiomas](#) hardly [registered](#) any coffee plantations in the Planalto farm, but from 2013/2014, coffee was planted in northern and southern parts of the farm. Apart from coffee vegetation [coverage](#) and other perennial crops (unspecified), Fazenda Planalto also [cultivates](#) eucalyptus trees. Other than coffee and eucalyptus, the farm was largely covered with native vegetation which has been cleared after the EUDR cut-off date. With the clearing right next to the coffee plantation areas, there is substantial concern under the EUDR that the area will be used for coffee production in the near future. In January 2025, it was still unclear which crop was planted on the cleared areas.

Owner of the farm Jacob Lauck is [recognised](#) as one of the larger coffee growers in Western Bahia region. In the 2000s, he was deputy mayor from the municipality of Luís Eduardo Magalhães, a municipality close to the Paraíso farm.

Originally from Santo Ângelo (RS), he started soybean planting in the region about 30 years ago and planted 900 hectares of coffee by 2004. In addition to coffee, Lauck also invests in hotels in Luís Eduardo Magalhães municipality. Among his [owned companies](#) are JL Empreendimentos Agropecuarios Ltda, Paraíso Hotéis e Turismo Ltda, Lauck e Chiodi & Cia Ltda, Hotel Premium Norte Ltda, Imobiliária J Lem Ltda, Copal Concretos Paraíso Ltda, and Cerealista Paraíso Ltda. He seems also to be involved in wood production. Jacob Lauck was the beneficiary of a federal subsidy in the acquisition of agricultural insurance from the Spanish company [Mapfre](#) in 2022 for commercial forestry at Fazenda Planalto.

Other farms of Jacob Lauck, either in São Desidério or in Luís Eduardo Magalhães municipalities in Bahia include: Fazenda Paraíso, Fazenda Paraíso III, Fazenda Bepi, and Chácara JLEM (likely all involved in soy production), whereas particularly Fazenda Johá (Agrícola Joha) in Luís Eduardo Magalhães produces coffee.