

AGRINFO Webinar: The EU Unfair Trading Practices Directive

Published by AGRINFO on 10 Feb 2026

AGRINFO webinar highlights EU Directive on Unfair Trading Practices in the agricultural and food supply chain, and how to give feedback

The EU Unfair Trading Practices Directive: What non-EU agri-food suppliers need to know – webinars 18 February 2026

Update

This webinar, co-produced by AGRINFO, FairTrade Advocacy Office, and Oxfam Belgium, aims to raise awareness about the European Union (EU) Directive [2019/633](#) on Unfair Trading Practices (UTP). It is specifically for non-EU suppliers of agri-food products who trade with EU buyers or are considering entering the EU market. The webinar will provide an overview of the UTP Directive, present practical examples, and explain how to engage with its revision process.

Register to your preferred 90-minute session via the links below:

- English with French interpretation: Wednesday 18 February 2026 – 09:00 UTC*
- English with French and Spanish interpretation: Wednesday 18 February 2026 – 15:00 UTC*

*[Use this link to check your local time.](#)

What is changing?

The Unfair Trading Practices (UTP) Directive aims to achieve a more efficient and fairer food supply chain by protecting agri-food suppliers who sell directly to buyers in the European Union (EU) against UTPs. Non-EU agri-food suppliers are also protected by these rules, which have applied since 2022.

The European Commission is now collecting feedback to inform a revision of the UTP Directive, via a form on its [Have Your Say](#) webpage, until **27 February 2026**. This input will be taken into account by the Commission when revising the Directive.

Timeline

Stakeholders can provide feedback until **27 February 2026**.

Visit the [AGRINFO website](#) to view the latest AGRINFO Update newsletters and [search](#) the database.

Disclaimer: *Under no circumstances shall COLEAD be liable for any loss, damage, liability or expense incurred or suffered that is claimed to have resulted from the use of information available on this website or any link to external sites. The use of the website is at the user's sole risk and responsibility. This information platform was created and maintained with the financial support of the European Union. Its contents do not, however, reflect the views of the European Union.*