

# AGRINFO Webinar: The EU Unfair Trading Practices Directive

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AGRINFO webinar explaining the Unfair Trading Practices rules set by the EU and their relevance to non-EU agri-food suppliers

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

## Update

AGRINFO, FairTrade Advocacy Office, and Oxfam Belgium co-organised this webinar for non-EU suppliers of agri-food products who trade with EU buyers, or who are considering entering the EU market. The webinar provided an overview of Directive [2019/633](#) on unfair trading practices (UTP) in business-to-business relationships in the agricultural and food supply chain. Practical examples and explanation on how to engage with the Directive revision process followed.

## Webinar resources

### *English*

Presentations on the UTP Directive:

- I Presentation
- II Practical examples
- III Key takeaways

### [Video recording](#)

[FAQ document](#) in response to questions raised during the sessions

### *French*

Présentations sur la directive UTP:

- I Présentation
- II Exemples pratiques
- III Points clés

### [Enregistrement vidéo](#)

Document avec les questions posées pendant les sessions et leurs réponses

### **Spanish**

Presentaciones sobre la Directiva UTP:

- I Presentación
- II Ejemplos prácticos
- III Puntos clave

### Grabación de vídeo

Preguntas formuladas durante la sesión y sus respuestas

## **What is changing?**

Directive [2019/633](#) on UTP in business-to-business relationships bans 16 unfair trading practices that are classified as *black* and *grey* practices.

**Black** trading practices are never allowed. They currently include:

- payment later than 30 days for perishable agricultural and food products
- payment later than 60 days for other agri-food products
- short-notice cancellations of perishable agri-food products
- unilateral contract changes by the buyer
- payments not related to a specific transaction
- risk of loss and deterioration transferred to the supplier
- refusal of a written confirmation of a supply agreement by the buyer, despite request from the supplier
- misuse of trade secrets by the buyer
- commercial retaliation by the buyer
- transferring the costs of examining customer complaints to the supplier.

**Grey** trading practices are only allowed if the supplier and the buyer agree on them beforehand. They include:

- return of unsold products
- payment by the supplier for stocking, display, and listing; promotion; marketing; advertising; staff of the buyer, fitting out premises.

These bans apply to suppliers located outside the EU if the buyers are located within the EU.

## Why?

In the agricultural and food supply chain, large imbalances in bargaining power between buyers and suppliers can lead to UTPs, such as imposing one-sided contractual terms or transferring disproportionate economic risks.

The UTP Directive aims to achieve a more efficient and fairer food supply chain by protecting agri-food suppliers selling directly to buyers in the EU against UTPs. Non-EU agri-food suppliers are also protected by these rules.

## Timeline

The UTP Directive has applied since 2022, and a revision is planned.

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

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