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

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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.

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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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