Review of Unfair Trading Practices (UTP) Directive

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Business-to-business unfair trading practices in the food supply chain – revision of EU rules

What is changing and why?

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 collected feedback to inform a revision of the UTP Directive via its Have Your Say webpage until 27 February 2026. This input will be taken into account by the Commission when revising the Directive.

Non-EU agri-food suppliers who sell directly to an EU buyer (not via an intermediary) are protected by these rules. However, a recent evaluation shows a low level of awareness about the Directive among non-EU stakeholders. The review of the Directive also aims to tackle potential new UTPs – particularly practices that shift disproportionate risks or costs onto suppliers, including more complex arrangements linked to buyers' sustainability-related commitments.

Timeline

The adoption of the revised UTP Directive is scheduled for the fourth quarter of 2026.

For more information see the full record on the AGRINFO website – where you can also view the latest AGRINFO Update newsletters and search the database.

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