

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 European Commission is collecting feedback and evidence from stakeholders to inform a revision of the Unfair Trading Practices (UTP) Directive. Stakeholders are invited to complete a form on the European Commission's [Have Your Say](#) webpage.

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.

Actions

This consultation is an opportunity for EU and non-EU stakeholders – including farmers and suppliers of agricultural and food products, as well as associations – to contribute to improving their protection against UTPs.

Feedback can be given through the European Commission's [Have Your Say](#) webpage until **27 February 2026**. Stakeholders wishing to respond must be registered. Those who do not already have an account will first need to [Create an EU login account](#), then register their organisation on the [Transparency register](#).

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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