Unfair Trading Practices (UTP) Directive

Published by AGRINFO on 18 Mar 2026

Directive 2019/633 on unfair trading practices in business-to-business relationships in the agricultural and food supply chain

What is changing and why?

The Unfair Trading Practices (UTP) Directive aims to create a fairer and more efficient food supply chain by protecting European Union (EU) and non-EU agri-food suppliers who sell directly to EU buyers. In the agricultural and food supply chain, the bargaining power of large-scale buyers compared with small-scale suppliers can lead to UTPs. The UTP Directive, which has been in force since 2022 and is currently under review, bans 16 practices divided into two categories: "black" and "grey".

- Black practices are strictly prohibited. These include late payments, short-notice cancellations, unilateral contract changes, transferring risks or costs to the supplier, misuse of trade secrets, and commercial retaliation.
- Grey practices are allowed only if agreed upon in advance, such as the return of unsold products, or payments for stocking, promotion, marketing, and display of products.

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.

Copyright © **COLEAD 2026,** *AGRINFO is funded by the European Union and implemented by COLEAD.*

Tables & Figures

Table 1 Turnover differences for power imbalance	
Suppliers' turnover in € million	Buyers' turnover in € million
< 2	> 2
2–10	> 10
10–50	> 50
50–150	> 150
150–350	> 350
AGRINFO www.agrinfo.eu	

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.*

Copyright © **COLEAD 2026,** *AGRINFO is funded by the European Union and implemented by COLEAD.*