

UTP Directive evaluation: awareness and fact-based approach are critical

Brussels - EuroCommerce takes note of the European Commission's evaluation of the Directive on Unfair Trading Practices in the food supply chain (UTP Directive) and the accompanying study on fair remuneration schemes. With a review of the Directive announced in 2026, the retail and wholesale sector calls for a robust, evidence-led foundation to guide any potential future steps.

Christel Delberghe, EuroCommerce Director General, stated: *"Today's UTP evaluation report shows that no major overhaul is needed, but it stresses the need to raise awareness of existing rules. Looking ahead at the announced review, any potential changes must be grounded in solid evidence - not assumptions - to ensure they will genuinely benefit farmers and SME processors."*

The Commission's evaluation report notes that early experience of the UTP Directive shows encouraging signs but stresses the need to raise awareness of existing rules. The collection of best practices on fair remuneration schemes showcases the many collaboration initiatives retailers and wholesalers have established or are involved in with their supply chain partners. However, the report does not identify which national approaches to public remuneration schemes are most effective or replicable at EU level.

Retailers and wholesalers rely on a diverse suppliers and agrifood chains to ensure choice and affordable prices for EU customers. Food retailers and wholesalers invest in supporting local farmers and food suppliers through initiatives such as dedicated supplier networks, tri-partite contracts and voluntary schemes that [reward farmers](#) adopting sustainable practices.

EuroCommerce warns that overregulating commercial relations, particularly with multinational suppliers, risks undermining mutual beneficial negotiations and unnecessarily increase prices. Instead, the Commission should explore all available measures to improve the position of smaller farmers and processors. This includes looking beyond unfair trading practices legislation to embrace recommendations from the [Strategic Dialogue on Agriculture and Food](#): better cooperation, increased efficiencies, digitalisation, transparency and capacity building, and a value chain approach to sustainability.

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