Ms Ursula von der Leyen
President
European Commission

By e-mail

Brussels, 23 November 2026

Subject: Review of Directive 2019/633 on Unfair Trading Practices in the agri-food chain

Dear President von der Leyen,

As CEOs of Europe's leading food retailers and wholesalers, we fully support your agenda for simplification, a stronger Single Market and a more competitive Europe. That agenda, echoed by Member States, must be the benchmark for the revision of Directive (EU) 2019/633 on unfair trading practices in the agricultural and food supply chain.

We are deeply concerned that the review risks contradicting these commitments – putting consumers' purchasing power, choice and jobs across Europe at stake at a time when millions of households are already under strain from the cost of living and cannot afford further pressure on their budgets.

Grocery retailers and wholesalers employ more than 8 million people in Europe. Every day, we connect farmers and producers with consumers and ensure access to safe, affordable food in cities and rural communities alike.

A resilient food supply chain needs cooperation between farmers, processors, manufacturers, retailers and wholesalers. And we support protecting farmers against practices that are demonstrably unfair. But extending the same one-sided protection to global manufacturers would be a mistake. It would prevent us from effectively negotiating on behalf of Europe's consumers and delivering the affordable prices they demand – with no benefits to farmers.

It would also be incoherent. Strengthening the hand of already powerful global brands would undermine the Commission's own ambition to tackle the territorial supply constraints these brands impose, a priority you set out in your Letter of Intent to the European Parliament, and which the European Council asked you to tackle. With inflation rising again, consumers should enjoy the benefits of the Single Market – not pay the bill for its fragmentation.

The revision should be limited to clearly harmful practices, guarantee legal certainty, stay out of price setting and protect mutually beneficial negotiations. Anything more would increase regulatory complexity, undermine Europe's competitiveness and run counter to the Commission's own simplification agenda.

We therefore call on you to ensure that the review:

1. remains focused on protecting farmers and smaller suppliers, without granting one-sided protection to global manufacturers;
2. targets a short list of practices that demonstrably harm farmers and refrains from interfering with price formation; and
3. safeguards cross-border sourcing and joint purchasing as essential drivers of competition in the Single Market.

Farmers face real challenges: climate risks, high input costs, volatile markets and geopolitical uncertainty. Many tools to help farmers already exist. In line with your simplification agenda, the Commission should first assess why these instruments are not used more widely and accelerate their uptake, before adding new layers of regulation.

We stand ready to work with you and would welcome the opportunity to discuss how the review can deliver for farmers, consumers and Europe's competitiveness.

Yours sincerely,

Signatories on next page

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ANNEX

This initiative is with the full support of EuroCommerce's national and branch member associations representing the sector in 28 European countries.

WKÖ (AT)	Austrian Federal Economic Chamber
COMEOS (BE)	Belgian federation for commerce and services
AMT (BG)	Bulgarian Association for Modern Trade
HGK (HR)	Croatian Chamber of Economy
HUP (HR)	Croatian Employers' Association
CCCI (CY)	Cyprus Chamber of Commerce and Industry
SOCR (CZ)	Czech Confederation of Commerce and Tourism
DANSK ERHVERV (DK)	Danish Chamber of Commerce and employers' association
ESTON. TRADERS ASS. (EE)	Estonian Traders Association
FINNISH COMMERCE FEDERATION (FI)	Finnish retail and wholesale federation
PTY (FI)	Finnish Grocery Trade Association
FCD (FR)	French retail federation
BGA (DE)	German federation for wholesale, foreign trade and services
HDE (DE)	German retail federation
ESEE (EL)	Hellenic Confederation of Commerce and Entrepreneurship
OKSZ (HU)	Hungarian national trade association
VOSZ (HU)	Hungarian association of entrepreneurs and employers
SVTH (IS)	Icelandic federation of trade and services
RETAIL IRELAND (IE)	Irish retail federation
CONFCOMMERCIO (IT)	Italian confederation for commerce, tourism, services, professions and self-employment
FEDERDISTRIBUZIONE (IT)	Italian modern retail federation
LPIA (LT)	Lithuanian Trade Enterprises Association
LUXEMBOURG CONFEDERATION (LU)	Luxembourg employers' organisation for services, retail and transport
MKB NEDERLAND (NL)	Dutch association for small and medium-sized enterprises
RND (NL)	Dutch Retail Council representing large retail companies and franchisors
CBL (NL)	Dutch supermarket and foodservice association
VIRKE (NO)	Norwegian federation of enterprises in trade and services
POHID (PL)	Polish Organisation of Trade and Distribution
APED (PT)	Portuguese Association of Distribution Companies
CCP (PT)	Portuguese Confederation of Commerce and Services
AMRCR (RO)	Romanian association of large retail chains
SAMO (SK)	Slovak Alliance of Modern Trade
TZS (SV)	Slovenian Chamber of Commerce
ANGED (ES)	Spanish association of large retail companies
ASEDAS (ES)	Spanish association of distributors, self-service stores and supermarkets
SVENSK HANDEL (SE)	Swedish trade federation and employers' organisation
SVENSKDAGLIGVARUHANDEL (SE)	Swedish Food Retailers Federation
UKRAINIAN FOOD RETAIL ALLIANCE (UA)	Ukrainian food retail association