EuroCommerce
Retail & Wholesale

Press Release

25 November 2026

50 retail and wholesale CEOs caution President von der Leyen that revision of unfair trading practices rules must stay focused on farmers

On Monday, 50 CEOs of the leading grocery retailers and wholesalers in Europe sent a letter to President Ursula von der Leyen urging that the anticipated revision of the Unfair Trading Practices directive remain focused on farmers and expressing their deep concern about the consequences for consumers across Europe if it does not.

In their letter, they warn that the European Commission's commitment to simplification, a stronger Single Market and a more competitive Europe could be compromised if the anticipated rules do not remain focussed on farmers. Failing to retain that focus would put consumers' purchasing power, product choice and jobs across Europe at stake. The CEOs argue that rules which unilaterally protect global brands, interfere with price negotiations and create barriers to cross-border trade in the Single Market. This would prevent retailers and wholesalers from effectively negotiating on behalf of millions of households and small businesses. This means higher prices for citizens already under strain from the cost of living, and no benefits to farmers.

Juan Manuel Morales, President of EuroCommerce, the European voice of retailers and wholesalers, said: "*We support the original goal of the directive: protecting farmers against practices that are demonstrably unfair. But the Commission's agenda for simplification, a stronger Single Market and a more competitive Europe must be the benchmark for the revision. This means keeping the UTP review focused on small farmers and SMEs, honouring the commitment for simplification and against gold-plating and tackling territorial supply constraints so that consumers enjoy the benefits of the Single Market and not pay the bill for its fragmentation*."

--END—

Link to the full letter

Notes to editors

The letter was sent to President Ursula von der Leyen on Monday 23 November 2026 by 50 CEOs of the leading retailers and wholesalers in Europe. It concerns the anticipated revision of the Unfair Trading Practices directive.

The signatories represent businesses and shops present in all EU member states.

More information on retail and wholesale perspectives on the revision of the Unfair Trading Practices directive is available here: Agrifood Trading Practices - EuroCommerce

Contact:
Daniela Haiduc| Director of Communications, haiduc@eurocommerce.eu, +32 473 562 936

EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of businesses and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.