



Promoting fairness & transparency in the agri-food supply chain: Our shared responsibility

Bord Bia Meat Market Seminar
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What is the Agri-Food Regulator all about?

- An Rialáí Agraibhia was established on 13th December 2023 as an independent Office under the **Agricultural and Food Supply Chain Act 2023**.

[Agricultural and Food Supply Chain Act 2023 \(irishstatutebook.ie\)](https://www.irishstatutebook.ie/eli/2023/10/13/2023-01-01/section/100/engaged)

- The Agri-Food Regulator was set up to promote fairness and transparency in the agri-food supply chain [focus on business-to-business relationships].
- The 2023 Act assigns two main areas of work:
 - Ensuring compliance with and enforcement of unfair trading law and,
 - Provision of information on the agri-food supply chain through engagement with stakeholders and the analysis of price and market data.



Why?

A. Context: Much information available at the producer and consumer levels within the agri-food supply chain. Less at intermediary stages.

B. Issue: A lack of market transparency and imbalances in information available can lead to inefficient markets in addition to variances in bargaining power between buyers and suppliers.

C. Response: At EU level, regulatory measures to improve fairness & market transparency:

- Directive 2019/633 on unfair trading practices transposed to Irish law (*S.I. No. 198 of 2021 and subsequently S.I. 625 of 2023*).
- Regulation 2019/1746 transposed to Irish law (*S.I. No. 449 of 2021*).





How?

Unfair Trading Law:



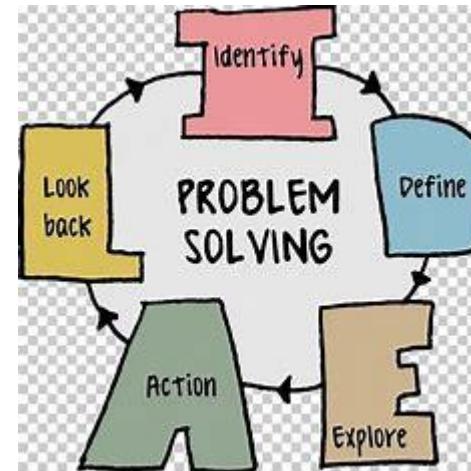
The Agri-Food Regulator is the designated enforcement authority for unfair trading practices (UTPs).

[S.I. No. 625/2023 - Agricultural and Food Supply Chain \(Unfair Trading\) Regulations 2023](https://www.irishstatutebook.ie/eli/2023/625/2023/eng/html)
[irishstatutebook.ie](https://www.irishstatutebook.ie/eli/2023/625/2023/eng/html)



How?

Price & Market Data Analysis:



To improve transparency and fairness in the agri-food supply chain – how are you going to engage and leverage the work of the Agri-Food Regulator?



How?

Transparency Tools:

- Values & principles
- Procedures
- Codes of Practice
- Guidelines
- Provision of additional data / information
- Quality assurance & closing the feedback loop



What has the Agri-Food Regulator been doing?



What the Agri-Food Regulator asks of you...& when?

Unfair trading law:

- Buyers

- Further embed monitoring & compliance on Unfair Trading law as part of internal quality assurance – UTPs cover behaviours also.
- Compliance reporting buyers (>€50M turnover annually). Familiarise yourself with records to be maintained and annual report requirements. First mandatory report due by 31st March 2025.
- Designation of liaison officer for Unfair Trading Regulations within 6 months of establishment of Regulator – before mid-June 2024 (Regulation 9).
- Implementation reports to cover the period 1st January 2022 to 12th December 2023 have been requested. Submission date: 9th February 2024.

- Suppliers

- Know your rights.
- Report any suspected breach.



What the Agri-Food Regulator asks of you...& when?

Price & Market Data Analysis:

- Early engagement
- Assign contact persons / team
- Timely submission of accessible data / feedback



Next Steps...

The Agri-Food Regulator looks forward to active engagement on opportunities to promote and build fairness & transparency in the agri-food supply chain.





An Rialálaí Agraibhia
Agri-Food Regulator

Thank You