



## Code of Ethics

This Code of Ethics adopted by the Board of Directors of the Specialty Crop Trade Council (SCTC) outlines the essential values and standards of the SCTC and its members. The document should serve as a basic guide for business decisions and member interactions.

### Business Standards for Members

1. Members are expected to conduct themselves and their business in a legal and ethical manner, abiding by all applicable local, state, federal, and international laws and regulations.
2. Members are expected to advertise truthfully, professionally and positively.
3. Members are expected to ensure that the products sold are of the quality standards contracted between buyers and sellers.
4. Members are expected to ensure that products are produced or packaged in facilities that meet safe health and labor standards.
5. Members are expected to treat customers and each other with professional respect and considerations at all times. Members are expected to refrain from injuring or maligning the business reputation of another member or customer.
6. Members agree to honor written and verbal agreements.
7. Members agree not to violate state or federal antitrust laws and regulations.
8. Members will be respectful of the intellectual property rights of SCTC and of the other members, including copyrights, trademarks/servicemarks, patents, logos, trade names and the like.
9. Members are expected to abide by best business practices in providing the best possible customer service to customers.
10. Members are expected to obtain and maintain insurance as required by local, state, federal and international authorities.
11. Members are expected to obtain and maintain licensing and/or registration as required by local, state, federal, and international authorities.

### Conflict Resolution

Conflicts should be resolved privately, and if possible, by involving only those immediately party to the conflict. If more formal resolution is required, members agree to abide by any applicable arbitration procedures. If a member is found to be the repeated source of unresolved tension, the member may be suspended or expelled pursuant to the SCTC bylaws.