

DAIRY MARKETING CODE OF CONDUCT

The Dairy Marketing Code of Conduct has been developed to set standards, best practices and a code of ethics for dairy cattle marketers to help build the credibility of the industry, promote a culture of best practices, serve as a benchmark for the highest ethical standards in dairy cattle marketing and increase breeder confidence in doing business in the dairy genetics industry.

By agreeing to this code, you commit yourself to promoting the highest standard of professional ethical norms and values. As dairy marketers, you recognize that we not only serve our organizations but also act as stewards of society in creating, facilitating, and executing the transactions that are part of the greater dairy cattle genetics marketplace.



THE OBJECTIVES OF THE CODE

- To ensure business and consumers have access to the product and service information they need to make informed accurate choices and decisions.
- To promote a culture among members of conducting their businesses fairly, honestly, ethically and in accordance with best practices; and
- To increase business and breeder confidence in doing business with dairy cattle genetic companies and breeders.

DEFINITION OF DAIRY MARKETING CODE

Dairy Marketing is a set of business practices designed to plan for and present a dairy genetic products and/or services in ways that build effective customer relationships. This includes the development of, but is not limited to, dairy cattle photos, ads, video and written communications.

INTENT OF THE CODE

This Code of Ethics and Standards of Practice applies to member organizations regardless of business sector, sub-discipline, or advertising medium employed. The intention is to identify the ethical principles and best practices that dairy marketers consider essential to the conduct of marketing and marketing communications activity.

This Code does not purport to replace legal advice or provide legal guidance. Dairy marketers should inform themselves about relevant laws that apply in their jurisdiction including, but not limited to the federal Competition Act and consumer, privacy and language laws.

“MUST” VS. “SHOULD”

Throughout this Code, use of the word “must” indicates that a clause is compulsory for dairy marketers. Use of the word “should” indicates that the clause is not compulsory but is strongly encouraged as a best practice.

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ETHICAL NORMS

As a Dairy Marketer, you agree:

To do no harm. This means consciously avoiding harmful actions or omissions by embodying high ethical standards and adhering to all applicable best practices and ethical standards in the choices you make.

- To foster trust in the dairy genetics marketing system. This means striving for good faith and fair dealing so as to contribute toward the efficacy of the exchange process as well as avoiding deception in development, design, and communication of dairy genetics.
- To embrace ethical values. This means building relationships and enhancing breeder confidence in the integrity of dairy genetics marketing by affirming these core values: honesty, responsibility, fairness, respect, transparency, and citizenship.

ETHICAL VALUES

- **Honesty:** To be forthright in dealings with breeders and industry stakeholders. To this end, you should:
 - Strive to be truthful in all situations and at all times.
 - Offer products of value that do/represent what is claimed in the communications you promote and develop.
 - Stand behind your products if they fail to deliver their claimed benefits/representation.
 - Honor your explicit and implicit commitments and promises.
- **Responsibility:** To accept the consequences of our marketing decisions and strategies. To this end, you should:
 - Strive to serve the needs of breeders.
 - Avoid using misrepresented or false claims of genetic products.
 - Acknowledge the social obligations to stakeholders that come with increased marketing and economic power.
- **Fairness:** To balance justly the needs of the buyer with the interests of the seller. To this end, you should:
 - Represent products/animals in a clear way in selling, advertising and other forms of communication. This includes the avoidance of false, misleading and deceptive promotion.
 - Reject manipulations and sales tactics that harm breeder trust.
 - Seek to protect the private information of breeders and industry partners.
- **Respect:** To acknowledge the basic human dignity of all stakeholders. To this end, you should:
 - Listen to the needs of breeders and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
 - Make every effort to understand and respectfully treat buyers, suppliers, intermediaries, and distributors from all cultures.
 - Treat everyone, including competitors, as we would wish to be treated.
- **Transparency:** To create a spirit of openness in marketing operations. To this end, you will:
 - Strive to communicate clearly with all constituencies.
 - Accept constructive criticism from breeders and other stakeholders.
- **Citizenship:** To fulfill the economic, legal, philanthropic and societal responsibilities that serve stakeholders. To this end, you will:
 - Strive to protect the ecological environment in the execution of marketing campaigns.
 - Give back to the community through volunteerism and charitable donations.
 - Contribute to the overall betterment of dairy genetic marketing and its reputation.

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ACCURACY OF REPRESENTATION

- Dairy marketers must not misrepresent a product, service, or marketing program and must not mislead by statement or manner of demonstration or comparison.
- Photography, artwork, type size, color, contrast, style, placement, verbal description, and audio-visual portrayal must accurately and fairly describe the dairy genetic product or service offered. This includes photos:
 - That have not had the actual conformation of the animal altered in anyway
 - Limited (less than equivalent of 2 inches of hair added to any animals topline)
 - The placement of feet and legs that has not been adjusted from the animal's natural location.
 - Mammary systems that have not had the attachments, veins, or texture altered in any way shape or form.
 - Neck and Head carriage has not been altered, extended, or manipulated in any way.
- Dairy marketers must ensure that the general impression of the communication does not deceive by omission or commission.
- Text, survey data, or genetic evaluation data referred to in any marketing communication must be reliable, accurate, and current and must support the specific claim being made. Dairy marketers must be able to substantiate the basis for any performance claim or comparison and must not imply a scientific, factual, or statistical basis where none exists.
- Testimonials and endorsements must be:
 - authorized by the person or organization quoted;
 - genuine and related to the experience of the person or organization quoted, both at the time made and at the time of the marketing communication;
 - positioned as opinion, not fact, unless supported by valid research; and
 - not taken out of context so as to distort the opinion or experience of the person or organization quoted.
- Descriptions and promises must reflect actual conditions, situations, and circumstances existing at the time of the promotion.

ENFORCEMENT PROCEDURES FOR THE CODE OF CONDUCT

- Upon receipt of a consumer complaint regarding violation of this Code, whether regarding a member or a non-member, the Bullvine on behalf of the members of this program will contact the organization, disclose the complaint of the violation in an attempt to resolve the consumer complaint.
- If no response is received from, a member organization/individual within 30 days of the inquiry said member will be publically expelled from the program.
- In regards to photo images, if a complaint is filed, member organization/individual will make all original artwork available to the inquiry for confirmation of compliance with the program.
- There will be an appeal process where said individuals/organizations can defend their case for not being expelled.
- If it is deemed that those photos/images/claims do not comply with the program, said member will be expelled publically from the program.

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ANNUAL CONFIRMATION

Program members must confirm their compliance with this Code of Conduct annually. Each member organization shall have a designated representative who must sign the compliance clause annually.

SUPPORTING THE CODE

To demonstrate support for this Code and to actively promote widespread awareness of its principles, ethical practices and obligations, member organizations should:

- Ensure that employees engaged in the marketing process are familiar with its content;
- Prominently display the DMCC logo in the place of business; and
- Include the logo in your marketing communications



AGREEMENT CONFIRMATION

Company Name: _____

Signing Authority Name: _____

Signing _____

Authority _____

Signature: _____

Date: _____

Witness Name: _____

Witness _____

Signature: _____

Witness Date: _____

Please email this agreement to dcma@thebullvine.com or mail it to

Dairy Cattle Marketers Association - c/o The Bullvine

2133 Fourth Concession West,

Hamilton Ontario, Canada

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