



## CODE OF CONDUCT

This Code of Conduct reflects the ethics of Natural Products New Zealand Inc (NPNZ). All members of NPNZ espouse a commitment to the values of personal integrity, ethical corporate behaviour and the holding of customer/consumer safety paramount.

Only an active and supportive membership that shares a commitment to responsible action and business practices can give real meaning to the Code of Conduct and make the code reflective of a vital and growing New Zealand Natural Products Industry.

### **Conformity**

All members must conform to the Constitution, Code of Conduct and any other policies of NPNZ.

All members must conform to all the regulatory requirements of their respective local body and the relevant central government regulations.

### **Business Practices**

All business transactions must be conducted in a fair and truthful manner, including all dealings with customers and suppliers.

Members will not engage in false or misleading advertising, including website contents.

Members may not infer NPNZ endorsement of any of their products.

Members may identify themselves as having NPNZ membership in promotional and marketing material.

Members should never discuss or exchange information related to those areas that are generally regarded as unlawful or in violation of the Fair Trading Act such as;

- Prices or pricing
- Allocation or division of markets or customers
- Boycotts or agreements not to deal with competitors, customers or suppliers
- Terms of trade such as credit terms, discounts

Members should conduct themselves in a professional manner with all competitors and regulatory agencies/authorities

### **Co-operation and Collaboration**

Members are encouraged to actively promote the industry in a positive and collaborative manner and participate in industry related issues.

### **Violation**

Should the conduct of any member (or its employees) become prejudicial to the character and welfare of NPNZ, or if any member exhibits conduct in any way contrary to or in violation of this code or the Constitution of NPNZ, then such conduct will be referred to the Executive Board of NPNZ.

The Executive Board of NPNZ will give due consideration with a possible outcome of its consideration being suspension or expulsion of membership as defined with the Constitution.

Should the nature of the conduct or violation be significant the Executive Board of NPNZ may be obligated to refer the conduct or violation to the regulatory body to protect the interests of not only the membership of NPNZ but also that of consumer and the industry as a whole.