

## SEA FISH INDUSTRY AUTHORITY

### INDUSTRY MEETING DISCUSSION GUIDELINES

The legitimate purpose of meetings facilitated by the Sea Fish Industry Authority is to discuss matters which affect the UK seafood industry.

It is critical that industry-wide meetings facilitated by the Sea Fish Industry Authority are conducted in accordance with UK and European competition laws. This document sets out guidelines on what matters are and are not appropriate for industry-wide discussion. This is to ensure that sensitive commercial information which could negatively influence the UK seafood market is not shared between competitors.

Matters which should not be discussed	Matters which may be discussed
<ul style="list-style-type: none"> <li>Discussions between competitors as to how the market can be divided between them, such as allocating customers / tender opportunities, restrictions on types of products or services different competitors can offer, or any other kind of market division.</li> </ul>	<ul style="list-style-type: none"> <li>Ethical issues affecting the industry as a whole, such as the development of responsible and sustainable fishing schemes.</li> </ul>
<ul style="list-style-type: none"> <li>Pricing information which is not in the public domain, including fixed prices or rates, price changes, price differentials, or discount information.</li> </ul>	
<ul style="list-style-type: none"> <li>Cost information, including information about distribution costs, cost accounting formulas or the methods used to compute your costs.</li> </ul>	<ul style="list-style-type: none"> <li>Legislative changes, such as changes in health and safety and environmental legislation or any new or proposed legislation specific to the UK seafood industry.</li> </ul>
<ul style="list-style-type: none"> <li>Information as to future plans concerning technology, production, marketing and sales which is not in the public domain.</li> </ul>	
<ul style="list-style-type: none"> <li>Matters relating to individual suppliers, distributors or customers.</li> </ul>	<ul style="list-style-type: none"> <li>Non-confidential technical and promotional issues relevant to the industry, including issues relating to technology and infrastructure.</li> </ul>
<ul style="list-style-type: none"> <li>Discussions about setting industry wide pricing policies, except to the extent necessary to achieve the legitimate objectives of the trade association</li> </ul>	