



SUPPLIERS CODE OF CONDUCT

(Manufacturers & Wholesalers)

This Code has been submitted to the Office of Fair Trading

1. INTRODUCTION.

.01 Objective

To provide a framework of business conduct for suppliers within the equestrian industry (excluding commission agents). This Code applies to suppliers of products and services who are Trade members of BETA.

.02 Definition

The Code covers manufacturers and wholesalers.

.03 Exceptions

Feed manufacturers and Commission Agents are excluded from this Code – feed is defined as equine rations. Suppliers of feed supplements (who may also be feed manufacturers) may sign the Code if they are Trade members. All equine feeding stuff manufacturers and suppliers have their own code of practice, launched in 2002.

2. ADVANTAGES

The Code should not be confused with membership criteria. It is voluntary for existing members and mandatory for new members, but signatories will derive clear benefits. Withdrawal from the Code by new or existing members could jeopardise BETA membership. The retail trade will see that signatories are prepared to trade ethically according to conditions clearly defined below. Signatories will be publicised in as many ways as the committee and BETA Council deem to be practical. These may include:

- Special indication in all membership lists
- Editorial publicity
- Publication of a list of signatories
- Printed summary for display
- Special logo

3. THE CODE

.01 Supply

Signatories to this Code must supply in accordance with their declared sales and distribution policy, which must be provided on application. A current copy must be posted with the BETA Secretariat and the declaration should be updated annually.

.02 Legal

All transactions must be conducted in accordance with current legal requirements.

.03 Advertising

All advertising must conform to the British Code of Advertising Practice as laid down by the Institute of Practitioners in Advertising and the Advertising Standards Authority. This means that all advertising must be legal, decent, honest and truthful. It should not be misleading. All claims must be able to be substantiated.

.04 Pricing

Price alteration policy must be declared as part of the Sales and distribution policy (see para 3.01).

.05 Terms of Trading

Must be clearly published

.06 Delivery

Unless previous notification is received a despatch/advice note should normally be delivered with all goods. Invoices, if not despatched with goods, should normally be despatched, within three working days.

.07 Extended Delivery Dates

Any variation to the normally accepted delivery period by the suppliers must be advised.

.08 Labelling and Instructions

Signatories must conform to current legal labelling requirements as published.

.09 Change of Policy

In the event of a change of policy of the business for any reason, the Management will be required to confirm their intention to comply with the Code of Conduct and restate their Terms of Trading to the Secretary of BETA within 28 days.

4. SUGGESTED PROCEDURES – Complaints

Retailers should adopt the following 4 step procedure:-

.01 Complain to the supplier. If not satisfied –

.02 Take the case to BETA who will collect evidence from both parties and attempt to mediate.

.03 Take the case to the Local Trading Standards Officer telling him that you have already been to BETA.

.04 Take the case to court.

5. SANCTIONS

Signatories suspected of breaking the Code will be reported to Council which will decide if the complaint is justified. A representative of the signatory will be invited to give their point of view verbally and/or in writing. If the complaint is upheld the Council will decide upon the appropriate action, which could result in the issue of a public warning. A second public warning will mean automatic withdrawal of membership and a bar on reapplication for 12 months. A report would go to BETA Trade Fairs committee with a recommendation of disbarment from exhibiting for twelve months.

6. WITHDRAWALS

Withdrawal from the Code by new or existing members will be referred to the Council which will decide if membership can continue.

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