



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute Antitrust Statement

The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource. All meetings and correspondence conducted through ASMI are subject to certain legal limits imposed by state and federal antitrust laws. It is important to recognize that some of the activities of ASMI could be perceived as an opportunity for anticompetitive conduct. Many business people are familiar with laws preventing price fixing and activities such as agreements to reduce prices, standardize discounts, divide territorial markets or customers, or to promote group boycotts may be subject to legal liability. As a general reminder ASMI board, committees, staff, contractors and associates shall consider the following:

- Don't discuss with other members your own or competitors' prices, or anything that might affect prices such as costs, discounts, terms of sale, or profit margins.
- Don't discuss discouraging, withholding, boycotting, or otherwise systematically refusing to use goods or services from any supplier, purchaser, competitor, or any other private or governmental entity.
- Don't discuss encouraging or supporting any exclusive dealings with a supplier, purchaser, competitor, or any other private or governmental entity.
- Don't make public announcements or statements about your own prices or those of competitors at ASMI functions.
- Don't talk about what individual companies plan to do in particular geographic or product markets or with particular customers.
- Don't discuss allocating or dividing geographic or service markets or customers.
- Don't disclose to others at meetings or in any other context any competitively sensitive information.
- Don't stay present where any of the above discussions are taking place.
- Don't discuss discouraging any entry or competition into any segment of the marketplace.
- Do conduct all ASMI business meetings in accordance with pre-approved agendas and keep post-meeting minutes.
- Remember that the antitrust laws apply to all communications, whether in person, by telephone, email, videoconference or any other means.

Certain activities by members and staff are protected by the *Noerr-Pennington* doctrine. This includes any party who petitions the government for general redress. However, parties cannot immunize an anticompetitive agreement merely by subsequently requesting legislative approval.