



Ethical Marketing and Advertising Policy

1.0 Introduction

Sun Belle LLC, referred to as "the Company," is committed to sourcing and providing top-quality produce to our customers. We prioritize integrity and honesty in every aspect of our business operations, ensuring that our practices reflect our dedication to quality and ethical standards.

The values of honesty and integrity are integral to our operations, encompassing all aspects of our marketing and advertising initiatives. We are committed to fostering robust relationships with our communities and clientele through communications that are transparent, accurate, and appropriate.

2.0 Purpose and Applicability

This Ethical Marketing and Advertising Policy outlines the Company's approach to responsible marketing and advertising practices. It applies to all employees involved in marketing, advertising, or social media communications representing the organization.

3.0 Principles

3.1 Legally Compliant, Respectful and Appropriate

All Sun Belle LLC marketing and advertising communications must comply with all applicable laws and regulations.

Sun Belle LLC marketing and advertising communications must be decent, appropriate, and truthful.

We prepare all marketing communications with a sense of responsibility to consumers and other stakeholders.

We respect the privacy and confidentiality of customers and comply with applicable privacy laws.

We do not unfairly portray anyone or refer to others adversely or offensively.

Any claims made in company advertisements must be truthful, cannot be deceptive or unfair, and must be evidence-based.

We adhere to the commitments made in our Privacy Policy regarding the use and sharing



of information for marketing and other purposes.

3.2 Foster Trust

We seek to build long-term partnerships with customers by being honest and straightforward.

We take care to avoid misleading statements, concealment, and overstatement in advertising and public statements.

We strive to communicate clearly with all constituencies.

We do not suggest that opinions are objective claims.

We do not make subjective claims that will mislead the consumer.

We do not use shocking claims or images just to attract attention.

We do not include misleading, deceptive or exaggerated claims in our advertising or marketing.

3.3 Environmental Claims

If any environmental claims are made in advertising or marketing, they must be clear and not misleading.

All terms used in advertising should be clear and understandable.

3.4 How We Treat Others

When creating advertising or marketing materials:

- Remember that we at Sun Belle LLC recognize the value and dignity of all people.

- Consider how materials will be viewed by a variety of constituents, including groups who are vulnerable.

- Do not stereotype or depict characteristics or demographics (e.g., gender, race, sexual orientation) in a negative or dehumanizing way.

- Treat all stakeholders (customers, buyers, suppliers, distributors, etc.) in our community respectfully.

- Do not include anything in marketing or advertising communications to cause widespread offence.



3.5 Children

We must be careful when featuring or addressing children in marketing communications and take care when featuring children in advertisements. Any marketing communications that are addressed to, targeted directly at or feature children must not contain anything likely to result in their physical, mental or moral harm. Never depict children in hazardous situations or behaving dangerously.

Before disseminating any marketing or advertising that is addressed to, targeted directly at, or that features children, you must obtain pre-approval from management and Human Resources.

4.0 Responsibilities

Compliance with this Policy extends to our marketing partners and suppliers. Sun Belle LLC will not work with any partner unwilling to comply with this Policy.

5.0 Training & Communication

All employees will have access to this Policy via a shared online portal. Relevant employees will be provided with training on this policy at regular intervals.

Sun Belle LLC will communicate this Policy to all relevant third parties at the outset of our business relationship, and as appropriate thereafter.

6.0 Monitoring & Review

Sun Belle LLC will evaluate the effectiveness of this Policy and its implementation on a periodic basis.

7.0 Reporting Suspected Violations

If you know of or suspect a violation of this Policy, you must report the matter. You can report to your supervisor, the Compliance Officer, or the Compliance Helpline. Reports can be made to the Company via its confidential hotline at +1-844-787-0210 or via our web or mobile sites below. You may contact the Compliance Helpline anonymously.

Web Intake Site: frutura.ethicspoint.com

Mobile Intake Site: fruturamobile.ethicspoint.com

Reports of suspected violations will be appropriately investigated and will be treated confidentially to the extent possible in light of the Company's need to follow up on any concerns.



Sun Belle LLC will not tolerate retaliation of any kind against an employee for reporting suspected misconduct in good faith or cooperating in the investigation of misconduct.

8.0 Violations

Violations of this Policy may result in disciplinary action.

Approver Name: James C. Cloward, Jr.

Signature: 

Date: 5-4-66