

Harvest Tec LLC - Minimum Advertised Price ("MAP") Policy

Effective January 1, 2025, the below Minimum Advertised Price (MAP) Policy for all Harvest Tec products will be in effect. We have implemented this MAP Policy to preserve our strong reputation of providing customers with high value products. Harvest Tec actively supports the advertising and promotion of its products by its domestic distributors and sales representatives through advertising materials designed to promote and enhance Harvest Tec's brand.

To support those efforts, Harvest Tec, in its unilateral discretion, will not do business with any reseller, as to the products covered by this MAP Policy, if that reseller intentionally advertises any Harvest Tec product in violation of this MAP Policy. Harvest Tec is confident that this MAP Policy will strengthen the competitiveness of its product offerings and benefit all of its resellers.

Official MAP Policy and Guidelines:

1. The MAP for all Harvest Tec products shall be equal to the published list price (MSRP) provided in the Harvest Tec price sheet. MAP pricing is established by Harvest Tec and may be adjusted by Harvest Tec at its sole discretion.
2. The MAP Policy applies to all advertisements of Harvest Tec products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet website or similar electronic media, television, radio, and public signage. The MAP Policy is not applicable to any in-store displays.
3. The inclusion in advertising of offers for free or discounted products (whether made by Harvest Tec or another manufacturer) with a product covered by the MAP Policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. If pricing is displayed in any advertising, any strike-through or other alteration of the pricing to suggest that products covered by this MAP Policy are available for less than the MAP established by this policy that is a violation of this policy.
5. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the distributor's retail location or over the telephone. Harvest Tec distributors and sales representatives remain free to sell these products at any prices they choose.
6. The MAP Policy does not establish maximum advertised prices. All distributors and sales representatives may offer Harvest Tec products at any price in excess of the MAP.
7. Internet auctions that have a reserved bid or other acceptable prices below the MAP price are not in compliance with this policy.
8. Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price", "we will match any price", "call for price" or phrases of similar import are acceptable as long as the price advertised or listed for the products is not less than the MSRP. In addition, discounts applied at checkout to the entire order based on a customer's purchasing history with the reseller, such as discounts for "frequent shoppers", do not violate this MAP Policy.
9. Compliance with Harvest Tec's MAP Policy does not in any way limit the ability of any distributor to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
10. Intentional failure to abide by this policy will result in termination of distributorships or sales representatives. Harvest Tec does not intend to do business with distributors or sales representatives who degrade the image of Harvest Tec and its products. Harvest Tec may provide a written warning, but is not required to provide prior notice or issue warnings before taking any action under this policy.

This MAP policy has been established unilaterally by Harvest Tec LLC, through no agreement with any other party, to help ensure the legacy of Harvest Tec as a top producer of high performance, high quality products and to protect the reputation of its name and products.