



Baja Gold Salt Co. | MAP Program - UNFI

September 2025

To protect the perceived value of our products and brands, SeaAgri Solutions, LLC has established a Minimum Advertised Price (MAP) Policy and a Minimum Advertised Delivered Price (MADP) Policy (collectively the MAP Program). The MAP Program requires that all Internet Retailers comply with the following terms and conditions:

1. MAP pricing is established by SeaAgri Solutions at its sole discretion. MAP pricing will be provided to all Baja Gold wholesalers and distributors.
2. MAP Program applies to all advertisements of branded Baja Gold products. MAP applies only to advertised prices, inclusive of all 'crawlable' prices, and does not apply to the price at which the products are actually sold. Baja Gold wholesalers and distributors remain free to sell products at any prices they choose.
3. From time to time, Baja Gold may engage in promotions of its products. In such events, Baja Gold will officially modify or suspend the MAP Program.
4. Through the course of regular business, Baja Gold reserves the right to adjust the MAP Program with respect to all or certain products at its sole discretion.
5. Intentional and / or repeated failure to abide by this policy will result in termination of a reselling relationship with Baja Gold.

Product Family	SKU	Product Name	UPC	MAP	MADP
Signature Mineral Sea Salt	B-SLT-NATF-1	Natural Grain Crystals (1 Lb.)	850034199221	\$14.99 USD	\$19.99 USD

MAP: Minimum Advertised Price – The product price shown to customers within the Product Detail / Information Page, or other Advertisements / Promotions.

MADP: Minimum Advertised Delivered Price – The total price shown to customers within the Product Detail / Information Page, or other Advertisements / Promotions, inclusive of standard Shipping / Delivery costs for this single item. Standard Shipping / Delivery costs must be the 'default,' crawlable information for the retail page.

Note: Changes in site shipping policies, or changes in how site crawls are completed, may necessitate a change in the product price to comply with MADP.