

**701—1003.9(123) Discounts.** An industry member is prohibited from refusing to give a retailer a discount that is offered to other retailers in the market area, even though the retailer declines to reduce the price to the consumer during the discount period, or to advertise the industry member's product during the promotion period.

This rule is intended to implement Iowa Code sections 123.135(4) and 123.180(4).

[ARC 9088C, IAB 4/2/25, effective 5/7/25]