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NEWS RELEASE

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Executive Order Prohibits Price Gouging of Infant Formula

VENTURA, California – District Attorney Erik Nasarenko alerts the public of new protections against price gouging and unconscionably excessive pricing of infant formula, pursuant to an executive order issued by Governor Newsom on June 7, 2022.

Price gouging of infant formula is defined as selling formula for a price that is 10 percent greater than the price it was sold for on February 17, 2022, by the same seller. An unconscionably excessive price is defined as selling infant formula for more than 50 percent higher than the price the seller paid to purchase the formula. A retailer may charge more if their costs recently increased or if they offered a reduced price as of February 17, 2022. If the business or entity manufactured the infant formula, then the price cannot exceed the cost to produce and sell the item plus 50 percent of that cost.

Each container of infant formula sold in violation of the executive order is a separate misdemeanor violation punishable by up to six months in jail, a \$1,000 fine, or both jail and a fine. Violators may also be subject to a civil enforcement action resulting in civil penalties, restitution, and injunctions. These protections are to remain in place until August 31, 2022.

Alleged price gouging violations may be reported to the District Attorney's Office at (805) 662-1739, or by sending an email to DAOpricegouging@ventura.org. If you wish to report possible price gouging of infant formula, please include the following information:

1. Date and time of purchase (must be between June 7, 2022, and August 31, 2022)

2. Business or Seller information

Address

Phone number

Email

3. Copy of the barcode on the formula
4. Cost of the infant formula bought
5. Cost of the SAME infant formula on February 17, 2022, from the same seller
6. Contact information for the reporting party

For more information, please read [Executive Order N-10-22](#).

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The Ventura County District Attorney's Office is the public prosecutor for the county's 850,000 residents. The office employs approximately 290 employees including attorneys, investigators, victim advocates, and professional support staff who strive to seek justice, ensure public safety, and protect the rights of crime victims.