



SONIA Y. ANGELL, MD, MPH  
State Public Health Officer & Director

State of California—Health and Human Services Agency  
California Department of Public Health



GAVIN NEWSOM  
Governor

April 27, 2020

VENDOR ALERT 2020 – 04

TO: ALL WIC VENDORS

SUBJECT: PRICE GOUGING

**Purpose**

The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is requesting that vendors review information from the California Attorney General regarding the prohibition of price gouging.

**Background**

On March 04, 2020 California Governor Gavin Newsom declared a State of Emergency due to the spread of COVID-19. In response, California Attorney General Xavier Becerra issued an alert reminding all Californians that price gouging is illegal in all California communities during a declared State of Emergency.

According to the Attorney General, price gouging refers to sellers greatly increasing prices for essential consumer goods and services to take advantage of consumers during an emergency. However, if the increased price is directly attributable to increases in the cost of labor or materials needed to provide the good or service, the seller may not be liable under the statute.

**Action for Vendors**

Price gouging is illegal during a declared State of Emergency. Carefully review information provided by the California Attorney General, available at:

<https://oag.ca.gov/consumers/pricegougingduringdisasters#1C>

**Questions**

If you have any questions, contact your WIC Vendor Consultant or call toll-free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

Lantrel Stockton, Chief  
Vendor Management Branch  
Women, Infants and Children (WIC) Division



CDPH Women, Infants and Children (WIC) Division  
3901 Lennane Drive MS 8600 Sacramento, CA 95834  
P.O. Box 997375 MS 8600 Sacramento, CA 95899-7375  
(916) 928-8500 [Division Website](http://www.wicworks.ca.gov) (www.wicworks.ca.gov)

