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City Attorney to Prosecute Infant Formula Price Gouging *Hotline established to report profiteering from shortages in San Diego*

City Attorney Mara W. Elliott announced today that her Office will aggressively prosecute violations of Gov. Gavin Newsom’s new executive order establishing consumer protections against price gouging on infant formula.

The order, signed June 7, generally prohibits sellers from selling infant formula for a price that is more than 10 percent greater than what they charged on February 17.

“The governor should be applauded for taking this step to support families feeling the impact of the nationwide formula shortage,” City Attorney Mara W. Elliott said. **“We will pursue legal action against anyone who seeks to exploit this crisis by selling formula at excessive prices.”**

Anyone with information about infant formula price gouging can leave a tip or complaint at 619-533-5618.

Infant formula availability has been affected by the ongoing supply chain challenges caused by the COVID-19 pandemic and the closure of a manufacturing facility earlier this year.

A copy of the Governor’s executive order can be found [here](#).

Resources and tips for families, and additional information on the infant formula shortage, can be found on the [California Department of Public Health Infant Formula web page](#).

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