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#### 1. INTRODUCTION

- 1.1 This Action arises out of the alleged violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986, California Health and Safety Code Section 25249.5 *et seq*. (also known as and hereinafter referred to as "Proposition 65") regarding the following product: goji berries (hereinafter the "Covered Product.") Plaintiff alleges the Covered Product exposes consumers in California to lead (hereinafter the "Listed Chemical.")
- 1.2 Plaintiff Erika McCartney ("MCCARTNEY") is a California resident acting as a private enforcer of Proposition 65. MCCARTNEY brings this Action in the public interest pursuant to California Health and Safety Code Section 25249.6. MCCARTNEY asserts that she is dedicated to, among other causes, helping safeguard the public from health hazards by reducing the use and misuse of hazardous and toxic chemicals and substances, facilitating a safe environment for consumers and employees, and encouraging corporate responsibility.
- 1.3 Defendants United Natural Foods, Inc.; Blue Marble Brands, LLC; United Natural Trading, LLC, d/b/a Woodstock Farms Manufacturing ("WOODSTOCK"), and Thrive Market, Inc. ("THRIVE") are herein after collectively referred to as "DEFENDANTS."
- 1.4 MCCARTNEY and DEFENDANTS are hereinafter sometimes referred to individually as a "Party" or collectively as the "Parties."
- 1.5 On or about May 12, 2016, and December 14, 2016, pursuant to California Health and Safety Code Section 25249.7(d)(1), MCCARTNEY served 60-Day Notices of Violation of Proposition 65 ("Notice of Violation") on DEFENDANTS, various downstream sellers of the Product, the California Attorney General, other public enforcers. True and correct copies of the Notices of Violation are attached hereto as Exhibits A and B.
- 1.6 After more than sixty (60) days passed since service of the Notices of Violation, and no designated governmental agency filed a complaint against DEFENDANTS with regard to the Covered Product or the alleged violations, MCCARTNEY filed a complaint (the "Complaint") for injunctive relief and civil penalties. The Complaint is based on the allegations in the Notices of Violation in connection with the Covered Product.

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- 1.7 The Notices of Violation and Complaint allege that Defendants manufactured, distributed, and/or sold in California the Covered Product without first providing clear and reasonable warnings of alleged exposures to the Listed Chemical, in violation of California Health and Safety Code Section 25249.6. DEFENDANTS deny all material and factual allegations of the Notices of Violation, and specifically denies that the Plaintiff or California consumers have been harmed or damaged by its conduct. DEFENDANTS further assert that the levels of the Listed Chemical in the Covered Product are naturally occurring as the result of natural geological and plant processes. MCCARTNEY and DEFENDANTS each reserve all rights to allege additional facts, claims, and affirmative defenses if the Court does not approve this Consent Judgment.
- 1.8 The Parties enter into this Consent Judgment in order to settle, compromise and resolve disputed claims and avoid prolonged and costly litigation. Nothing in this Consent Judgment, nor compliance with its terms, shall constitute or be construed as an admission by any of the Parties, or by any of their respective officers, directors, shareholders, employees, agents, parent companies, subsidiaries, divisions, affiliates, suppliers, franchisees, licensees, distributors, wholesalers, or retailers, of any fact, conclusion of law, issue of law, violation of law, fault, wrongdoing, or liability, including without limitation, any admission concerning any alleged violation of Proposition 65. Except as expressly set forth herein, nothing in this Consent Judgment shall prejudice, waive, or impair any right, remedy, argument, or defense the Parties may have in any other or future legal proceeding. Provided, however, nothing in this Section shall affect the enforceability of this Consent Judgment.
- 1.9 The "Effective Date" of this Consent Judgment shall be the date this Consent Judgment is entered as a Judgment.

#### 2. **JURISDICTION AND VENUE**

The Parties stipulate that this Court has jurisdiction over the subject matter of this Action and personal jurisdiction over the Parties, that venue is proper in this Court, and that this Court has jurisdiction to enter this Consent Judgment pursuant to the terms set forth herein.

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## 3. INJUNCTIVE RELIEF, REFORMULATION, TESTING AND WARNINGS

- 3.1 Beginning on the Effective Date, DEFENDANTS shall be permanently enjoined from manufacturing for sale in California, directly selling to a consumer in California or "Distributing into California" Covered Product which contains greater than 17.64 parts per billion by weight of lead ("Lead Concentration Level") without a Proposition 65 compliant warning, consistent with Section 3.3 below, unless exempted under Section 3.2 below, without Court modification of this Consent Judgment. "Distributing into California" or "Distribute into California" means to ship any of the Covered Product to California at retail, for resale, or to sell to a distributor that DEFENDANTS know or have reason to know may sell the Covered Product in California.
- 3.2 All units of the Covered Product that have been or will have been distributed, shipped, or sold, or otherwise placed in the stream of commerce through and including the Effective Date of this Consent Judgment are exempt from the provisions of Sections 3.1 and 3.3 and are included within the release in Sections 9.1 through 9.4. To be in compliance with the terms of this Consent Judgment, DEFENDANTS are not required to undertake any efforts or conduct to remove such Covered Product from the stream of commerce.

## 3.3 Clear and Reasonable Warnings

For Covered Product that do not meet the concentration threshold set forth in Section 3.1, DEFENDANTS shall provide one of the following warnings ("Warning") as specified below:

## 3.3.1 Option 1

**WARNING:** Consuming this product can expose you to chemicals including lead, which is known to the State of California to cause cancer and birth defects or other reproductive harm. For more information, go to <a href="https://www.P65Warnings.ca.gov/food">www.P65Warnings.ca.gov/food</a>.

#### 3.3.2 Option 2

**WARNING**: Cancer and Reproductive Harm – <u>www.P65Warnings.ca.gov</u>.

The Warning (either Option 1 or Option 2) shall be provided to consumers prior to the purchase of each Covered Product, whether it be online or on label. If the Warning is provided

on the container or label, it must be set off from other surrounding information and enclosed in a box and must be securely affixed using adhesives or printed upon the container or label. For Covered Product sold over the internet to a California address, the Warning shall appear on the checkout page or product page. If the Warning is provided on the product page, it may be provided by a clearly marked hyperlink using the word "WARNING" and linking to a separate page or popout window with the Option 1 or Option 2 Warning language. If provided on a checkout page, the Warning must be clearly linked to the Covered Product by use of an asterisk or other identifying method, and must be provided prior to the consumer's purchase.

The Warning shall be displayed with such conspicuousness, as compared with other words, statements designs or devices on the outside packaging or labeling, or on the website, as to render it likely to be read and understood by an ordinary individual prior to use. The Warning shall be displayed in a font size no smaller than the largest of any other health or safety warnings on the website or the container or labeling.

DEFENDANTS may alternatively provide any safe harbor warning authorized by Title 27 California Code of Regulations, as they may be hereinafter amended.

## 4. NOTICE AND CURE

4.1 At any time more than 30 days after the Effective Date of this Consent Judgment, MCCARTNEY may provide DEFENDANTS with a Notice of Violation, alleging that COVERED PRODUCT does not comply with Section 3 of this Consent Judgment. MCCARTNEY shall provide DEFENDANTS with the Notice of Violation and two (2) copies of the documents and laboratory analyses that support the allegations of non-compliance. All testing pursuant to this Section shall be performed using a laboratory method that complies with performance and quality control factors appropriate for the method used, including limit of detection, qualification, accuracy, and precision that meets the following criteria: Inductively Coupled Plasma-Mass Spectrometry ("ICP-MS") achieving a limit of a quantification of less than or equal to 10 parts per billion by weight. All testing pursuant to this Section shall be performed by an independent third-party laboratory, certified by the California Environmental Laboratory Accreditation Program or

an independent third-party laboratory that is registered with the United States Food & Drug Administration.

- 4.2 Within 30 days of receiving a Notice of Violation, DEFENDANTS shall provide to MCCARTNEY its Notice of Election to contest or to not contest the Notice of Violation. If DEFENDANTS elect to not contest the Notice of Violation, they shall, within ten (10) business days of providing the Notice of Election, cure the violation by labeling all allegedly non-compliant units of the COVERED PRODUCT with a warning and provide MCCARTNEY with written notice confirming such action has been taken. If DEFENDANTS elect to not contest and otherwise complies with this paragraph, it shall be deemed to be in compliance with this Consent Judgment and MCCARTNEY may take no further action related to the alleged non-compliant products, provided, however, that DEFENDANTS shall be afforded only three (3) opportunities to cure any uncontested Notices of Violations under this paragraph.
- 4.3 In the event DEFENDANTS elect to contest the allegations contained in any Notice of Violation MCCARTNEY sends pursuant to this Section, DEFENDANTS may provide MCCARTNEY along with its Notice of Election any evidence that, in DEFENDANTS' judgment, supports its position. In the event MCCARTNEY agrees with DEFENDANTS' position, it shall, within fifteen (15) days of receiving such Notice of Election and evidence notify DEFENDANTS of their agreement and MCCARTNEY shall take no further action regarding the alleged non-compliant COVERED PRODUCT subject to the Notice and the evidence that DEFENDANTS provided. If MCCARTNEY disagrees with DEFENDANTS' position, MCCARTNEY shall, within 30 days, notify DEFENDANTS of such and shall, in writing, provide DEFENDANTS with the reasons for the same. Thereafter, the Parties shall meet and confer in an attempt to resolve their dispute upon mutually acceptable terms.
- 4.4 If, within 60 days of receipt of a Notice of Violation, (a) there is no resolution of the meet and confer process required under 4.3; (b) DEFENDANTS fail to provide written Notice of Election to not contest the Notice of Violation; or (c) DEFENDANTS fail to correct any uncontested violations identified in the Notice of Violation within 30 days, MCCARTNEY may, at her election, seek to enforce the terms and conditions contained in this Consent Judgment in the

Superior Court of the State of California, or may initiate an enforcement action for new violations pursuant to Health & Safety Code § 25249.7(d). In any such proceeding, MCCARTNEY may seek whatever fines, costs, penalties, or remedies as may be provided for by law of any violation of Proposition 65 or this Consent Judgment.

## 5. REQUIRED MONETARY PAYMENTS

- 5.1 DEFENDANTS shall make the payments set forth below within ten (10) days of the Effective Date, which shall be a full and final satisfaction of any and all civil penalties, payment in lieu of all civil penalties, and attorneys' fees and costs.
- 5.2 The payment will be in the form of four separate checks sent to counsel for MCCARTNEY, James Wheaton, Environmental Law Foundation, 1222 Preservation Park Way, Suite 200, Oakland, CA 94612. The checks shall be payable to the following parties and the payment shall be apportioned as follows:
- 5.3 \$37,500 as civil penalties pursuant to California Health and Safety Code Section 25249.7(b)(1). Of this amount, (1) \$28,125 shall be made payable to the Office of Environmental Health Hazard Assessment; (2) \$4,000 shall be payable to MCCARTNEY; (2) \$2,875 shall be payable to St. Jude's Children's Hospital; and (3) \$2,500 shall be payable to Cancer Care, a qualified 501(c)(3) charitable organization, dedicated to providing financial aid to cancer patients for treatment costs. MCCARTNEY's counsel will forward the civil penalty to OEHHA.
- **5.4** \$78,500 payable to James Wheaton as reimbursement of MCCARTNEY's attorneys' fees, costs, investigation and litigation expenses ("Attorney's Fees and Costs").

## 6. MODIFICATION OF CONSENT JUDGMENT

6.1 This Consent Judgment may be modified only by: (i) Written agreement and stipulation of the Parties and upon having such stipulation entered as a modified Consent Judgment by the Court; or (ii) Upon entry of a modified Judgment by the Court pursuant to a motion by one of the Parties after exhausting the meet and confer process set forth as follows. If either Party requests or initiates a modification of this Consent Judgment, then that Party shall meet and confer with the other Party in good faith before filing a motion with the Court seeking to modify the Consent Judgment. MCCARTNEY is entitled to reimbursement of all reasonable attorneys' fees

 and costs regarding the Parties' meet and confer efforts for any modification requested or initiated by DEFENDANTS. Similarly, DEFENDANTS are entitled to reimbursement of all reasonable attorney's fees and costs regarding the Parties' meet and confer efforts for any modification requested or initiated by MCCARTNEY. If, despite their meet and confer efforts, the Parties are unable to reach agreement on any proposed modification, the Party seeking the modification may file the appropriate motion and the prevailing Party on such motion shall be entitled recover its reasonable fees and costs associated with such motion. One basis, but not the exclusive basis, for DEFENDANTS to seek a modification of this Consent Judgment is if Proposition 65 is changed, narrowed, limited, or otherwise rendered inapplicable in whole or in part to the Covered Product or either Listed Chemical due to legislative change, a change in the implementing regulations, court decisions, or other legal basis.

## 7. RETENTION OF JURISDICTION, ENFORCEMENT OF CONSENT JUDGMENT

- 7.1 This Court shall retain jurisdiction of this matter to enforce, modify or terminate this Consent Judgment.
- 7.2 Subject to Section 4, any Party may, by motion or application for an order to show cause filed with this Court, enforce the terms and conditions contained in this Consent Judgment. The prevailing party in any such motion or application may request that the Court award its reasonable attorneys' fees and costs associated with such motion or application.
- 7.3 Before filing a motion or application for an order to show cause, MCCARTNEY shall provide DEFENDANTS with 30 (thirty) days written notice of any alleged violations of the terms and conditions contained in this Consent Judgment. As long as DEFENDANTS cures any such alleged violations within the 30 (thirty) day period (or if any such violation cannot practicably be cured within 30 days, it expeditiously initiates a cure within 30 days and completes it as soon as practicable), then DEFENDANTS shall not be in violation of the Consent Judgment.

#### 8. APPLICATION OF CONSENT JUDGMENT

This Consent Judgment shall apply to and be binding upon the Parties and their respective successors and assigns, and it shall be deemed to inure to the benefit of the Parties and their respective privies, successors, and assigns.

## 9. BINDING EFFECT, CLAIMS COVERED AND RELEASED

MCCARTNEY, on behalf of herself and in the public interest, and DEFENDANTS, and each of their past and present officers, directors, owners, shareholders, employees, agents, attorneys, parent companies, subsidiaries, divisions, affiliates, suppliers, franchisees, licensees, customers, distributors, wholesalers, private labelers, co-packers, retailers, and all other upstream and downstream entities and persons in the distribution chain of any Covered Product, and the predecessors, successors and assigns of any of them, (collectively, "Released Parties"), of any and all direct or derivative violations (or claimed violations) of Proposition 65 or its implementing regulations for failure to provide Proposition 65 warnings of exposure to the Listed Chemical from the handling, use, or consumption of the Covered Product and fully resolves all claims that have been or could have been asserted in this Action for alleged failure to provide Proposition 65 warnings regarding the Listed Chemical for Covered Products manufactured, sold or distributed into California by DEFENDANTS before the Effective Date. Excluded from this release are any third-party downstream internet distributors.

MCCARTNEY, on behalf of herself and in the public interest, hereby forever releases and discharges, Released Parties, from any and all claims and causes of action and obligations to pay damages, restitution, fines, civil penalties, payment in lieu of civil penalties and expenses (including but not limited to expert analysis fees, expert fees, attorney's fees and costs) (collectively, "Claims") arising under, based on, or derivative of Proposition 65 or its implementing regulations or any other statutory or common law claims based on alleged exposure to the Listed Chemical from the Covered Product and/or failure to warn about the Listed Chemical, as set forth in the Notice of Violation and the Complaint.

9.2 Compliance with the terms of this Consent Judgment shall be deemed to constitute compliance by any Released Party with Proposition 65 regarding alleged exposures to the Listed Chemical from the Covered Product manufactured, sold or distributed into California by DEFENDANTS on and after the Effective Date.

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9.3 It is possible that other Claims not known to MCCARTNEY arising out of the facts alleged in the Notice of Violation or the Complaint and relating to Covered Product that were manufactured, sold or distributed into California by DEFENDANTS before the Effective Date will develop or be discovered. MCCARTNEY, on behalf of herself only, acknowledges that the Claims released herein include all known and unknown Claims and waives California Civil Code Section 1542 as to any such unknown Claims. California Civil Code Section 1542 reads as follows:

"A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

MCCARTNEY, on behalf of herself only, acknowledges and understands the significance and consequences of this specific waiver of California Civil Code section 1542.

9.4 MCCARTNEY, on one hand, and DEFENDANTS, on the other hand, each release and waive all Claims they may have against each other for any statements or actions made or undertaken by them in connection with the Notice of Violation or the Complaint. However, this shall not affect or limit any Party's right to seek to enforce the terms of this Consent Judgment.

#### 10. CONSTRUCTION AND SEVERABILITY

- 10.1 The terms and conditions of this Consent Judgment have been reviewed by the respective counsel for the Parties prior to its signing, and each Party has had an opportunity to fully discuss the terms and conditions with its counsel. In any subsequent interpretation or construction of this Consent Judgment, the terms and conditions shall not be construed against any Party.
- 10.2 In the event that any of the provisions of this Consent Judgment is held by a court to be unenforceable, the validity of the remaining enforceable provisions shall not be adversely affected.

- 12.1 Upon execution of this Consent Judgment by the Parties, MCCARTNEY shall prepare and file a Motion for Court Approval. The Parties shall use their reasonable best efforts to support entry of this Consent Judgment.
- 12.3 If the Court does not approve this Consent Judgment it shall be null and void and have no force or effect.

## 13. EXECUTION AND COUNTERPARTS

This Consent Judgment may be executed in counterparts, which taken together shall be deemed one document. A facsimile or .pdf signature shall be construed as valid and as the original signature.

## 14. ENTIRE AGREEMENT, AUTHORIZATION

- 14.1 This Consent Judgment contains the sole and entire agreement and understanding of the Parties with respect to the entire subject matter herein, and any and all prior discussions, negotiations, commitments and understandings related hereto. No representations, oral or otherwise, express or implied, other than those contained herein have been made by any Party. No other agreements, oral or otherwise, unless specifically referred to herein, shall be deemed to exist or to bind any Party.
- 14.2 Each signatory to this Consent Judgment certifies that he or she is fully authorized by the Party he or she represents to stipulate to this Consent Judgment. Except as explicitly provided herein, each Party shall bear its own fees and costs.

## 15. REQUEST FOR FINDINGS AND FOR APPROVAL

- 15.1 This Consent Judgment has come before the Court upon the request of the Parties. The parties request the Court to fully review this Consent Judgment and, being fully informed regarding the matters which are the subject of this action, to:
- (a) Find that the terms and provisions of this Consent Judgment represent a good faith settlement of all matters raised by the allegations of the Complaint, that the matter has been diligently prosecuted, and that the public interest is served by such settlement; and (b) Make the findings pursuant to California Health and Safety Code Section 25249.7(f)(4), and approve the Settlement, and this Consent Judgment.

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18	Dated: 8 22 19	BLUE MARBLE BRANDS, LLC	
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23	Dated: 8/22/19	UNITED NATURAL FOODS, INC.	
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28	Dated:	THRIVE MARKET, INC., D/B/A THRIVE MARKET TECHNOLOGIES	
	[PROPOSED] CONSENT JUDGMENT  McCartney v. Woodstock Farms Manufacturers, et al., Civil Action No. CGC-19-575112		

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1 2	Dated: 44451 22, 2019	THRIVE MARKET, INC., D/B/A THRIVE MARKET TECHNOLOGIES
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4		Name: GRAJG M. ABRUZZO
5		Its: GENERAL COUNSEL
6		Its: GENERAL COUNSEL
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8	APPROVED AS TO FORM:	
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10	Dated:	ENVIRONMENTAL LAW FOUNDATION
11		APRIL M. STRAUSS, A PC
12		AI Ide W. STRAUSS, A PC
13		Bv·
14		By:April M. Strauss
15	D-4-1	Attorneys for Plaintiff
16	Dated:	ZUBER LAWLER & DEL DUCA, LLP
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9	Dated: 8/13/19	ENVIRONMENTAL LAW FOUNDATION
10		APRIL M. STRAUSS, A PC
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12		By: April M. Strauss
13	A	Attorneys for Plaintiff
14	Dated: A-1-st 15, 2019	ZUBER LAWLER & DEL DUCA, LLP
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16		By: Patrick Del Duca
17		Attorney for Defendants
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1	JUDGMENT
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3	Based upon the Parties' Stipulation, and good cause appearing therefor, this Consen
4	Judgment is approved and judgment is hereby entered according to its terms.
5	IT IS SO ORDERED, ADJUDGED AND DECREED.
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7	Dated:
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9	Judge of the Superior Court  ETHAN P. SCHULMAN
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Melvin B. Pearlston
Senior Counsel

Of <u>Counsel</u> Robert B. Hancock

May 12, 2016

# 60-DAY NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.5 ET. SEQ. (PROPOSITION 65)

Dear Alleged Violators and the Appropriate Public Enforcement Agencies:

I represent Erika McCartney in this matter. Ms. McCartney has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified at California Heath & Safety Code §25249.5 et. seq., with respect to the products identified below. These violations have occurred and continue to occur because the alleged Violators identified below failed to provide required clear and reasonable warnings with the identified products. This letter serves as a notice of these violations to the alleged Violators and the appropriate public enforcement agencies. Pursuant to Section 25249.7(d) of the statute, Ms. McCartney intends to file a private enforcement action in the public interest 60 days after effective service of the is notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

General Information about Proposition 65. A copy of a summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is an attachment with the copy of this letter served to the alleged Violators identified below.

Alleged Violators. The name of the companies covered by this notice that violated Proposition 65 (hereinafter "the Violator") are:

Woodstock Farms Mfg. United Natural Foods, Inc. Blue Marble Brands, LLC United Natural Trading, LLC

Consumer Products and Listed Chemical. The products that are the subject of this notice and the chemical in those products identified as exceeding allowable levels are:

## Woodstock Farms Organic Goji Berries – Lead

On February 27, 1987, the State of California officially listed lead as a chemical known to cause developmental toxicity, and male and female reproductive toxicity. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer.

It should be noted that Ms. McCartney may continue to investigate other products that may reveal further violations and result in subsequent notices of violations.

Route of Exposure. The consumer exposures that are the subject of this notice result from the purchase, acquisition, and recommended use of these products. Consequently, the primary route of exposure to these chemicals has been and continues to be through ingestion.

Approximate Time Period of Violations. Ongoing violations have occurred every day since at least May 12, 2015, as well as every day since the products were introduced into the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until these known toxic chemicals are either removed from or reduced to allowable levels in the products. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to the identified chemicals. The method of warning should be a warning that appears on the product label. The Violators violated Proposition 65 because it failed to provide persons using these products with appropriate warnings that they are being exposed to these chemicals.

Consistent with the public interest goals of Proposition 65 and a desire to have these ongoing violations of California law quickly rectified, Ms. McCartney is interested in seeking a constructive resolution of this matter that includes an enforceable written agreement by the Violators to: (1) recall any products already sold, or undertake best efforts to ensure that the requisite health hazard warnings are provided to those who have received such products; (2) reformulate the identified products so as to eliminate further exposures to the identified chemicals, or provide appropriate warnings on the labels of these products; and (3) pay an appropriate civil penalty. Such a resolution will prevent further unwarned consumer exposures to the identified chemicals, as well as expensive and time-consuming litigation. It should be noted that counsel cannot (1) finalize any settlement until after the 60-day notice period has expired; or (2) speak for the California Attorney General or any District or City Attorney who has received this notice. Therefore, while reaching an agreement may satisfy the claims alleged herein, such agreement may not be satisfactory to public prosecutors.

Ms. McCartney has retained me as legal counsel in connection with this matter. Her address is 1341 58th Ave. #11, Oakland, California, 94621. Her telephone number is 707.502.8635. Please direct all communications regarding this Notice of Violations to my attention at the law office address and telephone number indicated on the letterhead.

Sincerely,

Robert B. Hancock

Attachments

Certificate of Merit
Certificate of Service
OEHHA Summary (to Violators only)
Additional Supporting Information for Certificate of Merit (to AG only)

## **CERTIFICATE OF MERIT**

Re: Notice of Proposition 65 Violations

Robert B. Hancock declares:

- 1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged the parties identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
  - 2. I am an attorney for the noticing party.
- 3. I have consulted with one or more persons with relevant and appropriate experience or expertise who have reviewed facts, studies, or other data regarding the exposures to the listed chemicals that are the subject of the action.
- 4. Based on the information obtained through those consultants, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged Violators will be able to establish any of the affirmative defenses set forth in the statute.
- 5. Along with the copy of this Certificate of Merit served on the Attorney General is attached additional factual information sufficient to establish the basis for this certificate, including the information identified in California Health & Safety Code §25249.7(h)(2), i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: May 12, 2016

Robert B. Hancock

### **CERTIFICATE OF SERVICE**

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States, over the age of 18 years of age, and am not a party to the within action.

On May 12, 2016, I served the following documents: NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET. SEQ.; CERTIFICATE OF MERIT; "THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY" on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to the party listed below and depositing it in a US Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current CEO or President United Natural Foods, Inc. 313 Iron Horse Way Providence, RI 02908

Current Manager or Managing Member Blue Marble Brands LLC 313 Iron Horse Way Providence, RI 02908

Current CEO, President, Manager or Managing Member Woodstock Farms Mfg. 96 Executive Avenue Edison, NJ 08817 Current Manager or Managing Member United Natural Trading, LLC 96 Executive Avenue Edison, NJ 08817

Current CEO, President, Manager or Managing Member United Natural Brands 96 Executive Avenue Edison, NJ 08817

On May 12, 2016, I served the following documents: NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT; ADDITIONAL SUPPORTING INFORMATION FOR CERTIFICATE OF MERIT AS REQUIRED BY CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)(1) on the following parties by uploading the foregoing documents at the webpage listed below:

Office of the California Attorney General Prop 65 Enforcement Reporting 1515 Clay Street, Suite 2000 Post Office Box 70550 Oakland, CA 94612-0550 https://oag.ca.gov/prop65/add-60-day-notice

On May 12, 2016, I served the following documents: NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT on each of the parties on the Service List attached hereto. As to those parties listed by mailing address only, I effected service by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties on the Service List attached hereto, and depositing it with the U.S. Postal Service with the postage fully prepaid for delivery by Priority Mail. As to those parties having an e-mail addressed listed, I effected service by transmitting the document via electronic transmission to the e-mail address listed.

Executed under penalty of perjury pursuant to the laws of the State of California on May 12, 2016.

Robert B. Hancock

### Service List

District Attorney, Alameda County 1225 Fallon St., Rm. 900 Oakland, CA 94612

District Attorney, Alpine County P.O. Box 248 Markleeville, CA 96120

District Attorney, Amador County 708 Court St., #202 Jackson, CA 95642

District Attorney, Butte County 25 County Center Dr. Oroville, CA 95965

District Attorney, Calaveras County 891 Mountain Ranch Road San Andreas, CA 95249

District Attorney, Colusa County 547 Market St. Colusa, CA 95932

District Attorney, Contra Costa County 900 Ward St. Martinez, CA 94553 sgrassini@contracostoda.org

District Attorney, Del Norte County 450 H St., Ste. 171 Crescent City, CA 95531

District Attorney, El Dorado County 515 Main St. Placerville, CA 95667

District Attorney, Fresno County 2220 Tulare St., #1000 Fresno, CA 93721

District Attorney, Glenn County P.O. Box 430 Willows, CA 95988

District Attorney, Humboldt County 825 5th St. Eureka, CA 95501

District Attorney, Imperial County 940 West Main St., Ste. 102 El Centre, CA 92243

District Attorney, Inyo County 230 W. Line St. Bishop, CA 93514

District Attorney, Kern County 1215 Truxtun Ave. Bakersfield, CA 93301

District Attorney, Kings County 1400 West Lacey Boulevard Hanford, CA 93230 District Attorney, Lake County 255 N. Forbes St. Lakeport, CA 95453

District Attorney, Lassen County 220 S. Lassen St., Ste. 8 Susanville, CA 96130

District Attorney, Los Angeles County 210 W. Temple St., Ste. 1800 Los Angeles, CA 90012

District Attorney, Madera County 209 West Yosemite Ave. Madera, CA 93637

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District Attorney, Mendocino County P.O. Box 1000 Ukiah, CA 95482

District Attorney, Merced County 2222 M St. Merced, CA 95340

District Attorney, Modec County 204 S Court St., Rm. 202 Alturas, CA 96101-4020

District Attorney, Mono County P.O. Box 617 Bridgeport, CA 93517

District Attorney,
Monterey County
P.O. Box 1131
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District Attorney, Placer County 10810 Justice Center Dr., Stc. 240 Roseville, CA 95678

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District Attorney, San Benito County 419 Fourth St., 2nd Fl. Hollister, CA 95023

District Attorney, San Bernardino County 316 N. Mountain View Ave. San Bernardino, CA 92415

District Attorney, San Diego County 330 W. Broadway, Rm. 1300 San Diego, CA 92101

District Attorney, San Francisco County 850 Bryant St., Rm. 322 San Francisco, CA 94103

District Attorney, San Joaquin County P.O. Box 990 Stockton, CA 95201

District Attorney, San Luis Obispo County 1035 Palm St. Rm, 450 San Luis Obispo, CA 93408

District Attorney, San Mateo County 400 County Ctr., 3rd Fl. Redwood City, CA 94063

District Attorney, Santa Barbara County 1112 Santa Barbara St. Santa Barbara, CA 93101

District Attorney, Santa Clara County 70 West Hedding St. San Jose, CA 95110 FPL'G-la second ore

District Attorney, Santa Cruz County 701 Ocean St., Rm. 200 Santa Cruz, CA 95060

District Attorney, Shasta County 1355 West St. Redding, CA 96001

District Attorney, Sierra County PO Box 457 Downieville, CA 95936

District Attorney, Siskiyou County P.O. Box 986 Yrekz, CA 96097

District Attorney, Solano County 675 Texas St., Ste. 4500 Fairfield, CA 94533 District Attorney, Sonoma County 600 Administration Dr., Rm. 212J Santa Rosa, CA 95403 ik-wateroma county of p

District Attorney, Stanislaus County 832 12th St., Ste. 300 Modesto, CA 95353

District Attorney, Sutter County 446 Second St. Yuba City, CA 95991

District Attorney, Tehama County P.O. Box 519 Red Bluff, CA 96080

District Attorney, Trinity County P.O. Box 310 Weaverville, CA 96093

District Attorney, Tulare County 221 S. Mooney Ave., Rm. 224 Visalia, CA 93291 Proves 200 tulous count

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San Jose City Attorney's Office 200 E. Santa Ciara St., 16th Fl. San Jose, CA 95113



Melvin B. Pearlston
Senior Counsel

Of <u>Counsel</u>
Robert B. Hancock

December 14, 2016

# 60-DAY NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.5 *ET. SEQ.* (PROPOSITION 65)

Dear Alleged Violator and the Appropriate Public Enforcement Agencies:

I represent Erika McCartney in this matter. Ms. McCartney has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified at California Heath & Safety Code §25249.5 et. seq., with respect to the products identified below. These violations have occurred and continue to occur because the alleged Violator identified below failed to provide required clear and reasonable warnings with the identified products. This letter serves as a notice of these violations to the alleged Violator and the appropriate public enforcement agencies. Pursuant to Section 25249.7(d) of the statute, Ms. McCartney intends to file a private enforcement action in the public interest 60 days after effective service of the is notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

General Information about Proposition 65. A copy of a summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is an attachment with the copy of this letter served to the alleged Violator identified below.

Alleged Violator. The name of the companies covered by this notice that violated Proposition 65 (hereinafter "the Violators") are:

Thrive Market, Inc., d/b/a Thrive Market Technologies, Inc.

<u>Consumer Products and Listed Chemical</u>. The products that are the subject of this notice and the chemical in those products identified as exceeding allowable levels are:

## Thrive Market Goji Berries

On February 27, 1987, the State of California officially listed lead as a chemical known to cause developmental toxicity, and male and female reproductive toxicity. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer.

It should be noted that Ms. McCartney may continue to investigate other products that may reveal further violations and result in subsequent notices of violations.

Route of Exposure. The consumer exposures that are the subject of this notice result from the purchase, acquisition, and recommended use of these products. Consequently, the primary route of exposure to these chemicals has been and continues to be through ingestion.

Approximate Time Period of Violations. Ongoing violations have occurred every day since at least December 14, 2015, as well as every day since the products were introduced into

the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until these known toxic chemicals are either removed from or reduced to allowable levels in the products. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to the identified chemicals. The method of warning should be a warning that appears on the product label. The Violator violated Proposition 65 because it failed to provide persons using these products with appropriate warnings that they are being exposed to these chemicals.

Consistent with the public interest goals of Proposition 65 and a desire to have these ongoing violations of California law quickly rectified, Ms. McCartney is interested in seeking a constructive resolution of this matter that includes an enforceable written agreement by the Violators to: (1) recall any products already sold, or undertake best efforts to ensure that the requisite health hazard warnings are provided to those who have received such products; (2) reformulate the identified products so as to eliminate further exposures to the identified chemicals, or provide appropriate warnings on the labels of these products; and (3) pay an appropriate civil penalty. Such a resolution will prevent further unwarned consumer exposures to the identified chemicals, as well as expensive and time-consuming litigation. It should be noted that counsel cannot (1) finalize any settlement until after the 60-day notice period has expired; or (2) speak for the California Attorney General or any District or City Attorney who has received this notice. Therefore, while reaching an agreement may satisfy the claims alleged herein, such agreement may not be satisfactory to public prosecutors.

Ms. McCartney has retained me as legal counsel in connection with this matter. Her address is 1341 58<sup>th</sup> Ave. #11, Oakland, California, 94621. Her telephone number is 707.502.8635. Please direct all communications regarding this Notice of Violations to my attention at the law office address and telephone number indicated on the letterhead.

Sincerely,

Robert B. Hancock rbh@lawyer.com

Attachments

Certificate of Merit
Certificate of Service
OEHHA Summary (to Violators only)
Additional Supporting Information for Certificate of Merit (to AG only)

## **CERTIFICATE OF MERIT**

## Re: Notice of Proposition 65 Violations

#### Robert B. Hancock declares:

- 1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged the parties identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
  - 2. I am an attorney for the noticing party.
- 3. I have consulted with one or more persons with relevant and appropriate experience or expertise who have reviewed facts, studies, or other data regarding the exposures to the listed chemicals that are the subject of the action.
- 4. Based on the information obtained through those consultants, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged Violator will be able to establish any of the affirmative defenses set forth in the statute.
- 5. Along with the copy of this Certificate of Merit served on the Attorney General is attached additional factual information sufficient to establish the basis for this certificate, including the information identified in California Health & Safety Code §25249.7(h)(2), i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: December 14, 2016

Robert B. Hancock

Hancock

### **CERTIFICATE OF SERVICE**

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States, over the age of 18 years of age, and am not a party to the within action.

On December 14, 2016, I served the following documents: NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET. SEQ.; CERTIFICATE OF MERIT; "THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY" on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to the party listed below and depositing it in a US Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current President or CEO Thrive Market, Inc. d/b/a Thrive Market Technologies, Inc. 4509 Glencoe Avenue Marina del Rey, CA 90292

On December 14, 2016, I served the following documents: NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT; ADDITIONAL SUPPORTING INFORMATION FOR CERTIFICATE OF MERIT AS REQUIRED BY CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)(I) on the following parties by uploading the foregoing documents at the webpage listed below:

Office of the California Attorney General Prop 65 Enforcement Reporting 1515 Clay Street, Ste. 2000 P.O. Box 70550 Oakland, CA 94612-0550 https://oag.ca.gov/prop65/add-60-day-notice

On December 14, 2016, I served the following documents: NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT on each of the parties on the Service List attached hereto. As to those parties listed by mailing address only, I effected service by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties on the Service List attached hereto, and depositing it with the U.S. Postal Service with the postage fully prepaid for delivery by Priority Mail. As to those parties having an e-mail addressed listed, I effected service by transmitting the document via electronic transmission to the e-mail address listed.

Executed under penalty of perjury pursuant to the laws of the State of California on December 14, 2016.

B.B. Hancock

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District Attorney, Napa County 931 Parkway Mall Napa, CA 94559 ChPD deputy force org

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District Attorney, Siskiyou County P.O. Box 986 Yreka, CA 96097

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District Attorney, Ventura County 800 S. Victoria Ave. Ventura, CA 93009 da-pacialered ventura.org

District Attorney, Yolo County 301 2nd St. Woodland, CA 95695 Citation of Canal County of A

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