

SIXTY-DAY NOTICE OF INTENT TO SUE FOR VIOLATION OF THE SAFE DRINKING WATER
AND TOXIC ENFORCEMENT ACT OF 1986
(*Cal. Health & Safety Code § 25249.5, et seq.*) (“Proposition 65”)

April 22, 2014

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| Ephram Nehme, President/CEO Current President/CEO San Fernando Valley Produce & Deli, Inc. 18435 Vanowen Street Reseda, CA 91335 | Ephram Nehme, President/CEO Current President/CEO San Fernando Valley Produce & Deli, Inc. 29000 Cliffside Drive Malibu, CA 90265 | Current President/CEO Valley Produce Market 18435 Vanowen Street Reseda, CA 91335 |
| Jamshid Soofer, President/CEO, or Current President/CEO Soofer Co. Inc. 2828 South Alameda Street Los Angeles, CA 90058 | Current President/CEO CO.R.E.X. spa Str. Stat. 19 3/5 84091 Battipaglia (SA) Italy | |

AND THE PUBLIC PROSECUTORS LISTED ON THE DISTRIBUTION LIST ACCOMPANYING THE
ATTACHED CERTIFICATE OF SERVICE

Re: Violations of Proposition 65 concerning **Rice Containing Lead and Cadmium**

To whom else this may concern:

Consumer Advocacy Group, Inc. (“CAG”), the noticing entity, located at **9903 Santa Monica Boulevard #225, Beverly Hills, California 90212**, serves this Notice of Violation (“Notice”) on San Fernando Valley Produce & deli, Inc., Valley Produce Market, Soofer Co. Inc., and Co.R.E.X. spa., (collectively “Violators”) pursuant to and in compliance with Proposition 65. Violators may contact CAG concerning this Notice through its designated person within the entity, its attorney, Reuben Yeroushalmi 9100 Wilshire Boulevard, Suite 240W, Beverly Hills, CA 90212, telephone no. (310) 623-1926, facsimile no. (310) 623-1930. This Notice satisfies a prerequisite for CAG to commence an action against Violators in any Superior Court of California to enforce Proposition 65. The violations addressed by this Notice occurred at numerous locations in each county in California as reflected in the district attorney addresses listed in the attached distribution list. CAG is serving this Notice upon each person or entity responsible for the alleged violations, the California Attorney General, the district attorney for each county where alleged violations occurred, and the City Attorney for each city with a population (according to the most recent decennial census) of over 750,000 located within counties where the alleged violations occurred.

- CAG is an organization based in California. CAG is an entity dedicated to protecting the environment, improving human health, and supporting environmentally sound practices. By sending this Notice, CAG is acting “in the public interest” pursuant to Proposition 65.

- This Notice concerns violations of the warning prong of Proposition 65, which states that “[n]o person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state to cause cancer or reproductive toxicity without first giving clear and reasonable warning to such individual . . .” *Cal. Health & Safety Code* § 25249.6.
- CAG has discovered specifically **Rice** containing **Lead and Cadmium**. **Lead** is known to the State of California to cause both cancer and reproductive toxicity, female, male. On February 27, 1987, the Governor of California added lead to the list of chemicals known to the State to cause reproductive toxicity in both males and females, and on October 1, 1992, the Governor added lead and lead compounds to the list of chemicals known to the State to cause cancer. **Cadmium** is known to the State of California to cause both cancer and reproductive toxicity, developmental, male. On October 1, 1987, the Governor added **Cadmium and Cadmium Compounds** to the list of chemicals known to the State to cause cancer, and on May 1, 1997, the Governor added **Cadmium** to the list of chemicals known to the State to cause reproductive toxicity, developmental, male. Both took place more than twenty (20) months before CAG served this Notice.
 - An exemplar of the violations caused by **Rice** includes but is not limited to:
 - **Sadaf® “BASMATI RICE” “GOLDEN WHITE” “ALL NATURAL” “VEGETARIAN” “NET WT. 16 OZ. 453.7g” UPC: 0 52851 14170 8.**
 - **MEDTERRANEAN CLASSICS CAMPAGNA “SUPERFINEO ARBORIO RICE”, “1 kg NET 35 oz,” UPC: 8 005391 003564.**
- This Notice addresses consumer products exposures. A “[c]onsumer products exposure” is an exposure which results from a person’s acquisition, purchase, storage, consumption, or other reasonably foreseeable use of a consumer good, or any exposure that results from receiving a consumer service.” *Cal. Code Regs. 27 tit. § 25602(b)*.

Violators caused consumer product exposures in violation of Proposition 65 by producing or making available **Rice** for distribution or sale in California to consumers. The packaging for **Rice** (meaning any label or other written, printed or graphic matter affixed to or accompanying the product or its container or wrapper) contains no Proposition 65-compliant warning. Nor did Violator, with regard to **Rice**, provide a system of signs, public advertising identifying the system and toll-free information services, or any other system, which provided clear and reasonable warnings. Nor did Violator, with regard to **Rice**, provide identification of the product at retail outlets in a manner that provided a warning through shelf labeling, signs, menus, or a combination thereof.

These violations occurred each day between April 22, 2011, and April 22, 2014, and are ever continuing thereafter.

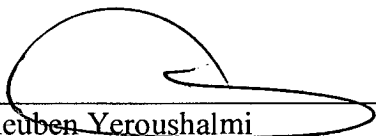
The principal routes of exposure with regard to **Rice** are and were through ingestion, including hand to mouth pathways, inhalation, and trans-dermal absorption. Persons sustain exposures by eating and consuming **Rice**, handling **Rice** without wearing gloves or any other personal protective equipment, or by touching bare skin or mucous membranes with gloves after handling **Rice** as well as through direct and indirect hand to mouth contact, hand to mucous membrane, or breathing in particulate matter dispersed from **Rice**.

Proposition 65 requires that notice of intent to sue be given to the violator(s) sixty (60) days before the suit is filed. *Cal. Health & Safety Code* § 25249.7(d)(1). With this letter, CAG gives notice of the alleged violations to Violator and the appropriate governmental authorities. In absence of any action by the

appropriate governmental authorities within sixty (60) calendar days of the sending of this notice (plus ten (10) calendar days because the place of address is beyond the State of California but within the United States), CAG may file suit. *See Cal. Code Civ. Proc. § 1013; Cal. Health & Safety Code § 25249.7(d)(1); and Cal. Code Regs. tit. 27 § 25903(d)(1).* CAG remains open and willing to discussing the possibility of resolving its grievances short of formal litigation.

With the copy of this notice submitted to the Violators, a copy of the following is attached: The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary.

Dated: April 22 / 14


Reuben Yeroushalmi
Yeroushalmi & Associates
Attorneys for Consumer Advocacy Group, Inc.

APPENDIX A
OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT CALIFORNIA
ENVIRONMENTAL PROTECTION AGENCY
THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986
(PROPOSITION 65): A SUMMARY

The following summary has been prepared by the California Office of Environmental Health Hazard Assessment (OEHHA), the lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as "Proposition 65"). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. The reader is directed to the statute and OEHHA's implementing regulations (see citations below) for further information.

FOR INFORMATION CONCERNING THE BASIS FOR THE ALLEGATIONS IN THE NOTICE RELATED TO YOUR BUSINESS, CONTACT THE PERSON IDENTIFIED ON THE NOTICE.

Proposition 65 appears in California law as Health and Safety Code Sections 25249.5 through 25249.13. The statute is available online at: <http://oehha.ca.gov/prop65/law/P65law72003.html>. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, sections 25102 through 27001.¹ These implementing regulations are available online at: <http://oehha.ca.gov/prop65/law/P65Regs.html>.

¹ All further regulatory references are to sections of Title 27 of the California Code of Regulations unless otherwise indicated. The statute, regulations and relevant case law are available on the OEHHA website at: <http://www.oehha.ca.gov/prop65/law/index.html>

WHAT DOES PROPOSITION 65 REQUIRE?

The "Governor's List." Proposition 65 requires the Governor to publish a list of chemicals that are known to the State of California to cause cancer and/or reproductive toxicity. This means that chemicals are placed on the Proposition 65 list if they are known to cause cancer and/or birth defects or other reproductive harm, such as damage to female or male reproductive systems or to the developing fetus. This list must be updated at least once a year. The current Proposition 65 list of chemicals is available on the OEHHA website at: http://www.oehha.ca.gov/prop65/prop65_list/Newlist.html.

Only those chemicals that are on the list are regulated under this law. Businesses that produce, use, release or otherwise engage in activities involving listed chemicals must comply with the following:

Clear and reasonable warnings. A business is required to warn a person before "knowingly and intentionally" exposing that person to a listed chemical unless an exemption applies; for example, when exposures are sufficiently low (see below). The warning given must be "clear and reasonable." This means that the warning must: (1) clearly make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm and (2) be given in such a way that it will effectively reach the person before he or she is exposed. Some exposures are exempt from the warning requirement under certain circumstances discussed below.

Prohibition from discharges into drinking water.

A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Some discharges are exempt from this requirement under certain circumstances discussed below.

DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?

Yes. You should consult the current version of the statute and regulations (<http://www.oehha.ca.gov/prop65/law/index.html>) to determine all applicable exemptions, the most common of which are the following:

Grace Period. Proposition 65 warning requirements do not apply until 12 months after the chemical has been listed. The Proposition 65 discharge prohibition does not apply to a discharge or release of a chemical that takes place less than 20 months after the listing of the chemical.

Governmental agencies and public water utilities. All agencies of the federal, state or local government, as well as entities operating public water systems, are exempt.

Businesses with nine or fewer employees. Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer employees. This includes all employees, not just those present in California.

Exposures that pose no significant risk of cancer. For chemicals that are listed as known to the State to cause cancer (“carcinogens”), a warning is not required if the business can demonstrate that the exposure occurs at a level that poses “no significant risk.” This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70-year lifetime. The Proposition 65 regulations identify specific “No Significant Risk Levels” (NSRLs) for many listed carcinogens. Exposures below these levels are exempt from the warning requirement.

See OEHHA’s website at:

<http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of NSRLs, and Section 25701 et seq. of the regulations for information concerning how these levels are calculated.

Exposures that will produce no observable reproductive effect at 1,000 times the level in question. For chemicals known to the State to cause reproductive toxicity, a warning is not required if the business can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the “no observable effect level” divided by a 1,000. This number is known as the Maximum Allowable Dose Level (MADL). See OEHHA’s website at:

<http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of MADLs, and Section 25801 et seq. of the regulations for information concerning how these levels are calculated.

Exposures to Naturally Occurring Chemicals in a Food. Certain exposures to chemicals that occur in foods naturally (i.e., that do not result from any known human activity, including activity by someone other than the person causing the exposure) are exempt from the warning requirements of the law. If the chemical is a contaminant² it must be reduced to the lowest level feasible. Regulations explaining this exemption can be found in Section 25501.

Discharges that do not result in a “significant amount” of the listed chemical entering into any source of drinking water. The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a “significant amount” of the listed chemical has not, does not, or will not pass into or probably pass into a source of drinking water, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A “significant amount” means any detectable amount, except an amount that would meet the “no significant risk” level for chemicals that cause

² See Section 25501(a)(4)

cancer or that is 1,000 times below the “no observable effect” level for chemicals that cause reproductive toxicity, if an individual were exposed to that amount in drinking water.

HOW IS PROPOSITION 65 ENFORCED?

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys. Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. The notice must comply with the information and procedural requirements specified in Section 25903 of the regulations and in Title 11, sections 3100-3103. A private party may not pursue an independent enforcement action under Proposition 65 if one of the governmental officials noted above initiates an action within sixty days of the notice. A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court to stop committing the violation.

FOR FURTHER INFORMATION ABOUT THE LAW OR REGULATIONS...

Contact the Office of Environmental Health Hazard Assessment’s Proposition 65

Implementation Office at (916) 445-6900 or via e-mail at P65Public.Comments@oehha.ca.gov.

Revised: July, 2012

NOTE: Authority cited: Section 25249.12, Health and Safety Code. Reference: Sections 25249.5, 25249.6, 25249.9, 25249.10 and 25249.11, Health and Safety Code.

Rice containing Lead and Cadmium

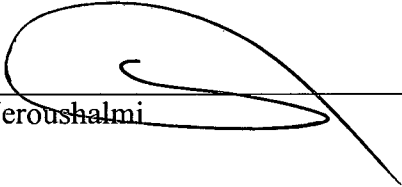
CERTIFICATE OF MERIT

Health and Safety Code Section 25249.7(d)

I, Reuben Yeroushalmi, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice(s) in which it is alleged the party(s) identified in the notice(s) has violated Health and Safety Code section 25249.6 by failing to provide clear and reasonable warnings.
2. I am the attorney for the noticing party.
3. I have consulted with at least one person with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the exposure to the listed chemical that is the subject of the action.
4. Based on the information obtained through those consultations, and on all 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 plaintiffs' case can be established and 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. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health and Safety Code section 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: April 22, 19

By: 
Reuben Yeroushalmi

CERTIFICATE OF SERVICE

I am over the age of 18 and not a party to this case. I am a resident of or employed in the county where the mailing occurred. My business address is 9100 Wilshire Boulevard, Suite 240W, Beverly Hills, CA 90212.

ON THE DATE SHOWN BELOW, I SERVED THE FOLLOWING:

- 1) 60-Day Notice of Intent to Sue Under Health & Safety Code Section 25249.6
- 2) Certificate of Merit: Health and Safety Code Section 25249.7(d)
- 3) Certificate of Merit (Attorney General Copy): Factual information sufficient to establish the basis of the certificate of merit (*only sent to Attorney General*)
- 4) The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary

by enclosing copies of the same in a sealed envelope, along with an unsigned copy of this declaration, addressed to each person shown below and depositing the envelope in the U.S. mail with the postage fully prepaid. Place of Mailing: Beverly Hills, CA

Name and address of each party to whom documents were mailed:

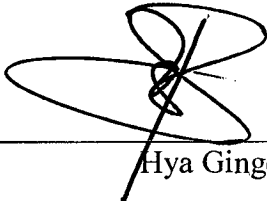
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| Jamshid Soofer, President/CEO, or Current President/CEO Soofer Co. Inc. 2828 South Alameda Street Los Angeles, CA 90058 | Current President/CEO CO.R.E.X. spa Str. Stat. 19 3/5 84091 Battipaglia (SA) Italy | |

Name and address of each public prosecutor to whom documents were mailed:

See Distribution List

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date of Mailing: 04-24-2014

By: 

Hya Gingoyon

Distribution List

| | | |
|---|---|--|
| Alameda County District Attorney 1225 Fallon St, Room 900 Oakland, CA 94612 | Los Angeles County District Attorney 210 W Temple St, 18th Floor Los Angeles, CA 90012 | Mono County District Attorney PO Box 617 Bridgeport, CA 93517 |
| Alpine County District Attorney PO Box 248 Markleeville, CA 96120 | Madera County District Attorney 209 W Yosemite Ave Madera, CA 93637 | San Joaquin County District Attorney PO Box 990 Stockton, CA 95201-0990 |
| Amador County District Attorney 708 Court, Suite 202 Jackson, CA 95642 | Mariposa County District Attorney P.O. Box 730 Mariposa, CA 95338 | San Francisco County District Attorney 850 Bryant St, Rm 322 San Francisco, CA 94103 |
| Butte County District Attorney 25 County Center Dr. Oroville, CA 95965-3385 | Marin County District Attorney 3501 Civic Center Drive, #130 San Rafael, CA 94903 | San Diego County District Attorney 330 W. Broadway, Ste 1300 San Diego, CA 92101-3803 |
| Calaveras County District Attorney 891 Mountain Ranch Road San Andreas, CA 95249 | Mendocino County District Attorney P.O. Box 1000 Ukiah, CA 95482 | San Bernardino County District Attorney 316 N Mountain View Ave San Bernardino, CA 92415-0004 |
| Office of the Attorney General P.O. Box 70550 Oakland, CA 94612-0550 | Los Angeles City Attorney 200 N Main St Ste 1800 Los Angeles CA 90012 | San Francisco City Attorney # 1 Dr. Carlton B. Goodlett Place, Suite 234 San Francisco, CA 94102 |
| Colusa County District Attorney Courthouse, 547 Market St. Colusa, CA 95932 | Inyo County District Attorney P.O. Drawer D Independence, CA 93526 | Placer County District Attorney 10810 Justice Center Drive Suite 240 Roseville, CA 95678-6231 |
| Contra Costa County District Attorney 725 Court St., Room 402 Martinez, CA 94553 | Orange County District Attorney PO Box 808 Santa Ana, CA 92702 | Merced County District Attorney 650 W. 20 th Street Merced, CA 95340 |
| Del Norte County District Attorney 450 "H" St. Crescent City, CA 95531 | Nevada County District Attorney 201 Church St, Suite 8 Nevada City, CA 95959-2504 | Napa County District Attorney PO Box 720 Napa, CA 94559-0720 |
| El Dorado County District Attorney 515 Main St. Placerville, CA 95667-5697 | Plumas County District Attorney 520 Main Street, Rm 404 Quincy, CA 95971 | Riverside County District Attorney 3960 Orange St. Ste. 5 Riverside, CA 92501 |
| Fresno County District Attorney 2220 Tulare St, Ste. 1000 Fresno, CA 93721 | Sacramento County District Attorney 901 G Street Sacramento, CA 95814 | San Benito County District Attorney 419 4th St Hollister, CA 95023 |
| Glenn County District Attorney PO Box 430 Willows, CA 95988 | San Luis Obispo County District Attorney County Government Center, Rm 450 San Luis Obispo, CA 93408 | Siskiyou County District Attorney PO Box 986 Yreka, CA 96097 |
| Humboldt County District Attorney 825 5th St., 4 th Floor Eureka, CA 95501 | San Mateo County District Attorney 400 County Center Redwood City, CA 94063 | Solano County District Attorney 600 Union Ave Fairfield, CA 94533 |
| Imperial County District Attorney 939 W. Main St., 2 nd Floor El Centro, CA 92243-2860 | Santa Barbara County District Attorney 1112 Santa Barbara St. Santa Barbara, CA 93101 | Sonoma County District Attorney 600 Administration Dr., Rm 212-J Santa Rosa, CA 95403 |
| Kern County District Attorney 1215 Truxtun Ave. Bakersfield, CA 93301 | Santa Clara County District Attorney 70 W Hedding St. San Jose, CA 95110 | Shasta County District Attorney 1525 Court St, 3rd Floor Redding, CA 96001-1632 |
| Kings County District Attorney Gov't Ctr, 1400 W Lacey Blvd Hanford, CA 93230 | Santa Cruz County District Attorney PO Box 1159 Santa Cruz, CA 95061 | Sierra County District Attorney PO Box 457 Downieville, CA 95936-0457 |
| Lake County District Attorney 255 N Forbes St Lakeport, CA 95453-4790 | Stanislaus County District Attorney PO Box 442 Modesto, CA 95353 | Trinity County District Attorney PO Box 310 Weaverville, CA 96093 |
| Modoc County District Attorney 204 S. Court Street Alturas, CA 96101-4020 | Sutter County District Attorney 446 Second Street Yuba City, CA 95991 | Yuba County District Attorney 215 5th St Marysville, CA 95901 |
| San Diego City Attorney City Center Plaza 1200 3rd Ave # 1100 San Diego, CA 92101 | Lassen County District Attorney 200 S Lassen St, Suite 8 Susanville, CA 96130 | Monterey County District Attorney PO Box 1131 Salinas, CA 93902 |
| Tuolumne County District Attorney 2 S Green St Sonora, CA 95370 | Tulare County District Attorney County Civic Center, Rm 224 Visalia, CA 93291 | Yolo County District Attorney 310 Second St Woodland, CA 95695 |
| Ventura County District Attorney 800 S Victoria Ave Ventura, CA 93009 | Tehama County District Attorney P.O. Box 519 Red Bluff, CA 96080 | San Jose City Attorney 151 W. Mission St. San Jose, CA 95110 |