

NOTICE OF VIOLATION

California Safe Drinking Water and Toxic Enforcement Act

Acrylamide in Hash Brown Potato Products, Including but not
Limited to Hash Browns, Hash Brown Patties, Tater Tots and Tater Puffs

August 26, 2016

This Notice of Violation is provided to you pursuant to and in compliance with California Health and Safety Code Section 25249.7(d).

- For general information regarding the California Safe Drinking Water and Toxic Enforcement Act, see the attached summary provided by the California EPA (copies not provided to public enforcement agencies).
- This Notice of Violation is provided by the Center for Environmental Health ("CEH"), 2201 Broadway, Suite 302, Oakland, California, (510) 655-3900. CEH is a nonprofit corporation dedicated to protecting the environment, improving human health and supporting environmentally sound practices. Charlie Pizarro is the Associate Director of and a responsible individual within CEH.

Description of Violation:

- Violators: The names and addresses of the violators are identified on the attached Exhibit 1.
- Time Period of Exposure: The violations have been occurring since at least August 26, 2013, and are ongoing.
- Provision of Proposition 65: This Notice of Violation covers the "warning provision" of Proposition 65, which is found at California Health and Safety Code Section 25249.6.
- Chemical Involved: The name of the listed chemical involved in these violations is acrylamide. Exposures to acrylamide occur from consumption of the products identified in this Notice.
- Type of Product: The specific type of product causing these violations is hash brown potato products, including but not limited to hash browns, hash brown patties, tater tots and tater puffs ("Hash Browns"). Non-exclusive examples of this specific type of product are identified on the attached Exhibit 1. With respect to alleged violator Safeway, Inc., the type of product causing these violations is limited to Hash Browns sold under the Signature Kitchens brand and Hash Browns sold by ConAgra Foods, Inc. With respect to Target Corporation, the type of product causing these violations is limited to Hash Browns sold under the Market Pantry brand. With respect to Wal-Mart Stores, Inc., the type of product causing these violations is limited to Hash Browns sold by Basic American, Inc. With respect to Whole Foods Market California, Inc. and Mrs. Gooch's Natural Food Markets, Inc., the type of product causing these violations is limited to Hash Browns sold under the 365 Everyday Value brand.
- Description of Exposure: This Notice addresses consumer exposures to acrylamide. Consumption of the products subject to this Notice results in human

exposures to acrylamide. The products contain acrylamide, which is formed when the products are cooked at high temperatures. The primary route of exposure for the violations is direct ingestion when consumers eat the products. These exposures occur in homes, workplaces and everywhere else throughout California where the products are consumed. No clear and reasonable warning is provided with these products regarding the carcinogenic hazards of acrylamide.

Resolution of Noticed Claims:

Based on the allegations set forth in this Notice, CEH intends to file a citizen enforcement lawsuit against each alleged violator unless such violator agrees in a binding written instrument to: (1) recall products already sold; (2) provide clear and reasonable warnings for products sold in the future or reformulate such products to eliminate the acrylamide exposures; and (3) pay an appropriate civil penalty based on the factors enumerated in California Health and Safety Code Section 25249.7(b). If any alleged violator is interested in resolving this dispute without resort to expensive and time-consuming litigation, please feel free to contact CEH through its counsel identified below. It should be noted that CEH cannot: (1) finalize any settlement until after the 60-day notice period has expired; nor (2) speak for the Attorney General or any District or City Attorney who received CEH's 60-day Notice. Therefore, while reaching an agreement with CEH will resolve its claims, such agreement may not satisfy the public prosecutors.

Preservation of Relevant Evidence:

This Notice also serves as a demand that each alleged violator preserve and maintain all relevant evidence, including all electronic documents and data, pending resolution of this matter. Such relevant evidence includes but is not limited to all documents relating to the presence or potential presence of acrylamide in Hash Browns; purchase and sales information for such products; efforts to comply with Proposition 65 with respect to such products; communications with any person relating to the presence or potential presence of acrylamide in such products; and representative exemplars of each variety of any such products sold by each alleged violator in the year preceding this Notice.

Please direct any inquiries regarding this Notice to CEH's counsel Howard Hirsch at Lexington Law Group, 503 Divisadero Street, San Francisco, CA 94117, (415) 913-7800, hhirsch at lexlawgroup.com.

EXHIBIT 1
August 26, 2016 Notice of Violation
Acrylamide in Hash Brown Potato Products, Including but not
Limited to Hash Browns, Hash Brown Patties, Tater Tots and Tater Puffs

Names and Addresses of Responsible Parties	Non-Exclusive Examples of the Products	Further Limitation on Type of Product
Basic American, Inc. 2185 N. California Blvd. Suite 215 Walnut Creek, CA 94596	Hungry Jack Original Hashbrown Potatoes SKU No. 0-11140-10389-6	n/a
ConAgra Foods, Inc. 11 ConAgra Drive, 11-260 Omaha, NE 68102	All Natural Alexia Organic Hashed Browns SKU No. 8-34183-00303-5	n/a
Safeway, Inc. Tax Division 5918 Stoneridge Mall Road Pleasanton, CA 94588	Signature Kitchens Hash Brown Patties SKU No. 0-21130-09268-0	Signature Kitchens brand or sold by ConAgra Foods, Inc.
	All Natural Alexia Organic Hashed Browns SKU No. 8-34183-00303-5	
Target Corporation 1000 Nicollet Mall Minneapolis, MN 55403	Market Pantry Hash Brown Patties SKU No. 0-85239-01079-2	Market Pantry brand
Wal-Mart Stores, Inc. 702 SW 8 th Street Bentonville, AR 72716	Hungry Jack Original Hashbrown Potatoes SKU No. 0-11140-10389-6	Sold by Basic American, Inc.
Whole Foods Market California, Inc. 550 Bowie Street Austin, TX 78703 Mrs. Gooch's Natural Food Markets, Inc. 550 Bowie Street Austin, TX 78703	365 Everyday Value Organic Tater Puffs SKU No. 0-99482-41883-0	365 Everyday Value brand

CERTIFICATE OF MERIT
Health & Safety Code § 25249.7(d)

I, Howard Hirsch, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day Notice in which it is alleged that the parties identified in the Notice have violated Health & Safety Code § 25249.6 by failing to provide clear and reasonable warnings.

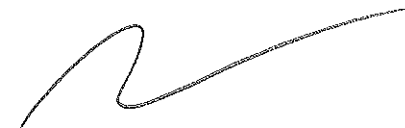
2. I am an attorney with the Lexington Law Group, and I represent the noticing party, the Center for Environmental Health.

3. Members of my firm and I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies or other data regarding the exposures to the listed chemical that is the subject of the action.

4. Based on the information obtained through those consultations, 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 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. The copy of the 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 & 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.

August 26, 2016



Howard Hirsch
Attorney for the CENTER FOR
ENVIRONMENTAL HEALTH

PROOF OF SERVICE BY MAIL AND ELECTRONIC MAIL

I declare that:

I am employed in San Francisco County, California; my business address is 503 Divisadero Street, San Francisco, California 94117. I am over the age of 18 years and not a party to the within cause and my electronic notification address is cfisher@lexlawgroup.com.

On August 26, 2016, I served true copies of the following documents:

NOTICE OF VIOLATION OF CALIFORNIA SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT;

CERTIFICATE OF MERIT; and

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY (only sent to those on service list marked with an asterisk).

On this date, I deposited fully prepaid and sealed envelopes containing the above-mentioned documents with the United States Postal Service, addressed to the following individuals:

Please see attached service list.

Also on this date, I transmitted via electronic mail the documents listed above to the electronic mail addresses set forth below at 11:51 A.m. on August 26, 2016:

Stacey Grassini, Deputy District Attorney
Contra Costa County
900 Ward Street
Martinez, CA 94553
sgrassini@contracostada.org

Michelle Latimer, Program Coordinator
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220 S. Lassen Street
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Yeng Dang
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Eric J. Dobroth, Deputy District Attorney
San Luis Obispo County
County Government Center Annex, 4th Floor
San Luis Obispo, CA 93408
edobroth@co.slo.ca.us

The transmission was reported as complete and without error.

I declare under penalty of perjury that the foregoing is true and correct, and that this declaration was executed on August 26, 2016, at San Francisco, California.

Signed: _____



Casey Fisher

SERVICE LIST

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

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

District Attorney of Amador County
708 Court Street, Ste. 202
Jackson, CA 95642

District Attorney of Butte County
Administration Building
25 County Center Drive
Oroville, CA 95965

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

District Attorney of Colusa County
346 Fifth Street, Suite 101
Colusa, CA 95932

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

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Placerville, CA 95667

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2220 Tulare Street, Ste. 1000
Fresno, CA 93721

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District Attorney of Yuba County
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San Jose City Attorney's Office
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San Jose, CA 95113

California Attorney General's Office
Attention: Proposition 65 Coordinator
and Robert Thomas
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Oakland, CA 94612-0550