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Attorneys for Plaintiff

Environmental Health Advocates, Inc.

SUPERIOR COURT OF THE STATE OF CALIFORNIA

IN AND FOR THE COUNTY OF ALAMEDA

ENVIRONMENTAL HEALTH
ADVOCATES, INC.,

Plaintiff,

v.

WHOLE FOODS MARKET CALIFORNIA,
INC., a California corporation; DOE 1: MRS.
GOOCH'S NATURAL FOOD MARKETS,
INC., a California corporation; .and DOES 2
through 100, inclusive,

Defendants.

Case No. 24CV066356

[PROPOSED] CONSENT JUDGMENT

(Health & Safety Code § 25249.6 *et seq.* and
Code Civ. Proc. § 664.6)

1 **1. INTRODUCTION**

2 **1.1 Parties**

3 This Consent Judgment is entered into by and between Environmental Health Advocates, Inc.,
4 ("EHA" or "Plaintiff") and Mrs. Gooch's Natural Food Markets, Inc. ("Defendant" or "Mrs. Gooch's")
5 with EHA and Mrs. Gooch's each individually referred to as a "Party" and collectively referred to as
6 the "Parties."

7 **1.2 Plaintiff**

8 EHA is a corporation organized in the state of California, acting in the interest of the general
9 public. It seeks to promote awareness of exposures to toxic chemicals and to improve human health by
10 reducing or eliminating hazardous substances contained in consumer products.

11 **1.3 Defendant**

12 Mrs. Gooch's employs ten or more individuals and for purposes of this Consent Judgment only,
13 is a "person in the course of doing business" for purposes of the Safe Drinking Water and Toxic
14 Enforcement Act of 1986, Health and Safety Code section 25249.6 et seq. ("Proposition 65").

15 **1.4 General Allegations**

16 EHA alleges that Mrs. Gooch's manufactures, imports, sells, and distributes for sale 365 Whole
17 Foods Market Protein Bites - Coconut & Macadamia that contains lead. EHA further alleges that Mrs.
18 Gooch's does so without providing a sufficient health hazard warning as required by Proposition 65
19 and related Regulations. Mrs. Gooch's denies these allegations and asserts that its products are safe and
20 in compliance with all applicable laws, rules and regulations.

21 **1.5 Notice of Violation**

22 On or around October 13, 2023, EHA served Defendant Whole Foods Market California, Inc.,
23 the California Attorney General, and all other required public enforcement agencies with a 60-Day
24 Notice of Violation of Proposition 65 ("Notice"). This notice was subsequently amended on February
25 21, 2025, to correct the identity of Whole Foods Market California, Inc. to Mrs. Gooch's Natural Food
26 Markets, Inc. The Notice alleged that Mrs. Gooch's had violated Proposition 65 by failing to sufficiently
27 warn consumers in California of the health hazards associated with exposures to lead contained in
28 protein bites products, including but not limited to 365 Whole Foods Market Protein Bites - Coconut

1 & Macadamia manufactured or processed by Mrs. Gooch's that allegedly contain lead and are imported,
2 sold, shipped, delivered, or distributed for sale to consumers in California by Releasees (as defined in
3 section 4.1).

4 No public enforcer has commenced or is otherwise prosecuting an action to enforce the
5 violations alleged in the Notice.

6 **1.6 Product Description**

7 The products covered by this Consent Judgment are protein bites products, including but not
8 limited to 365 Whole Foods Market Protein Bites - Coconut & Macadamia manufactured or processed
9 by Mrs. Gooch's that allegedly contain lead and are imported, sold, shipped, delivered, or distributed
10 for sale to consumers in California by Releasees (as defined in section 4.1) ("Covered Products").

11 **1.7 State of the Pleadings**

12 On or around March 4, 2024, EHA filed a Complaint against Mrs. Gooch's for the alleged
13 violations of Proposition 65 that are the subject of the Notice ("Complaint").

14 **1.8 No Admission**

15 Mrs. Gooch's denies the material factual and legal allegations of the Notice and Complaint and
16 maintains that all of the products it has manufactured, imported, sold, and/or distributed for sale in
17 California, including Covered Products, have been, and are, in compliance with all applicable laws,
18 rules and regulations. Nothing in this Consent Judgment shall be construed as an admission of any fact,
19 finding, conclusion of law, issue of law, or violation of law, nor shall compliance with this Consent
20 Judgment be construed as an admission of any fact, finding, conclusion of law, issue of law, or violation
21 of law. This Section shall not, however, diminish or otherwise affect Mrs. Gooch's' obligations,
22 responsibilities, and duties under this Consent Judgment.

23 **1.9 Jurisdiction**

24 For purposes of this Consent Judgment and the Complaint only, the Parties stipulate that this
25 Court has jurisdiction over Mrs. Gooch's as to the allegations in the Complaint, that venue is proper in
26 the County of Alameda, and that the Court has jurisdiction to enter and enforce the provisions of this
27 Consent Judgment pursuant to Proposition 65 and Code of Civil Procedure section 664.6.
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1 **1.10 Effective Date**

2 For purposes of this Consent Judgment, the term “Effective Date” means the date on which this
3 Consent Judgment is approved by the Court, as discussed in Section 5.

4 **1.11 Compliance Date**

5 For purposes of this Consent Judgment, the term “Compliance Date” means 30 days from the
6 date on which this Consent Judgment is approved and entered as a judgment of the Court, as discussed
7 in Section 5.

8 **2. INJUNCTIVE RELIEF**

9 **2.1 Reformulation of the Covered Products**

10 Beginning on or before the Compliance Date, Defendant shall be permanently enjoined from
11 manufacturing, distributing, or directly selling in the State of California, any Covered Product that
12 exposes a person to a “Daily Lead Exposure Level” of more than 0.5 micrograms of Lead based on a
13 single serving per day unless such Covered Products comply with the warning requirements of Section
14 2.2. The “Daily Lead Exposure Level” shall be calculated by multiplying the recommended serving
15 size in Covered Product by the concentration of lead in Covered Products. As used in this Section 2,
16 “distributed for sale in CA” means to directly ship Covered Products into California or to sell Covered
17 Products to a distributor Defendant knows will sell Covered Products in California.

18 **2.2 Clear and Reasonable Warnings**

19 For Covered Products that contain lead in a concentration exceeding the Reformulation
20 Standard set forth in section 2.1 above, and which are distributed or directly sold by Mrs. Gooch's in
21 the State of California on or after the Compliance Date, Mrs. Gooch's provide a “clear and reasonable”
22 Proposition 65 warning, within the meaning of Section 2549.6 of the Act, subject to Section 2.3 of this
23 Agreement. Mrs. Gooch's agrees that each warning shall be prominently placed with such
24 conspicuousness, as compared with words, statements, designs, or devices as to render it likely to be
25 seen, read, and understood by an ordinary individual under customary conditions before purchase or
26 use. Each warning shall be provided in a manner such that the consumer or user understands to which
27 specific Covered Products the warning applies, and which listed chemical(s) is/are implicated, so as to
28 minimize the risk of consumer confusion.

For purposes of this Settlement Agreement, a clear and reasonable warning for the Covered Products shall consist of a product-specific warning via one or more of the following methods: (1) A posted sign, shelf tag, or shelf sign for the consumer product at each point of display of the product; (2) Any electronic device or process that automatically provides the warning to the purchaser (not applicable to internet purchases, which are subject to the provisions of § 25602(b)); (3) A warning directly affixed to the product's label or tag; or (4) A short-form warning on the label that complies with the content requirements set forth in §§ 25603(b) and 25603(a). Specifically, pursuant to § 25603(a) – (d), one of the following statements must be utilized:

1) **“WARNING:” [or] “CA WARNING:” [or] “CALIFORNIA 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 www.P65Warnings.ca.gov/food.

OR

SHORT
FORM

2) **“WARNING:” [or] “CA WARNING:” [or] “CALIFORNIA WARNING:”** Risk of cancer and reproductive harm from exposure to lead. See www.P65Warnings.ca.gov/food.

OR

SHORT
FORM

3) **“WARNING:” [or] “CA WARNING:” [or] “CALIFORNIA WARNING:”** Can expose you to lead, a carcinogen and reproductive toxicant. See www.P65Warnings.ca.gov/food.

OR

SHORT FORM ON
A PRODUCT
MANUFACTURED
/LABELED PRIOR
TO 1/1/28,
REGARDLESS OF
DATE OF SALE

4) **WARNING:** Cancer and Reproductive Harm –
www.P65Warnings.ca.gov/food.

Pursuant to Section 25607.1, where the warning is provided on the food product label, it must be set off from other surrounding information and enclosed in a box. Where a specific food product sign, label, placard, or shelf tag is used to provide a warning, it must be displayed with such conspicuousness, as compared with other words, statements, or designs as to render it likely

1 to be read and understood by an ordinary individual prior to sale. In no case shall a warning statement
2 appear in a type size smaller than 6-point type. Where a sign, labeling, or label as defined in Section
3 25600.1 is used to provide a warning that includes consumer information about a product in a language
4 other than English, the warning must also be provided in that language in addition to English.

5 As set forth in Cal. Code Regs. Tit. 27, § 25602(b), to the extent Covered Products are sold
6 online, a warning that complies with the content requirements of Cal. Code Regs Tit. 27, § 25603 must
7 be provided via of the following methods: (1) A warning on the product display page; (2) A clearly
8 marked hyperlink using the word “**WARNING**” or the words “**CA WARNING**” or “**CALIFORNIA**
9 **WARNING**” on the product display page that links to the warning; or (3) An otherwise prominently
10 displayed warning provided to the purchaser prior to completing the purchase. If a warning is provided
11 using the short-form label content pursuant to Section 25602(a)(4), the warning provided on the website
12 may use the same content. For purposes of this section, a warning is not prominently displayed if the
13 purchaser must search for it in the general content of the website. For internet purchases made prior to
14 1/1/28, a retail seller is not responsible under Section 25600.2(e)(4) for conspicuously posting or
15 displaying the new warning online until 60 calendar days after the retailer receives a warning or a written
16 notice under Section 25600.2(b) and (c) which updates a short-form warning compliant with Section
17 25603(c) with content compliant with Section 25603(b). These requirements extend to any websites
18 under the exclusive control of Mrs. Gooch's where Covered Products are sold into California. In
19 addition, Mrs. Gooch's shall instruct any third-party website to which it directly sells its Covered
20 Products to include the same online warning, as set forth above, as a condition of selling the Covered
21 Products in California.

22 **2.3 Sell-Through Period**

23 Notwithstanding anything else in this Consent Judgment, Covered Products that are
24 manufactured, packaged, or put into commerce on or before the date this Agreement is executed shall
25 be subject to the release of liability pursuant to this Consent Judgment, without regard to when such
26 Covered Products were, or are in the future, distributed or sold to customers. As a result, the obligations
27 of Mrs. Gooch's, or any Releasees (if applicable), stated in this Section 2 do not apply to Covered
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Products manufactured, packaged, or put into commerce between the date this Agreement is executed and the Effective Date.

3. MONETARY SETTLEMENT TERMS

3.1 Settlement Amount

Mrs. Gooch's shall pay forty thousand dollars (\$40,000.00) in settlement and total satisfaction of all the claims referred to in the Notice(s), the Complaint, and this Consent Judgment. This includes civil penalties in the amount of four thousand dollars (\$4,000.00) pursuant to Health and Safety Code section 25249.7(b) and attorneys' fees and costs in the amount of thirty-six thousand dollars (\$36,000.00) pursuant to Code of Civil Procedure section 1021.5.

3.2 Civil Penalty

The portion of the settlement attributable to civil penalties shall be allocated according to Health and Safety Code section 25249.12(c)(1) and (d), with seventy-five percent (75%) of the penalty paid to the California Office of Environmental Health Hazard Assessment ("OEHHA"), and the remaining twenty-five percent (25%) of the penalty paid to EHA individually. The four thousand dollars (\$4,000.00) in civil penalties shall be paid as follows:

- One payment of \$3,000.00 to OEHHA, due fourteen (14) days after the Effective Date.
- One payment of \$1,000.00 to EHA, due fourteen (14) days after the Effective date.

All payments owed to EHA shall be delivered to the following address:

Environmental Health Advocates
225 Broadway, Suite 2100
San Diego, CA 92101

All payments owed to OEHHA (EIN: 68-0284486) shall be delivered directly to OEHHA (Memo Line "Prop 65 Penalties") at the following addresses:

For United States Postal Service Delivery:

Mike Gyurics
Fiscal Operations Branch Chief
Office of Environmental Health Hazard Assessment
P.O. Box 4010
Sacramento, CA 95812-4010

For Federal Express 2-Day Delivery:

Mike Gyurics
Fiscal Operations Branch Chief
Office of Environmental Health Hazard Assessment
1001 I Street
Sacramento, CA 95814

Mrs. Gooch's agrees to provide EHA's counsel with a copy of the check payable to OEHHA, simultaneous with its penalty payment to EHA.

Plaintiff and its counsel will provide completed IRS 1099, W-9, or other tax forms as required. Relevant information is set out below:

- "Environmental Health Advocates, Inc." (EIN: 84-2322975) at the address provided above.
- "Office of Environmental Health Hazard Assessment" 1001 I Street, Sacramento, CA 95814.

All payments referenced in this section shall be paid within fourteen (14) days of the date the Court approves EHA's motion to approve this Consent Judgment.

3.3 Attorney's Fees and Costs

The portion of the settlement attributable to attorneys' fees and costs shall be paid to EHA's counsel, who are entitled to attorneys' fees and costs incurred by it in this action, including but not limited to investigating potential violations, bringing this matter to Mrs. Gooch's attention, as well as litigating and negotiating a settlement in the public interest.

Mrs. Gooch's shall provide its payment for civil penalty and for attorneys' fees and costs to EHA's counsel by physical check or by electronic means, including wire transfers, at Mrs. Gooch's discretion, as follows: thirty-six thousand dollars (\$36,000.00) in Attorney's Fees and Costs shall be paid as follows:

- One payment of \$21,000.00, due thirty (30) days after the Effective Date.
- One payment of \$15,000.00 due thirty (30) days after the Effective Date. If the first payment of \$21,000.00 is timely paid, EHA agrees to waive the last payment of \$15,000.00.

The attorney fee payments shall be made payable to Entorno Law, LLP and delivered to:

Noam Glick
Entorno Law, LLP
225 Broadway, Suite 1900
San Diego, CA 92101

1 **4. CLAIMS COVERED AND RELEASE**

2 **4.1 EHA's Public Release of Proposition 65 Claims**

3 Plaintiff, acting on its own behalf and in the public interest, releases Mrs. Gooch's, and its
4 parents, subsidiaries, affiliated entities under common ownership or control, its directors, officers,
5 principals, agents, employees, attorneys, insurers, accountants, predecessors, successors, and assigns,
6 and manufacturers ("Defendant Entities"), each entity to whom Defendant directly or indirectly
7 distributes, ships, or sells the Covered Products, including but not limited to downstream distributors,
8 wholesalers, customers, retailers (including but not limited to Mrs. Gooch's Natural Food Markets,
9 Inc.), and marketplaces franchisees, franchisors, cooperative members, suppliers, licensees, and
10 licensors, and all of the foregoing entities' owners, directors, officers, agents, principals, employees,
11 attorneys, insurers, accountants, representatives, predecessors, successors, and assigns (collectively
12 referred to as the "Releasees") from all claims for violations of Proposition 65 up through the Effective
13 Date based on exposure to lead from Covered Products as set forth in the Notice(s). Compliance with
14 the terms of this Consent Judgment constitutes compliance with Proposition 65 with respect to
15 exposures to lead from Covered Products as set forth in the Notice(s). This Consent Judgment is a full,
16 final, and binding resolution of all claims under Proposition 65 that were or could have been asserted
17 against Mrs. Gooch's and/or Releasees for failure to comply with Proposition 65 for alleged exposure
18 to lead from Covered Products. This release does not extend to any third-party retailers selling the
19 product on a website who, after receiving instruction from Mrs. Gooch's to include a warning as set
20 forth above in section 2.2, do not include such a warning.

21 **4.2 EHA's Individual Release of Claims**

22 EHA, in its individual capacity, also provides a release to Mrs. Gooch's and/or Releasees, which
23 shall be a full and final accord and satisfaction of, as well as a bar to, all actions, causes of action,
24 obligations, costs, expenses, attorneys' fees, damages, losses, claims, liabilities, and demands of every
25 nature, character, and kind, whether known or unknown, suspected or unsuspected, arising out of
26 alleged or actual exposures to lead in Covered Products manufactured, imported, sold, or distributed
27 by Mrs. Gooch's before the Effective Date.

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1 **4.3 Mrs. Gooch's's Release of EHA**

2 Mrs. Gooch's on its own behalf, and on behalf of Releasees as well as its past and current agents,
3 representatives, attorneys, successors, and assignees, hereby waives any and all claims against EHA
4 and its attorneys and other representatives, for any and all actions taken or statements made by EHA
5 and its attorneys and other representatives, whether in the course of investigating claims, otherwise
6 seeking to enforce Proposition 65 against them, in this matter or with respect to the Covered Products.

7 **4.4 No Other Known Claims or Violations**

8 EHA and EHA's counsel affirm that they are not presently aware of any actual or alleged
9 violations of Proposition 65 by Mrs. Gooch's or for which Mrs. Gooch's bears legal responsibility
10 other than those that are fully resolved by this Consent Judgment.

11 **5. COURT APPROVAL**

12 This Consent Judgment is not effective until it is approved by the Court and shall be null and
13 void if it is not approved by the Court within one year after it has been fully executed by the Parties, or
14 by such additional time as the Parties may agree to in writing.

15 **6. SEVERABILITY**

16 Subsequent to the Court's approval and entry of this Consent Judgment, if any provision is held
17 by a court to be unenforceable, the validity of the remaining provisions shall not be adversely affected.

18 **7. GOVERNING LAW**

19 The terms of this Consent Judgment shall be governed by the laws of the state of California as
20 applied within the state of California. In the event that Proposition 65 is repealed, or is otherwise
21 rendered inapplicable for reasons, including but not limited to changes in the law; or in the event the
22 California Office of Health Hazard Assessment adopts a regulation or safe use determination, or issues
23 an interpretive guideline that exempts Covered Products from meeting the requirements of Proposition
24 65; or if lead cases are permanently enjoined by a court of competent jurisdiction; or if Proposition 65
25 is determined to be preempted by federal law or a burden on First Amendment rights with respect to
26 lead in Covered Products or Covered Products substantially similar to Covered Products, then Mrs.
27 Gooch's may seek relief from the injunctive obligations imposed by this Consent Judgment to the extent
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any Covered Products are so affected by modifying the agreement via the mechanisms set forth in Section 12.

8. **ENFORCEMENT**

In any action to enforce the terms of this Consent Judgment, the prevailing party shall be entitled to its reasonable attorneys' fees and costs. The injunctive terms of this Consent Judgment may be enforced by public agency prosecutors pursuant to California Health and Safety Code section 25249.7(c), and/or by private party prosecutors acting "in the public interest" under California Health and Safety Code section 25249.7(d).

9. **NOTICE**

Unless otherwise specified herein, all correspondence and notice required by this Consent Judgment shall be in writing and sent by: (i) personal delivery; (ii) first-class, registered, or certified mail, return receipt requested; or (iii) a recognized overnight courier; and (iv) with a copy by email; to the following addresses:

If to Mrs. Gooch's:

J. T. Wells Blaxter
Blaxter Blackman LLP
601 Montgomery Street, Suite 1110
San Francisco, California 94111
wblaxter@blaxterlaw.com

If to EHA:

Noam Glick
Entorno Law, LLP
225 Broadway, Suite 2100
San Diego, CA 92101
noam@entornolaw.com

Any Party may, from time to time, specify in writing to the other, a change of address to which notices and other communications shall be sent.

10. **COUNTERPARTS; DIGITAL SIGNATURES**

This Consent Judgment may be executed in counterparts and by facsimile signature, each of which shall be deemed an original, and all of which, when taken together, shall constitute one and the same document.

11. **POST EXECUTION ACTIVITIES**

EHA agrees to comply with the reporting form requirements referenced in Health and Safety Code section 25249.7(f). The Parties further acknowledge that, pursuant to Health and Safety Code section 25249.7(f), a noticed motion is required to obtain judicial approval of the settlement, which motion EHA shall draft and file. In furtherance of obtaining such approval, the Parties agree to mutually

1 employ their reasonable best efforts, including those of their counsel, to support the entry of this
2 agreement as judgment, and to obtain judicial approval of their settlement in a timely manner. For
3 purposes of this Section, “best efforts” shall include, at a minimum, supporting the motion for approval,
4 responding to any objection that any third-party may make, and appearing at the hearing before the
5 Court if so requested.

6 **12. MODIFICATION**

7 This Consent Judgment may be modified by: (i) a written agreement of the Parties and entry of
8 a modified consent judgment thereon by the Court; or (ii) a successful motion or application of any
9 Party, and the entry of a modified consent judgment thereon by the Court.

10 **13. AUTHORIZATION**

11 The undersigned are authorized to execute this Consent Judgment and acknowledge that they
12 have read, understand, and agree to all of the terms and conditions contained herein.

13 **14. GOOD FAITH ATTEMPT TO RESOLVE DISPUTES**

14 If a dispute arises with respect to either Party’s compliance with the terms of this Consent
15 Judgment entered by the Court, the Parties shall meet and confer in person, or by telephone, and/or in
16 writing and endeavor to resolve the dispute in an amicable manner. No action or motion may be filed
17 in the absence of such a good faith attempt to resolve the dispute beforehand.

18 **15. ENTIRE AGREEMENT**

19 This Consent Judgment contains the sole and entire agreement and understanding of the Parties
20 with respect to the entire subject matter herein, and any and all prior discussions, negotiations,
21 commitments, and understandings related hereto. No representations, oral or otherwise, express or
22 implied, other than those contained herein have been made by any Party. No other agreements, oral or
23 otherwise, unless specifically referred to herein, shall be deemed to exist or to bind any Party.

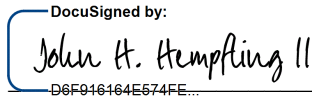
1 **AGREED TO:**

2 Date: 3/17/26

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4 By: 
5 ENVIRONMENTAL HEALTH
6 ADVOCATES, INC.

AGREED TO:

Date: March 17, 2026

By: 
D6F946164E674FE...
MRS. GOOCH'S NATURAL FOOD
MARKETS, INC.

7 **IT IS SO ORDERED.**

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9 Date: _____

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JUDGE OF THE SUPERIOR COURT