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**NEWS RELEASE**



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Approved: SW  
Date: November 15, 2024  
Release No.: 24-138

**District Attorney's Office Issues Warning Against Price Gouging  
Amid Mountain Fire State of Emergency**

VENTURA, Calif. – The Ventura County District Attorney's Office is reminding Ventura County residents to be aware of possible price gouging for essential foods, medicines, household necessities, and housing following the Mountain Fire incident.

On November 7, 2024, Governor Gavin Newsom issued a state of emergency in Ventura County due to the destruction caused by the Mountain Fire. Under Penal Code section 396, during a state of emergency it is illegal for sellers to raise prices more than 10% for items such as fuel, food, and hotel rooms, except under very limited circumstances. There are further protections for residents from eviction or unfair rent increases occurring during a state of emergency. Any violation of Penal Code section 396 is a misdemeanor punishable by up to one year in jail and a \$10,000 fine.

"Exploiting those affected by the devastating Mountain Fire for financial gain is illegal and will not be tolerated," said District Attorney Erik Nasarenko. "I encourage anyone who suspects price gouging to report it to our office immediately so we can undertake a review and investigation."

Concerned residents are encouraged to report instances of suspected price gouging to the Ventura County District Attorney's Office at: [DAOpricegouging@ventura.org](mailto:DAOpricegouging@ventura.org). Residents are requested to provide the following information:

1. Business or seller name, address, and phone number
2. Identity of the product or service offered by the seller
3. The cost of the product or service prior to November 7, 2024
4. The cost of the product or service (from the same seller) after November 7, 2024
5. Any other details relating to the alleged price gouging
6. Contact information for the reporting party

For more information related to recovery from the Mountain Fire, please review: [vcemergency.com](http://vcemergency.com) and [venturacountyrecovers.org](http://venturacountyrecovers.org).