

FOR IMMEDIATE RELEASE  
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### Bronson Asks Residents To Report Price Gouging

TALLAHASSEE – Florida Agriculture and Consumer Services Commissioner Charles H. Bronson today urged state residents to report any instances of price gouging to his department in the wake of Hurricane Katrina.

Under Florida law, it is unlawful to charge exorbitant or excessive prices for essential items, including shelter, gasoline, food, water, ice, generators or lumber, following the declaration of an emergency, unless the increases in the amount charged are attributable to additional costs incurred by retailers.

Governor Jeb Bush declared an emergency August 24, triggering the activation of the price-gouging statute.

Individuals or businesses found to have engaged in price gouging face fines of up to \$1,000 per violation, or up to a maximum fine of \$25,000 a day.

“We’re asking consumers to come forward and let us know if any retailers have exploited our citizens or are profiteering from this storm,” Bronson said. “This activity is not only reprehensible, it’s illegal.”

Bronson is asking residents who have any evidence that price gouging has occurred or is occurring to report it at once to his department’s toll-free hotline - 1 800 HELP FLA (435-7352).

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