



STATE OF FLORIDA

**ASHLEY MOODY
ATTORNEY GENERAL**

April 7, 2020

Florida Retail Federation Members
c/o Scott Shalley
President and CEO
227 So. Adams Street
Tallahassee, Florida 32301

Dear Florida Retail Federation Members:

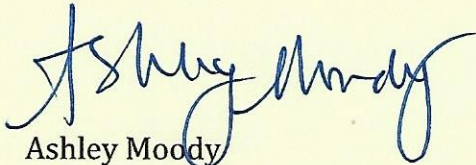
In recent weeks, to ensure a steady supply to consumers, we understand many retailers have limited the number of items consumers can purchase of certain scarce products, like hand sanitizer, disinfecting cleaning supplies, and toilet paper. That is commendable. Ensuring availability of these products to a larger number of consumers by placing quantity purchase limitations on certain retail items may help us better assure the public that there is adequate supply of essential and non-essential items and that there is no need to hoard products others may desperately need.

The purpose of this letter is to urge members who have not already done so to consider implementation of sensible limitations on per customer purchases of necessary items in short supply, at least until we know the extent and duration of this health crisis. By doing so, we hope to calm fears and reduce the panic-buying that is creating the shortage. We also hope it will help reduce the opportunity for price-gougers to re-sell scarce items at exorbitant prices. Consideration should be given to purchasers, such as certain small businesses, that may need to bulk purchase some of these items in order to operate. Members should make reasonable accommodation for anyone who has an essential need for limited products in larger quantities than purchase limits might otherwise allow.

We must work together to get through this crisis, and we appreciate all that your members are already proactively doing to help deter price gouging and ensure Floridians have access to essential items during this health emergency. We hope by asking your members to immediately apply, as necessary, per customer limits on the essential and nonessential items they are having difficulty keeping in stock due to high demand, we can assure the public that there will be a constant, reliable supply throughout the duration of this emergency.

Thank you for your consideration of this important request.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ashley Moody". The signature is fluid and cursive, with the first name "Ashley" written in a larger, more prominent script than the last name "Moody".

Ashley Moody
Attorney General