



Republic of the Philippines
Province of Isabela
MUNICIPALITY OF PALANAN

Office of the Municipal Mayor

EXECUTIVE ORDER NO. 22
Series of 2019

AN ORDER REORGANIZING THE MUNICIPAL PRICE COORDINATING COUNCIL COMPOSITION AND DEFINING ITS POWERS AND FUNCTIONS IN THE MUNICIPALITY OF PALANAN, ISABELA

WHEREAS, in the interest of public service, and in the light of the impending increase of the price of rice and other basic commodities due to the volatile movement in the price of crude oil in the world market, all Local Chief Executives are strongly encouraged to activate their Local Price Coordinating Councils (LPCCs) for consumer protection purposes, and for a more purposive and sustained monitoring of selected prime commodities pursuant to Republic Act No.7581, otherwise known as the Price Act, and Republic Act No. 71, otherwise known as The Price Tag Law. Such action is necessary and urgent to forestall further hardships among our countrymen;

WHEREAS, Republic Act No. 7581 provides for the protection of consumers by prescribing measures against undue price increase during emergency situations. It empowers the President, upon the recommendation of the National Price Coordinating Council, to impose price ceiling on any basic necessity or prime commodity if any of the following conditions so warrant;

- (a) Impendency, existence, or effects of a calamity;
- (b) Threat, existence, or effects of an emergency;
- (c) Prevalence or widespread acts of illegal price manipulation;
- (d) Impendency, existence, or effect of any event that causes artificial and unreasonable increase in the price of the basic commodity; and
- (e) Whenever the prevailing price of a basic necessity or prime commodity has risen to unreasonable levels.

WHEREAS, Republic Act No. 71, on the other hand, requires that all articles of commerce and trade offered for sale of the public at retail shall be publicly displayed with tags and labels indicating the prices of such articles and such articles to be sold uniformly and without discrimination at the stated price;

WHEREAS, Department of Interior and Local Government Memorandum Circular 2018-128 dated August 14, 2018 mandates the reactivation of Local Price Coordinating Councils;

NOW THEREFORE, I, ELIZABETH B. OCHOA, Municipal Mayor of Palanan, Isabela by virtue of powers vested in me by law, do hereby reorganize the Municipal Price Coordinating Council of the Municipality of Palanan and provide for its powers and functions as follows:

SECTION I. COMPOSITION. The Municipal Price Coordinating Council (MPCC) shall be reorganized as follows:

Chairperson: **HON. ELIZABETH B. OCHOA**
Municipal Mayor

Vice Chairperson: **MR. WINSTON T. SINGUN**
Provincial Director, DTI Isabela

- Members:
- HON. MICHAEL JOHN D. BERNARDO**
SB Chair on Commerce, Trade and Industry
 - LGOO V MA. RUBY ROSE ANGELIE G. BACCAY**
Municipal Local Government Operations Officer
 - DR. JOSE MARIE G. MONTECLARO**
Municipal Agriculturist
 - MR. JAMES T. BERNARDO**
Municipal Budget Officer
 - DR. CLARISH GEI L. ATIENZA**
DTTB/ OIC-Municipal Health Officer
 - MR. ALBERTO M. GONZALES**
EMS II/ OIC- MENRO
 - MS. GENEVIE C. CHAVEZ**
BPLO- Designate
 - MS. FLORENCE B. ANNANG**
DTI – Junior Business Counselor
 - MS. TESSIE T. PAGUIGAN**
Business Sector Representative
 - ALICIA B. ALVAREZ**
Admin Aide I / Assigned Market Personnel
 - CARMEN C. LIGERO**
Admin Aide I / Assigned Market Personnel

SECTION II. POWERS AND FUNCTIONS. The following are the powers and functions of the Municipal Price Coordinating Council:


1. Coordinate and rationalize programs of member-agencies to stabilize prices and supply of basic necessities and prime commodities;
2. Recommend to the National Price Coordinating Council and to the implementing agencies the suggested retail prices of basic necessities and prime commodities;
3. Conduct in-depth analysis on the causes of price fluctuations;
4. Recommend steps to correct unwarranted price increases and supply shortages;
5. Activation of Hotlines, Consumers Complaint Desks and Timbangan Ng Bayan;
6. Active coordination with other appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities.
7. Adopt the following measures to address hoarding and exorbitant, excessive, and unreasonable price increases of essential prime commodities:
 - Conduct of regular inspections of public and private markets Regular inspections of public and private markets, as well as rice warehouses;
 - Deputation of barangay officials and NGOs to monitor abnormal price increases;

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SECTION III. MEETINGS. The Municipal Price Coordinating Council shall meet at least once every semester or as often as may be necessary.

SECTION IV. EFFECTIVITY. This Executive Order shall take effect immediately.

ISSUED this 28th day of August 2019 at Palanan, Isabela.


ELIZABETH B. OCHOA
Municipal Mayor