



EXECUTIVE ORDER NO. 18

Series of 2020

AN ORDER REORGANIZING THE MUNICIPAL PRICE COORDINATING COUNCIL COMPOSITION OF PURA TARLAC AND DEFINING ITS POWER AND FUNCTIONS

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 effects of the Coronavirus Disease 2019 (COVID-19), all Local Chief Executives are strongly encouraged to activate their Local Price Coordinating Councils (LPCCs) or to organize the said Councils where there are none, 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. Such action is necessary and urgent to forestall further hardships among our countrymen during the crisis;

WHEREAS, Republic Act No. 7581 provides for the protection of consumers by prescribing measures against undue price increases 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 to the public at retail shall be publicly displayed with appropriate tags or labels indicating the prices of such articles and such articles to be sold uniformly and without discrimination at the stated price;

WHEREAS, The Municipality of Pura issued Executive Order No. 7 series of 2018 creating the Municipal Price Coordinating Council;

WHEREAS, the current COVID-19 crisis warrants the reactivation of the said council to ensure that prices of basic commodities shall not go beyond the suggested retail prices set by the Department of Agriculture (DA) and the Department of Trade and Industry (DTI);

NOW THEREFORE, I, FREDDIE D. DOMINGO, Municipal Mayor of Pura, Tarlac, by virtue of the powers vested in me by law do hereby order the reorganization of the Municipal Price Coordinating Council.

Section 1. Composition. The Municipal Price Coordinating Council (MPCC) shall be composed of the following:

Chairperson: HON. FREDDIE D. DOMINGO, Municipal Mayor
HON. CONCEPCION A. ZARATE, Municipal Vice Mayor



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Province of Tarlac
MUNICIPALITY OF PURA
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Members:

HON. LEO PAULO A PASCUA, SB Chairperson on Market
ADORACION DAYAG, Municipal Agriculturist
MARILOU T. QUITLONG, Municipal Budget Officer
ERNESTO BENITEZ, Business Permits and Licensing Officer
FLAVIANO PASCUA, Market Supervisor

Section 2. Powers and Functions of the Municipal Price Coordinating Council.

1. Coordinate and rationalize programs of member-agencies in the respective provinces, cities and municipalities to stabilize prices and supply of basic necessities and prime commodities.
2. Recommend to the National Price Coordinating Council or to the implementing agencies the suggested retail prices of basic necessities and prime commodities.
3. To conduct in-depth analysis on the causes of price fluctuations, and
4. To recommend steps to correct unwarranted price increases and supply shortages;
5. Regular inspections of public and private markets, as well as rice warehouses;
6. Activation of Hotlines, Consumers Complaints Desks and Timbangan ng Bayan;
7. Deputation of Barangay Officials and NGOs to monitor abnormal price increases; and
8. Active coordination with other appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities.

This Order shall take effect immediately.

Done this 3rd of April 2020 in Pura, Tarlac


FREDDIE B. DOMINGO
Municipal Mayor

