



Republic of the Philippines
PROVINCE OF ISABELA
City of Ilagan

Office of the Governor

EXECUTIVE ORDER NO. - 29 - 2019

RE-ACTIVATING AND RECONSTITUTING THE PROVINCIAL PRICE COORDINATING COUNCIL OF THE PROVINCE OF ISABELA

WHEREAS, it is the declared policy of the State, as embodied in Republic Act No. 7581, *AN ACT PROVIDING PROTECTION TO CONSUMERS BY STABILIZING THE PRICES OF BASIC NECESSITIES AND PRIME COMMODITIES AND BY PRESCRIBING MEASURES AGAINST UNDUE PRICE INCREASES DURING EMERGENCY SITUATIONS AND LIKE OCCASIONS, otherwise known as the "Price Act,"* to ensure the availability of basic necessities and prime commodities at reasonable prices at all times without denying legitimate business a fair return on investment, as well as provide effective and sufficient protection to consumers against hoarding, profiteering and cartels with respect to the supply, distribution, marketing and pricing of said goods, especially during periods of calamity, emergency, widespread illegal price manipulation, and other similar situations;

WHEREAS, the "Price Act" empowers the President of the Republic of the Philippines to impose a price ceiling on any basic necessity or prime commodity, upon the recommendation of the National Price Coordinating Council (NPCC);

WHEREAS, the NPCC submits recommendations in coordination with local government units;

WHEREAS, Republic Act No. 71, otherwise known as the "Price Tag" Law, as amended, 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, increases in the prices of basic commodities necessitated the issuance of DILG Memorandum Circular No. 2018-128 to all Local Chief Executives (LCEs) on 14 August 2018, to re-activate local price coordination councils to address of forestall and monitor exorbitant, excessive, and unreasonable price increases of essential prime commodities, including the appropriate tagging or labeling of such products and their sale without discrimination, pursuant to existing laws;

WHEREAS, in accordance with DILG MC 2018-128, all LCEs are mandated to conduct regular inspections of public and private markets, deputize Barangay Officials and NGOs to monitor abnormal price increases, and actively coordinate with other appropriate government agencies to prevent unwarranted price increases, hoarding of rice and other commodities;

WHEREAS, there is a need to re-activate local price coordination councils to ensure that there will be no overpricing or price manipulation during emergency situations, and appropriate price tagging or labeling is undertaken, pursuant to existing laws;

NOW THEREFORE, I, **RODOLFO T. ALBANO III**, Governor of Isabela, by virtue of the powers vested in me by law, do hereby decree the following:

Nagkaisa para sa Isabela

Section 1. Re-Activation of the Provincial Price Coordinating Council (PPCC). The Provincial Price Coordinating Council of the province of Isabela is hereby reactivated to address or forestall and monitor exorbitant, excessive, and unreasonable price increases of essential prime commodities during emergency situations.

Section 2. Role, Nature and Character. The PPCC shall act as the over-all governing body in-charge of the implementation RA No. 7581 and RA No. 71, as amended. It shall discharge its functions in coordination with all cities, municipalities, barangays, and appropriate government agencies and NGOs in the province of Isabela.

Section 3. PPCC Composition. The PPCC shall be composed of the following:

Chairman	-	HON. RODOLFO T. ALBANO III
Co-Chairman	-	The Provincial Director, DTI
Members	-	The Provincial Agriculturist The Provincial Health Officer The Provincial Environment & Natural Resources Officer The Provincial Director, DILG The Provincial Director, LTO The Provincial Prosecutor The Provincial Planning & Development Coordinator One (1) Representative from the Consumers' Sector One (1) Representative from the Agricultural Producers' Sector One (1) Representative from the Trading Sector One (1) Representative from the Manufacturing Sector

The Chairperson of the PPCC shall be responsible for ensuring that the objectives of the PPCC are accomplished.

The PPCC member-government agencies and instrumentalities shall designate permanent alternate representatives to the PPCC with the rank of Deputy or Assistant Provincial Officer, or its equivalent.

Additional government agencies, bureaus, and instrumentalities may be sought by the PPCC as it deems necessary.

Section 4. Functions. As provided by the DILG MC 2018-128, the PPCC shall perform the following specific functions:

- a) Coordinate and rationalize the programs to stabilize prices and supply of member agencies in the respective provinces, cities, and municipalities;
- b) Recommend to the NPCC or to the implementing agencies suggested retail prices (SRP) and/or price ceilings for certain basic necessities and/or prime commodities in their respective areas;
- c) Conduct in-depth analysis on causes of price fluctuations;
- d) Recommend action to stop unwarranted price increases and supply shortages;
- e) Perform other functions as may be necessary in the fulfillment of its mandate;

Section 5. Funding. The funding requirements for the operations of the PPCC shall be sourced from the _____, subject to the usual budget, accounting, and auditing rules and regulations.

Section 9. Repealing Clause . All issuances, orders, rules and regulations, or parts thereof that are inconsistent with any provision of this Order are hereby repealed or modified accordingly.

Section 10. Effectivity. This Executive Order shall take effect immediately.

Issued this 9th day of Sept. 2019 in the City of Ilagan, Isabela.


RODOLFO T. ALBANO III 