



Republic of the Philippines
PROVINCE OF ISABELA
City of Ilagan

Office of the Governor

EXECUTIVE ORDER NO. 34
Series of 2020

DIRECTING ALL LOCAL CHIEF EXECUTIVES IN THE PROVINCE OF ISABELA TO ACTIVATE THEIR RESPECTIVE LOCAL PRICE COORDINATING COUNCILS (LPCCs) AND ADOPT MEASURES TO ADDRESS AND MANAGE THE UNREASONABLE AND EXCESSIVE PRICE INCREASE OF BASIC NECESSITIES AND PRIME COMMODITIES PER JOINT MEMORANDUM CIRCULAR NO. 3 SERIES OF 2020 OF THE DEPARTMENT OF AGRICULTURE, DEPARTMENT OF TRADE AND INDUSTRY, DEPARTMENT OF HEALTH, DEPARTMENT OF INTERIOR AND LOCAL GOVERNMENT AND THE DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES

WHEREAS, It is the policy of the State 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;

WHEREAS, the State must 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, RA No, 7297, otherwise known as the Consumer Act of the Philippines declares that the State shall protect the interests of the consumer against hazard to health and safety and against deceptive, unfair, and unconscionable sales acts and practices; promote his general welfare; and establish standards of conduct for business and industry;

WHEREAS, the Department of Agriculture (DA), the Department of Health (DOH), the Department of Environment and Natural Resources (DENR) and the Department of Trade and Industry (DTI) are the implementing agencies which have jurisdiction over a basic necessity or prime commodity as defined in the Price Act;

WHEREAS, the Department of Interior and Local Government (DILG) is the national government agency responsible for strengthening local government capabilities aimed toward the effective delivery of basic services, has jurisdiction over LGUs with regard to reactivation of LPCCs as embodied in DILG MC No. 2018-128 issued August 14, 2018.

WHEREAS, Joint Memorandum Circular No. 3 Series of 2020 of the Department of Agriculture, DTI, DOH, DILG and the DENR was issued on August 10, 2020 to strengthen the role of Local Price Coordinating Councils (LPCCs) and the LGUs in managing unreasonable and excessive price increase of basic necessities and prime commodities;

NOW THEREFORE, I, RODOLFO T. ALBANO III, Governor of the Province of Isabela, by virtue of the powers vested in me by law, do hereby direct all local chief executives in the province of Isabela to activate their respective Local Price Coordinating Councils (LPCCs) and adopt measures to address and manage the unreasonable and excessive price increase of basic necessities and prime commodities per Joint Memorandum Circular No. 3 Series of 2020 of the Department of Agriculture, Department of Trade and Industry, Department of Health, Department of Interior and Local Government and the Department of Environment and Natural Resources;

Nagkaisa para sa Isabela

Section 1. Powers and Functions of LPCCs. Pursuant to section 5, Rule VI of the IRR of Price Act, LPCC shall have the following powers and functions:

- 1.1 Coordinate and rationalize the programs to stabilize prices and supply of member agencies in the respective province, cities and municipalities;
- 1.2 Recommend to the National Price Coordinating Council (NPCC) or to the Department of Agriculture or the Department of Environment and Natural Resources Suggested Retail Prices and/or the price ceilings for certain basic necessities and/or prime commodities in their respective areas;
- 1.3 Conduct in-depth analysis on causes for price fluctuations;
- 1.4 Recommend action steps to correct unwarranted price increases and supply shortages;
- 1.5 Undertake measures during emergencies (i.e. crisis, calamity, or state of emergency) to coordinate the implementation of the rules issued by implementing agencies, such as but not limited to the following emergency measures enumerated in Rule VII Section 1 of the IRR of the Price Act:
 - 1.5.1 Price/supply monitoring activities of basic and prime commodities should be conducted immediately following the calamity or state of emergency;
 - 1.5.2 Specific items identified as basic necessities/prime commodities not part of the regular may be covered;
 - 1.5.3 Frequency of price/supply monitoring may be increased. Only items with price change and supply problems should be reported;
 - 1.5.4 Reports must be submitted to the Secretariat of the NPCC for coordination;
 - 1.5.5 Frequency of the price/supply report may be reduced as soon as prices and supply have stabilized.
- 1.6 In accordance with the deputation or enlistment by implementing agencies of other government agencies during emergencies, provide assistance in the monitoring, transport, movement, and distribution of commodities.

Section 2. General Guidelines. All Local Chief Executives are hereby encouraged to adopt the following measures to address exorbitant, excessive and unreasonable price increase of basic necessities and prime commodities, especially those with Suggested Retail Prices:

- 2.1 Conduct of regular inspections of public and private markets;
- 2.2 Deputation of Barangay Officials and Civil Society Organizations (CSOs) to monitor abnormal price increases;
- 2.3 Submission of regular reports on violations of the Price Act to the Secretariat of NPCC;
- 2.4 Provide stalls, kiosks and/or spaces for the KADIWA and ANI at KITA Program of DA and Diskwento Caravan of DTI in the public markets,

including flea market at the barangay level, under its jurisdiction and control.

Copies of the aforementioned reports shall be provided or submitted to DILG, through its Field Offices. The reports shall be consolidated at the DILG Provincial Office, and eventually at the DILG Regional Office prior to its submission to the Secretary.

Section 3. LPCC May Recommend SRPs. The LPCCs may using the result of their monitoring activities as basis, recommend to the NPCC, through the NPCC Secretariat, the issuance of SRP for certain agricultural basic necessities and/ or prime commodities.

Section 4. Monitoring and Enforcement During Normal Times. The LPCCs shall continue to monitor prices on all basic necessities and prime commodities and shall enforce SRPs even during normal times to make sure that business establishments do not take advantage of the consumer.


Section 5. Determination and Recommendation of Price Ceilings. In accordance with Rule VII of the IRR of the Price Act, the LPCCs, shall call for public hearing or conduct dialogues with representatives of DILG, producers, manufacturers, distributors, sellers, and consumers in order to arrive at a reasonable price ceiling when circumstances so warrant under the law.

Section 6. Repealing Clause. All orders and issuances inconsistent with the provisions of this order are hereby repealed or modified accordingly.

Section 7. Separability Clause. In the event that any section, paragraph, sentence, clause, or word of this order is declared invalid for any reason, other provisions thereof shall not be affected thereby.

Section 8. Effectivity. This order shall take effect immediately and let copies hereof be provided to the Provincial Price Coordinating Council, all LCEs, all Municipal/City Price Coordinating Councils and all concerned for their information, reference, and guidance.

Done in the Province of Isabela, this 18th day of September, 2020.


RODOLFO T. ALBANO III
Governor 