



Republic of the Philippines
PROVINCE OF ISABELA
City of Ilagan

Office of the Governor

EXECUTIVE ORDER NO. 08 Series of 2021

ENCOURAGING ALL LOCAL CHIEF EXECUTIVES IN THE PROVINCE OF ISABELA TO INTENSIFY THE IMPLEMENTATION OF RA NO. 71 OTHERWISE KNOWN AS "THE PRICE TAG LAW" AND TO REQUIRE THE AFFIXING OF PRICE TAG/LABEL IN ALL PRODUCTS OR ARTICLES OF COMMERCE OFFERED FOR SALE AT RETAIL IN ALL SUPERMARKETS, GROCERY STORES AND COMMERCIAL ESTABLISHMENTS AND THE INSTALLATION OF PRICE BULLETIN BOARD IN PUBLIC AND PRIVATE MARKETS IN THEIR RESPECTIVE AREA OF CONCERN TO ADDRESS OR FORESTALL ANY EXORBITANT, EXCESSIVE AND UNREASONABLE PRICE INCREASES OF ESSENTIAL PRIME COMMODITIES

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, Republic Act No. 7581, otherwise known as the *Price Act*, as amended by Republic Act 10623 s. 2012, provides for the protection of consumers by prescribing against undue price increases during emergency situations and like situations and for other purposes;

WHEREAS, Republic Act No. 71 otherwise known as the *Price Tag Law*, also 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, according to Article 81 of Republic Act No. 7394, otherwise known as the *Consumer Act of the Philippines*, it shall be "unlawful to offer any consumer product for retail sale to the public without an appropriate price tag, label or marking publicly displayed to indicate the price of each article and said products shall not be sold at a price higher than that stated therein and without discrimination to all buyers;

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 encourage all Local Chief Executives (LCEs) in the province of Isabela to intensify the implementation of RA No. 71 otherwise known as “The Price Tag Law” and to require the affixing of price tag/label in all products or articles of commerce offered for sale at retail in all supermarkets, grocery stores and commercial establishments and the installation of price bulletin board in public and private markets in their respective area of concern to address or forestall any exorbitant, excessive and unreasonable price increases of essential prime commodities;

All LCEs through their respective Local Price Coordinating Council to form a Price Action Team (PAT) to carry-out the following responsibilities;

1. Conduct of regular inspections of public and private markets, supermarkets and grocery stores to ensure that proper price tagging of commodities and updating of price bulletin is regularly implemented;
2. Deputation of Barangay Officials and NGOs to monitor abnormal price increases; and
3. Active coordination and monitoring by appropriate government agencies especially the Department of Trade and Industry (DTI) and Department of Interior and Local Government (DILG) to prevent unwarranted price increases and hoarding of prime commodities.

Submit to the Office of the Provincial Governor, monitoring reports pertaining to these order on a quarterly basis;

All Orders, circulars, memoranda, rules, regulations, and other issuances or parts thereof that are inconsistent herewith are hereby repealed, modified, or amended accordingly.

Let copies hereof be furnished to All Local Chief Executives in the Province of Isabela for their compliance and the Sangguniang Panlalawigan for the Body’s information and perusal and all actions they may deem proper under the circumstances.

This Executive Order shall take effect immediately.

Done in the City of Ilagan, Province of Isabela, this 17th day of February, 2021.


RODOLFO T. ALBANO III
Governor 