



**EXECUTIVE ORDER NO. 021**  
**Series of 2021**

**RECONSTITUTING THE MUNICIPAL PRICE COORDINATING COUNCIL (MPCC)  
OF THE LOCAL GOVERNMENT UNIT OF MARCOS, ILOCOS NORTE**

WHEREAS, Republic Act No. 7581 otherwise known as the Price Act was enacted to provide protection to consumers by stabilizing the prices of basic necessities and prime commodities and by prescribing measure against undue price increases especially during emergency situations and like occasions;

WHEREAS, it is the policy of the State to provide efficient and effective protection to consumers against hoarding, profiteering and cartels with respect to supply distribution, marketing and pricing of goods;

WHEREAS, pursuant to Republic Act 71 otherwise known as the Price Tag Law, all articles of commerce and trade offered for sale to the public at retail shall be publicly displayed with appropriate tags and labels indicating the prices of such articles and shall be sold uniformly without discrimination at the state prices;

WHEREAS, the Department of Trade and Industry (DTI) requires all Local Government Units (LGUs) to activate their Local Price Coordinating Council (LPCC) not only to monitor but could even act on violations of the law, especially on prices and contribute policy recommendations to come up with interventions to arrest problems on trade particularly on pricing and supply of commodities in the market;

WHEREAS, there is a need to reconstitute the composition of the Municipal Price Coordinating Council of the Local Government Unit of Marcos to update its members;

WHEREFORE, premises considered and by virtue of the powers vested in me under the laws of the Republic of the Philippines, **I, ANTONIO V. MARIANO**, Municipal Mayor of the Municipality of Marcos, Ilocos Norte, do hereby reconstitute the Municipal Price Coordinating Council of the Local Government Unit of Marcos, Ilocos Norte and order the following:

**Section 1.** Composition. The MPCC shall be composed of the following:

Chairperson:	Antonio V. Mariano, Municipal Mayor
Vice-Chairperson:	Hilario B. Lorenzo, Vice Mayor
Members:	Richard M. Nuval, SBM, Chair, Comm. on Trade and Industry
	Imelda C. Manuel, Mun. Treasurer
	Donna Bless Isaac, MPDC
	Cesar B. Carullo, MHO
	Generosa Rucille Rasalan, Municipal Agriculturist
	Elmer T. Ababao, Market Inspector
	Elvis Badua, Agunit Multipurpose Cooperative
	Rubyrose Fagaragan, Fortuna Multipurpose Cooperative
	Desiderio Valencia, Mangapit Mabuti Farmers Association
	Rowena Coloma Ragas, Gunglo Santa Barbara

*"Pasantaken ni Marcoseño, iti 'Napudpudno a Serbisyo'"*



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Representative DA  
Representative DOH  
Representative DOT  
Representative DICT  
Representative DOJ  
Representative NEDA

Coordinating Officer/Secretariat: Imelda C. Manuel, MTO

**Section 2. Functions.** The MPCC shall have the following functions:

1. Coordinate the productivity, distribution and price stabilization programs, projects and measures of the Municipal Government and develop comprehensive strategies to effect a general stabilization of prices of basic necessities and prime commodities at affordable levels;
2. Conduct in-depth analysis on causes for price fluctuations;
3. Recommend actions and steps to correct unwarranted price increases and supply shortages;
4. Report to the Municipal Mayor and Sangguniang Bayan the status and progress of the programs, projects and measures undertaken by its member agencies or office as well as the comprehensive strategies developed by the council to stabilize the prices of the basic necessities and prime commodities;
5. Advise the Municipal Mayor on general policy matters for promotion and improvement in productivity, distribution and stabilization of prices of basic necessities and prime commodities;
6. Establish linkages and coordinate with non-government or private organizations to assist in the monitoring and implementation of price control;
7. In time of crisis, calamity or state of emergency, the MPCC shall convene immediately to coordinate the implementation of the Rules and Regulations implementing the RA 7581, but not limited to the emergency measures enumerated hereunder:
  - a. Price/supply monitoring activities of basic and prime commodities should be conducted immediately;
  - b. Specific items identified as basic necessities/prime commodities not part of the regular monitoring may be covered;
  - c. Frequency of price supply monitoring may be increased. Only items with price change and supply problems should be reported.

**Section 3. Repealing Clause.** All executive orders, proclaiming, rules, regulations, previous issuances or parts thereof, inconsistent with the provisions of this Order are hereby repealed, amended and modified accordingly.

**Section 4. Effectivity.** This Executive Order shall take effect immediately.

DONE in the Municipality of Marcos, Ilocos Norte this 18<sup>th</sup> day of March 2021.

  
**ANTONIO V. MARIANO**  
Municipal Mayor

*"Pasantaken ni Marcoseño, iti Napudpuerno a Serbisyo"*