



RECEIVED

EXECUTIVE ORDER NO. 009  
 Series of 2023

03 FEB 2023

*Shanna*

**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 necessities and prime commodities and by prescribing measures against undue price increases, especially during emergencies and like occasions;

WHEREAS, it is the policy of the State to provide efficient and effective protection to consumers against hoarding, profiteering, and cartels concerning 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 in 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 membership;

**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: Rhonel Allan M. Coloma, Vice Mayor
- Members: Julius J. Casco, 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, Inc.
- Joseph N. Gaddi, Daquioag Bannuar Farmers Association, Inc.
- Desiderio Valencia, Mangapit Mabuti Farmers Association, Inc.
- Rowena Coloma Ragas, Gunglo Santa Barbara, Inc.
- Representative DA
- Representative DOH
- Representative DOT
- Representative DICT
- Representative DOJ
- Representative NEDA

Coordinating Officer/Secretariat: Imelda C. Manuel, MTO





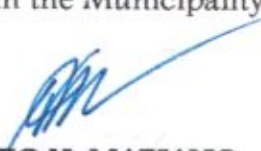
Section 2. Functions. The MPCC shall have the following functions:

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 an in-depth analysis of the causes of 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 of the 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 times of crisis, calamity, or state of emergency, the MPCC shall convene immediately to coordinate the implementation of the Rules and Regulations implementing 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. The frequency of price supply monitoring may be increased. Only items with price changes and supply problems should be reported.

Section 3. Repealing Clause. All executive orders, proclaiming, rules, regulations, and 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 26<sup>th</sup> day of January 2023.

  
**ANTONIO V. MARIANO**  
Municipal Mayor

