



Republic of the Philippines
MUNICIPALITY OF BALAYAN
Province of Batangas

OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 3, SERIES OF 2021

**AN ORDER CREATING THE MUNICIPAL PRICE COORDINATING COUNCIL
COMPOSITION AND DEFINING ITS POWER AND FUNCTIONS IN THE
MUNICIPALITY OF BALAYAN, BATANGAS**

WHEREAS, in the interest of public service and in the light of impending increase of the prices of rice and other basic commodities due to the volatile movement in the price of crude oil in the world market, all Local Chief Executives are strongly encouraged to activate their Local Price Coordinating Councils (LPCCs) or to organize the said Councils where there are none, for consumer protection purposes, and for a more purposive and sustained monitoring of selected prime commodities pursuant to Republic Act No. 7581, otherwise known as the Price Act, and Republic Act No. 71, forestall further hardships among our countrymen;

WHEREAS, Republic Act. NO. 7581 provides for the protection of consumers by prescribing measures against undue price increases during emergency situations. It empowers the President, upon the recommendation of the National Price Coordinating Council to impose price ceiling on any basic necessity or prime commodity if any of the following conditions so warrant:

- (A) Impendency, existence, or effects of a calamity;
- (B) Threats, existence, or effects of an emergency;
- (C) Prevalence or widespread acts of illegal price manipulation;
- (D) Impendency, existence, or effect of any event that causes artificial and unreasonable increase in the price of the basic commodity; and
- (E) Whenever the prevailing price of a basic necessity or prime commodity has risen to unreasonable levels.

WHEREAS, Republic Act No. 71, on the other hand, 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;

NOW THEREFORE, I, EMMAMUEL SALVADOR P. FRONDA II, Municipal Mayor of Balayan, Batangas by virtue of the powers vested in me by law do hereby order the constitution of the Municipal Price Coordinating Council.

SECTION 1. Composition. The Municipal Price Coordinating Council (MPCC) shall be composed of the following:

Chairperson:

Hon. Emmanuel Salvador P. Fronda, II Municipal Mayor

Vice Chairperson:

EnP. Gonzalo A. Baral, REA, REB Municipal Administrator

ESF 15/20/21

Members:

Hon. Carlos Eduardo E. Alvarez III	SB Chair, Committee on Economic Enterprise
Alberto H. Sandoval	MLGOO
Monica H. Carandang	OIC-Market Administrator
Cristeta H. Manguiat	Municipal Agriculture
Dra. Evelyn N. Noche	MHO
Engr. Alvert Calingasan	MENRO
PMAJ Jeffrey M. Dallo	PNP
Rafael Agquiz (Taludtod Multi-Purpose Cooperative)	Consumer Sector (Representative)
Randy Panganiban	Trading/Retail Sector (Representative)
Alice R. Guerrero	Agricultural Sector (Representative)
Victor De Jesus (URC)	Manufacturing Sector (Representative)
Eric Jimenez	Transportation and Communication Sector (Representative)
Joepet N. Olidan II	Department of Trade and Industry-Balayan

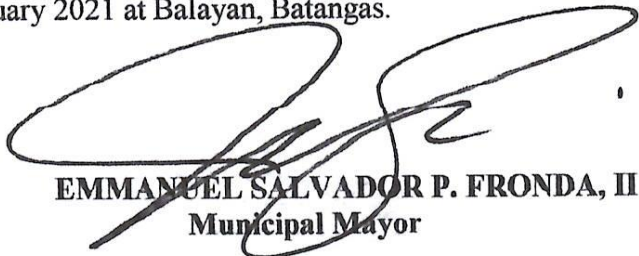
SECTION 2. Powers and Function of the Municipal Price Coordinating Council.

1. Coordinate and rationalize programs of member-agencies in the respective provinces, cities and municipalities to stabilize prices and supply of basic necessities and prime commodities.
2. Recommended to the National Price Coordinating Council or to implementing agencies the suggested retail prices of basic necessities and prime commodities.
3. To conduct in-depth analysis on the causes of price fluctuations, and
4. To recommend steps to correct unwarranted price increases and supply shortage;
5. Regular inspections of public and private markets, as well as rice warehouse;
6. Activation of Hotlines, Consumers Complaints Desks and Timbangan nag Bayan;
7. Deputation of Barangay Officials and NGOs to monitor abnormal price increases; and
8. Activate coordination with other appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities.

SECTION 3. Meetings. The Municipal Price Coordinating Council shall meet at least once every quarter or as often as may be necessary.

SECTION 4. Effectivity. This Executive Order shall take effect immediately.

Done this 8th day of February 2021 at Balayan, Batangas.


EMMANUEL SALVADOR P. FRONDA, II
Municipal Mayor


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