



EXECUTIVE ORDER NO 2017- 02

**REORGANIZING THE LOCAL PRICE COORDINATING COUNCIL IN THE
MUNICIPALITY OF MARILAO, BULACAN**

WHEREAS, in the interest of public service, and in the light of the impending increase of the price 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, otherwise known as the *Price Tag Law*. Such action is necessary and urgent to 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) Threat, 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 an 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, JUANITO H. SANTIAGO, Municipal Mayor of Marilao, Bulacan, by virtue of the powers vested in me by pertinent laws, do hereby order the reorganization of the Local Price Coordinating Council.

Section 1. COMPOSITION. The Local Price Coordinating Council shall be composed of the following:

CHAIRMAN : Hon. JUANITO H. SANTIAGO - Municipal Mayor

VICE-CHAIRMAN : Mr. FROILAN R. ANGELES - Municipal Administrator





OFFICE OF THE MAYOR

MEMBERS:

Hon. IRMA G. CELONES	- Chairperson, Committee on Trade and Industry
Mr. MARTIN ARMANDO C. CRUZ	- BPLO
Mr. ROGELIO C. PASCUAL	- MPDC
Dr. CECILIA S. FUELLAS	- MHO
Mr. HILARIO L. FRANCISCO	- Municipal Agriculturist
Ms. DIGNA A. ENRIQUEZ	- MLGOO, DILG
Mrs. EDNA I. BAUTISTA	- Municipal Treasurer

Section 2. ROLES AND FUNCTIONS OF THE LOCAL PRICE COORDINATING COUNCIL:

1. Coordinate and rationalize programs of implementing agencies to stabilize process and supply at the local level.
2. Recommend to the National Price Coordinating Council or the implementing agencies suggested retail price or price ceiling.
3. Establish mechanics that will readily protect consumers from inadequate supply and unreasonable price increase on occasions of calamities, and like occurrences.
4. Institute appropriate penalties for illegal price manipulation and other violations of the Price Act.

Section 3. This Executive Order shall take effect immediately.

DONE this 22nd day of February, 2017 at the Municipality of Marilao, Province of Bulacan.


JUANITO H. SANTIAGO
Municipal Mayor 

