



OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 13
Series of 2020

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

WHEREAS, in the interest of public service, and in the light of the impending increase of the price of rice and the 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 Tag Law. Such action is necessary and urgent to forestall further hardships among our countryman.

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 activities 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 to be sold uniformly and without discrimination at the stated price.

NOW THEREFORE, I, VERGEL C. MENESES, Mayor of Bulakan, by virtue of the powers vested in me by pertinent laws, do hereby order the reorganization of the Local Price Coordinating Council.

SECTION I. COMPOSITION. The Local Price Coordinating Council shall be composed of the following:

Chairman.....**HON. VERGEL C. MENESES**
Municipal Mayor

Vice Chairman.....**DR. REYNALDO P. GLORIA**
Municipal Administrator

Members.....**HON. ARON DEL ROSARIO**
SB. Chairman, Trade and Industry

MR. RONNEL W. LIBELO
Acting BPLO

MR. JERICO S. CUNANAN
MPDO-OIC

DR. MARIA ELISA VILLANUEVA
Rural Health Physician

ELIZABETH M. SALVADOR
Municipal Agriculturist

MR. ARCHIE B. CORONEL
MLGOO

MS. LEONORA MAGDANGAL
Municipal Treasurer

SECTION II. Roles and Functions of the LOCAL PRICE COORDINATING COUNCIL:
The Regulatory Reform Team shall be responsible for the following functions:

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 III. This Executive Order shall take effect immediately.

DONE, this 21st day of February 2020, at the Municipality of Bulakan, Province of Bulacan.


VERGEL C. MENESES
Municipal Mayor