



Republic of the Philippines
City Government of Muntinlupa
CITY OF MUNTINLUPA
Office of the City Mayor



EXECUTIVE ORDER No. 21
Series of 2018

**PROVIDING FOR THE ORGANIZATION AND ACTIVATION OF
THE PRICE COORDINATING COUNCIL OF THE CITY OF MUNTINLUPA,
ITS COMPOSITION AND FUNCTIONS**

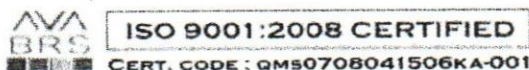
WHEREAS, Section 2 of Republic Act No. 7581, provides that "(i)t is the policy of the State to ensure the availability of basic necessities and prime commodities at reasonable prices at all times without denying legitimate business a fair return on investment. It is also a declared policy of the State to provide effective and sufficient protection to consumers against hoarding, profiteering and cartels with respect to the supply, distribution, marketing and pricing of said goods, especially during periods of calamity, emergency, widespread illegal price manipulation and other similar situations;"

WHEREAS, Section 7, *supra*, provides that "(t)he President, upon the recommendation of the implementing agency, or the Price Coordinating Council, may impose a price ceiling on any basic necessity or prime commodity if any of the following conditions so warrants:

- (1) the impendency, existence or effects of a calamity;
- (2) the threat, existence, or effect of an emergency;
- (3) the prevalence or widespread acts of illegal price manipulation;
- (4) the impendency, existence, or effect of any event that causes artificial and unreasonable increase in the price of the basic necessity or prime commodity;
- (5) whenever the prevailing price of any basic necessity or prime commodity has risen to unreasonable levels;

WHEREAS, due to inflation and the spiraling prices of goods, the National Price Coordinating Council (NPCC), in coordination with local government units, has to exert extra effort in monitoring prices of basic necessities and prime commodities for the protection of consumers;

WHEREAS, Memorandum Circular No. 2018-128 issued by the Department of the Interior and Local Government (DILG), and dated 14 August 2018, strongly encourages all Local Chief Executives to reactivate their Local Price Coordinating Councils (LPCCs) to address, forestall and monitor exorbitant, excessive, and unreasonable price increases of essential prime commodities; to adopt measures to address hoarding and exorbitant, excessive, and unreasonable price increases of essential prime commodities; to conduct regular inspections of public and private markets; to deputize Barangay Officials and non-governmental organizations (NGOs) to monitor price increases; and to actively coordinate with other



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appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities;

WHEREAS, Section 8, Rule VI of Joint Administrative Order No. 01, series of 2013, as amended, issued by the Department of Trade and Industry (DTI), the Department of Agriculture (DA), the Department of Health (DOH), the Department of Environment and Natural Resources (DENR) and the Department of Energy (DOE) provides that "(S)ection 1 of Rule VI of JAO 1, series of 1993, is hereby amended to read as follows: "Section 1. There shall be created, Provincial and City Price Coordinating Councils composed of the following: xxx Members - One representative each from the Department of Agriculture, Health, Environment and Natural Resources, Energy, Transportation and Communication, Justice, National Economic and Development Authority, consumers, agricultural producers, trading, manufacturing, and retail sectors;"

WHEREAS, to comply with the foregoing, it is necessary to organize and activate the Price Coordinating Council of the City of Muntinlupa;

NOW, THEREFORE, I, Jaime R. Fresnedi, City Mayor of Muntinlupa, by virtue of the powers vested in me by law, do hereby ordain and decree that:

Section 1. Creation and Composition.

The Price Coordinating Council of the City of Muntinlupa (PCCCM, *for brevity*) is hereby organized and activated, and it shall be composed of the following individuals, namely:

- | | | |
|----|--|-------------------|
| a. | Jaime R. Fresnedi,
City Mayor | Chairperson; |
| b. | Engr. Allan A. Cachuela,
City Administrator | Vice Chairperson; |
| c. | Edgar A. Llamas,
Local Economic and Investment Promotion Officer | Member; |
| d. | Ma. Teresa R. Tuliao, MD
City Health Office | Member; |
| e. | Lorna B. Misa,
Environmental Protection and Natural Resources Office | Member; |
| f. | Marylilibeth Deloso,
Department of Agriculture, Extension Services Office | Member; |
| g. | Randy I. Garcia,
Muntinlupa Public Market Administration | Member; |



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- h. Danidon M. Nolasco,
Muntinlupa Traffic Management Bureau Member;
- i. Aileen Marie S. Gutierrez,
City Prosecutor's Office Member;
- j. Elvie Sanchez-Quiazon,
Philippine Chamber of Commerce and Industry Member;
- k. Milagros Garcia Arcita,
Representative, Accredited Market Vendors Association Member.

In case of resignation or removal from office, cessation of office, or any similarly-situated circumstance, the successor of the official, officer or representative named-above shall automatically assume membership in the PCCCM without need of the issuance of a further order or directive.

Section 2. Functions.

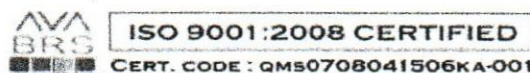
The PCCCM shall perform the following functions, namely:

- a. coordinate and rationalize the programs to stabilize prices and supply of member agencies in the city;
- b. recommend to the NPCC, or to other implementing agencies, suggested retail prices (SRP) and/or the price ceilings for certain basic necessities and prime commodities in the city;
- c. conduct an in-depth analysis on causes for price fluctuations;
- d. recommend action steps to correct unwarranted price increases and supply shortages; and
- e. perform such other functions as may be necessary, or as may be handed down by competent authority, to accomplish the foregoing.

Section 3. Secretariat.

Staff members of the Business Permits and Licensing Office (BPLO) shall constitute the Secretariat, the Head of which shall be Elisa Hilapo. The Secretariat shall be responsible for the issuance of notices of meetings; the preparation of venue and logistical requirements of meetings; the writing down, recording and dissemination of minutes of meetings and correspondence; and other related functions.

Section 4. Meetings.



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The PCCCM shall hold its regular meeting every third Thursday of the month. Special meetings, when warranted, may be called upon the request of (a) the Chairperson, or (b) at least four (4) members of the PCCCM.

Section 5. Regular Inspection.

The Head of the Muntinlupa Public Market Administration and the Head of the Business Permits and Licensing Office, or their respective duly designated representatives, shall conduct regular inspections of public and private markets to ensure the effective implementation of this order, and pertinent laws, rules and regulations.

Section 6. Deputation of Barangay Officials and Non-Governmental Organizations.

The Barangay Chairperson of each barangay in the city and the duly authorized representative of the Philippine Chamber of Commerce and Industry are hereby deputized to monitor and check on any abnormal price increases in the public markets, grocery chains, supermarkets and other similarly situated retailers, to report their findings and conclusions to the Office of the City Mayor and the Office of the City Administrator, and to submit their recommendations related thereto.

Section 7. Repealing Clause.

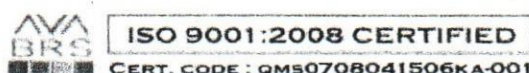
Any previously issued memorandum, order, directive or issuance inconsistent with any provision or contrary in application to any person, natural or juridical, is deemed repealed, amended, rescinded or revoked accordingly.

Section 8. Effectivity Clause.

This Executive Order shall take effect immediately upon signing and shall continue in full force and effect, unless otherwise repealed, rescinded, revoked or superseded accordingly.

DONE AND EXECUTED on this 29th day of October 2018 in the City of Muntinlupa.

JAIME R. FRESNEDI
City Mayor *of*



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