



Republic of the Philippines  
Province of Bohol  
**Municipality of Jagna**

**OFFICE OF THE MAYOR**

**Executive Order No. 3**  
Series of 2011

**AN ORDER CONSTITUTING THE MUNICIPAL PRICE COORDINATING COUNCIL**

**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, **FORTUNATO R. ABRENILLA**, *Municipal Mayor of Jagna, Bohol* 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** shall be composed of the following:

Chairperson:	Atty. Fortunato R. Abrenilla	-	Municipal Mayor
Vice-Chairperson:	Hon. Exuperio C. Lloren	-	Municipal Vice Mayor
Members:	Engr. Peter M. Jamero	-	Market Supervisor
	Hon. Nimfa A. Lloren	-	SB Chair on Trade and Industry
	Hon. Alberto A. Cabrestante	-	SB Chair on Public Market & Slaughter House
	Mr. Lito O. Dajalos	-	MLGOO
	Mr. Camilo A. Rizano	-	Municipal Agriculture Officer
	Ms. Brigida M. Acheron	-	BAC Chairperson
	Ms. Marilou V. Naldoza	-	Market Personnel

*Section 2. Powers and Functions 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. Recommend to the National Price Coordinating Council or to the 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 shortages;
5. Regular inspections of public and private markets, as well as rice warehouses;
6. Activation of Hotlines, Consumers Complaints Desks and Timbangan ng Bayan;
7. Deputation of Barangay Officials ang NGOs to monitor abnormal price increases; and
8. Active 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 19<sup>th</sup> day of January 2011.

**(SGD.)ATTY. FORTUNATO R. ABRENILLA**  
Municipal Mayor