



EXECUTIVE ORDER NO. 21

Series of 2023

**CREATION OF THE MUNICIPAL PRICE COORDINATING COUNCIL OF
GUBAT, SORSOGON**

WHEREAS, Republic Act No. 7581, otherwise known as the Price Act, provides protection to consumers by stabilizing the prices of necessities and prime commodities and by prescribing measures against undue price increases during emergencies and like occasions;

WHEREAS, Republic Act 71, otherwise known as the Price Tag Law, 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 to be sold uniformly and without discrimination at the stated price;

WHEREAS, pursuant to Republic Act No. 7581 and Republic Act No. 71, 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;

NOW THEREFORE, I, RONNEL U. LIM, Municipal Mayor of the Municipality of Gubat, Province of Sorsogon, by virtue of the power vested in me by law, do hereby order the creation of Municipal Price Coordinating Council of this municipality;

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

Chairperson	:	Hon. Ronnel U. Lim , Municipal Mayor
Vice Chairperson	:	Hon. Valentin A. Pura IV , Municipal Vice Mayor
Members	:	Hon. Mark Anthony E Flestado , SB Chair on Markets Trade and Industry Hon. Noe L. Endaya , SB Chair on Food Security and Poverty Alleviation Lea E. Santos , Market Supervisor Justine F. Orcio , Municipal Agriculturist Eduardo Felicia , Municipal Budget Officer Dr. Ronald Ferreras , MHO Ma. Luisa J. Dometita , LGOO VI Cielo D. Derilo , Business Councilor, Gubat Negosyo Center Ronelo Espeño , President Gubat Market Vendor Association Abigail Enorme , LEDIPO Nonito Collingwood , CEO, GSAC

Section 2. Powers and Functions

1. Coordinate and rationalize programs to stabilize prices supply
2. Recommend to the National Price Coordinating Council or to the implementing agencies
3. Conduct in-depth analysis on causes for prices fluctuations
4. Recommend action steps to correct unwarranted price increases and supply shortages
5. Conduct regular inspections of public market and business establishments
6. Deputation of Barangay Officials and NGOs to monitor abnormal prices increases; and
7. Submission of reports on violations of Republic Act No. 7581 to the National Price Coordinating Council

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

Section 4. Automatic Succession of Members. In case of resignation, retirement, separation, transfer, re-assignment, removal of member, the successor or replacement shall automatically take the position and serve only for the unexpired term. Provided, that in case of leave or suspension, the replacement shall serve only for the duration of the leave or suspension.

Section 5. Repealing Clause. All prior issuance and orders inconsistent with this Executive Order are hereby repealed.

Section 6. Separability Clause. In the event that any provision of this Executive Order is held invalid or unconstitutional, the provisions not affected thereby shall remain in full force and effect.

Section 7. Effectivity. This Executive Order shall take effect immediately.

DONE, this 14th day of April, 2023 at the Municipality of Gubat, Province of Sorsogon.


RONNEL U. LIM
Municipal Mayor