



Republic of the Philippines
 PROVINCE OF CAGAYAN
 City of Tuguegarao
EIGHTH CITY COUNCIL



EXCERPTS FROM THE MINUTES OF THE 73rd REGULAR SESSION
 OF THE EIGHTH CITY COUNCIL OF TUGUEGARAO CITY, CAGAYAN
 HELD ON FEBRUARY 01, 2021, 9:00 A.M., MONDAY,
 AT THE SANGGUNIANG PANLUNGSOD SESSION HALL

PRESENT:

Hon. Bienvenido C. De Guzman II	City Vice Mayor/Presiding Officer
Hon. Maila Rosario T. Que	Sangguniang Panlungsod Member (via Teleconferencing)
Hon. Imogen Claire M. Callangan	-do-
Hon. Gilbert S. Labang	Sangguniang Panlungsod Member
Hon. Danilo L. Baccay	Sangguniang Panlungsod Member (via Teleconferencing)
Hon. Ronaldo S. Ortiz	-do-
Hon. Arnel T. Arugay	Sangguniang Panlungsod Member
Hon. Mary Marjorie P. Martin-Chan	Sangguniang Panlungsod Member (via Teleconferencing)
Hon. Winnoco R. Abraham	-do-
Hon. Grace B. Arago	-do-
Hon. Karina S. Gauani	-do-
Hon. Victor V. Perez	-do-
Hon. Gil G. Pagulayan	Ex Officio Member (via Teleconferencing)
Hon. Karen L. Taguinod	-do-

ABSENT:

Hon. Raymund P. Guzman	Sangguniang Panlungsod Member
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CITY ORDINANCE NO. 05-08-2021

AN ORDINANCE MANDATING THE PLACEMENT OF PRICE TAGS OR LABELS ON ALL ARTICLES OF COMMERCE OFFERED FOR SALE ON RETAIL IN TUGUEGARAO CITY AND PROVIDING PENALTIES FOR VIOLATION THEREOF

WHEREAS, Article 2 (b) of Republic Act No. 7394, otherwise known as “**THE CONSUMER ACT OF THE PHILIPPINES**” provides that “*It is the policy of the State to protect the interests of the consumer, promote the general welfare and to establish standards of conduct for business and industry. Towards this end, the State shall implement measures to achieve the following:*

(b) protection against deceptive, unfair and unconscionable sales acts and practices;

WHEREAS, Article 48 of the same Act states that “*The State shall promote and encourage fair, honest and equitable relations among parties in consumer transactions and protect the consumer against deceptive, unfair and unconscionable sales acts or practices;*”

WHEREAS, it has been observed that some business establishments and vendors in the city public markets sell their goods and products to the public without displaying the correct prices of the same;

WHEREAS, without a price tag on goods and services offered for sale at a retail basis would somehow confuse, deceive and deprive the buying public of their right to know and buy the cheapest goods/products of their own choice;

WHEREAS, there is an urgent need to require owners/proprietors of business establishments and vendors in the City Public Markets to display price tags in consumer products and services offered for sale at a retail basis in order not to deceive the buying public as to the correct prices of the same.

NOW, THEREFORE, BE IT ORDAINED, by the Sangguniang Panlungsod of Tuguegarao City, Cagayan the following:

Section 1. This ordinance requires owners/proprietors of business establishments and vendors in public and flea markets to display a price tag clearly stating the price of the commodity offered for sale at retail basis to the buying public on a per unit (piece, kilogram, liter, etc.) in Philippine currency;

Section 2. SPECIFICATIONS – Price tags shall be made on either cardboard, plastic sheet or tin sheet measuring 4” by 6” or price list for small products if it is impractical to put a price tag. The marking shall be printed or made with a permanent marking pen in legible letters and numerals.

Section 3. The manner of price tagging shall be governed by the provision of **Article 81 to Article 83 of Republic Act 7394**, otherwise known as *Consumer Act of the Philippines*; the price tag shall bear no alterations or erasures of any sort.

Section 4. For this purpose, the **Tuguegarao City Price Coordinating Council** is hereby mandated to monitor compliance and may, after investigation, recommends appropriate sanctions for non-compliance and violation of this Ordinance.

Section 5. DEFINITION OF TERMS. As used in this Ordinance, the following terms are hereby defined as follows:

- a. **PRICE TAG** – means device written, printed, affixed or attached to a consumer product or displayed or displayed in a consumer repair or service establishment for the purpose of indicating the retail price per unit or service, as defined in RA 7394, otherwise known as The Consumer Act of the Philippines;
- b. **CONSUMER PRODUCTS AND SERVICES** – shall mean any goods, foods or non-food items and services which are primarily for personal or household consumption; and,
- c. **CONSUMER** – means a natural person who is a purchaser, lessee, recipient or prospective purchaser, lessor or recipient of consumer products, services or credit as defined in RA 7394, otherwise known as The Consumer Act of the Philippines.

Section 6. Any owner/proprietor of business establishment/vendors violating the provision of this ordinance shall be penalized in accordance with the following:

First Offense	-	P1,000.00
Second Offense	-	P2,000.00 and 15 days suspension of business operation
Third Offense	-	P3,000.00 and one-month suspension of business operation
Fourth Offense	-	Revocation of Business License and Business Permit

The fines imposed under this Ordinance must be paid within three (3) days from receipt of notice of violation, otherwise, permanent cancellation or revocation of business license and Mayor’s permit shall be imposed, and will not be allowed to register and operate the same line of business.

Section 7. INFORMATION. A massive information dissemination on the ordinance and its penalties shall be made to make sure that the public is informed and notified.

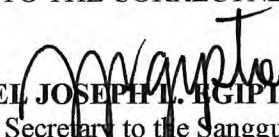
Section 8. SEPARABILITY CLAUSE. If for any reason, any part/s or provision/s of this Ordinance shall be declared unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to be in full force and effect.

Section 9. REPEALING CLAUSE. All ordinances or part/s thereof, which are inconsistent with any of the provisions of this Ordinance are hereby repealed or modified accordingly.


Section 10. EFFECTIVITY CLAUSE. This Ordinance shall take effect immediately after publication in any newspaper of general circulation of the City.

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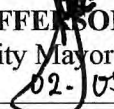
I HEREBY CERTIFY TO THE CORRECTNESS OF THE FOREGOING:


JOEL JOSEPH L. EGIPIO, Ph.D.
Secretary to the Sanggunian

ATTESTED:


HON. BIENVENIDO C. DE GUZMAN II
City Vice Mayor/Presiding Officer
Date: 02-04-2021

APPROVED:


HON. ATTY. JEFFERSON P. SORIANO
City Mayor
Date: 02-05-2021

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