



OFFICE OF THE CITY MAYOR

EXECUTIVE ORDER NO. 33
Series of 2020**"AN ORDER RECONSTITUTING THE CITY PRICE COORDINATING COUNCIL
OF TUGUEGARAO"**

WHEREAS, Article II, Section 9 of the 1987 Constitution provides that the State shall promote a just and dynamic social order that will ensure the prosperity and independence of the nation and free the people from poverty through policies that provide adequate social services, promote full employment, a rising standard of living and an improved quality of life for all;

WHEREAS, Republic Act 7581, otherwise known as "*An Act Providing Protection to Consumers by Stabilizing the Prices of Basic Necessities and Prime Commodities and by Prescribing Measures against Undue Price Increases during Emergency Situations and like Occasions,*" is a response to the above declared state policy. The law aims 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 also seeks to provide affective and sufficient protection to consumers against hoarding, profiteering and cartels with respect to supply, distribution, marketing and pricing of said goods, especially during periods of calamity, emergency, widespread illegal price manipulations and other similar situations;

WHEREAS, Section 11 of RA 7581 created a National Price Coordinating Council in order to advise, coordinate and report to the President of the Republic on general policy matters for promotion and improvement in productivity, distribution and stabilization of prices of necessities and prime commodities;

WHEREAS, Rule VI of the Implementing Rules and Regulations of said law further states that there shall be created a Local Price Coordinating Council to manage the prices of goods and commodities within the local level and coordinate such with its national counterpart;

NOW, THEREFORE, I, ATTY. JEFFERSON P. SORIANO, City Mayor of Tuguegarao, by virtue of the powers vested in me by the constitution and the laws, do hereby order the reconstitution of the City Local Price Coordinating Council of Tuguegarao.

Section 1. Composition. The City Local Price Coordinating Council (CPCC) shall be composed as follows:

- Chairman:** **Atty. Jefferson P. Soriano**
City Mayor
- Co-Chairman:** **Atty. Romeo I. Calubquib**
City Administrator
- Members:**
- a. **Ms. Evangeline S. Calubaquib**
City Agriculturist
 - b. **Mr. Mario B. Eugenio**
Technology and Livelihood Development Officer

- c. **Dr. James C. Guzman**
City Health Officer
- d. **Atty. Noel A. Mora**
City Environment and Natural Resources Offices
- e. **LGOO VI Ma. Theresa G. Serbito**
City DILG Officer
- f. **Mr. Andres C. Baccay**
Head, HRMO
- g. **Ms. Lumine Plena H. Umoso**
City Information Officer
- h. **Atty. Louie Bernard A. Aquino**
City Legal Officer Designate
- i. **Dir. Dionisio C. Ledres, Jr.**
Representative from the National Economic Development Authority
- j. **Mr. Ramon Morales**
*President, Philippine Chamber of Commerce an Industry -
Cagayan*
Representative from the Consumers and Trading Sector
- k. **Mr. Froctoso Agustin**
President, Integrated Farmers' Cooperative
Representative from the Agricultural Producers Sector
- l. **Hon. Grace B. Arago**
President, Rural Improvement Club
Representative from the Manufacturing Sector

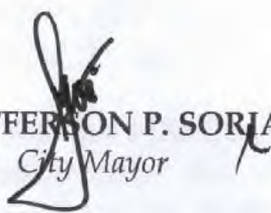
Section 2. Functions. The City Price Coordinating Council shall exercise the following functions:

- a. Coordinate and rationalize programs and policies among member agencies to stabilize prices and supply of commodities in the City;
- b. Recommend to the National Price Coordinating or to the implementing agencies the suggested retail prices (SRP) and/or the price ceilings for certain basic necessities in their respective areas;
- c. To conduct in-depth analysis on causes of price fluctuations;
- d. To recommend action steps to correct unwarranted price increase and supply shortages; and
- e. To submit s quarterly report to the City Council on the updated prices of prime commodities being sold in Tuguegarao City

Section 3. Repealing Clause. All prior issuances or parts hereof inconsistent with this Executive Order are hereby repealed, amended or otherwise modified accordingly.

Section 4. Effectivity. The creation of the City Price Coordinating Council as herein provided shall take effect immediately.

DONE in the City of Tuguegarao, Cagayan this 19th day of March in the year of our Lord Two Thousand and Twenty.


ATTY. JEFFERSON P. SORIANO
City Mayor

Cris/CMO/EO