



REPUBLIC OF THE PHILIPPINES  
PROVINCE OF PANGASINAN  
**MUNICIPALITY OF CALASIAO**

**EXECUTIVE ORDER NO. 44**  
*Series of 2024*

**AN ORDER RECONSTITUTING THE MUNICIPAL PRICE COORDINATING  
COUNCIL COMPOSITION AND DEFINING ITS POWERS AND FUNCTIONS  
IN THE MUNICIPALITY OF CALASIAO, PANGASINAN**

**WHEREAS**, it 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 businesses a fair return of investment;

**WHEREAS**, Republic Act 7581, otherwise known as the Price Act, was enacted to provide protection to consumers by stabilizing the prices of basic necessities and prime commodities by prescribing measures against undue price increases, hoarding, profiteering and cartels concerning supply distributions, marketing, and pricing of goods especially during emergencies and like occasions;

**WHEREAS**, pursuant to Republic Act No. 71, otherwise known as the Price Tag Law, all articles of commerce and trade offered for sale to the public at retail shall be publicly displayed with appropriate tags and labels indicating the prices of such articles and shall be sold uniformly without discrimination at the state prices;

**WHEREAS**, the Joint Memorandum Circular No. 03, Series of 2020 between Department of Interior and Local Government, Department of Trade and Industry, Department of Agriculture, Department of Health and Department of Environment and Natural Resources encourages the strengthening of the role of Local Price Coordinating Councils and LGUs in managing unreasonable and excessive price increase of basic necessities and prime commodities by requiring the reactivation of Local Price Coordinating Councils (LPCCs);

**NOW, THEREFORE**, premises considered and by virtue of the powers vested in me under the laws of the Republic of the Philippines, I, KEVIN ROY Q. MACANLALAY, Municipal Mayor of the Municipality of Calasiao, Pangasinan, do hereby reconstitute the Municipal Price Coordinating Council of the Local Government Unit of Calasiao, Pangasinan, and order the following:

Section I. COMPOSITION. The Municipal Price Coordinating Council (MPCC) shall be reconstituted as follows:

Chairperson: HON. KEVIN ROY Q. MACANLALAY, Municipal Mayor

Vice Chairperson: HON. NATALIA B. DALATEN, Provincial Director DTI,  
Pangasinan Provincial Office

Members : HON. HAVERDANI DAS B. MESINA, SB Chair on Commerce, Trade  
and Industry  
MR. JASON HENRY ACOSTA, Negosyo Center Business Counsellor  
MARILOU B. GESLANI, Municipal Local Government Operations Officer  
DR. MONETTE I. NOGUIT, Municipal Agriculturist

**OFFICE OF THE MAYOR**  
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MARIA VICTORIA P. DEL ROSARIO, Market Supervisor V  
DR. GEMMA I. RODRIGO, Municipal Health Officer  
TEDDY TULIAO, Market Supervisor III  
DR. GERALD QUINT, Meat Inspector III

Section II. POWERS AND FUNCTIONS. The following are the powers and functions of the Municipal Price Coordinating Council:

1. Coordinate and rationalize programs of member-agencies to stabilize prices and supply of basic necessities and prime commodities
2. Recommend to the National Price Coordinating Council and to the implementing agencies the suggested retail prices of basic necessities and prime commodities;
3. Conduct in-depth analysis on the causes of price fluctuations;
4. Recommend steps to correct unwarranted price increases and supply shortages;
5. Activation of Hotlines, Consumers Complaint Desks and Timbangan ng Bayan;
6. Active coordination with other appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities;
7. Adopt the following measures to address hoarding and exorbitant, excessive, and unreasonable price increases of essential prime commodities;
8. Conduct of regular inspections of public and private markets
9. Deputation of barangay officials and NGO's to monitor abnormal price

SECTION III. MEETINGS. The Municipal Price Coordinating Council shall meet at least once every semester or as often as necessary.

SECTION IV. EFFECTIVITY. This Executive Order shall take effect immediately.

**DONE** in the Municipality of Calasiao, this 12<sup>th</sup> of July 2024.

  
**HON. KEVIN ROY Q. MACANLALAY**  
*Municipal Mayor*