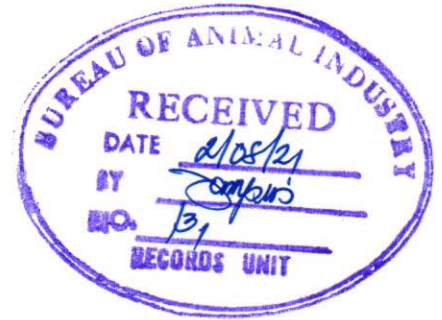




Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
1100 Quezon City

4 February 2021



ADMINISTRATIVE ORDER

NO. 03

Series of 2021

SUBJECT : IMPLEMENTING GUIDELINES ON THE EXECUTIVE ORDER NO. 124, SERIES OF 2021, "Imposition of Mandated Price Ceiling On Selected Pork and Chicken Products in the National Capital Region" FOR THE NEXT 60 DAYS

I. RATIONALE

In order to manage the high rate of increase or inflation of the prices of basic necessities and prime commodities, in particular pork and chicken, the President issued Executive Order No. 124, s. 2021. The EO 124 imposed a price ceiling on pork and chicken in the NCR with a duration of 60 days from effectivity. The Republic Act No. 7581, or *The Price Act*, penalizes the selling of covered goods above the mandated price ceiling.

In this light, this guideline is hereby developed to establish the procedures and identify the roles of government agencies in the implementation of the mandated price ceiling imposed by the E.O. 124, s. 2021.

II. OBJECTIVES

The objective of this order is to provide a procedural guideline for the implementation of the E.O. No. 124 s. 2021 and define the roles of government agencies in the implementation of the mandated price ceiling.

III. COVERAGE

This order applies only to the implementation of the E.O. No. 124 s. 2021 and other enforcement operations of the *Department of Agriculture - Bantay Presyo*, unless otherwise, the *Bantay Presyo* opted for a different procedure in its enforcement operations regarding goods or commodities not covered by the E.O. No. 124, s. 2021. However, enforcement operations by other government agencies may opt to use and adopt this guideline in their enforcement operations regarding the prices of goods or commodities within and under their respective jurisdictions.

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IV. GENERAL GUIDELINES

- A. As stated in EO No. 124, the mandated price ceiling for Selected basic necessities shall be:
1. Pork
 - i. Kasim/Pigue **₱270.00 per kilo**
 - ii. Liempo **₱300.00 per kilo**
 2. Chicken
 - i. Dressed chicken **₱160.00 per kilo**
- B. The mandated price ceilings are for the retail prices of the above-said goods or commodities.
- C. Selling above the mandated price ceiling by any retailer, shall be in violation of R.A. No. 7581, in relation to the E.O. No. 124 s. 2021.
- D. Certified organic pork and chicken, and free-range chicken, are not covered by the mandated price ceiling.
- E. Dressed chicken shall refer to the whole chicken and maybe chopped per request of the seller, but does not include choice cuts or parts.
- F. The above-said goods or commodities include all brands.

V. SPECIFIC GUIDELINES

A. Enforcement

1. Enforcement Group:
 - i. Department of Agriculture – Bantay Presyo (DA – Bantay Presyo)
 - ii. Metro Manila Development Authority (MMDA)
 - iii. Local Price Coordinating Councils (LPCCs)
 - iv. Philippine National Police (PNP)
2. General Enforcement Procedure:
 - i. The Department of Agriculture shall monitor, oversee, and partner with the LPCCs in its local activities of monitoring, enforcement, and adjudication in relation to their implementation of the mandated price ceiling set by the E.O. No. 124, s. 2021, without prejudice to the monitoring, enforcement, and adjudication by the DA – Bantay Presyo, if warranted.
 - ii. The LPCCs shall visit different markets or retail establishments to determine or find compliance or violation of the mandated price ceiling.
 - iii. The visitation shall be random, announced, or unannounced.

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- iv. The primary enforcers shall be the LPCCs in their respective jurisdictions.
- v. The LPCCs shall issue a Notice document to those who have been determined or found selling the above-said goods or commodities in violation of the mandated price ceiling.
- vi. The Notice document shall be signed by the enforcement officers and the proprietor or person/officer present or in-charge of the retail store/shop/stall shall be provided a copy thereof.
- vii. The DA – Bantay Presyo shall be furnished copies of the Notices issued by the LPCCs in relation to their enforcement of the mandated price ceiling, which shall review the same for appropriate filing of complaint to the DA – Bantay Presyo Adjudication Committee, and/or the filing of formal criminal complaint.
- viii. The violator shall be the proprietor of the retail shop/store/stall.

VI. INTERPRETATION

This guideline shall be liberally interpreted to promote the State's policy declared in Section 2 of the R.A. No. 7581.

VII. EFFECTIVITY

This order shall take effect immediately.


WILLIAM D. DAR, Ph.D.
Secretary

DEPARTMENT OF AGRICULTURE

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