



DEPARTMENT ADMINISTRATIVE ORDER NO. 09-06
Series of 2009.

**Subject : DIRECTING ALL MARKET ADMINISTRATORS
TO STRICTLY IMPLEMENT THE PROVISIONS OF R.A.
NO. 7581, OTHERWISE KNOWN AS THE "PRICE ACT"**

WHEREAS, under Section 2 of R.A. No. 7581, it is the policy of the State to provide effective and sufficient protection to consumers against hoarding, profiteering and cartels with respect to the supply distribution, marketing and pricing of said goods, especially during periods of calamity, emergency, widespread illegal price manipulation and other similar situations;

WHEREAS, pursuant to R.A. No. 7581, the Secretary of the Department of Trade and Industry is designated as Chairman of the Price Coordinating Council and Price Action Officer, and as such, empowered to call upon any official, agent, employee, agency or instrumentality of the national or local government for any other assistance that he may deem necessary to carry out the purposes of the law;

WHEREAS, pursuant to Section 17 b (2) (ix) of R.A. 7160, otherwise known as the Local Government Code of the Philippines, local government units shall discharge such other powers and shall discharge such other functions and responsibilities as are necessary, appropriate or incidental to efficient and effective provisions of the basic services and facilities enumerated in the law, including but not limited to, public markets, slaughterhouses and other municipal enterprises;

WHEREAS, corollary thereto, under Section 2 (5) of R.A. No. 7581, the State shall establish a mechanism that will readily protect consumers from inadequate supply and unreasonable price increases on occasions of calamities, emergencies and like occurrences;

WHEREAS, pursuant to Section 3 (1), Chapter 1, Title X, Book IV of E.O. No. 292 s. 1987 (Administrative Code of 1987), the Department of Trade and Industry (DTI) is empowered to formulate and implement policies, plans and programs relative to the development, expansion, promotion and regulation of trade, industry and investments;

WHEREAS, pursuant to Section 3 (7), Chapter 1, Title X, Book IV of E.O. No. 292, the DTI is also empowered to protect consumers from trade malpractices and from substandard or hazardous products.

OFFICE OF THE SECRETARY

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NOW THEREFORE, foregoing premises considered, it is hereby ordered that:

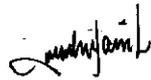
Section 1. All market administrators are hereby directed to strictly implement the provisions of R.A. No. 7581 within the premises of their respective area of responsibility.

Section 2. All market administrators shall constantly monitor the prices of basic necessities and prime commodities, and other consumer products within the premises of their respective area of responsibility, seeing to it that no price increases shall be imposed by store owners, dealers and suppliers therein who are dealing with such goods.

Section 3. All market administrators found to be violating this Department Administrative Order shall be dealt with in accordance with the applicable laws.

Section 4. This Department Administrative Order shall take effect immediately upon signing hereof, and shall remain effective until sooner revoked or superseded.

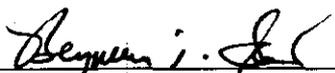
Issued this 30th day of September 2009, in the City of Makati.


Peter B. Favila
Secretary 

Recommended by:



USEC Zenaida Cuison Maglaya



Dir. Benjamin T. Subido