



EXECUTIVE ORDER NO. 6
Series of 2021

**GUIDELINES ON LOCAL ENFORCEMENT OF PORK AND CHICKEN PRICE
CEILINGS¹**

WHEREAS, Section 7 of RA No. 7581, as amended (the "**Price Act**"), gives the President the authority to impose a price ceiling on any basic necessity or prime commodity during a calamity, such as the ongoing COVID-19 pandemic;

WHEREAS, on February 1, 2021, the President issued Executive Order No. 124, s. 2021, which imposes a price ceiling on selected pork and chicken products in the National Capital Region (NCR), for a period of 60 days or until April 2, 2021²;

WHEREAS, aside from the economic disruption caused by the pandemic, the African Swine Flu (ASF) has continued to ravage swine herds throughout the country, leading to significant decreases in the pork supply. The scarce supply has led many provincial producers and wholesalers to increase prices. Notably, the price ceiling does not cover provincial suppliers, but covers NCR dealers that may have no option but to purchase from the provincial suppliers. This means some local retailers, especially small market stallholders, have difficulty complying with the price ceilings;

WHEREAS, the City Government, through the QC Price Coordinating Council, bears responsibility under the Price Act to help stabilize the prices of basic goods in Quezon City. The City also has the overall duty under Sec. 16 of the Local Government Code to promote general welfare and enhance economic prosperity and social justice;

NOW THEREFORE, I, MA. JOSEFINA G. BELMONTE, Mayor of Quezon City, by virtue of the powers vested in me by law, do hereby order:

1. PRICE CEILINGS. Pursuant to Sec. 1 of Presidential Executive Order No. 124 s. 2021, the City shall enforce mandatory retail price ceilings for certain pork and chicken products until April 2, 2021 (unless modified or extended by the President), as follows:

Product	Retail Price Ceiling
Pork Kasim/Pigue	PhP270.00 per kilo
Pork Liempo	PhP300.00 per kilo
Dressed Chicken	PhP160.00 per kilo

¹Under Presidential Executive Order No. 124 s. 2021.

²Sec. 2, E.O. No. 121 s. 2021: the Order shall remain in force for 60 days from publication in the Official Gazette or a newspaper of general circulation; the Official Gazette published the Order on February 1, 2021.

The foregoing ceilings are on the retail price (i.e. consumer or end-user price) and shall apply to all brands. "Dressed chicken" shall refer to a whole chicken, including whole chickens that are chopped on seller's request.

The following products shall not be covered by the price ceiling: (i) certified organic pork and chicken³; (ii) free-range chicken⁴; (iii) choice cuts or parts of the chicken⁵.

2. ENFORCEMENT.

a. QCPCC. The Quezon Price Coordinating Council as defined under the Mayor's Executive Order No. 11 s. 2019 shall monitor and oversee price control and stabilization measures in the City. The QCPCC shall coordinate with and assist the Department of Agriculture ("DA") and the Department of Trade and Industry ("DTI") in relation to the implementation of the mandatory price ceiling.

b. Inspections. The Market Administration and Development Department ("MDAD") shall conduct regular unannounced inspections of both City-owned/controlled and private markets to determine compliance with the price ceiling. On the other hand, for the same purpose, the Business Permits and Licensing Department ("BPLD") shall make unannounced inspections of supermarkets, hypermarkets, groceries and establishments of similar nature.⁶

c. Violation. If the MDAD or BPLD, as the case may be, discover violations of the price ceiling, the concerned office shall issue a Notice to the violator to promptly correct the violation. The concerned office shall conduct the appropriate investigation of the offender to determine, based on equitable considerations and subject to review of the QCPCC, the further actions that should be taken. These actions may include, without limitation, any of the following: (i) warning; (ii) suspension or revocation of business permit (or cease and desist order if found to be without valid permit); (iii) referral to the Department of Agriculture - Bantay Presyo Task Force; and (iv) referral to the City Legal Department for filing of the appropriate legal action under the Price Act or other applicable law.

3. RENT WAIVER IN CITY MARKETS. Subject to the approval of the City Council, with respect to all City owned or controlled markets, the City shall suspend collection of rent on retail stallholders selling pork or chicken for the month of February 2021. If any stallholders have already paid rent for the month of February, the rent shall be credited to the next month (or if the suspension is extended, to the month when the suspension is finally lifted). If prevailing economic conditions require extending the rent suspension, the City may do so on a month to month basis, or for such other periods as the Mayor may determine.

³Sec. IV.D., Department of Agriculture Administrative Order No. 3, s. 2021, *Implementing Guidelines of EO 124 s. 2021*.

⁴*Ibid.*

⁵Sec. IV.E., *Ibid.*

⁶i.e., establishments excluded from definition of "market" under Sec. 3 of the QC Revised Market Code, Ordinance No. SP-2459, s-2015.

4. **PRIVATE MARKETS.** Private markets are encouraged to provide similar waivers, discounts, rebates or grace periods for retail stallholders selling pork or chicken. If any private market associations or owners are found to be directly or indirectly imposing upon, influencing or pressuring their member-lessors to maintain high rents in an anti-competitive manner, the City reserves the right to file legal action against the offender for violation of Sec. 14 of Republic Act No. 10667, the Philippine Competition Act.

5. **ASSISTANCE FROM DEPARTMENT OF AGRICULTURE.** MDAD shall assist any market retail stallholders interested in applying with the Department of Agriculture for: (i) agribusiness loans, or (ii) purchase of pork at government-subsidized prices. MDAD shall validate any interested stallholders or their market associations, coordinate with the appropriate DA offices, and advise on and help with any documentary requirements. Stallholders from City-owned/controlled or private markets may call or visit the appropriate division of MDAD as follows:

Market Administration and Development Department
3rd Floor Civic Center Bldg. A, Quezon City Hall, Diliman Quezon City

Public Market Division
8988-4242 loc. 8358


Private Markets Division
8988-4242 loc. 8353

6. **DISSEMINATION.** A copy of this Executive Order shall be furnished to the Office of the President and the Metropolitan Manila Development Authority (MMDA) for information and guidance pursuant to Section 455(1) (xii) of RA 7160, as amended, and shall be posted at the official website of the Quezon City Government.

7. **AMENDMENTS.** If Presidential Executive Order No. 124 s. 2021 is amended or modified, this Order shall be deemed amended or modified accordingly.

8. **EFFECTIVITY.** This Order shall take effect immediately and shall remain in force for the duration of Presidential Executive Order No. 124 s. 2021.

DONE, 10 February 2021, Quezon City.


MA. JOSEFINA G. BELMONTE
City Mayor