



EXECUTIVE ORDER NO. 039

Series of 2025

RECONSTITUTING THE NAGA CITY PRICE COORDINATING COUNCIL

WHEREAS, Republic Act No. 7581 (Price Act), particularly Rule VI of its Implementing Rules and Regulations (IRR), mandates the creation of a Local Price Coordinating Council to protect the consumers by stabilizing the price of and supply of basic necessities and prime commodities and by prescribing measures against undue price increases especially during emergency situations;

WHEREAS, because of changes in the personnel of the City Government of Naga, national government agencies and other stakeholders, there is a need to reconstitute the Naga City Price Coordinating Council;

NOW, THEREFORE, I, MARIA LEONOR G. ROBREDO, Mayor of the City of Naga by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. NAGA CITY PRICE COORDINATING COUNCIL. The Naga City Price Coordinating Council is hereby created to be composed of the following:

- | | |
|----------------------------|---|
| Chairperson: | MARIA LEONOR G. ROBREDO
City Mayor |
| Co-Chairperson: | JAY PERCIVAL S. ABLAN
Provincial Director, Department of Trade and Industry – Camarines Sur |
| Executive Director: | MARIA ELIZABETH LAVADIA
Member, Transition Team
City Mayor's Office |

Members:

At least one (1) representative from the following offices/agencies:

- DTI Camarines Sur
- Bureau of Fisheries and Aquatic Resources



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- Department of Agriculture - Region V
- National Meat Inspection Service
- City Meat Inspection Service
- Food and Drug Administration - Region V
- Naga City Police Office
- Bureau of Fire Protection - Naga City
- City Environment and Natural Resources Office
- Market Enterprise and Promotions Office
- City Treasurer's Office
- City Health Office
- City Agriculture Office
- Public Safety Office
- Naga City People's Council – Business Sector
- Consumer Protection Group
- Naga City Hall Press Corps

SECTION 2. POWERS AND FUNCTIONS. The Naga City Price Coordinating Council shall:

- A. Coordinate and rationalize the city's programs to stabilize prices and supply of basic necessities and prime commodities;
- B. Recommend to the National Price Coordinating Council or to the necessary government agencies suggested retail prices (SRP) and/ or the price ceilings for certain basic necessities and/or prime commodities;
- C. Conduct in-depth analysis on causes for price fluctuations; and
- D. Recommend actions to correct unwarranted price increases and supply shortages.

SECTION 3. AMENDMENTS AND INTERPRETATION. This Order may be amended or supplemented as may be deemed necessary, and shall be interpreted to give full force and effect to the attainment of the declared policy and the operationalization of the principles of good governance.

SECTION 4. REPEALING CLAUSE. All issuances and orders inconsistent with this Order are hereby repealed, amended, or modified accordingly.



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SECTION 5. SEPARABILITY CLAUSE. If any provision of this Order is declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.

SECTION 6. EFFECTIVITY. This Order shall take effect immediately and shall remain in effect unless otherwise revoked or amended, or until superseded by an ordinance.

DONE in the City of Naga, this 27th day of August, 2025.


MARIA LEONOR GERONA ROBREDO
City Mayor

Attested by:  **RAYNOR RODRIGUEZ**