



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

20 January 2020

DEPARTMENT ORDER

No. 03
Series of 2020

**SUBJECT : ENFORCING THE PROVISIONS OF REPUBLIC ACT NO. 7581,
OTHERWISE KNOWN AS "THE PRICE ACT" AND ITS
IMPLEMENTING RULES AND REGULATIONS**

WHEREAS, Republic Act No. 7581, otherwise known as "The Price Act" aims to provide protection to consumers by stabilizing the prices of basic necessities and prime commodities by prescribing measures against undue price increase during emergency situations and similar occasions;

WHEREAS, Section 5, subparagraph 2 R. A. No. 7581 defines the unlawful act of profiteering, thus:

(2) Profiteering, which is the sale or offering for sale of any basic necessity or prime commodity at a price grossly in excess of its true worth. There shall be prima facie evidence of profiteering whenever a basic necessity or prime commodity being sold: (a) has no price tag; (b) is misrepresented as to its weight or measurement; (c) is adulterated or diluted; or (d) whenever a person raises the price of any basic necessity or prime commodity he sells or offers for sale to the general public by more than ten percent (10%) of its price in the immediately preceding month: Provided, That, in the case of agricultural crops, fresh fish, fresh marine products, and other seasonal products covered by this Act and as determined by the implementing agency, the prima facie provisions shall not apply;

WHEREAS, Rules 10, Section 3 of the Implementing Rules and Regulations of R. A. No. 7581 provides that:

Section 3. Profiteering is the sale or offering for sale of any basic necessity or prime commodity at a price grossly in excess of its true worth. A price shall be deemed grossly in excess of its true worth if the price thereof has been raised by more than ten percent (10%) in the immediately preceding month.

WHEREAS, Section 15 of R.A. No. 7581 provides for the penalty for those found to be engaged in illegal price manipulation:

Sec. 15. Penalty for Acts of Illegal Price Manipulation. – Any person who commits any act of illegal price manipulation of any basic necessity or prime commodity under Section 5 hereof shall suffer the penalty of imprisonment for a period of not less than five (5) years nor more than Fifteen (15) years, and shall be imposed a fine of not less than Five thousand pesos (P5,000) nor more than Two million pesos (P2,000,000).

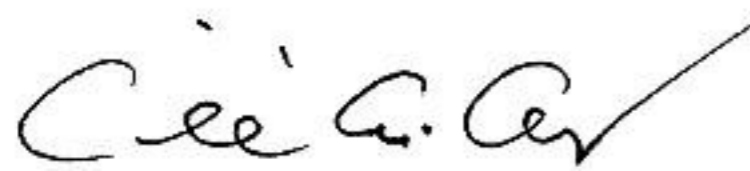
WHEREAS, the Department noted that there was an increase in the price of poultry and pork during the Christmas season, and that the same had not been decreased despite the end of said season

WHEREAS, presently, the average farm gate price for chicken is at PhP77.44 per kilo, the market price pegged at Php 157.52 per kg, a difference of Php 80.08, a 103.41% increase

WHEREAS, presently, the average farm gate price for pork is pegged at PhP98.04 per kilo, the market price at Php 224.04, a difference of Php 126.00, a 128% increase

WHEREAS, it was further noted by the Department that the price of poultry and pork suddenly increased in the aftermath of the Taal Volcano explosion, which increase was more or less pegged at an additional 103.41% and 128% increases for chicken and pork, respectively, in gross and direct contravention of the prohibitions set forth by The Price Act and its Implementing Rules;

NOW, THEREFORE, I, WILLIAM D. DAR, Secretary of Agriculture, by the powers vested in me by The Price Act and all other related law and issuances, hereby issue this Department Order directing the concerned departments and attached agencies to closely monitor and report all cases of illegal price manipulation of poultry and pork products and all other covered goods of the aforementioned law, and to strictly enforce the provisions of the Price Act in confirmed cases of price manipulation.



WILLIAM D. DAR, Ph.D
Secretary

DEPARTMENT OF AGRICULTURE
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