

# Joy reactivates price coordinating council for QC

**By Rio N. Araja**

QUEZON City Mayor Joy Belmonte has reactivated the price coordinating council that shall protect residents from undue price increases and ensure adequate supply of goods and communities.

She issued Executive Order No. 11 mandating the revival of the Quezon City Price Coordinating Council in a bid to protect consumers from price manipulators, following the implementation of the Tax Reform for Acceleration and Inclusion (TRAIN) Law.

The mayor, in her order, justified the council's revival, saying it complied with Republic Act No. 7581 or the Price Act of 1991 mandating the creation of such body.

"There is a need to mobilize an organization/body that will monitor pricing, prescribe measures and necessary mechanism for stabilizing prices and assure adequate supply, distribution and marketing of goods/commodities for the welfare and protection of consumers," the order read.

Belmonte shall be the council's chairperson with city administrator Michael Alimurung and the Department of Trade and Industry regional director as co-vice chairpersons.

The council is mandated to coordinate and rationalize the functions of the member agencies to stabilize prices and supply of basic goods and prime commodities.