

QC holds Diskwento Caravan

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Bargain hunters had a heyday this Valentine's weekend as the two-day Diskwento Caravan rolled out basic goods at lower prices at the Commonwealth barangay hall in Quezon City.

Organized by the Department of Trade and Industry (DTI) in partnership with Councilor Mikey Belmonte, the caravan gave consumers a chance to stretch their marketing budget further from Feb. 14 to 15.

DTI Undersecretary for Consumer Protection Group Ruth Castelo explained that the Diskwento Caravan is a producer-to-consumer market program so that commodities are sold at cost, minus the profit markup of traders and retailers. "This one is just for today as Councilor Mikey (Belmonte's) Valentine offering to District 2," Castelo said.

Among the basic necessities sold at cost by manufacturers were canned sardines, milk, coffee, bread, instant noodles, salt, detergent soap, bottled water and candles.

Those counted as prime commodities were luncheon meat, meat loaf, corned beef, beef loaf, vinegar, patis, soy sauce, as well as toilet soap and batteries.

Among the participating firms in the program were Coca Cola Beverages Philippines Inc., San Miguel Corp., Nestle Philippines, Wellmade Manufacturing Corp., Century Pacific Food Inc., Universal Canning Inc. and Mega Global Corp. Also part of the Diskwento Caravan was the National Food Authority, which sold well-milled rice at P27 per kilo.

Cordillera farmers also offered vegetables like carrots, broccoli, potatoes, garlic, cabbage, radish, onions, tomatoes and cucumber.

Leather goods from participating firms such as James Leathercraft, L. Evaristo Shoe Shop, C Point Shoes, Bobmar's Shoes and Princess Ilona Shoes and Bags were also on sale.

Apart from the Diskwento Caravan, a consumer assembly was held at the barangay hall to raise awareness on consumer rights.