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DTI conducts joint market visit to ensure effective implementation of EO No. 39



(L-R, above photo) Department of Trade and Industry (DTI) Assistant Secretary Agaton O. Uvero, together with Department of Interior and Local Government (DILG) Secretary Benhur D. Abalos, Fair Trade Enforcement Bureau (FTEB) Director Philip D. Sawali, and FTEB representatives conducted an initial market visit in the cities of Quezon and San Juan to ensure compliance with EO No. 39.

The Department of Trade and Industry (DTI), together with the Department of Agriculture (DA) and the Department of Interior and Local Government (DILG), conducted an initial price monitoring activity to ensure compliance with the set price ceiling for regular-milled and well-milled rice in the cities of Quezon and San Juan on 5 September 2023.

The monitoring activity is an inter-agency effort to encourage retailers of various wet markets, supermarkets, and sundry stores to follow the set price cap. This also assures them that the EO is only a temporary control measure to ensure the availability and affordability of rice amidst rising prices in the market.

DTI Assistant Secretary Agaton O. Uvero said, *“The Department of Trade and Industry (DTI) is one with other agencies and the Philippine government, at large, in safeguarding lower-income families and vulnerable communities. Likewise, the Department stands ready to assist retailers in searching for other sources of rice that will sustain their business in the duration of the imposed price cap.”*

On the same note, **DILG Secretary Benhur D. Abalos** called for the cooperation of retailers to address the rice situation in the country. The DTI also led the profiling and validation of retailers to identify potential beneficiaries of the national government’s financial aid.

Asec. Agaton noted that DTI and DA are working together to gather the list of retailers to submit to the Department of Social Welfare and Development (DSWD) for the said financial assistance.

The special task force is also set to visit warehouses to ensure adequate supply of rice and discourage hoarding among retailers and traders

Other government officials joining Sec. Abalos and Asec. Uvero in the said market visit included **DA Senior Undersecretary Domingo F. Panganiban, DTI-Fair Trade Enforcement Bureau (FTEB) Director Philip D. Sawali, Metro Manila Development Authority (MMDA) Chairman Romando Artes, Quezon City Mayor Joy A. Belmonte, and San Juan City Mayor Francis M. Zamora.**