



Republic of the Philippines
Department of Education
 REGION I
 SCHOOLS DIVISION OF VIGAN CITY

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

No. 253, s.2026

CONDUCT OF MARKET SATURATION DRIVE IN PUBLIC MARKETS WITHIN ILOCOS SUR PROVINCE

To: Asst. Schools Division Superintendent
 Chiefs, CID and SGOD
 All Public Elementary and Secondary School Heads
 All Others Concerned

1. Pursuant to the continuing efforts to strengthen consumer protection initiatives of the **Department of Trade and Industry (DTI)**, the **Provincial Price Coordinating Council (PPCC)** will conduct a Market Saturation Drive in the Province of Ilocos Sur.

2. The members of the PPCC will conduct the activity for continued vigilance which include price and supply monitoring, enforcement of 'Price Tag Law' and related trade laws on **April 22 and April 30, 2026**.

2. The participant to represent the Department of Education - Vigan City in the said activity is as follows:

Name	Position	Office
Alimar C. Ablog	Education Program Specialist II	SGOD

3. Attached is the letter from the DTI for reference. For inquiries, contact **Mr. Michael Jones I. Yoro at mobile number 0921-209-1483**.

4. For immediate dissemination and compliance.

VILMA D. BDA, CESO V
 Schools Division Superintendent





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March 25, 2026

DR. VILMA EDA
Schools Division Superintendent
Department of Education
Vigan City, Ilocos Sur

Dear Dr. Eda:

Greetings from the Department of Trade and Industry-Ilocos Sur!

Pursuant to our continuing efforts to strengthen consumer protection initiatives and in alignment with the objectives of the Provincial Price Coordinating Council (PPCC), headed by Jeremias 'Jerry' Singson, the PPCC will once again conduct a Market Saturation Drive in the Province of Ilocos Sur.

The members of the PPCC will conduct this activity for continued vigilance which include price and supply monitoring, monitoring/enforcement of Price Tag Law and related trade laws among other measures, in all public markets within the province of Ilocos Sur.

In line with this initiative, the team will visit the following public markets this March, as follows:

April 7, 2026 (Tuesday)	Cabugao, Ilocos Sur
April 22, 2026 (Wednesday)	Santiago & San Esteban, Ilocos Sur
April 30, 2026 (Thursday)	Alilem, Ilocos Sur

The assembly place will be in front of the Provincial Farmers Livelihood Development Center at 7:30 AM on April 7 and 22, 2026, and 5:30 AM on April 30, 2026.

In this connection, may we request your good office to submit the names of your designated representatives on or before April 6, 2026 for proper grouping and coordination, through Mr. Michael Jones I. Yoro at +639212091483.

Sir, we look forward to your continued support and kind approval to our request.

Thank you and best regards!

Very truly yours,

H.A. ZANDY Z. ZAFRA, JR.
OIC-Provincial Director

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ILOCOS SUR PROVINCIAL OFFICE