

MERCHANT REQUIRED TO SUBMIT PRICE LISTS BY JUNE 1ST DLCA PREPARES FOR PRICE FREEZES THIS HURRICANE SEASON

The Department of Licensing and Consumer Affairs (DLCA) implements protective measures, including price monitoring of essential goods and commodities during hurricane season. These measures are implemented pursuant to provisions of the Consumer Protection Law of 1973, as set forth in V.I.C. Title 12A and by virtue of the authority vested in the Department by V.I.C. Title 3 § 272 to prevent any deceptive and/or unconscionable trade practices, such as price gouging, during seasons of emergencies and/or natural disasters.

In accordance with the law, **all merchants**, including wholesalers, retailers, producers or manufacturers, as defined in V.I.C. Title 3 § 102, engaged in the sale of petroleum derivatives, including gasoline, and any article of food, and general supplies, are required to supply to the Department an official certified price list of their inventory during Hurricane Season (June 1st to November 30th, 2016). The price lists must be submitted on a monthly basis to the Department on the first day of each month. If no changes occur to your last month's list, you need not submit a new price list but you **must** submit a letter in lieu of your price list certifying that your prior month's list is still valid. If there are changes from your last month's list, your new month's price list need only contain the highlighted changes.

Businesses may access samples via dlca.vi.gov/forms pick up a sample of an official price list from the Department; in St. Croix at #3000 Golden Rock Shopping Center, Suite 9; in St. Thomas at #8201 Sub Base, Suite #1 Property & Procurement Building; and in St. John at the Administrator's Office Building. DLCA will accept a digital copy of your price list via email or USB Flash drive (Microsoft Word or Excel). Price lists can also be submitted via email through our Public Relations office to Astia Lebron at astia.lebron@dlca.vi.gov or my Executive Officer at kwanda.daniels@dlca.vi.gov.

Please note. Failure to submit price list certification letters will result in penalties as prescribed by law.

Thank you for your cooperation to this matter. Should you have any questions, please contact Ms. Beatrice M. Gumbs, Director - Consumer Affairs on St. Croix at 713-DLCA (3522) or on St. Thomas 714-DLCA (3522).