



Government of the Virgin Islands
of the United States

**Department of Licensing and Consumer Affairs
Office of the Commissioner**

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FOR IMMEDIATE RELEASE

MONDAY, MAY 19, 2025

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HURRICANE PRICE LISTS ARE DUE JUNE 1, 2025

(U.S. Virgin Islands) – Commissioner H. Nathalie Hodge of the Department of Licensing and Consumer Affairs (DLCA) reminds merchants that their first monthly Hurricane Price List submission for the 2025 hurricane season is due by June 1, 2025.

Every year, at the onset of hurricane season, DLCA requests businesses to furnish an official price list of their goods and merchandise in stock, and for the services they offer to the public. This information is required by law as a protective measure for all consumers in the event of an emergency and to prevent speculative practices related to those goods and services of primary need which are essential to face and recover from such emergencies. After the submission of the first price list, businesses must continue to submit an updated price list on the first of each month, until November 30, 2024. If a business has not changed its prices or acquired new products/services; it can submit a certified letter stating the previous price is still valid.

The request for a price list primarily targets businesses whose goods and services are necessary for hurricane preparation and recovery at all levels of Virgin Islands distribution and marketing. Businesses that must submit price lists include but are not limited to, all retailers, wholesalers, producers, manufacturers, importers, and providers of food items, water, beverages, general supplies, health and medical care products, fuel, rents, construction goods and services, clothing, furnishings, and others such goods and services as are deemed appropriate under the circumstances presented. It shall include commercial establishments and service providers such as supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water and delivery businesses, laundromats, contractors, carpenters, plumbers, electricians, engineers, mechanics, and masons.

Failure to submit a price list or certification letter by the first of each month may subject a non-compliant business to administrative fines of up to \$200 for each item sold or service provided in violation of the law in accordance with 11 VIR&R § 1015-1 and 3 V.I.C. § 272(b)(5). Businesses may retrieve a sample price list form by visiting our website at <https://dlca.vi.gov/forms/>. Hurricane price lists must be emailed to dlcapricelists@dlca.vi.gov.

Consumers or Merchants with questions may contact the Consumer Affairs Division on St. Croix at 340-713-3522, on St. Thomas at 340-714-3522, or on St. John at 340-727-3303. For consumer-related issues, you may also email us at dlcapricelists@dlca.vi.gov.

The Bryan-Roach Administration is investing in the Territory’s people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit transparency.vi.gov.



“Serving Businesses and Assisting, Educating, & Protecting Consumers”

www.dlca.vi.gov