



**JOINT DTI-DA ADMINISTRATIVE ORDER NO. 10-02
Series of 2010**

SUBJECT: Implementing Rules and Regulations on the Grant of Special Discounts to Senior Citizens on the Purchase of Basic Necessities and Prime Commodities pursuant to Section 4 (j) of R.A. No. 9994, otherwise known as the Expanded Senior Citizens Act of 2010 Repealing DTI DAO No. 3, series of 2005 and DA issued AO No. 37, series of 2005

Section 1. Scope and Coverage - This Order shall apply to senior citizens who are Filipino citizens as defined in Section 2(a) of RA No. 9994 and Rule III, Art. 5.1 of the Implementing Rules and Regulations and retailers as defined under Section 2 (c) hereof.

Section 2. Definition of Terms - For purposes of this Joint Administrative Order, these terms as defined as follows:

(a) **"Basic Necessities"** - This term is defined as follows:

1. Rice
2. Corn
3. Bread, in any shape and name, excluding pastries and cakes
4. Fresh, dried and canned fish and other marine products
5. Fresh pork, beef and poultry meat
6. Fresh eggs
7. Fresh and processed milk
8. Fresh vegetables including root crops
9. Coffee and coffee creamer
10. Sugar
11. Cooking oil
12. Salt
13. Powdered, liquid, bar laundry and detergent soap
14. Firewood
15. Charcoal
16. Candles

(b) **"Prime Commodities"** - This term refers to the following:

1. Fresh fruits
2. Flour
3. Dried, processed and canned pork, beef and poultry meat
4. Dairy products not falling under section 2(a) of basic necessities

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5. Canned sardines, tuna
6. Noodles
7. Onions
8. Garlic
9. Geriatric diapers
10. Herbicides
11. Poultry, swine and cattle feeds
12. Veterinary products for poultry, swine and cattle
13. Nipa shingle, plyboard and construction nails
14. Batteries
15. Electrical supplies and light bulbs
16. Steel wire

(c) "*Retailer*" shall mean any natural or juridical person engaged in the business of selling consumer products directly to consumers, which shall include among others, supermarkets, grocery stores, convenience and mini-convenience stores and shops but excluding stalls in food courts, food carts, food vendors and sari-sari stores with a capitalization of less than One Hundred Thousand Pesos (PhP100,000.00), public and private wet markets, "*talipapa*" and cooperative stores;

(d) "*Senior Citizen*" shall refer to any Filipino citizen who is a resident of the Philippines, and who is sixty (60) years old or above. It may apply to senior citizens with "dual citizenship" status provided they prove their Filipino citizenship and have at least six(6) months residency in the Philippines.

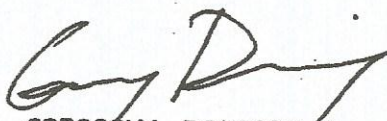
Section 3. Discount - Every senior citizen shall enjoy a special discount of five percent (5%) of the regular retail price, without exemption from the value-added-tax (VAT), of basic necessities and prime commodities listed under Section 2 (a) and (b) of this Order. The total amount of said purchase shall not exceed the amount of One Thousand Three Hundred Pesos (PhP1,300.00) per calendar week without carry over of the unused amount. *Provided*, that said amount shall be spent on items listed under Section 2 (a) and (b) of this Order commensurate to his/her personal and exclusive consumption and/or enjoyment within the calendar week. *Provided*, further that said amount shall be spent on at least four (4) kinds of items listed under Section 2(a) of this Order.

Section 4. Valid Identification Documents - To avail of the discount, the senior citizen, or his/her duly authorized representative, shall present as proof of eligibility, a valid and original Senior Citizens' Identification Card issued by the Head of the Office of Senior Citizens Affairs (OSCA) of the place where the senior citizen resides, and which shall be honored nationwide.

In the event that the retailer has reasonable doubt as to the identity of the senior citizen availing the discount, the retailer may request the senior citizen to present any other government identification document, whether nationally or locally issued indicating an elderly's birthdate or age, which include but not limited to driver's license, voters ID, SSS/GSIS ID, PRC card, postal ID.

Section 12. Effectivity - This Order shall take effect upon its publication in a national newspaper of general circulation.


Issued this 15 day of October 2010 in Makati City, Philippines

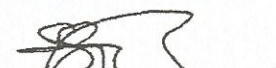

GREGORY L. DOMINGO
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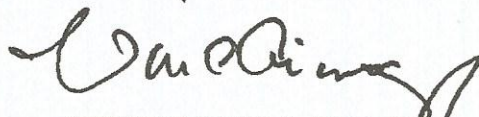

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