

The Virgin Islands Consortium

DLCA Asks Businesses To Submit Hurricane Price List By June 1st Or Face \$5K Fine

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ST. CROIX -- In an effort to prevent businesses from price-gouging during the upcoming hurricane season, Department of Licensing and Consumer Affairs (DLCA) Commissioner designee, Devin Carrington, in a press release issued this afternoon, is asking all merchants to adhere to their obligation of complying with Title 3, Section 272 of Virgin Islands Code and provide the department with an official price list of all goods and merchandise in stock.

The first list is due June 1, 2015, the beginning of the hurricane season, and on the first day of each month until the end of the season on November 30, 2015. Once the price lists have been made available to DLCA, the department can refer back to them if

consumers complain of price hikes during the stormy season.

According to Carrington, provision of the list is primarily targeted at businesses with goods and services that are necessary for hurricane preparation and recovery. Businesses that must submit price lists include all supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water suppliers and delivery businesses, contractors, carpenters, plumbers, electricians, and masons.

Failure to submit a price list or certification letter by the first of each month will result in a \$5,000.00 fine, according to Carrington.

Businesses should pick up a sample of the appropriate price list from the Department of Licensing and Consumer Affairs in St. Croix at the Golden Rock Shopping Center, in St. Thomas at #1 Sub Base, and in St. John at the Administrator's Office building.

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