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DLCA Calls on Virgin Islands Merchants to Submit Hurricane Price Lists by June 1

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The V.I. Dept. of Licensing and Consumer Affairs is urging merchants in the Virgin Islands to submit their first monthly Hurricane Price List for the 2023 hurricane season by June 1.

Each year, with the onset of the hurricane season, DLCA requires businesses to submit an official price list of all goods, merchandise, and services available to the public. This mandatory provision, established by law, serves as a consumer protection measure to prevent speculative practices concerning essential goods and services required during emergencies.

Businesses are required to submit an updated price list by the first day of each month until November 30. If prices remain unchanged, or if no new products or services have been added, businesses can submit a certified letter affirming the validity of the previous prices.

DLCA Commissioner Richard Evangelista stressed that businesses critical for hurricane preparation and recovery should adhere to these regulations. These include retailers, wholesalers, producers, manufacturers, importers, and providers of food items, water, beverages, general supplies, medical products, fuel, rents, construction goods and services, clothing, and furnishings.

Service providers such as supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water and delivery businesses, laundromats, contractors, and various tradespeople also fall under this mandate.

Failure to comply with these guidelines may result in administrative fines up to \$200 for each item sold or service provided in violation of the law, DLCA said. A sample price list form is available on the DLCA website [here](#) for merchants who require it.

For further information or queries, merchants and consumers are encouraged to reach out to the Consumer Affairs Division on St. Croix at 713-3522, on St. Thomas at 714-3522, or on St. John at 693-8036. They can also send their queries via email at consumerawareness@dlca.vi.gov.