



Republic of the Philippines
OFFICE OF THE SECRETARY
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Administrative Circular

No. 02
 Series of 2025

SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) OF IMPORTED PREMIUM RICE IN PUBLIC AND PRIVATE MARKETS (PALENGKES) WITHIN THE NATIONAL CAPITAL REGION

WHEREAS, Republic Act No. 7581, otherwise known as the Price Act, and its Implementing Rules and Regulations, provide that the DA shall have jurisdiction and authority to promulgate rules and measures concerning rice as basic commodity;

WHEREAS, DA held a rice retailers' consultative meeting at Apacible Hall A, Department of Agriculture Bldg., Diliman, Quezon City on January 30, 2025, to determine the rice market condition and update the Maximum Suggested Retail Price (MSRP) set by DA.

WHEREAS, the Bantay Presyo Technical Committee (BPTC) recommended the adjustment on the MSRP based on the submission of its monitoring report for the period January 20, 2025 to January 30, 2025.

WHEREAS, in the Bantay Presyo Monitoring of DA, the average monthly retail price of imported premium rice (5% broken) in NCR's public and private markets for January 2025 is at P55.31/kg.

WHEREAS, pursuant to RA 7581, Section 10 (5) states that the head of the implementing agency may from time to time issue suggested reasonable retail prices for any or all basic necessities and price commodities under his jurisdiction;

WHEREAS, Rule IV of the Department of Agriculture (DA) Administrative Order No. 07, Series of 2015, Rules and Regulations Implementing Republic Act No. 7581 in Relation to the Agricultural Commodities, the DA may, upon the recommendation of the Bantay Presyo Technical Committee or the Regional Executive Directors, issue a "Suggested Retail Price" (SRP) for particular agricultural commodities on a national or per province and/or region basis.

NOW, THEREFORE, considering the powers and responsibilities vested upon the Department of Agriculture, it shall now enforce and implement the maximum suggested retail price for imported premium rice (5% broken), in the public and private markets (palengkes) within the National Capital Region, as follows:

COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)	Effectivity Date
Imported Premium Rice (5% broken)	₱ 55.00/kilo	February 5, 2025

This Administrative Circular shall take effect immediately after its publication and/or posting on the Department's website, and shall remain in full force until revoked.

Done this 4th day of February 2025.

FRANCISCO P. TIU LAUREL JR.
 Secretary



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