



Republic of the Philippines
OFFICE OF THE SECRETARY
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Administrative Circular

No. 03
 Series of 2025

SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) FOR IMPORTED RICE (5% BROKEN) IN PUBLIC AND PRIVATE MARKETS (PALENGKES) WITHIN THE NATIONAL CAPITAL REGION (NCR)

WHEREAS, Republic Act No. 7581, otherwise known as the Price Act, and its Implementing Rules and Regulations, provide that the Department of Agriculture (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 PCA Conference Room, Agro Hub Bldg., Elliptical Road, Diliman, Quezon City on February 12, 2025, to determine the rice market condition and update the Maximum Suggested Retail Price (MSRP) set by the DA.

WHEREAS, the Bantay Presyo Technical Committee (BPTC) recommended the adjustment on the MSRP based on the submission of its price monitoring report in National Capital Region (NCR) for the period of February 3-7, 2025.

WHEREAS, in the international market from January 2025, the price trend of rice shows a continued decline in India, Thailand, and Vietnam.

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 rice (5% broken), in the public and private markets (palengkes) in the NCR, as follows:

COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)	EFFECTIVITY DATE
Imported Rice (5% broken)	₱ 52.00/kilogram	February 15, 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 14th day of FEBRUARY 2025.

FRANCISCO P. TIU LAUREL JR.
 Secretary



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