



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman 1100 Quezon City
+63(2) 8928-8741 to 64 and +63(2) 8273-2474

ADMINISTRATIVE CIRCULAR

No. 07
Series of 2025

SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) FOR IMPORTED RICE (5% BROKEN) IN PUBLIC AND PRIVATE MARKETS (PALENGKES) IN 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 online meeting on March 21, 2025, to determine the current rice market condition and update the Maximum Suggested Retail Price (MSRP) set by DA.

WHEREAS, the Bantay Presyo Technical Committee (BPTC) recommended the adjustment of the MSRP based on the submission of its monitoring report for the period of March 10-14, 2025.

WHEREAS, the price trend of rice in the international market from January until March 2025 shows a continued decline.

WHEREAS, in the Bantay Presyo Monitoring of DA, the weekly retail price of imported rice (5% broken) in NCR's public and private markets for March 2025 ranges from P46.00 to P58.00/kg, and the weekly average retail price is P50.64/kg.

WHEREAS, under 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 National Capital Region (NCR), as follows:

COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)
Imported Rice (5% broken)	₱ 45.00/kilo

This Administrative Circular shall take effect on March 31, 2025 and shall remain in force unless revoked in writing. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 27th day of March 2025.

FRANCISCO P. TIULA LAUREL JR.
Secretary



DA-CO-USEC-AC20250327-00008