



Republic of the Philippines  
**DEPARTMENT OF AGRICULTURE**  
Office of the Secretary  
Elliptical Road, Diliman Quezon City

March 8, 2019

Administrative Circular  
No. 01  
Series of 2019

**SUBJECT: SUGGESTED RETAIL PRICE (SRP) OF CHICKEN IN METRO  
MANILA**

**WHEREAS**, Republic Act 7581 otherwise known as the Price Act was promulgated to ensure the availability of basic necessities and prime commodities at reasonable prices at all times;

**WHEREAS**, pursuant to RA 7581, Section 10. Powers and Responsibility of Implementing Agencies, Item no. 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**, in consultation with the industry association at the Department of Trade and Industry's (DTI) National Price Coordinating Council (NPCC) last September 27, 2018 where the United Broilers and Raisers Association (UBRA) agreed with the members of NPCC for the setting of the Suggested Retail Price (SRP) of Broiler Chicken in the wet markets in Metro Manila. Likewise, last October 3, 2018, a consultation meeting was also conducted by the Department of Agriculture with the Honorable Secretary where UBRA agreed that the setting of the SRP should be the current farmgate of chicken plus Php50.00/kg.

**NOW, THEREFORE**, considering the powers and responsibilities vested upon the Department of Agriculture, it shall now enforce and implement the suggested retail price for broiler chicken in Metro Manila markets is set as:

<b>Agricultural Commodity</b>	<b>Suggested Retail Price (SRP)</b>
1. Chicken (dressed broiler chicken)	₱ 145.00/kilo

This Administrative Circular shall take effect immediately after posting of SRP in the Bulletin Boards of the different wet markets in Metro Manila, posting in the DA Website, and the websites of other concerned agencies and disseminated the same to the Central and Regional Monitoring Teams via electronic mail for further dissemination to the Offices of City/Municipal Mayors, Administrators of Public and Wet Markets and other concerned entities affected thereby.

**EMMANUEL A. PIÑOL**  
Secretary

DEPARTMENT OF AGRICULTURE  
  
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