



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman  
1100 Quezon City

17 February 2020

**Administrative Circular**

No. 01  
Series of 2020

**SUBJECT: SUGGESTED RETAIL PRICE (SRP) FOR BASIC AGRICULTURAL AND FISHERY COMMODITIES IN METRO MANILA**

**WHEREAS**, Section 9, Article XVI of the 1987 Constitution mandates that the State shall protect consumers from trade malpractices and from substandard or hazardous products;

**WHEREAS**, Republic Act (RA) No. 7581, otherwise known as the Price Act, declared that the State shall ensure the availability of basic necessities and prime commodities at reasonable prices at all times, without denying legitimate businesses a fair return on investment;

**WHEREAS**, it is also the concern of the State to provide effective and sufficient protection to consumers against hoarding, profiteering, and cartels with respect to supply, distribution, marketing, and pricing of basic necessities and prime commodities during periods of calamity, emergency, widespread illegal price manipulation, and other similar situations;

**WHEREAS**, the Implementing Rules and Regulations (IRR) of RA No. 7581 directs the Department of Agriculture (DA), whenever necessary, to issue a Suggested Retail Price (SRP) for any or all basic necessities and prime commodities under its jurisdiction for the information and guidance of producers, retailers, and consumers. Similarly, the IRR directs the same implementing agency to determine, recommend and enforce ceilings, whenever necessary;

**WHEREAS**, the IRR further states that the implementing agency shall conduct regular monitoring of basic necessities or prime commodities, or both, in order to identify and investigate causes of market and price irregularities;

DEPARTMENT OF AGRICULTURE  
OFFICE OF THE SECRETARY

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LOURDES B. PLECHAS  
OIC, RECORDS DIVISION

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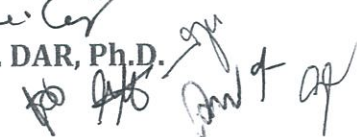
**WHEREAS**, pursuant to the above, the Department of Agriculture through the Office of the Undersecretary for Consumer Affairs and other attached agencies for monitoring and/or instituting regulatory measures for the basic agricultural and fishery commodities that pigue/kasim, chicken, sugar, milkfish, tilapia, round scad (galunggong), garlic and onion) conducted surveys and monitoring activities, as mandated. As warranted, review and consultations have been conducted with the different stakeholders, and resulted to an agreement to set an SRP for the aforementioned basic necessities and prime commodities;

**NOW, THEREFORE**, considering the powers and responsibilities vested upon the Department of Agriculture, it shall now enforce and implement the SRP for the selected agriculture and fishery commodities in Metro Manila is set as:

Agricultural/Fishery Commodity	Suggested Retail Price
Pigue/Kasim	PhP 190.00/kg
Chicken (fully dressed)	PhP 130.00/kg
Raw Sugar (brown)	PhP 45.00/kg
Refined Sugar	PhP 50.00/kg
Milkfish (Cage-cultured)	PhP 162.00/kg
Tilapia (Pond-cultured Fresh-chilled)	PhP 120.00/kg
Round Scad (Fresh-frozen Galunggong imported)	PhP 130.00/kg
Garlic (Fresh)	PhP 70.00/kg (imported variety)
	PhP 120.00/kg (local variety)
Red Onion (Fresh)	PhP 95.00/kg

This Administrative Circular shall take effect immediately after its publication in a newspaper of general circulation.

Done this 20 day of February 2020.

  
**WILLIAM D. DAR, Ph.D.**  
 Secretary 

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