



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

10 July 2020

Administrative Circular

No. 10
Series of 2020

**SUBJECT : SUGGESTED RETAIL PRICE OF BASIC AND PRIME
AGRICULTURAL AND FISHERY NECESSITIES AND
COMMODITIES IN METRO MANILA WET MARKETS**

WHEREAS, Section 9, Article XVI of the 1987 Constitution mandates that the State shall protect consumers from trade malpractices and from substandard and 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, the Price Act and its implementing rules and regulations (IRR) provides that the head of the implementing agency, such as the Department of Agriculture, thereof from time to time may issue suggested reasonable retail prices (SRPs) for any or all basic necessities and prime commodities under its jurisdiction for the information and guidance of producers, manufacturers, traders, dealers, sellers, retailers, and consumers;

WHEREAS, the Rule IV of the IRR provides that each implementing agency shall conduct regular monitoring of basic necessity and/or prime commodity in order to, among others, provide basis for establishing suggested retail prices;

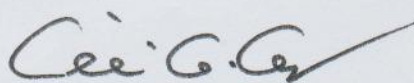
WHEREAS, the Department of Agriculture, through the Office of the Undersecretary for Consumer Affairs and other attached agencies and entities mandated to monitor and/or institute regulatory measures for the basic agricultural and fishery commodities, conducted surveys, monitoring activities, and consultation meetings, as mandated and pursuant to the above;

NOW, THEREFORE, considering the powers and responsibilities vested upon the Department of Agriculture, it shall issue the SRP for the select agriculture commodities, applicable within Metro Manila, to inform the concerned sectors, as follows:

AGRI-FISHERY COMMODITY	UNIT	SUGGESTED RETAIL PRICE
IMPORTED COMMERCIAL RICE		
Special	kg	52
Premium	kg	43
Well milled	kg	38
LOCAL COMMERCIAL RICE		
Special	kg	53
Premium	kg	45
Well milled	kg	40
FISH		
Bangus/Milkfish	2-3 pcs/kg (medium-large)	169
Tilapia	3-5pcs/kg (medium)	120
Galunggong (local)	kg	140
Fresh-frozen Galunggong (imported)	11-20pcs/kg (medium)	180
LIVESTOCK AND POULTRY PRODUCTS		
Pork (Pigue/Kasim)	kg	230
Pork (Liempo)	kg	250
Whole Chicken	kg	130
Chicken Egg	pc	6.5
SPICES		
Red Onion	kg	100
Garlic (Imported)	kg	100
OTHER BASIC COMMODITIES		
Sugar (Refined)	kg	50
Sugar (Brown)	kg	45
Cooking oil (palm)	350ml	25
Cooking oil (palm)	1L	50

This Administrative Circular shall take effect immediately after its publication and/or posting in the Department's website.

Done this 3rd day of August 2020.



WILLIAM D. DAR, Ph.D.

Secretary

DEPARTMENT OF AGRICULTURE

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 with prosperous farmers and fisherfolk

