



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

**Administrative Circular**

No. 14  
Series of 2020

**SUBJECT : SUGGESTED RETAIL PRICE FOR PORK**

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**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 implementing rules and regulations (IRR) of RA No. 7581 empowers and directs the Department of Agriculture as an implementing agency thereof, 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;

**WHEREAS**, the Department of Agriculture and other attached agencies and entities mandated to monitor and/or institute regulatory measures for the basic agricultural and fishery commodities, conducted monitoring activities, pursuant to the above;

**WHEREAS**, the prevalence of ASF affected the supply thereof and resulted in the reported increased retail prices of pork in Metro Manila despite the sufficiency of local supply. The Department of Agriculture is working with the private sector in transporting supply from non-ASF affected areas.

**WHEREAS**, the Department of Agriculture have observed and monitored some manipulative and speculative behaviors among traders and retailers in Metro Manila, resulting in higher prices than other regions.


**IN VIEW THEREOF**, to protect the interest of the general public especially those in Metro Manila, the Department of Agriculture, as mandated by law, has reviewed the SRP for pork products for the information and guidance of producers, retailers, and consumers;

**NOW, THEREFORE,** considering the powers and responsibilities vested upon the Department of Agriculture, it shall issue the SRP of pork, applicable within Metro Manila wet markets and supermarkets, to inform the concerned sectors, as follows:

Agricultural Commodity	Suggested Retail Price (SRP)
Pork (Kasim/Pigue)	Php 260.00/kilo
Pork (Liempo)	Php 280.00/kilo

This Administrative Circular shall take effect immediately after its publication and/or posting in the Department's website and shall remain in effect until revoked and/or issuance of another Administrative Circular to this effect.

Done this 28<sup>th</sup> day of October 2020.

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

DEPARTMENT OF AGRICULTURE  
  
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with prosperous farmers and fisherfolk

