



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

Administrative Circular

No. 16

Series of 2020

**SUBJECT : SUGGESTED RETAIL PRICE FOR BASIC NECESSITIES IN WET
MARKETS AND SUPER MARKETS IN NCR**

WHEREAS, considering the widespread effect of the series of typhoons and calamities, aggravating the current pandemic that hit the country. These events have resulted in the tightening of supply, resulting in the declaration of a state of calamity in Luzon.

WHEREAS, in order not to aggravate the current difficulties of the Filipino people who are affected by the pandemic and the series of calamities, there is a need to manage prices for basic necessities in the market.

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 implementing rules and regulations (IRR) of RA No. 7581 empowers and directs the Department of Agriculture to, as an implementing agency thereof, 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, Rule IV of the IRR provides that each implementing agency shall conduct regular monitoring of basic necessities and/or prime commodities in order to, among others, provide basis for establishing suggested retail prices;

NOW, THEREFORE, considering the powers and responsibilities vested upon the Department of Agriculture, it shall issue the SRP of basic necessities for agricultural commodities not covered by the existing Department Administrative Circulars, specifically DA AC No. 11, series of 2020, and DA AC No. 14, series of 2020, which shall subsist. The SRP shall be applicable within Metro Manila wet markets and supermarkets, as follows:

COMMODITY	UNIT	SUGGESTED RETAIL PRICE
LIVESTOCK & POULTRY PRODUCTS		
Beef Rump	kg	380.00
Beef Brisket	kg	300.00
LOWLAND VEGETABLES		
Ampalaya	kg	80.00
Sitao	kg	80.00
Pechay (Native)	kg	80.00
Squash	kg	30.00
Eggplant	kg	60.00
Tomato	kg	100.00
HIGHLAND VEGETABLES		
Cabbage (Scorpio)	kg	60.00
Carrots	kg	80.00
Habitchuelas (Baguio beans)	kg	100.00
White Potato	kg	70.00
Pechay (Baguio)	kg	60.00
Chayote	kg	30.00

This Administrative Circular shall take effect immediately after its publication and/or posting in the Department's website and shall remain in effect until sixty (60) days from publication and/or posting unless earlier revoked and/or lifted, or another Administrative Circular is issued to the same effect.

Done this 20th day of November 2020.


WILLIAM D. DAR, Ph.D.
 Secretary

DEPARTMENT OF AGRICULTURE
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