



Republic of the Philippines
OFFICE OF THE SECRETARY
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Administrative Circular

No. 01
 Series of 2025

SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) OF IMPORTED PREMIUM RICE IN PUBLIC AND PRIVATE MARKETS (PALENGKES) WITHIN THE NATIONAL CAPITAL REGION

WHEREAS, Republic Act No. 7581, otherwise known as the Price Act, and its Implementing Rules and Regulations, provide that the DA shall have jurisdiction and authority to promulgate rules and measures concerning rice as basic commodity;

WHEREAS, The DA held rice stakeholders consultation at BSWM Convention Hall, Quezon City in January 9, 2025, to determine the rice market condition;

WHEREAS, the Bantay Presyo Technical Committee (BPTC) recommended the issuance of MSRP based on the submission of the its monitoring report for the period of December 30, 2024-January 3, 2025;

WHEREAS, pursuant to RA 7581, Section 10 (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, Rule IV of the Department of Agriculture (DA) Administrative Order No. 07, Series of 2015, Rules and Regulations Implementing Republic Act No. 7581 in Relation to the Agricultural Commodities, the DA may, upon the recommendation of the Bantay Presyo Technical Committee or the Regional Executive Directors, issue a "Suggested Retail Price" (SRP) for particular agricultural commodities on a national or per province and/or region basis.

NOW, THEREFORE, considering the powers and responsibilities vested upon the Department of Agriculture, it shall now enforce and implement the maximum suggested retail price for imported premium rice, within the public and private markets (palengkes) within the National Capital Region, as follows:

COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)
Imported Premium Rice	₱ 58.00/kilo

This Administrative Circular shall take effect immediately after its publication and/or posting on the Department's website, subject to another stakeholders' consultation.

Done this 20th day of January 2025.

FRANCISCO P. TIU LAUREL JR.
 Secretary

