



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman 1100 Quezon City  
+63(2) 8928-8741 to 64 and +63(2) 8273-2474

**Administrative Circular**

No. 04  
Series of 2025

**SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) FOR IMPORTED RICE (5% BROKEN) IN PUBLIC AND PRIVATE MARKETS (PALENGKES) NATIONWIDE**

**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**, DA held a rice retailers' consultative meeting at DA Conference Room, 4<sup>th</sup> Floor, New Bldg., Department of Agriculture, Elliptical Road, Diliman, Quezon City on February 27, 2025, to determine the rice market condition and update the Maximum Suggested Retail Price (MSRP) set by DA.

**WHEREAS**, the Bantay Presyo Technical Committee (BPTC) recommended the adjustment on the MSRP based on the submission of its monitoring report for the period of February 17-24, 2025.

**WHEREAS**, in the international market from January 2025, the price trend of rice shows a continued decline.

**WHEREAS**, in the Bantay Presyo Monitoring of DA, the weekly retail price of imported rice (5% broken) in NCR's public and private markets for February 2025, ranges from P48.00-58.00/kg, and the weekly average retail price is at P52.74/kg.

**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 rice (5% broken), in the public and private markets (palengkes) nationwide, as follows:

COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)	EFFECTIVITY DATE
Imported Rice (5% broken)	₱ 49.00/kilo	March 1, 2025

This Administrative Circular shall take effect immediately after its publication and/or posting on the Department's website, and shall remain in full force until revoked.

Done this 6<sup>th</sup> day of MARCH 2025.

  
FRANCISCO P. OJIA LAUREL JR.  
Secretary



DA-CO-OSEC-AC20250306-00004