



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. 06

Series of 2025

**SUBJECT : MAXIMUM SUGGESTED RETAIL PRICE (MSRP) FOR PORK LIEMPO, KASIM & PIGUE; AND MAXIMUM WHOLESALE PRICE OF SABIT-ULO/ CARCASS IN PUBLIC AND PRIVATE WET MARKETS 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 Department of Agriculture (DA) shall have jurisdiction and authority to promulgate rules and measures concerning pork as basic commodity.

**WHEREAS**, DA held a stakeholders' consultative meeting held at the DA-BSWM Convention Hall, Quezon City on February 18, 2025, to identify the factors driving the rising cost of pork and assess whether a maximum suggested retail price (MSRP) should be imposed to alleviate the burden on consumers.

**WHEREAS**, a follow through consultative meeting was held at the DA Conference Room, Department of Agriculture, Quezon City on March 6, 2025, to seek concurrence of the industry stakeholders regarding the imposition of MSRP for pork, with the following price distinctions, such as but not limited to: Pork Liempo - ₱380.00/kilogram; Pork Kasim & Pigue - ₱350.00/kilogram; and maximum wholesale price of Sabit-Ulo/Carcass - ₱300.00/kilogram.

**WHEREAS**, in DA's price monitoring, the price per kilo of major cuts of pork from February 2024 to February 2025 increased by Php 90.00 and Php 80.00 for Pork Belly and Ham, respectively.

**WHEREAS**, the Office of the Undersecretary for Livestock (OUSL) has recommended implementing the MSRP for pork following a comprehensive assessment of the supply and demand outlook, which indicates that local production is insufficient to meet market demand.

**WHEREAS**, there is a need to establish regulatory measures to prevent excessive pricing and ensure affordability for consumers, stabilize market prices, promote fair trade practices, and support both producers and consumers amid supply constraints.

**WHEREAS**, the Bantay Presyo Technical Committee (BPTC) in coordination with the OUSL recommended the MSRP for pork based on the based on the price, supply and demand outlook.



**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 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 pork in the public and private markets (palengkes) in the NCR, as follows:

**A. Maximum Suggested Retail Price**

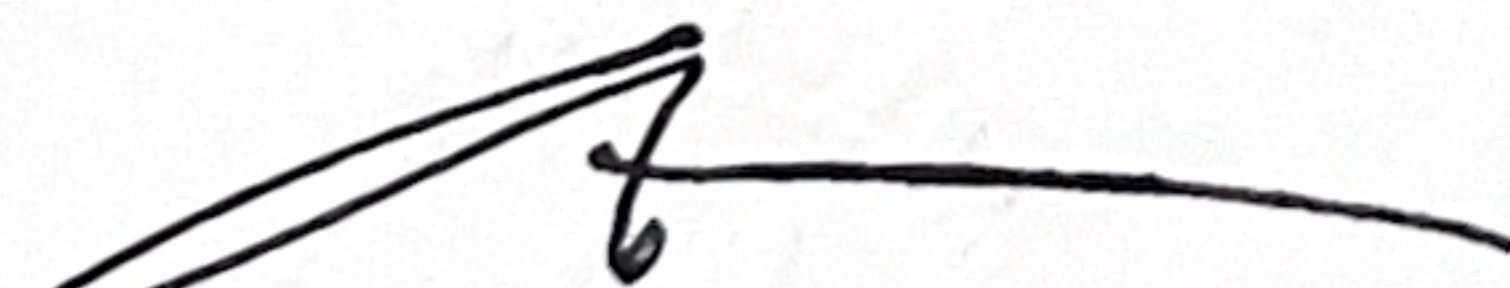
COMMODITY	MAXIMUM SUGGESTED RETAIL PRICE (MSRP)	EFFECTIVITY DATE
Pork Liempo	₱ 380.00/kilogram	March 10, 2025
Pork Kasim & Pigue	₱ 350.00/kilogram	

**B. Maximum Suggested Wholesale Price**

COMMODITY	MAXIMUM SUGGESTED WHOLESALE PRICE	EFFECTIVITY DATE
Sabit-Ulo/Carcass	₱ 300.00/kilogram	March 10, 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 7<sup>th</sup> day of March 2025.

  
**FRANCISCO P. TIU LAUREL JR.**  
Secretary



DA-CO-OSEC-AC20250307-00006