



Republic of the Philippines  
**DEPARTMENT OF AGRICULTURE**  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman  
1101 Quezon City Philippines

December 7, 2018

**MEMORANDUM**

**FOR : ALL HEADS OF BUREAUS, ATTACHED AGENCIES, GOVERNMENT-OWNED AND CONTROLLED CORPORATION AND DA-RFO IV-A**

**FROM : ASSISTANT SECRETARY-DESIGNATE FOR AGRIBUSINESS AND FIELD OPERATIONS SERVICE DIRECTOR**

**SUBJECT : POSTING OF SUGGESTED RETAIL PRICE OF CHICKEN AT YOUR RESPECTIVE WEBSITE**

---

Relative to the approval of Secretary Emmanuel F. Piñol on the setting of Suggested Retail Price (SRP) of chicken at Php 135.00/kg., we would like to request for the posting of attached Administrative Circular No. 09, Series of 2018 at your respective website.

We would be sending updates from time-to-time if there are changes in the SRP.

For your immediate action.

Thank you.

  
**DR. ANDREW B. VILLACORTA, CESO III**



Republic of the Philippines  
**DEPARTMENT OF AGRICULTURE**  
 Office of the Secretary  
 Elliptical Road, Diliman Quezon City

December 4, 2018

Administrative Circular  
 No. 10  
 Series of 2018

**SUBJECT: SUGGESTED RETAIL PRICE (SRP) OF CHICKEN IN METRO MANILA**

**WHEREAS**, Republic Act 7581 otherwise known as the Price Act was promulgated to ensure the availability of basic necessities and prime commodities at reasonable prices at all times;

**WHEREAS**, pursuant to RA 7581, Section 10. Powers and Responsibility of Implementing Agencies, Item no. 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**, in consultation with the industry association at the Department of Trade and Industry's (DTI) National Price Coordinating Council (NPCC) last September 27, 2018 where the United Broilers and Raisers Association (UBRA) agreed with the members of NPCC for the setting of the Suggested Retail Price (SRP) of Broiler Chicken in the wet markets in Metro Manila. Likewise, last October 3, 2018, a consultation meeting was also conducted by the Department of Agriculture with the Honorable Secretary where UBRA agreed that the setting of the SRP should be the current farmgate of chicken plus Php50.00/kg.

**NOW, THEREFORE**, considering the powers and responsibilities vested upon the Department of Agriculture, it shall now enforce and implement the suggested retail price for broiler chicken in Metro Manila markets is set as:

| Agricultural Commodity               | Suggested Retail Price (SRP) |
|--------------------------------------|------------------------------|
| 1. Chicken (dressed broiler chicken) | ₱ 135/kilo                   |

This Administrative Circular shall take effect immediately after posting of SRP in the Bulletin Boards of the different wet markets in Metro Manila, posting in the DA Website, and the websites of other concerned agencies and disseminated the same to the Central and Regional Monitoring Teams via electronic mail for further dissemination to the Offices of City/Municipal Mayors, Administrators of Public and Wet Markets and other concerned entities affected thereby.

**EMMANUEL F. PIÑOL**  
 Secretary

DEPARTMENT OF AGRICULTURE  
 in replying pls cite this code :  
 For Signature: S-12-18-0130  
 Received : 12/07/2018 01:37 PM