



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

October 8, 2018

MEMORANDUM FOR THE SECRETARY

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

SUBJECT: SETTING OF SUGGESTED RETAIL PRICE OF CHICKEN AT PHP135.00/KILOGRAM

There was a 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 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.

Based on the consultation of DTI and the DA today, it was agreed that the Suggested Retail Price of dressed chicken is Php135.00/kilogram with the current farmgate price of chicken at Php85.00/kg or price ranging from Php76.00 to Php87.00/kg.

Also, as agreed by both departments, any change whether increase or decrease from the farmgate price of up to Php5.00/kg within three (3) days, the existing SRP previously issued will be retained. But if the increase of the farmgate price would be higher than Php5.00/kg or the reduction of farmgate price is higher than Php5.00/kg after the three days of its implementation, existing SRP is subject for change/revision. Thus, the cycle in posting the SRP will be every three (3) days.

Upon approval of SRP, DTI will include the posting of SRP in the Bulletin Boards of the different wet markets in Metro Manila for proper dissemination and implementation. Further, adherence to use of price tag as stipulated in the Price Act will be strictly implemented and monitored in coordination with DTI and DILG.

For your approval.

DR. ANDREW B. VILLACORTA, CESO III

APPROVED / DISAPPROVED

EMMANUEL F. PIÑOL
Secretary