

POSTING OF SRP OF CHICKEN AT YOUR RESPECTIVE WEBSITE

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Date: Wednesday, May 29, 2019, 8:15 AM GMT+8


Greetings!


In relation to the setting of Suggested Retail Price (SRP) of chicken, may we request your office to post the SRP at your respective website.

See attached documents for your reference.

Thank you.

Department of Agriculture
Agribusiness and Marketing Assistance Service
Surveillance, Monitoring and Enforcement Group
 Tel. No. (02)-926-8203, Loc. 2169

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BUREAU OF PLANT INDUSTRY
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 By: Jan Date: 5/29/2019



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

April 22, 2019

MEMORANDUM FOR THE SECRETARY

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

FROM: ASSISTANT SECRETARY-DESIGNATE FOR OPERATIONS, AGRIBUSINESS AND MARKETING

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 128.00/kg, we would like to request for the posting of attached memorandum 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, Dillman Quezon City

April 8, 2019

MEMORANDUM FOR THE SECRETARY

**FROM : ASSISTANT SECRETARY - DESIGNATE FOR OPERATIONS,
AGRIBUSINESS AND MARKETING**

**SUBJECT : SETTING OF SUGGESTED RETAIL PRICE (SRP) OF CHICKEN
AT PHP128.00/KILOGRAM**

There was a consultancy 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 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 current farmgate price of chicken plus Php50.00/kg.

Based on the consultation of DTI and the DA, it was agreed that the Suggested Retail Price of dressed chicken is Php128.00/kilogram with the current farmgate price of chicken at Php78.00/kg or price ranging from Php77.00 to Php79.00/kg.

Also, as agreed by both departments, any change whether increase or decrease from the farmgate 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 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

DEPARTMENT OF AGRICULTURE
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