



**NATIONAL
FOOD
AUTHORITY**

6/F Philippine Sugar Center Bldg., North Avenue., Diliman Quezon City
Tel. No. [02] 454-3294; 453-3900 Local 6135

Email Add: nfaisdird@yahoo.com

MEMORANDUM CIRCULAR

No. A0-2018-10-002

Date : October 24, 2018

TO : ALL CONCERNED GRAINS BUSINESSMEN AND
RICE RETAILERS

SUBJECT : GENERAL GUIDELINES ON THE SUGGESTED RETAIL
PRICE (SRP) FOR MILLED RICE AND PRESCRIBED
LABELING OF RICE BOXES AND PRICE TAGS

For the information, guidance and compliance of all concerned and pursuant to the Provisions of P.D. No. 4 and R.A. 8751, also known as The Price Act, published hereunder is the General Guidelines on the Suggested Retail Price (SRP) for Milled Rice and Prescribed Labeling of Rice Boxes and Price Tags.

I. TERMS OF REFERENCE

A. Objectives

1. To establish a suggested retail price for all milled rice being sold in the market.
2. To set prescribed standard specifications on the labeling of rice boxes and price tags.
3. To help promote consumers' right and welfare through transparent and fair marketing practices and exercise their power of choice.

B. Scope

This guideline covers the implementation and monitoring of suggested retail price of all milled rice being sold in the market and the prescribed labeling of rice boxes and price tags.

II. IMPLEMENTING GUIDELINES

A. SUGGESTED RETAIL PRICE OF MILLED RICE

1. Classification of Milled Rice:

Milled rice shall be classified as follows: Regular Milled Rice (RMR) –Local, Well Milled Rice (WMR) -Local and Imported, Premium Grade Rice -Local and Imported and Special Rice-Local and Imported.

Classification	Remarks
Regular Milled Rice (RMR) -Local	Range of Bran Streaks = 20% to 40%
Well Milled Rice (WMR) -Local -Imported	Range of Bran Streaks = 1% to 19%
Premium Grade Rice -Local -Imported	Range of Bran Streaks = 0 to 19% Broken kernels = 0 to 5%
Special Rice -Local -Imported	Glutinous, aromatic, pigmented, japonica, micronutrient-dense rice, including varieties with excellent eating and nutritive quality

Regular Milled Rice (RMR)

Rice kernel from which the hull, the germ, the outer bran layers and the greater part of the inner bran layers have been removed but parts of the lengthwise streaks of the bran layers shall be within the range of 20-40% of the kernels.

Well Milled Rice (WMR)

Rice kernel from which the hull, the germ, the outer bran layers and the greater part of the inner bran layers have been removed but parts of the lengthwise streaks of the bran layers shall be less than 20% of the kernels.

Premium Grade Rice

Any rice variety which meets the highest grade requirements for rice that contains a maximum 5% broken kernels and well milled.

Special Rice

Rice variety (traditional or modern) possessing any special quality such as glutinous, aromatic, pigmented, japonica, and micronutrient-dense rice. It includes those varieties with excellent eating and nutritive quality.

2. Pricing of Milled Rice

The suggested retail price of milled rice shall follow the SRP contained in the latest Circular released by the Department of Agriculture (DA).

B. LABELING AND CLASSIFICATION OF RICE TO BE INDICATED ON RICE BOXES AND PRICE TAGS

RICE BOXES:

1. It shall contain the corresponding label and classification (Exhibit 1) indicating the type of milled rice, as follows:
 - Regular Milled Rice (RMR) - Local
 - Well Milled Rice (WMR) - Local
- Imported
 - Premium Grade Rice - Local
- Imported
 - Special Rice - Local
- Imported
2. The rice classification in rice boxes shall be printed in black bold letters (Exhibit 2). The background of the label shall be in white.

PRICE TAGS:

The prescribed information shall be the price per kilogram (P/kg) and classification (regular milled rice/well milled rice/premium grade rice/special rice) only (Exhibit 3).

C. MONITORING ACTIVITY

NFA in coordination with other regulatory agencies shall monitor the implementation and compliance of this Guidelines.

D. PENAL PROVISION

Any violation of the foregoing shall be subject to the penal provisions of existing laws, rules and regulations including but not limited to P.D. 4, R.A. 8751, also known as the Price Act, and the Revised Rules and Regulations of the National Food Authority on Grains Business.

E. EFFECTIVITY

This guideline shall take effect fifteen (15) days following publication in a newspaper of general circulation and upon registration with the U.P. Law Center.


EMMANUEL R. PIÑOL
Chairman, NFA Council

NATIONAL FOOD AUTHORITY
Quezon City

24 October 2018

CIRCULAR

No. - OCS-2018-J-01

SUBJECT : SUGGESTED RETAIL PRICE (SRP) FOR MILLED RICE

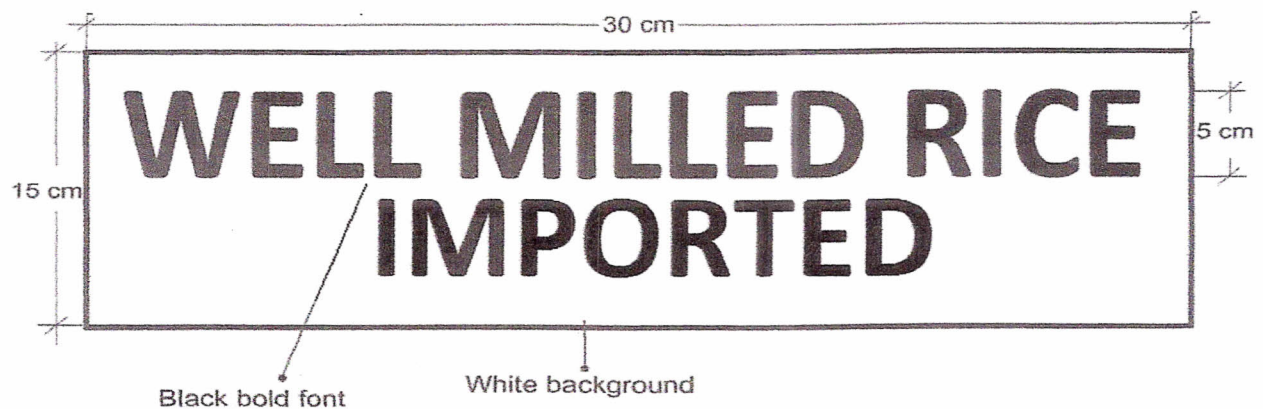
Pursuant to the **General Guidelines on the Suggested Retail Price (SRP) for Milled Rice and Prescribed Labeling of Rice Boxes and Price Tags**, the suggested retail price as released by the Department of Agriculture (DA) follows:

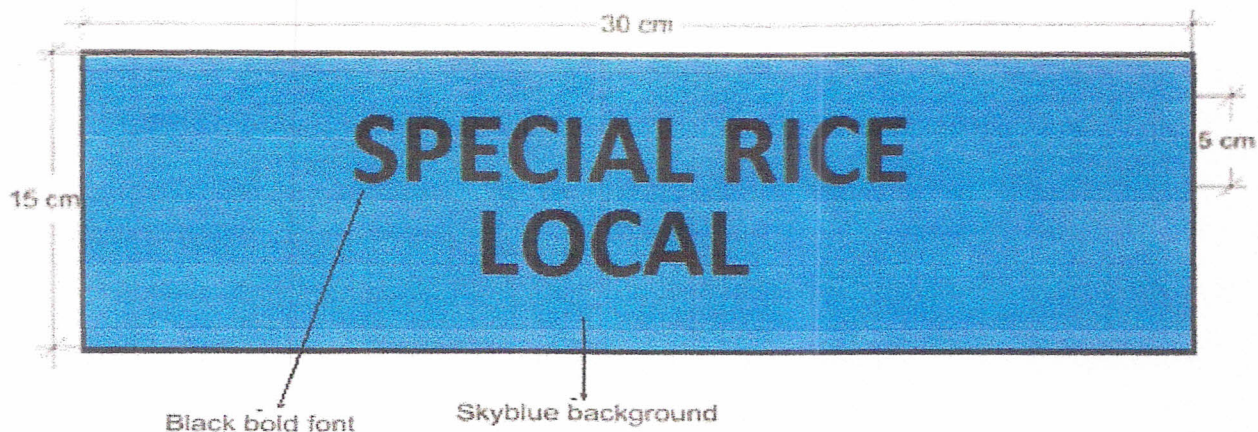
Classification of Milled Rice	SRP for Local Rice (PhP/kg)	SRP for Imported Rice (PhP/kg)	
Regular Milled Rice	39.00	n/a	
Well Milled Rice	44.00	39.00	
Premium Rice	47.00	PG 1	43.00
		PG 2	40.00
Special Rice	No SRP	No SRP	

For strict compliance.

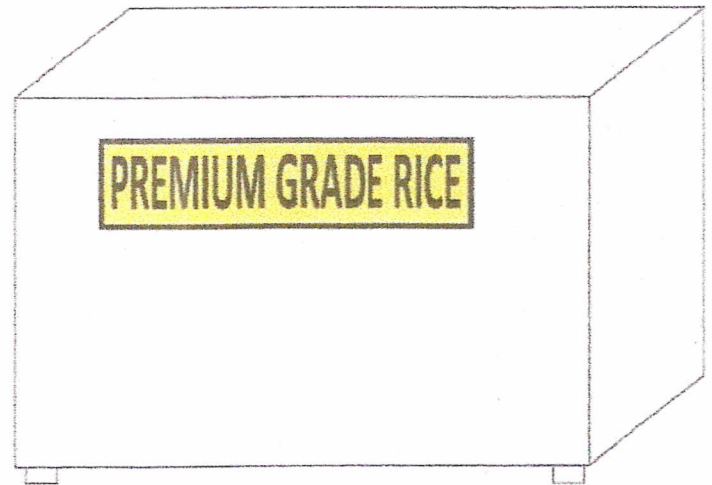
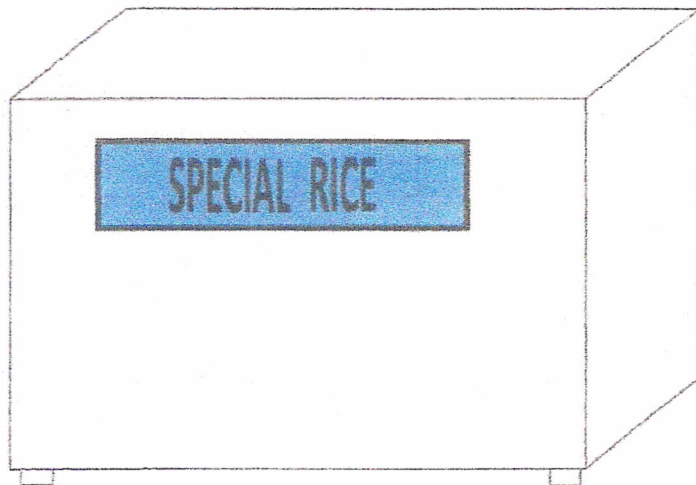
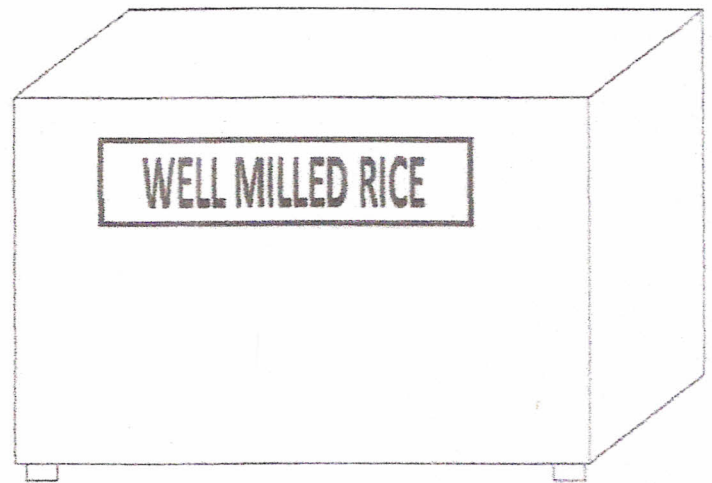
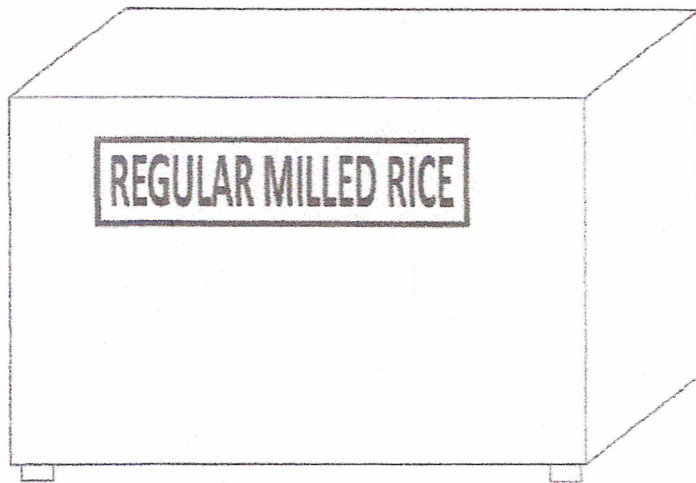
EMMANUEL F. PIÑOL
Chairman, NFA Council

RICE BOX LABEL

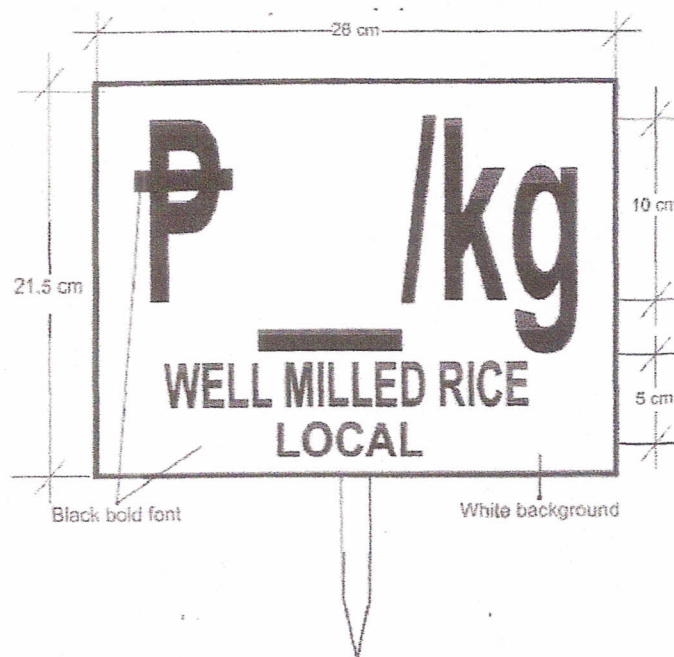
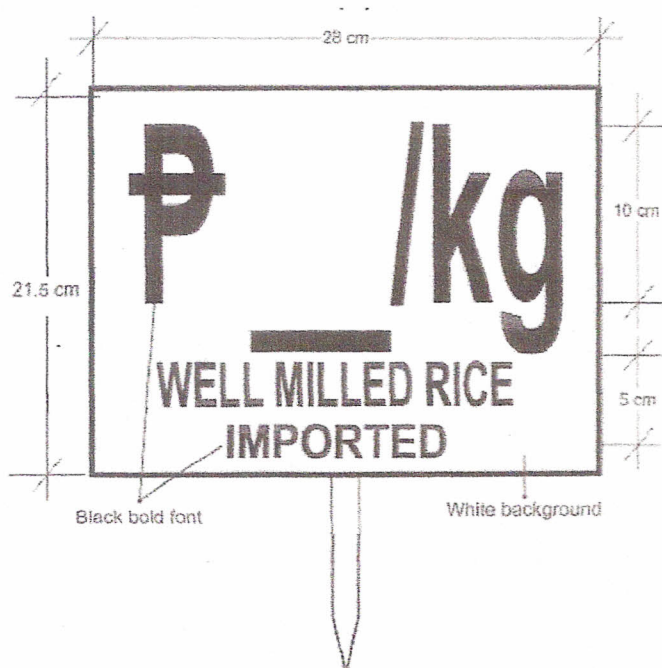
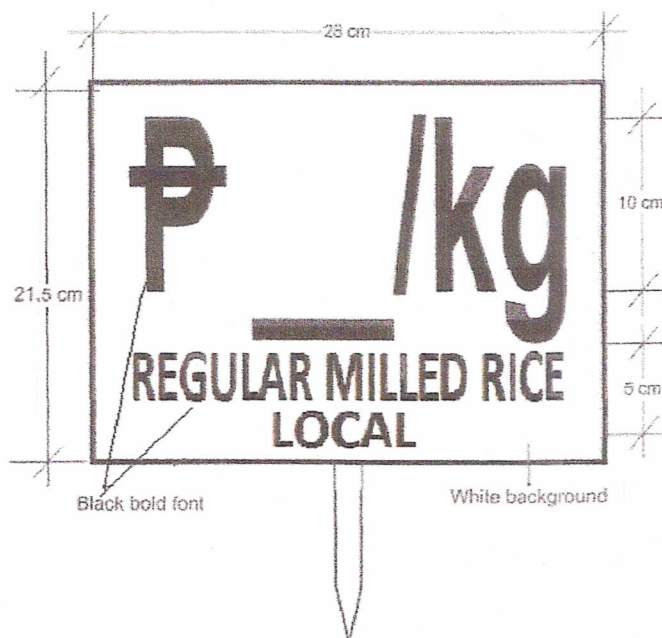




Rice Box Label



PRICE TAG



PRICE TAG

