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28 September 2023

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CUSTOMS MEMORANDUM CIRCULAR
NO. 172-2023

**TO : ASSISTANT COMMISSIONER
ALL DEPUTY COMMISSIONERS
ALL DIRECTORS AND DIVISION CHIEF
ALL DISTRICT AND SUB-PORT COLLECTORS
ALL OTHERS CONCERNED**

SUBJECT : CLASSIFICATION OF MILLED RICE PURSUANT TO EXECUTIVE ORDER NO. 39, S. 2023

This has reference to the Memorandum dated 06 September 2023 from Executive Secretary Lucas P. Bersamin, Office of the President, on the abovementioned subject which provides the imposed and mandated price ceilings for Regular Milled Rice at PhP41.00 and Well-Milled Rice at PhP45.00.

In addition, to properly and effectively implement Executive Order No. 39, series of 2023, all must be informed of the classifications of milled rice pursuant to Memorandum Circular No. A0-2018-10-002 dated 24 October 2018 issued by the National Food Authority, as follows:

Classification	Description
Regular Milled Rice	Rice kernel from which the hull, the germ, the outer bran layers have been removed but parts of the lengthwise streaks of the bran layer shall be within the range of 20% to 40% of the kernels.
Well-Milled Rice	Rice kernel from which the hull, the germ, the outer bran layers have been removed but the parts of the lengthwise streaks of the bran layers shall be less than 20% of the kernels.
Premium Rice	Any 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, micronutrient-dense rice. It includes those varieties with excellent eating and nutritive quality.

Moreover, Sinandomeng, Dinorado, Thai Jasmin, Japonica, Glutinous, Indian and Pakistani Basmati are categorized as special or premium rice.

For records purposes, please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt hereof.

For strict compliance.

BIENVENIDO Y. RUBIO
Commissioner



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09-08-23

Office of the President
of the Philippines
Malacañang

REPUBLIC OF THE PHILIPPINES
BUREAU OF CUSTOMS #5874
OFFICE OF THE DEPUTY COMMISSIONER
ASSESSMENT & OPERATIONS COORDINATING GROUP (AOC)

MEMORANDUM FROM THE EXECUTIVE SECRETARY

RECEIVED

TO : SECRETARY ALFREDO E. PASCUAL
Department of Trade and Industry

BY: *mm* 2023
DATE & TIME: 09-08-23

SECRETARY BEJAMIN C. ABALOS, JR.
Department of the Interior and Local Government

SENIOR UNDERSECRETARY DOMINGO F. PANGANIBAN
Department of Agriculture

COMMISSIONER BIENVENIDO Y. RUBIO
Bureau of Customs

POLICE GENERAL BENJAMIN C. ACORDA, JR.
Chief, Philippine National Police

SUBJECT : CLASSIFICATIONS OF MILLED RICE PURSUANT TO EXECUTIVE
ORDER (EO) NO. 39 (S. 2023)

DATE : SEP 05 2023

This refers to the classification of milled rice under EO No. 39, which imposed the mandated price ceilings for Regular Milled Rice at ₱41.00 and Well-Milled Rice at ₱45.00.

In order to properly and effectively implement EO No. 39, please be informed of the following classifications of milled rice pursuant to Memorandum Circular (MC) No. A0-2018-10-002 (dated 24 October 2018) issued by the National Food Authority (NFA):

Classification	Description
Regular Milled Rice	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 layer shall be within the range of 20% to 40% of the kernels.
Well Milled Rice	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 the parts of the lengthwise streaks of the bran layers shall be less than 20% of the kernels.
Premium Rice	Any 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, micronutrient-dense rice. It includes those varieties with excellent eating and nutritive quality.
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Sinandomeng, Dinorado, Thai Jasmin, Japonica, Glutinous, Indian and Pakistani Basmati are categorized as special or premium rice.

NFA MC No. No. A0-2018-10-002 is attached hereto for reference.

For information and strict compliance.

By authority of the President:

Lucas P. Bersamin
 LUCAS P. BERSAMIN

Office of the President
 MALACAÑANG RECORDS OFFICE
CERTIFIED COPY
 ATTY. CONCEPCION ZENY B. FERRODINO-ERAD
 DIRECTOR IV
4/29/2023



**NATIONAL
FOOD
AUTHORITY**

G/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. AO-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.

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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 = 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.

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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