5TH QUINTA COMMITTEE CONGRESSIONAL HEARING ON PRICE OF RICE AND FRESH PRODUCE

Wednesday, 29 January 2025

On 28 January 2025, Congressional Ways & Means Committee Chairman Rep. Joey Salceda called another hearing to try to get to the bottom of high prices for rice, poultry, pork and other fresh produce. Just a few days earlier, the DA had met with select food retail operators like SM, Puregold, Robinsons, Waltermart, Landmark, Unimart and 7-11 to ask them to sell NFA Rice at P29/kg. and well-milled rice (100% broken) at P36/kg. and (25% broken) at P38/kg. If amenable, these retailers must sell the P29 variety at no profit while the other two varieties will be provided with some minimal margins. Not all the retailers seemed amenable to the proposal which is to take effect on 1 February 2025. These rice will also be carried by KADIWA outlets and the military's Commisaries. The Hearing took all of the day's regular office hours.