

## SPECIAL RELEASE

### Retail Price of Cereals in SOCCSKSARGEN Region October – December, 2018 and 2019

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#### Retail prices of cereals were lower in fourth quarter of 2019

Monthly retail prices of rice special, rice premium, well-milled rice, regular milled rice and corn grits yellow slackened during the fourth quarter of 2019 as compared to the same period in 2018 (see Table 1).

**Table 1. Retail of Prices of Cereals, SOCCSKSARGEN Region:  
Fourth Quarter 2018 and 2019**

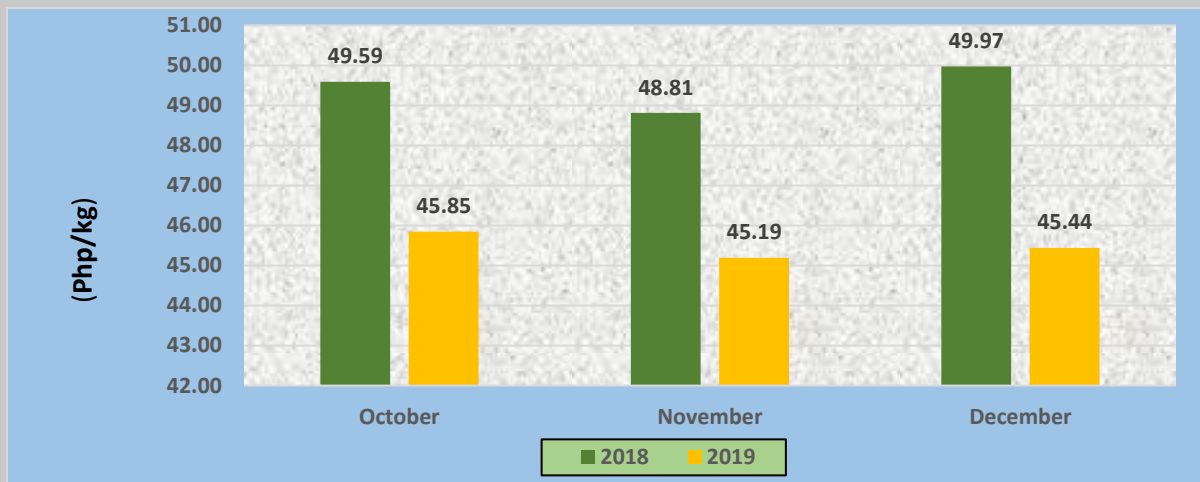
Commodity	2018			2019			Percent Change %		
	October	November	December	October	November	December	October	November	December
Rice Special	49.59	48.81	49.97	45.85	45.19	45.44	-7.54	-7.42	-9.07
Rice Premium	51.19	50.31	47.31	41.69	41.16	41.04	-18.56	-18.19	-13.25
Well- Milled Rice (WMR)	47.73	45.44	44.27	38.35	37.24	37.91	-19.65	-18.05	-14.37
Regular Milled Rice (RMR)	43.93	41.70	40.48	35.09	34.19	34.39	-20.12	-18.01	-15.04
Corngrits Yellow	25.96	25.87	25.91	26.13	25.10	24.86	0.65	-2.98	-4.05
Corngrits White	26.99	26.84	26.65	28.18	27.06	27.41	4.41	0.82	2.85

Source: Philippine Statistics Authority

**Retail price of special rice lower in the fourth quarter of 2019**

In October 2019, special rice was retailing at Php 45.85/kg in October but was 0.66 centavos lower in November (Php45.19/kg) and was up by 0.25 centavos in December (Php 45.44/kg). The monthly average retail price of special rice was Php4.53/kg cheaper in the fourth quarter of 2019 compared to its price during the same period in 2018 (see Figure 1).

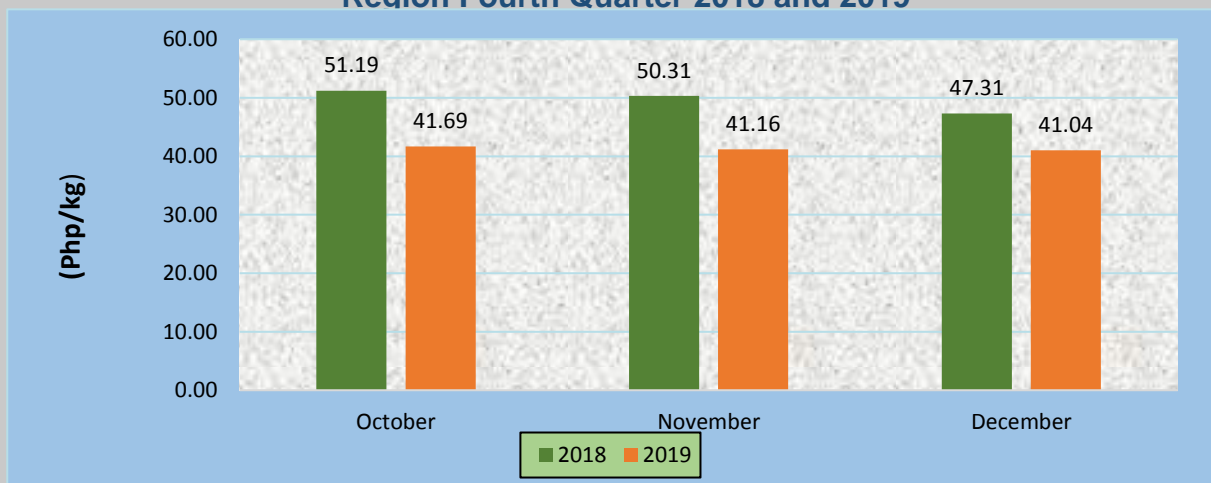
**Figure 1. Monthly Average Retail Price of Special Rice, SOCCSKSARGEN Region Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority

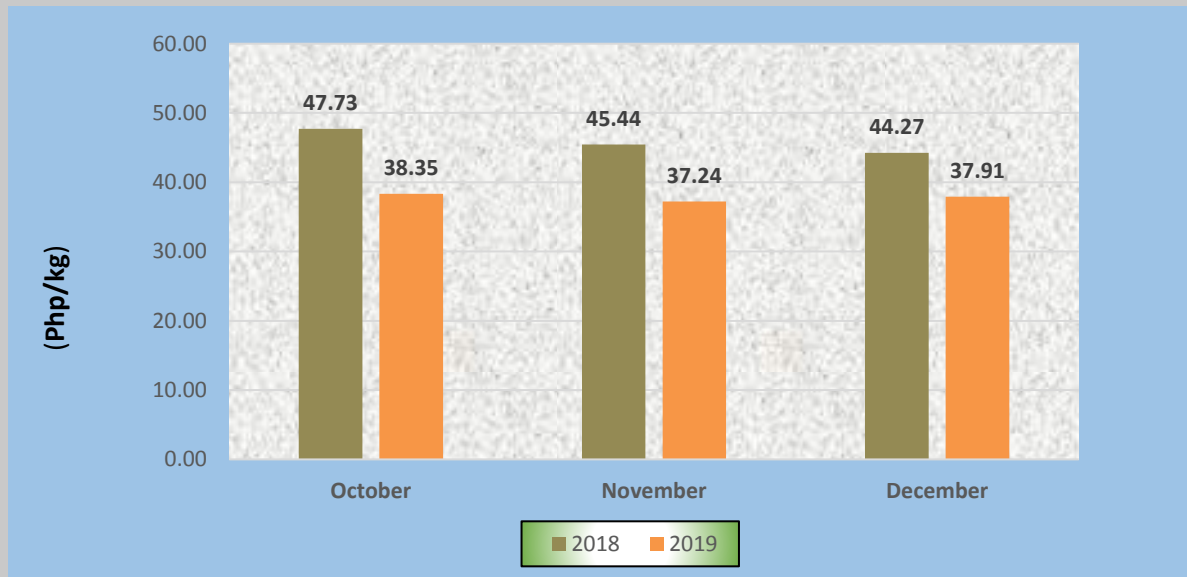
The retail price of premium rice in October 2019 was pegged at Php 41.69/kg, lower by 18.6 percent compared to October 2018. Lower prices were also noted in November (from Php 50.31/kg to Php 41.16/kg) and December (from Php 47.31/kg to Php 41.04/kg) after a year, respectively. It posted a decrease of 18.2 percent and 13.3 percent, respectively (see Figure 2).

**Figure 2. Monthly Average Retail Price of Premium Rice, SOCCSKSARGEN Region Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority

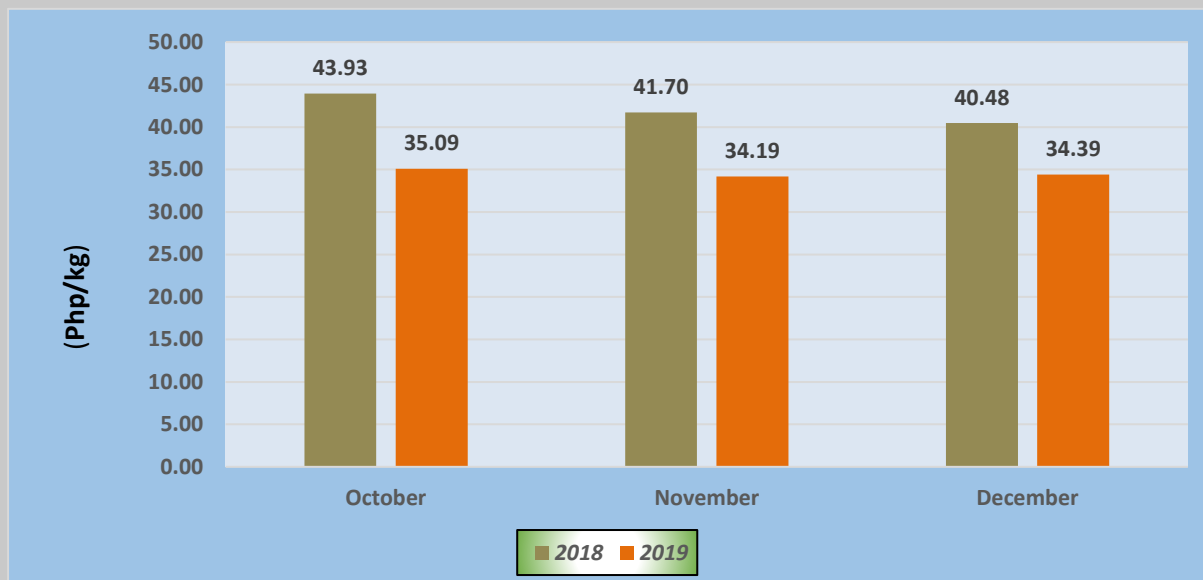
**Figure 3. Monthly Average Retail Price of Well-Milled Rice, SOCCSKSARGEN Region: Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority

In December 2019, well-milled rice retailed at Php 37.91/kg from Php 44.27/kg a year ago. The price in October 2019 was posted at Php 38.35/kg, lower by Php 9.38/kg from the same period of 2018. In November 2019, the monthly average price was posted at Php 37.24/kg from Php 45.44/kg a year ago (see Figure 3).

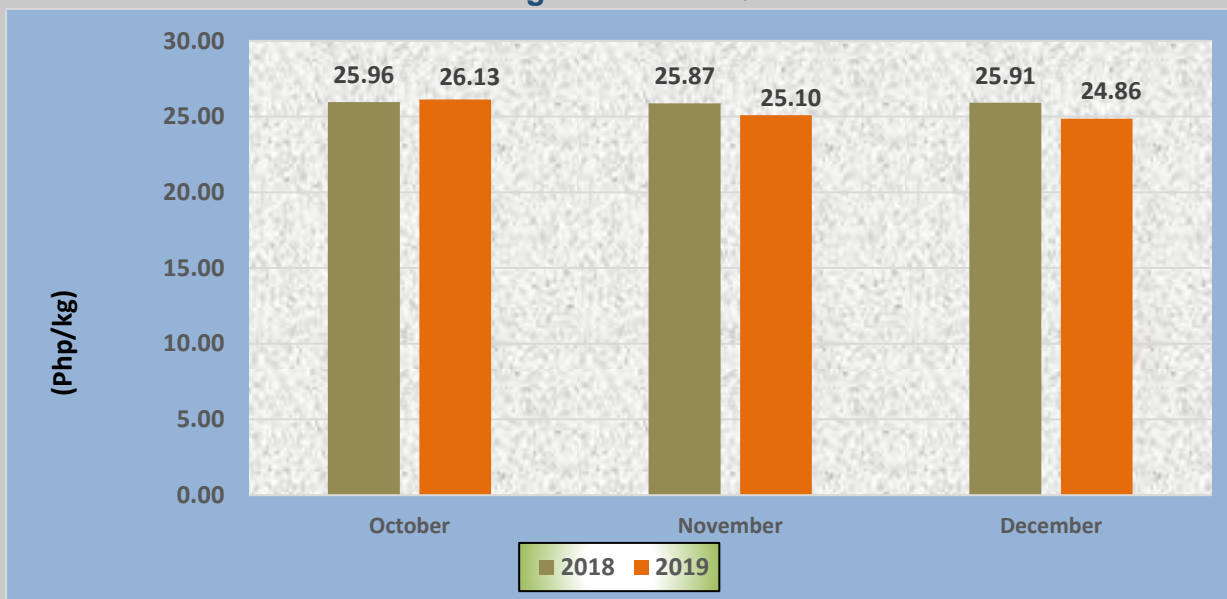
**Figure 4. Monthly Average Retail Price of Regular Milled Rice, SOCCSKSARGEN Region: Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority

In 2019, the monthly average retail price of regular milled rice decreased by 20.1 percent in October, 18.0 percent in November and 15.0 percent in December compared to the same period in 2018. Regular milled rice in December 2019 retailed at Php 34.39/kg almost at the same level in November (Php34.19/kg) and slightly lower compared to its October price of Php35.09/kg of the same year (see Figure 4).

**Figure 5. Monthly Average Retail Price of Corn Grits Yellow, SOCCSKSARGEN Region: Fourth Quarter 2018 and 2019**



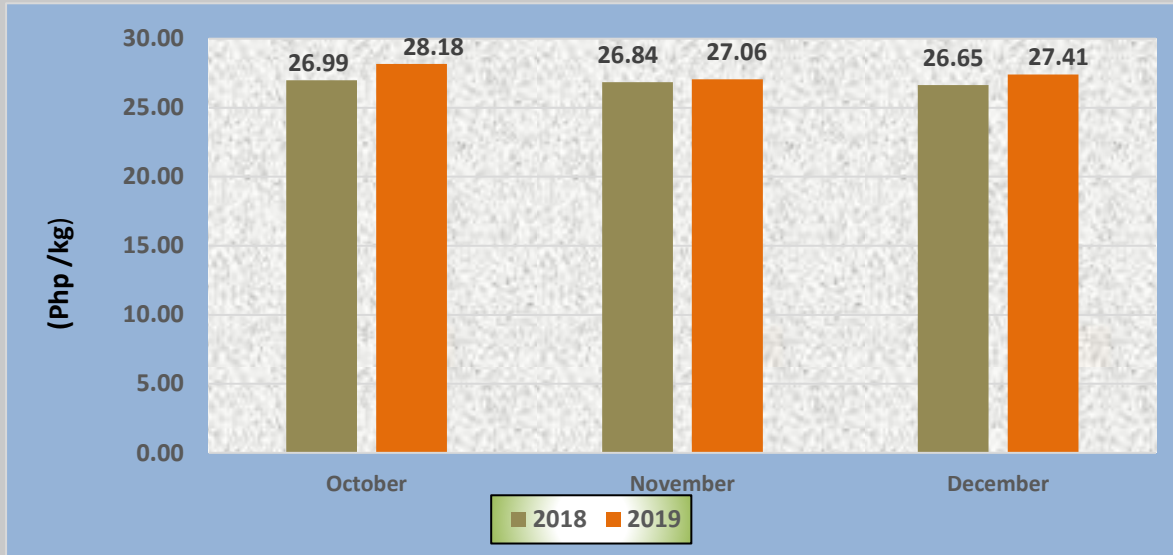
Source: Philippine Statistics Authority

Figure 5 shows that in for the last three months of 2019, there was a decreasing trend in the retail price of corn grits yellow in the region. From an average retail price of Php 26.13/kg in October, it went down to Php 25.10/kg in November and dropped further to Php 24.86/kg in December 2019.

Retail price of corn grits white gradually dropped during the fourth quarter of 2019. From Php 28.18/kg in October, the price fell to Php 27.06/kg in November but recorded an increase of 35 centavos in December to Php 27.41/kg. The cost of corn grits white in 2018 was slightly cheaper compared with the price per kilogram of the same commodity in the same period in 2019 (see Figure 6.)

**The Retail Price Survey (RPS)** collects retail prices and other relevant marketing information of various frequencies at pre-selected major trading centers all over the country. **Retail selling of price** is the price at which the retailers sell their goods or commodities to consumers in the market. Prices are collected every Monday, Wednesday, and Friday in public markets.

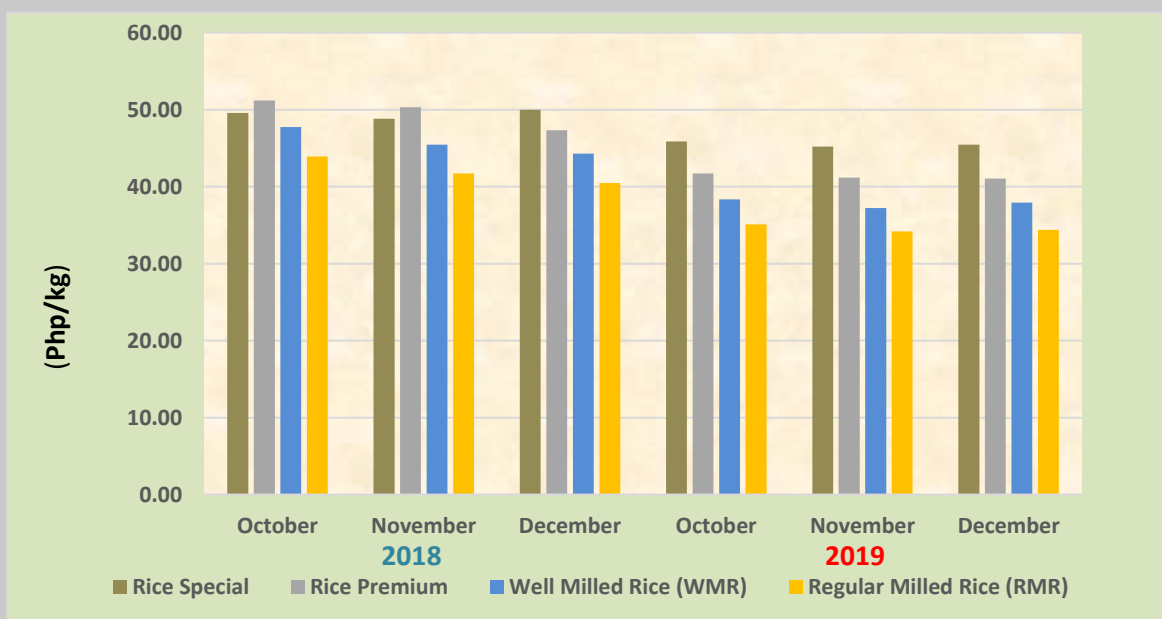
**Figure 6. Monthly Average Retail Price of Corn Grits White, SOCCSKSARGEN Region: Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority

Generally, the retail selling price of rice special has the highest valuation per kilogram among all types of rice sold in the public markets in SOCCSKSARGEN Region. It was followed by the prices of rice premium and well-milled rice. The lowest valuation per kilogram was for regular milled rice with a price gap of Php11.05/kg when compared to the selling price of rice special. Corn grits white was higher by Php2.55/kg as compared to the selling price of corn grits yellow in December 2019 (see Figure 7).

**Figure 7. Retail Prices of Rice, by Classification, SOCCSKSARGEN Region Fourth Quarter 2018 and 2019**



Source: Philippine Statistics Authority



REPUBLIC OF THE PHILIPPINES  
**PHILIPPINE STATISTICS AUTHORITY**  
**SOCCSKSARGEN REGION**

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