State of New Jersey

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**PRESUMPTIVE WHOLESALE PRICING FOR THE MONTH OF DECEMBER 2026**

The New Jersey milk market continues to be affected by varying pricing levels of conventional fluid milk. The Division has decided after review and survey of the current marketing conditions that presumptive pricing now must include Skim, 1%, and 2% as part of the general announcement. The Division will continue to survey the wholesale market at the point where milk enters retail sales to determine the current market average and presumed price for each type of conventional packaged milk. .

According to **N.J.A.C. 2:48-1.1** New Jersey is divided into two milk marketing areas, and the Department announces in its monthly Class 1 Advanced Milk Price Announcement, two prices of raw milk cost converted to container size to determine variable cost. Therefore, there will be two presumptive retail milk prices established each month which will follow the areas outlined in the regulation.

Each and every dealer is involved in the presumptive prices situation and will have the ability to justify their variable cost as outlined in N.J.A.C 2:52-7. The presumptive variable wholesale price established must be maintained until said dealer presents information with back up documentation showing in detail their variable cost of each type of milk product being sold below the presumptive price. If the variable cost is justified upon review by the Department, then and only then will the dealer or store be allowed to sell at or above their established variable cost.

The two zones for pricing are the $5.00 Newark Zone pricing which is used in the metropolitan counties of Passaic, Bergen, Morris, Essex, Union, Somerset Middlesex, Monmouth and Ocean counties. The $4.70 suburban/rural zone pricing is used in the counties of Sussex, Warren, Hunterdon, Mercer, Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland and Cape May counties.
For the DECEMBER 2026 presumptive price, increases in energy and fuel costs have been adjusted to reflect current prices used in variable cost calculations.

**PRESUMPTIVE WHOLESALE PRICING FOR THE MONTH OF DECEMBER 20026**

| | Metropolitan Counties | | Suburban/Rural Counties | |
|---|---|---|---|---|
| | Gallons | ½ Gallons | Gallons | ½ Gallons |
| Whole Milk (4.6 – 6.0% BF) | $5.2176 | $2.9545 | $5.1769 | $2.9236 |
| Whole Milk (3.6 – 4.5% BF) | $4.7686 | $2.8328 | $4.7365 | $2.8070 |
| Whole Milk (3.25 BF) | $4.2629 | $2.5534 | $4.2283 | $2.5424 |
| 2% | $4.1320 | $2.4865 | $4.0957 | $2.4698 |
| 1% | $4.0136 | $2.4165 | $3.9779 | $2.3955 |
| Skim | $3.9609 | $2.4110 | $3.9348 | $2.3916 |

**Quantity Discounts – since the New Jersey Milk Control Act licenses stores based on volume N.J.A.C.2:56-1.2, a presumptive wholesale discount can be justified based on volumes into individual stores.**

| License Fee | Volume of all Milk Milk products | % presumptive discount off presumptive wholesale |
|---|---|---|
| $30 | less than 500 qt equivalents per week | use presumptive wholesale |
| $60 | 501 – 1500 qt equivalents per week | 3% discount |
| $90 | 1501 – 3000 qt equivalents per week | 5% discount |
| $120 | more than 3001 qt equivalents per | 7% discount |

**NOTE: There will only be one presumptive retail price announced and all retail sales to consumers must follow that pricing until justified. The wholesale discount is not and will not be used as a justification for stores to sell below the presumptive retail price.**

**NOTE: Dealers must check store licenses. Volume of milk sold is equal to the price paid for license. Any dealer supplying a store with a discount higher than the license fee paid will be in violation for not proving the variable cost prior to selling below the presumptive.**