




State of New Jersey
DEPARTMENT OF HEALTH
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Commissioner

DATE: February 15, 2025
TO: New Jersey WIC Authorized Vendors
FROM: Nicolas Abreu, Acting Vendor Manager 
Reply to
Attention of: NJWIC #025-015
SUBJECT: Egg Competitive and Maximum Pricing

Dear Vendor Representative,

The New Jersey WIC Program is dedicated to educating and supporting WIC-authorized vendors statewide, particularly in light of recent fluctuations in egg prices.

Maximum Allowable Reimbursement Levels (MARLs) represent the reimbursement rates paid by WIC for foods purchased by participants. These rates are automatically calculated on a weekly basis, based on the average claim price from the previous thirty days for each Peer Group and UPC. In accordance with policy, NJ WIC does not disclose MARLs; however, Peer Group price averages are available upon request.

Due to changes in Peer Group redemption activity, price averages, and reimbursement levels, NJ WIC has implemented safeguards to facilitate rapid adjustments in egg pricing. The program actively monitors price increases by distributors and WIC-authorized vendors to identify trends and ensure accountability.

Starting in March 2025, the State Agency will share Peer Group Price Averages on the DOH Vendor webpage on a quarterly basis, as outlined in correspondence #025-010 sent on January 14, 2025.

Additionally, NJ WIC is collecting purchase records for eggs from a sample of vendors across each Peer Group. Several records have already been received, and NJ WIC expects to receive additional records. This data will be critical in determining the appropriate Competitive Price. The Competitive Price for eggs will be adjusted and applied to the respective Peer Groups if necessary.

To ensure that vendors are adequately reimbursed, the MARL for eggs is reviewed weekly, and manual adjustments are made as needed to guarantee proper reimbursement. Currently, MARLs have been increased for eggs to help mitigate the impact of rising costs.

We appreciate your ongoing cooperation and partnership in delivering quality service to NJ WIC families.

For any questions or concerns, contact the Vendor Unit via email at NJ.WICVendor@doh.nj.gov.