



State of New Jersey
DEPARTMENT OF HEALTH
DIVISION OF FAMILY HEALTH SERVICES
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DATE: March 25, 2025

TO: New Jersey WIC Authorized Vendors

FROM: Nicolas Abreu, Acting Vendor Manager 

Reply to

Attention of: NJWIC #025-018

SUBJECT: Peer Group Average Prices

Dear Vendor Representative,

The New Jersey WIC Program is committed to educating and supporting WIC-authorized vendors across the state.

New Jersey WIC evaluates and must ensure vendors maintain competitive prices within their respective Peer Groups. Maximum Allowable Reimbursement Levels (MARLs) are reimbursement rates that WIC pays for the foods purchased by WIC participants. MARLs are automatically calculated on a weekly basis on the average claim price from the previous 30 days for each Peer Group and UPC. Per policy, NJ WIC does not disclose Maximum Allowable Reimbursement Levels (MARLs); however, it does share Peer Group price averages.

Peer Group Averages are now posted on the DOH NJ WIC Vendor webpage.

Peer group averages will be updated quarterly (January, April, July, October). Please note that these prices are intended for reference purposes only, as average prices may fluctuate weekly.

Peer Group Averages can be found here:

<https://www.nj.gov/health/fhs/wic/vendors/trainingandresources/pgaverages.shtml>

If you are uncertain about your assigned peer group, please email your store's name, address, and vendor ID number to NJ.WICVendor@doh.nj.gov requesting your peer group number.

We appreciate your continued partnership to provide quality service to NJ WIC families.