



State of New Jersey

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August 25, 2025

PRESUMPTIVE RETAIL PRICING FOR THE MONTH OF SEPTEMBER 2025

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%, 2% as part of the general announcement. Over the past few months these milks have been included as general presumptive pricing but have been utilized with in the pricing wars that persist. 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.

The store presumptive variable cost will be set at 5% above the average general presumptive variable wholesale cost. In localized areas in which the average wholesale price is significantly different than the general presumed price, a specialized presumptive retail price which will be set 5% above the localized wholesale price.

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. Therefor there will be two presumptive retail milk prices established each month which will follow the areas outlined in the regulation. Please see map listed on the NJDA web site.

All stores included in a presumptive pricing situation can sell at 5% above invoice as long as detailed documentation is supplied by the retail location justifying cost of retail as well as cost information from your supplier, as well as the processor of the milk or milk product in question. All financial information must be submitted confidentially by a certified public accountant to the Department. Furthermore, all rebates, free weeks or other incentives must be in writing and be available for review.

Each and every dealer who is involved in a presumptive prices situation 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.

All areas of New Jersey are under variable cost regulations. This includes stores and dealers. All dealers and stores must be able to justify their variable cost.

On June 1st, 2025, the amendments to the Federal Marketing order are put into effect. Both pricing formulas and zone delineation are affected by the amended order. With the new amendments New Jersey Department of Agriculture will be recognizing two zones for pricing of raw milk, calculating of variable cost and the calculation of presumptive prices.

The two zones will be the \$5.00 Newark Zone pricing and will be used in the metropolitan counties of Passaic, Bergen, Morris, Essex, Union, Somerset Middlesex, Monmouth and Ocean counties. The \$4.70 suburban/rural zone pricing will be used in the counties of Sussex, Warren, Hunterdon, Mercer, Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland and Cape May counties.

Effective May 31, 2025, there will no longer be a North and South Jersey presumptive price, as it will be replaced by the Metropolitan and Suburban/Rural pricing sheets. Please review and verify pricing at all levels with your staff and stores.

PRESUMPTIVE WHOLESALE PRICING FOR THE MONTH SEPTEMBER 2025

	Metropolitan Counties		Suburban/Rural Counties	
	Gallons	½ Gallons	Gallons	½ Gallons
Whole Milk (4.6 – 6.0% BF)	\$5.15	\$2.96	\$5.12	\$2.94
Whole Milk (3.6 – 4.5% BF)	\$4.42	\$2.68	\$4.39	\$2.66
Whole Milk (3.25 BF)	\$4.04	\$2.44	\$4.01	\$2.43
2%	\$3.73	\$2.30	\$3.71	\$2.29
1%	\$3.49	\$2.16	\$3.45	\$2.14
Skim	\$3.31	\$2.08	\$3.28	\$2.07