State of New Jersey

DEPARTMENT OF AGRICULTURE
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PRESUMPTIVE WHOLESALE PRICING FOR THE MONTH OF NOVEMBER 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 November 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 NOVEMBER 2026

	Metropolitan Counties		Suburban/Rural Counties	
	Gallons	½ Gallons	Gallons	½ Gallons
Whole Milk (4.6 – 6.0% BF)	$5.1426	$2.9170	$5.1019	$2.8861
Whole Milk (3.6 – 4.5% BF)	$4.6915	$2.7943	$4.6594	$2.7685
Whole Milk (3.25 BF)	$4.1879	$2.5159	$4.1533	$2.5049
2%	$4.0549	$2.4480	$4.0186	$2.4313
1%	$3.9377	$2.3772	$3.8993	$2.3562
Skim	$3.8808	$2.3709	$3.8547	$2.3515

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. The amount that the store paid for a license is listed on the license. Any dealer found 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.