

SMUCKER J M CO  
Form DEFA14A  
July 09, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 14A  
(RULE 14a-101)**

**SCHEDULE 14A INFORMATION**

**PROXY STATEMENT PURSUANT TO SECTION 14(a) OF THE SECURITIES  
EXCHANGE ACT OF 1934 (AMENDMENT NO. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**THE J. M. SMUCKER COMPANY**  
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
  - (1) Title of each class of securities to which transaction applies:
  - (2) Aggregate number of securities to which transaction applies:
  - (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

o Fee paid previously with preliminary materials.

o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

---

**\*\*\* Exercise Your Right to Vote \*\*\* IMPORTANT NOTICE Regarding the Availability of Proxy Materials** *THE J. M. SMUCKER COMPANY BROKER LOGO HERE* Return Address Line 1 Return Address Line 2 Return Address Line 3 51 MERCEDES WAY EDGEWOOD NY 11717 Investor Address Line 1 Investor Address Line 2 Investor Address Line 3 Investor Address Line 4 Investor Address Line 5 John Sample 1234 ANYWHERE STREET ANY CITY, ON A1A 1A1 0000026802\_1 R2.09.03.17 **1 OF 2 12 15 Meeting Information Meeting Type:** Annual Meeting **For holders as of:** June 23, 2009 **Date:** August 19, 2009 **Time:** 11:00 AM EDT **Location:** Fisher Auditorium Ohio Agricultural Research and Development Center 1680 Madison Avenue Wooster, OH 44691 **You are receiving this communication because you hold shares in the above named company. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or easily request a paper copy (see reverse side). We encourage you to access and review all of the important information contained in the proxy materials before voting. See the reverse side of this notice to obtain proxy materials and voting instructions.** Broadridge Internal Use Only Job # Envelope # Sequence # # of # Sequence # B A R C O D E

---

**Before You Vote How to Access the Proxy Materials Proxy Materials Available to VIEW or RECEIVE:** 1. Annual Report 2. Notice & Proxy Statement **How to View Online:** Have the 12-Digit Control Number available (located on the following page) and visit: *www.proxyvote.com*. **How to Request and Receive a PAPER or E-MAIL Copy:** If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request: 1) *BY INTERNET:* *www.proxyvote.com* 2) *BY TELEPHONE:* 1-800-579-1639 3) *BY E-MAIL\*:* *sendmaterial@proxyvote.com* \* If requesting materials by e-mail, please send a blank e-mail with the 12-Digit Control Number (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before August 05, 2009 to facilitate timely delivery. . To facilitate timely delivery please make the request as instructed above on or before **How To Vote Please Choose One of The Following Voting Methods**

**Vote In Person:** If you choose to vote these shares in person at the meeting, you must request a "legal proxy. To do so, please follow the instructions at *www.proxyvote.com* or request a paper copy of the materials, which will contain the appropriate instructions. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. **Vote By Internet:** To vote now by Internet, go to *www.proxyvote.com*. Have the 12 Digit Control Number available and follow the instructions. **Vote By Telephone:** To vote now by telephone, call 1-800-454-8683. Please refer to the proposals and follow the instructions. **Vote By Mail:** Mark, sign and date your voting form and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717. Internal Use Only 0000026802\_2 R2.09.03.17

---

**Voting items The Board of Directors recommends you vote FOR the following proposal(s): 1.**  
Election of Directors **Nominees** A Paul J. Dolan B Nancy Lopez Knight C Gary A. Oatey D Alex  
Shumate E Timothy P. Smucker **The Board of Directors recommends you vote FOR the following**  
**proposal(s): 2** Ratification of appointment of Ernst & Young LLP as the Company's Independent  
Registered Public Accounting Firm for the 2010 fiscal year **3** Adoption of an amendment to the  
Company's Amended Articles of Incorporation to eliminate cumulative voting in director elections **4**  
Adoption of an amendment to the Company's Amended Articles of Incorporation to require majority  
voting in uncontested director elections (implementation of this Proposal 4 is conditioned upon approval  
of Proposal 3) 0000026802\_3 R2.09.03.17 **For** **Against** **Abstain** 0 0 0 0 0 0 0 0 0 0 0 0  
0 **For** **Against** **Abstain** 0 0 0 0 0 0 0 0 0 **B A R C O D E**  
® **0000 0000 0000** Broadridge Internal Use Only xxxxxxxxxx xxxxxxxxxx Cusip Job # Envelope #  
Sequence # # of # Sequence #

---

**Voting items Continued 5** Adoption of an amendment to the Company's Amended Regulations to allow the Board of Directors to amend the Amended Regulations to the extent permitted by law **NOTE:** Such other business as may properly come before the meeting or any adjournment thereof. **Non-Voting items** PLEASE X HERE ONLY IF YOU PLAN TO ATTEND THE MEETING AND VOTE 0 THESE SHARES IN PERSON **Voting Instructions** 0000026802\_4 R2.09.03.17 THIS SPACE RESERVED FOR LANGUAGE PERTAINING TO BANKS AND BROKERS AS REQUIRED BY THE NEW YORK STOCK EXCHANGE **For Against Abstain** 0 0 0 **Signature 1** (Please sign on line) **Signature 2** (Joint Owners) **Date** (Please print date) Internal Use Only