

STEINBRINK WILLIAM H  
Form 4  
March 01, 2012

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
STEINBRINK WILLIAM H

2. Issuer Name and Ticker or Trading Symbol  
SMUCKER J M CO [SJM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
02/28/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)

P.O. BOX 202569

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

SHAKER HEIGHTS, OH 44120

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	Price	
Common Shares	02/28/2012		M		3,251	A \$ 36.64	3,291.212 D
Common Shares	02/28/2012		S		3,251	D \$ 74.81	40.212 D
Common Shares	02/28/2012		M		1,500	A \$ 40.61	1,540.212 D
Common Shares	02/28/2012		S		1,500	D \$ 74.81	40.212 D
Common Shares	02/28/2012		M		2,000	A \$ 46.11	2,040.212 D
	02/28/2012		S		2,000	D \$ 74.81	40.212 D

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Common Shares								
Common Shares	02/28/2012		M	2,000	A	\$ 47.78	2,040.212	D
Common Shares	02/28/2012		S	2,000	D	\$ 74.814	40.212	D
Common Shares	02/29/2012		M	1,749	A	\$ 36.64	1,789.212	D
Common Shares	02/29/2012		S	1,749	D	\$ 74.8	40.212	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Option Common Shares	\$ 36.64	02/28/2012		M	3,251	03/01/2003 08/31/2012	Common Shares	3,251
Option Common Shares	\$ 40.61	02/28/2012		M	1,500	03/01/2004 08/31/2013	Common Shares	1,500
Option Common Shares	\$ 46.105	02/28/2012		M	2,000	03/01/2005 09/01/2014	Common Shares	2,000
Option Common Shares	\$ 47.78	02/28/2012		M	2,000	03/01/2006 08/31/2015	Common Shares	2,000
Option Common Shares	\$ 36.64	02/29/2012		M	1,749	03/01/2003 08/31/2012	Common Shares	1,749

Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STEINBRINK WILLIAM H P.O. BOX 202569 SHAKER HEIGHTS, OH 44120	X			

## Signatures

/s/ Jeannette L.  
Knudsen

03/01/2012

\*\*Signature of Reporting  
Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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