

Item 7.01 Regulation FD Disclosure.

Beginning May 1, 2016, The J. M. Smucker Company ("we" or "our") modified our segment profit calculation and redefined certain non-GAAP measures to exclude amortization expense related to intangible assets, including any related impairment charges. Management believes that excluding amortization expense related to intangible assets, including any related impairment charges, from segment operating results and certain non-GAAP measures is more reflective of our operating performance and the way in which we manage our business.

Attached as Exhibits 99.1 and 99.2 to this Current Report on Form 8-K are the unaudited segment profit reconciliations for the quarterly periods in fiscal 2016 and 2015 and the unaudited non-GAAP measures reconciliations for the quarterly periods in fiscal 2016 and 2015 and the annual periods for fiscal 2014, 2013, and 2012, modified to exclude amortization expense related to intangible assets, including any related impairment charges. The information in this Current Report on Form 8-K, including Exhibits 99.1 and 99.2 attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference into any filing under the Exchange Act or the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Exhibit Description
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99.1	Unaudited Reportable Segments Supplemental Information
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99.2	Unaudited Non-GAAP Measures Supplemental Information
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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE J. M. SMUCKER COMPANY

By: /s/ Mark R. Belgya

Name: Mark R. Belgya

Title: Vice Chair and Chief Financial Officer

Date: July 25, 2016

INDEX OF EXHIBITS

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