

# The LongFellow Investor Report

## Stock Challenges

Sorted by Sector, Industry, PAR

Use Due Diligence

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC Tck	Cur. Price	Buy UP to	
<b>Industry</b> 20 <b>Beverages - Brewers</b>																				
<b>Sector</b> 4 <b>Consumer Defensive</b>																				
TAP	MOLSON COORS BR	M	-1.0	4.4	18.2	DOWN	0.02	0.09	55.1%	1.640	1.7%	21.8	10.4	47.7	15.3	21.5	B	TAP	95.89	96.37
FMX	Fomento Economico	L	5.5	5.7	9.2	DOWN	0.85	0.32	31.3%	1.300	1.4%	28.7	28.5	99.3	10.8	13.7		FMX	90.04	88.29
SAM	BOSTON BEER INC	M	13.1	25.9	15.9	DOWN	0.96	0.74	0.0%	0.000	0.0%	31.6	21.4	67.7	10.5	14.5	B	SAM	144.35	156.68
BREW	Craft Brew Alliance	S	15.6	25.9	1.7	DOWN	0.76	0.08	19.8%	0.000	0.0%	90.0	-680.0	-755.6	0.0	0.0	S	BREW	13.60	-0.38
BUD	ANHEUSER-BUSCH	L	8.2	-2.7	24.2	DOWN	0.76	0.01	80.0%	3.410	3.0%	48.7	168.3	345.6	-22.5	-21.5	S	BUD	113.24	18.08
<b>Companies</b> 5			8.3	11.8	13.8		0.67	0.25	37.2%	1.270	1.2%	44.2	-90.3	-39.1	2.8	5.6				
<b>Industry</b> 21 <b>Beverages - Soft Drinks</b>																				
<b>Sector</b> 4 <b>Consumer Defensive</b>																				
DPS	DR PEPPER SNAPPL	L	1.5	52.8	16.6	UP	0.82	0.26	67.4%	2.320	2.5%	17.4	20.2	116.1	10.2	13.8	B	DPS	91.65	94.47
MNST	Monster Beverage	M	15.2	21.3	30.0	UP	0.98	0.94	0.0%	0.000	0.0%	35.8	38.0	106.1	10.1	12.5		MNST	45.38	41.85
PEP	PEPSICO INC	L	5.9	2.5	13.4	EVEN	0.67	0.54	74.4%	3.010	2.7%	20.8	26.0	125.0	7.6	10.5		PEP	113.28	110.97
CCE	COCA-COLA ENTER	L	-10.4	6.3	9.9	DOWN	0.48	0.41	55.8%	0.720	1.9%	18.1	23.2	128.2	4.4	7.5		CCE	38.62	36.59
KO	COCA-COLA CO	L	5.3	1.9	22.1	DOWN	0.63	0.07	64.1%	1.480	3.4%	23.8	30.4	127.7	3.3	5.2		KO	43.15	37.95
COT	COTT CORP QUE CA	M	8.7	-64.2	1.9	DOWN	0.77	0.01	71.0%	0.240	1.8%	14.8	-21.5	-145.3	0.4	0.4	S	COT	13.17	-11.02
COKE	COCA-COLA BTLNG	M	7.2	12.4	3.3	DOWN	0.70	0.47	77.9%	1.000	0.5%	24.1	39.7	164.7	-6.3	-4.4	S	COKE	211.86	136.57
FIZZ	NATIONAL BEVERA	M	2.6	10.9	11.2	UP	0.93	0.89	0.0%	0.000	0.0%	19.6	43.4	221.4	-9.0	-7.0	S	FIZZ	88.59	52.13
<b>Companies</b> 8			4.5	5.5	13.5		0.75	0.45	51.3%	1.096	1.6%	21.8	24.9	105.5	2.6	4.8				
<b>Industry</b> 22 <b>Beverages - Wineries &amp; Disti</b>																				
<b>Sector</b> 4 <b>Consumer Defensive</b>																				
STZ	CONSTELLATION B	L	9.0	156.2	28.2	EVEN	0.52	0.67	53.2%	1.600	0.9%	18.2	22.9	125.8	13.0	16.5	B	STZ	172.54	196.91
DEO	Diageo UK Adr	L	1.3	4.7	27.4	EVEN	0.32	0.70	58.9%	3.850	3.3%	19.7	30.5	154.8	5.5	7.5		DEO	117.43	108.08
<b>Companies</b> 2			5.1	80.4	27.8		0.42	0.69	56.0%	2.725	2.1%	19.0	26.7	140.3	9.3	12.0				
<b>Industry</b> 36 <b>Confectioners</b>																				
<b>Sector</b> 4 <b>Consumer Defensive</b>																				
HSY	HERSHEY CO	L	5.4	13.0	16.5	DOWN	0.95	0.69	75.8%	2.470	2.3%	29.0	37.7	130.0	6.2	8.2		HSY	108.20	87.83
RMCF	ROCKY MOUNTAIN	S	4.0	-2.0	15.5	DOWN	0.73	0.03	19.6%	0.480	3.7%	18.1	15.1	83.4	4.4	8.3		RMCF	12.98	11.21
MDLZ	Mondelez International	L	-4.7	1.0	7.6	UP	0.44	0.00	38.0%	0.760	1.7%	25.0	42.9	171.6	2.8	4.8		MDLZ	45.03	32.18
TR	TOOTSIE ROLL IND	M	1.0	6.3	16.4	UP	0.54	0.74	0.7%	0.350	0.9%	29.5	35.6	120.7	-4.2	-2.3	S	TR	37.35	26.78
<b>Companies</b> 4			1.4	4.6	14.0		0.67	0.37	33.5%	1.015	2.2%	25.4	32.8	126.4	2.3	4.8				
<b>Industry</b> 47 <b>Discount Stores</b>																				
<b>Sector</b> 4 <b>Consumer Defensive</b>																				
BIG	BIG LOTS INC	L	1.5	5.8	4.5	UP	0.65	0.48	15.9%	1.000	2.0%	14.5	15.2	104.8	14.3	19.4	B	BIG	50.49	56.44
DLTR	Dollar Tree Stores	L	17.2	16.0	9.2	DOWN	0.89	0.63	55.5%	0.000	0.0%	27.3	21.9	80.2	14.0	18.1	B	DLTR	82.77	95.70

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DG	Dollar General	L	9.9	30.4	9.1	EVEN	0.99	0.80	37.0%	1.040	1.4%	17.6	16.4	93.2	11.8	16.6	B	DG	72.71	77.27
PSMT	PRICESMART INC	M	14.4	18.6	5.1	DOWN	0.98	0.76	17.0%	0.700	0.8%	30.6	29.0	94.8	10.7	13.8	B	PSMT	86.95	87.34
TGT	TARGET CORP	L	1.5	4.4	5.6	EVEN	0.69	0.44	52.4%	2.400	4.3%	16.4	12.1	73.8	10.3	15.7		TGT	55.85	53.36
COST	COSTCO WHOLESA	L	7.6	10.4	2.9	UP	0.97	0.94	30.4%	1.800	1.0%	25.1	32.8	130.7	4.9	7.1		COST	177.52	157.28
WMT	WAL-MART STORES	L	2.9	4.4	4.9	DOWN	0.92	0.63	36.9%	2.040	2.7%	15.3	17.1	111.8	4.1	8.1		WMT	75.18	68.23
FRED	FREDS INC	M	2.2	-53.1	2.0	DOWN	0.91	0.55	27.1%	0.240	1.6%	20.2	-8.2	-40.6	1.2	1.1	S	FRED	14.72	-32.40
TUES	Tuesday Morning	M	5.1	-10.8	0.7	DOWN	0.39	0.02	0.0%	0.000	0.0%	86.5	-14.8	-17.1	0.0	0.0	S	TUES	3.25	-3.98
BURL	Burlington Stores	L	7.2	567.2	4.3	UP	1.00	0.79	113.9%	0.000	0.0%	30.8	32.7	106.2	-3.7	-1.7	S	BURL	98.92	77.10

<b>Companies</b>	<b>10</b>	<b>6.9</b>	<b>59.3</b>	<b>4.8</b>	<b>0.84</b>	<b>0.60</b>	<b>38.6%</b>	<b>0.922</b>	<b>1.4%</b>	<b>28.4</b>	<b>15.4</b>	<b>73.8</b>	<b>6.8</b>	<b>9.8</b>
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Industry 51 Education & Training Service

Sector 4 Consumer Defensive

APEI	AMERICAN PUBLIC	S	18.1	11.2	18.2	DOWN	0.80	0.50	0.0%	0.000	0.0%	15.3	14.8	96.7	13.3	18.8	B	APEI	22.10	25.36
GPX	GP STRATEGIES CO	S	9.5	11.9	7.7	DOWN	0.86	0.18	26.1%	0.000	0.0%	20.6	22.4	108.7	12.6	16.4	B	GPX	27.10	30.84
LOPE	GRAND CANYON E	M	25.1	53.5	25.3	UP	0.91	0.79	12.1%	0.000	0.0%	16.1	23.9	148.4	12.2	15.8		LOPE	75.16	84.04
CPLA	CAPELLA EDUCATI	S	6.3	8.6	15.0	UP	0.63	0.55	0.0%	1.640	1.7%	17.7	26.1	147.5	9.6	12.6		CPLA	95.30	98.27
EDU	NEW ORIENTL ED,T	M	30.6	23.7	18.3	EVEN	0.97	0.96	0.0%	0.000	0.0%	22.8	39.1	171.5	9.5	11.9		EDU	64.54	57.97
DV	DEVRY INC	M	7.2	-32.3	12.0	DOWN	0.53	0.23	12.3%	0.360	1.0%	16.5	29.8	180.6	7.4	9.6		DV	37.85	37.50
STRA	STRAYER EDUCATI	S	1.3	-8.5	14.0	DOWN	0.03	0.24	0.0%	1.000	1.2%	15.6	27.0	173.1	7.3	10.6		STRA	86.71	86.36
FC	Franklin Covey	S	-0.8	49.3	8.9	DOWN	0.01	0.21	28.7%	0.000	0.0%	23.2	-265.6	-1144.8	0.0	0.0	S	FC	21.25	-1.42
BPI	BRIDGEPOINT EDU	M	16.3	-32.4	7.5	DOWN	0.38	0.15	0.0%	0.000	0.0%	13.9	-18.8	-135.3	0.0	0.0	S	BPI	12.20	-11.70
UTI	UNIVERSAL TECHN	S	-0.1	-49.8	1.8	DOWN	0.00	0.63	23.4%	0.080	2.2%	73.0	-1.7	-2.3	0.0	0.0	S	UTI	3.62	-37.28
LRN	K12 INC	M	23.2	-15.3	3.1	DOWN	0.90	0.62	4.5%	0.000	0.0%	46.6	67.3	144.4	-5.7	-3.7	S	LRN	18.85	8.92

<b>Companies</b>	<b>11</b>	<b>12.4</b>	<b>1.8</b>	<b>12.0</b>	<b>0.55</b>	<b>0.46</b>	<b>9.7%</b>	<b>0.280</b>	<b>0.6%</b>	<b>25.6</b>	<b>-3.2</b>	<b>-10.1</b>	<b>6.0</b>	<b>8.4</b>
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Industry 59 Farm Products

Sector 4 Consumer Defensive

LMNR	Limoneira	S	14.1	62.7	10.5	UP	0.83	0.38	44.4%	0.220	1.1%	47.3	33.4	70.6	14.7	16.9	B	LMNR	20.68	21.82
BG	BUNGE LTD	L	1.4	-7.4	1.6	UP	0.05	0.09	41.4%	1.680	2.1%	20.5	15.7	76.6	13.9	18.5	B	BG	79.03	88.00
LNDC	LANDEC CORP	M	12.7	-27.0	5.3	DOWN	0.93	0.22	20.4%	0.000	0.0%	17.3	28.6	165.3	9.9	13.2		LNDC	13.75	13.96
FDP	FRESH DEL MONTE	M	2.0	-12.4	4.5	UP	0.77	0.03	11.2%	0.600	1.0%	16.9	14.2	84.0	7.4	12.5		FDP	61.30	58.53
TSN	TYSON FOODS INC	L	5.1	55.4	4.3	UP	0.90	0.29	36.5%	0.900	1.4%	12.8	13.1	102.3	5.8	11.4		TSN	64.26	59.91
CVGW	CALAVO GROWERS	M	14.3	-1.0	6.3	UP	0.98	0.00	21.6%	0.900	1.4%	26.2	30.9	117.9	4.9	6.9		CVGW	65.60	59.48
ADM	ARCHER-DANIELS-	L	3.0	-2.3	3.0	DOWN	0.18	0.10	27.8%	1.280	2.8%	15.9	21.0	132.1	0.1	3.3		ADM	45.75	40.26

<b>Companies</b>	<b>7</b>	<b>7.5</b>	<b>9.7</b>	<b>5.1</b>	<b>0.66</b>	<b>0.16</b>	<b>29.0%</b>	<b>0.797</b>	<b>1.4%</b>	<b>22.4</b>	<b>22.4</b>	<b>107.0</b>	<b>8.1</b>	<b>11.8</b>
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Industry 61 Food Distribution

Sector 4 Consumer Defensive

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CORE	CORE MARK HOLDI	L	10.3	10.1	0.7	DOWN	0.98	0.49	42.6%	0.360	1.0%	25.2	30.2	119.8	13.6	15.9	B	CORE	35.02	38.47
SYT	SYSCO CORP	L	4.2	-2.4	3.2	DOWN	0.96	0.22	67.2%	1.320	2.5%	23.5	28.7	122.1	10.9	13.8	SYT	52.87	51.42	
SPTN	SpartanNash	L	16.7	1.0	1.5	UP	0.77	0.06	34.9%	0.600	1.6%	15.7	24.1	153.5	10.2	13.4	SPTN	36.80	39.33	
UNFI	UNITED NATURAL	L	13.8	11.0	2.9	DOWN	0.99	0.95	27.4%	0.000	0.0%	23.3	16.4	70.4	3.5	8.2	UNFI	41.53	38.20	
ANDE	ANDERSONS INC	M	5.9	-30.5	2.4	DOWN	0.44	0.20	38.2%	0.640	1.7%	30.7	91.1	296.7	-10.5	-8.8	S	ANDE	37.35	12.75

<b>Companies</b>	<b>5</b>	<b>10.2</b>	<b>-2.2</b>	<b>2.1</b>	<b>0.83</b>	<b>0.38</b>	<b>42.1%</b>	<b>0.584</b>	<b>1.4%</b>	<b>23.7</b>	<b>38.1</b>	<b>152.5</b>	<b>5.5</b>	<b>8.5</b>
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<b>Industry</b>	<b>65</b>	<b>Grocery Stores</b>	<b>Sector</b>	<b>4</b>	<b>Consumer Defensive</b>
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NGVC	Natural Grocers	M	22.0	16.0	3.6	DOWN	0.99	0.78	31.8%	0.000	0.0%	44.8	24.9	55.6	12.2	15.7	B	NGVC	10.94	12.27
CASY	CASEYS GENERAL	L	7.9	16.7	3.2	UP	0.85	0.96	46.9%	0.960	0.9%	17.9	22.8	127.4	12.0	15.5	B	CASY	112.07	125.80
IMKTA	INGLES MARKETS I	M	3.0	3.4	1.8	UP	0.84	0.07	66.2%	0.660	1.4%	15.2	17.2	113.2	9.4	13.8	B	IMKTA	46.70	47.55
KR	KROGER CO	L	5.8	22.3	2.5	EVEN	0.98	0.32	67.6%	0.480	1.6%	14.1	14.5	102.8	9.2	14.1	B	KR	29.65	30.48
SFM	Sprouts Farmers Mark	M	38.1	118.9	4.4	UP	0.90	0.50	32.5%	0.000	0.0%	36.4	26.9	73.9	5.4	8.6	SFM	22.31	21.46	
VLGEA	VILLAGE SUPER M	M	5.0	-3.4	2.8	DOWN	0.98	0.04	14.3%	1.000	3.8%	14.8	15.3	103.4	3.0	7.2	VLGEA	26.39	22.52	
WMK	WEIS MARKETS INC	M	2.8	3.8	3.9	UP	0.90	0.30	6.7%	1.200	2.1%	18.0	17.8	98.9	2.9	6.5	WMK	57.81	52.06	
SVU	SUPERVALU INC	L	-14.1	10.3	0.7	DOWN	0.87	0.01	121.2%	0.000	0.0%	28.6	15.8	55.2	-17.2	-13.4	S	SVU	4.10	2.82

<b>Companies</b>	<b>8</b>	<b>8.8</b>	<b>23.5</b>	<b>2.9</b>	<b>0.91</b>	<b>0.37</b>	<b>48.4%</b>	<b>0.538</b>	<b>1.2%</b>	<b>23.7</b>	<b>19.4</b>	<b>91.3</b>	<b>4.6</b>	<b>8.5</b>
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<b>Industry</b>	<b>74</b>	<b>Household &amp; Personal Product</b>	<b>Sector</b>	<b>4</b>	<b>Consumer Defensive</b>
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TIS	ORCHIDS PAPER PR	S	9.0	9.0	12.2	DOWN	0.90	0.33	0.0%	1.400	5.7%	20.2	19.8	98.0	14.4	17.6	B	TIS	24.35	26.24
HLF	HERBALIFE LTD	M	10.7	12.7	11.7	DOWN	0.86	0.65	92.7%	0.000	0.0%	14.2	21.1	148.6	13.0	17.1	HLF	63.26	73.00	
SPB	Spectrum Brands Hold	L	12.6	80.1	6.0	UP	0.96	0.11	67.4%	1.680	1.2%	27.2	25.9	95.2	12.6	15.7	B	SPB	143.73	158.35
NUS	NU SKIN ENTERPRI	M	9.9	16.4	12.8	DOWN	0.73	0.54	32.1%	1.440	2.6%	19.1	21.9	114.7	12.2	15.7	B	NUS	55.23	60.77
ACU	ACME UNITED COR	S	8.6	4.8	6.1	EVEN	0.89	0.41	47.4%	0.400	1.4%	11.8	17.7	150.0	10.8	15.0	ACU	29.00	31.11	
CL	Colgate-Palmolive	L	1.3	2.6	23.5	UP	0.29	0.15	102.1%	1.560	2.2%	27.5	26.5	96.4	9.3	12.2	CL	72.04	71.82	
HELE	HELEN OF TROY CO	M	12.8	38.8	9.8	DOWN	0.89	0.15	36.0%	0.000	0.0%	15.4	22.9	148.7	9.1	12.6	HELE	94.00	101.02	
USNA	USANA HEALTH SC	M	11.0	17.3	15.1	DOWN	0.98	0.91	0.0%	0.000	0.0%	14.0	14.2	101.4	8.6	14.2	B	USNA	56.85	57.56
PG	PROCTER & GAMBL	L	-1.0	0.4	17.8	UP	0.15	0.01	32.6%	2.760	3.2%	21.6	24.5	113.4	8.5	11.4	PG	87.33	87.01	
KMB	KIMBERLY-CLARK	L	0.0	0.5	14.3	UP	0.00	0.00	96.3%	3.880	3.0%	25.0	21.4	85.6	8.4	11.5	KMB	129.75	125.56	
EL	LAUDER ESTEE CO	L	5.8	17.2	14.9	EVEN	0.93	0.72	50.8%	1.360	1.6%	25.8	30.0	116.3	7.9	10.1	EL	87.14	85.65	
IPAR	INTER PARFUMS IN	M	2.8	5.3	19.0	DOWN	0.25	0.09	16.1%	0.680	1.8%	23.2	35.5	153.0	7.6	9.7	IPAR	37.95	33.45	
CHD	CHURCH & DWIGH	M	5.3	12.3	19.0	UP	0.98	0.98	34.3%	0.720	1.5%	24.0	28.4	118.3	7.0	9.9	CHD	49.53	46.08	
UL	UNILEVER PLC UK	L	1.0	0.9	14.2	EVEN	0.18	0.05	47.3%	1.380	2.7%	19.6	26.6	135.7	6.4	9.1	UL	51.34	48.36	
CLX	CLOROX CO/DE	L	1.4	4.6	15.7	UP	0.68	0.30	90.6%	3.200	2.4%	20.6	27.0	131.1	5.9	8.7	CLX	133.69	124.04	
NWL	NEWELL RUBBERM	L	3.7	34.7	8.9	DOWN	0.18	0.16	54.3%	0.760	1.6%	27.8	40.8	146.8	3.6	5.6	NWL	47.74	35.47	
FHCO	Female Health	S	2.5	-11.2	22.4	DOWN	0.11	0.10	0.0%	0.280	27.2%	61.8	-13.0	-21.0	1.7	1.6	S	FHCO	1.03	-1.42

# The LongFellow Investor Report

## Stock Challenges

Sorted by Sector, Industry, PAR

Use Due Diligence

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC Tck	Cur. Price	Buy UP to	
NHTC	Natural Health Trends	S	22.7	213.9	19.0	UP	0.48	0.89	0.0%	0.360	1.3%	6.8	5.9	86.8	0.9	11.4	NHTC	28.68	19.40	
REV	REVLON INC -CL A	M	5.9	0.9	6.0	DOWN	0.73	0.00	126.2%	0.000	0.0%	32.7	-78.6	-240.4	0.0	0.0	S REV	25.95	-5.93	
AVP	AVON PRODUCTS	L	-5.8	-66.9	1.9	DOWN	0.56	0.76	171.2%	0.240	4.9%	0.0	-19.4	0.0	0.0	0.0	S AVP	4.85	-4.50	
<b>Companies</b>		<b>20</b>	<b>6.0</b>	<b>19.7</b>	<b>13.5</b>		<b>0.59</b>	<b>0.37</b>	<b>54.9%</b>	<b>1.105</b>	<b>3.2%</b>	<b>21.9</b>	<b>15.0</b>	<b>88.9</b>	<b>7.4</b>	<b>10.5</b>				
<b>Industry</b>	<b>107</b>	<b>Packaged Foods</b>					<b>Sector</b>	<b>4 Consumer Defensive</b>												
ANFI	Amira Nature Foods U	M	22.0	21.8	7.1	DOWN	0.91	0.55	57.6%	0.000	0.0%	11.8	3.6	30.5	23.7	38.8	B ANFI	5.19	7.80	
KHC	Kraft Heinz	L	4.2	-45.4	13.9	UP	0.39	0.16	35.8%	2.400	2.7%	28.3	32.1	113.4	17.0	19.2	B KHC	90.39	99.00	
JVA	Coffee Holding Compa	S	6.2	-5.4	4.8	EVEN	0.25	0.00	15.3%	0.000	0.0%	11.6	14.1	121.6	12.7	18.6	B JVA	4.92	5.51	
INGR	Ingredion Incorporated	L	7.3	16.3	10.0	UP	0.65	0.37	42.8%	2.000	1.6%	14.4	19.0	131.9	9.6	13.6	INGR	123.82	128.44	
HAIN	HAIN CELESTIAL G	M	24.0	34.7	8.8	DOWN	0.88	0.14	35.9%	0.000	0.0%	26.2	18.5	70.6	8.4	12.9	B HAIN	36.99	37.94	
FLO	FLOWERS FOODS I	M	7.6	6.9	7.5	DOWN	0.94	0.64	44.5%	0.640	3.3%	22.8	25.5	111.8	8.2	11.1	B FLO	19.61	19.69	
SAFM	SANDERSON FARM	M	7.9	66.0	9.4	UP	0.94	0.17	0.0%	0.960	0.8%	11.3	13.0	115.0	8.1	13.7	SAFM	115.78	113.27	
SJM	SMUCKER (JM) CO	L	13.0	6.7	12.8	DOWN	0.86	0.58	40.4%	3.000	2.4%	21.4	22.1	103.3	7.9	11.2	B SJM	126.72	127.40	
GIS	GENERAL MILLS IN	L	3.7	4.9	14.1	UP	0.80	0.50	66.0%	1.920	3.3%	19.4	21.3	109.8	7.6	10.9	GIS	57.51	55.99	
OME	OMEGA PROTEIN C	S	11.1	29.4	12.6	UP	0.92	0.12	0.3%	0.200	1.0%	13.2	13.9	105.3	7.3	12.9	OME	20.15	20.10	
BGS	B&G FOODS INC	M	11.8	16.5	12.5	UP	0.88	0.68	69.2%	1.860	4.4%	29.5	24.3	82.4	7.2	9.8	BGS	42.00	40.02	
LANC	LANCASTER COLO	M	1.2	8.4	14.2	UP	0.37	0.57	0.0%	2.200	1.7%	21.8	26.1	119.7	6.9	9.8	LANC	125.90	122.66	
HRL	HORMEL FOODS CO	L	5.3	12.9	10.7	UP	0.96	0.97	5.3%	0.680	1.9%	20.7	21.3	102.9	6.5	9.9	HRL	35.08	34.26	
MKC	MCCORMICK & CO	M	5.0	7.2	12.8	UP	0.95	0.87	48.5%	1.880	1.9%	24.4	29.2	119.7	5.7	8.6	MKC	99.90	88.65	
CENT	CENTRAL GARDEN	M	0.5	15.0	2.1	UP	0.11	0.02	41.6%	0.000	0.0%	20.9	31.8	152.2	5.5	7.8	CENT	37.80	35.18	
CAG	CONAGRA FOODS I	L	2.7	-28.1	5.1	EVEN	0.29	0.19	44.9%	0.800	2.1%	19.9	38.0	191.0	3.7	5.6	CAG	38.78	29.63	
MJN	Mead Johnson Nutritio	M	5.6	0.2	21.1	UP	0.76	0.00	119.3%	1.650	1.9%	25.7	30.3	117.9	3.3	5.3	MJN	88.72	79.35	
PF	Pinnacle Foods	M	3.4	116.4	9.0	UP	0.68	0.38	62.8%	1.140	2.0%	23.7	32.5	137.1	3.2	5.2	PF	58.15	49.35	
DF	DEAN FOODS CO	L	-5.1	-40.8	3.0	DOWN	0.72	0.19	59.8%	0.360	1.8%	10.9	15.0	137.6	2.9	7.4	DF	19.74	17.48	
JJSF	J & J SNACK FOODS	M	6.6	11.5	11.5	UP	0.99	0.90	0.2%	1.680	1.2%	23.6	32.8	139.0	2.1	4.1	JJSF	134.58	113.02	
K	KELLOGG CO	L	1.6	-5.3	9.1	DOWN	0.42	0.25	77.9%	2.080	2.9%	29.3	36.4	124.2	1.6	3.4	S K	71.00	53.85	
CALM	CAL-MAINE FOODS	M	11.3	13.2	14.2	UP	0.92	0.36	2.4%	1.760	4.7%	12.8	-36.3	-283.6	1.4	1.3	S CALM	37.75	-18.75	
SYUT	Synutra International	S	4.0	24.5	10.6	DOWN	0.34	0.04	80.4%	0.000	0.0%	15.6	42.7	273.7	0.6	2.8	SYUT	6.02	4.28	
NUTR	NUTRACEUTICAL I	S	4.5	31.4	12.2	EVEN	0.97	0.13	18.7%	0.500	1.6%	12.3	15.8	128.5	0.4	5.0	NUTR	31.70	28.18	
BRFS	BRF-Brasil Foods BR	L	-0.9	-26.4	6.7	DOWN	0.34	0.04	60.1%	0.320	2.6%	29.2	-90.1	-308.6	0.2	0.1	S BRFS	12.44	-2.47	
CPB	CAMPBELL SOUP C	L	0.5	0.4	13.1	DOWN	0.25	0.01	57.5%	1.400	2.4%	20.4	36.0	176.5	0.1	2.0	S CPB	57.54	43.43	
STKL	SUNOPTA INC	M	4.4	-5.8	0.1	DOWN	0.75	0.00	51.8%	0.000	0.0%	15.6	-12.0	-76.9	0.0	0.0	S STKL	7.30	-10.95	
THS	TREEHOUSE FOODS	L	16.0	-29.7	4.9	DOWN	0.89	0.19	0.0%	0.000	0.0%	29.0	-21.4	-73.8	0.0	0.0	S THS	87.60	-73.80	
SNAK	INVENTURE GROUP	S	14.3	-15.4	0.8	DOWN	0.96	0.04	69.9%	0.000	0.0%	20.0	-2.4	-12.0	0.0	0.0	S SNAK	3.70	-27.53	
JBSS	John B Sanfilippo & S	M	6.9	127.4	4.7	UP	0.95	0.63	15.5%	0.000	0.0%	12.3	25.1	204.1	0.0	3.0	JBSS	73.50	67.44	

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Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC Tck	Cur. Price	Buy UP to		
SENEA	Seneca Foods	M	2.1	4.3	2.7	UP	0.54	0.03	49.1%	0.000	0.0%	19.6	13.2	67.3	-0.3	5.2	SENEA	37.20	30.96		
LWAY	LIFEWAY FOODS IN	S	14.7	-0.8	6.1	DOWN	0.97	0.00	13.0%	0.000	0.0%	67.5	49.0	72.6	-0.9	1.2	S LWAY	9.60	6.07		
LNCE	LANCE INC	M	11.8	2.6	5.5	DOWN	0.86	0.01	41.7%	0.640	1.8%	41.9	95.3	227.4	-8.7	-7.2	S LNCE	35.26	11.85		
POST	Post Holdings	L	37.5	-86.8	2.3	DOWN	0.82	0.79	58.6%	0.000	0.0%	19.7	127.6	647.7	-26.0	-24.5	S POST	84.19	17.03		
<b>Companies</b>	<b>34</b>		<b>8.0</b>	<b>8.5</b>	<b>8.7</b>		<b>0.71</b>	<b>0.31</b>	<b>40.8%</b>	<b>0.884</b>	<b>1.5%</b>	<b>22.0</b>	<b>21.9</b>	<b>102.3</b>	<b>3.7</b>	<b>6.7</b>					
<b>Industry</b>	112	<b>Pharmaceutical Retailers</b>					<b>Sector</b>	4	<b>Consumer Defensive</b>												
WBA	Walgreens Boots Allia	L	7.6	6.4	4.5	DOWN	0.86	0.52	37.8%	1.500	1.7%	20.5	22.2	108.3	10.8	14.2	B WBA	86.54	91.65		
PETS	PETMED EXPRESS I	S	3.0	2.3	12.2	UP	0.51	0.16	0.0%	0.760	3.3%	15.7	21.6	137.6	10.6	13.8	PETS	23.10	24.22		
GNC	GNC Acquisition Hold	M	6.9	-49.6	14.0	DOWN	0.85	0.26	80.9%	0.800	10.3%	15.6	-1.7	-10.9	0.9	0.8	S GNC	7.78	-80.48		
RAD	RITE AID CORP	L	2.4	91.6	0.9	DOWN	0.59	0.44	91.8%	0.000	0.0%	366.6	-1000.0	-272.8	-41.7	-40.4	S RAD	4.00	0.00		
<b>Companies</b>	<b>4</b>		<b>5.0</b>	<b>12.7</b>	<b>7.9</b>		<b>0.70</b>	<b>0.34</b>	<b>52.6%</b>	<b>0.765</b>	<b>3.8%</b>	<b>104.6</b>	<b>-239.5</b>	<b>-9.4</b>	<b>-4.9</b>	<b>-2.9</b>					
<b>Industry</b>	150	<b>Tobacco</b>					<b>Sector</b>	4	<b>Consumer Defensive</b>												
MO	ALTRIA GROUP INC	L	-3.4	7.6	55.4	UP	0.19	0.20	82.5%	2.440	3.4%	15.4	9.9	64.3	14.4	19.9	MO	71.78	68.51		
BTI	Bat-British Tobacco U	L	-0.3	6.3	39.5	UP	0.01	0.83	71.7%	2.180	3.2%	17.1	13.7	80.1	12.4	16.8	B BTI	68.04	68.35		
RAI	REYNOLDS AMERI	L	2.5	13.7	45.1	UP	0.32	0.64	37.9%	2.040	3.2%	16.6	15.2	91.6	9.6	13.9	RAI	64.50	62.13		
PM	PHILIP MORRIS INT	L	1.8	5.6	38.7	DOWN	0.26	0.59	163.2%	4.160	3.8%	18.1	24.5	135.4	7.6	10.3	PM	110.84	111.05		
UVV	UNIVERSAL CORP/	M	0.5	2.8	8.1	EVEN	0.03	0.11	21.5%	2.160	2.9%	12.0	17.7	147.5	3.2	6.9	UVV	73.45	66.64		
<b>Companies</b>	<b>5</b>		<b>0.2</b>	<b>7.2</b>	<b>37.4</b>		<b>0.16</b>	<b>0.47</b>	<b>75.3%</b>	<b>2.596</b>	<b>3.3%</b>	<b>15.8</b>	<b>16.2</b>	<b>103.8</b>	<b>9.4</b>	<b>13.6</b>					

Stock Challenges

Sorted by Sector, Industry, PAR

Use Due Diligence

Ticker Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgn	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC	Tck	Cur. Price	Buy UP to
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Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value  
 SP Qlty = Standard Poors Quality  
 Date of Data = Date of Last Update  
 Sales Grwth = Sales Growth  
 EPS Grwth = EPS Growth

Profit Mrgn = Pre-tax Profit Margin  
 Trend PTP = Trend of Pre-tax Profit  
 Sales R^2 = Sales Trend Line Predictability  
 EPS R^2 = EPS Trend Line Predictability  
 %Debt to Cap = % of Debt to Capitalization

RV = Relative Value of Current PE to Average PE  
 PAR = 5 yr Projected Average Return  
 TR = 5 yr Total Return  
 Rec = Recommendation

Because of Rounding 6 decimals a boundary figure may appear in either of 2 colors

1. Look for RV, PAR, TR Columns to be Dark Blue.
2. Sales ^2 in upper.90's should indicate good trend lines.
3. Compare PTP (Pre Tax Profit) for individual stock to the Industry
4. Compare % of Debt to Capitalization) for individual stock to the Industry
5. Check Company with Buy recommendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2	Color	Range	Count	Percentage
	Blue	.97 to 1.00	2	1.6%
	Green	.90 to 0.96	7	5.7%
	Orange	less than .90	114	92.7%

Category	Count	Percentage
Large Revenue	54	43.9%
Mid Revenue	49	39.8%
Small Revenue Companies	20	16.3%
<b>Total</b>	<b>123</b>	

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	24	19.5%
	Green	70.0 to 84.9	12	9.8%
	Orange	110.01 to 115.	7	5.7%
	Magenta	Market knows something that we don't		
	Magenta	< 70.0	24	19.5%
	Magenta	> 115.0	56	45.5%

Category	Color	Range	Count	Percentage
PAR	Blue	14.9 Plus %	3	2.4%
	Green	12.0 to 14.8	18	14.6%
	Orange	10.0 to 11.9	12	9.8%
	Orange	< 10.0	90	73.2%
Total Return	Blue	20 Plus	2	1.6%
	Green	14.9 to 19.9	22	17.9%
	Orange	10.0 to 14.8	34	27.6%
	Orange	< 10.0	65	52.8%
%Debt to Ca	Blue	33% or Less	35	28.5%
	Green	33.01 to 40.0	12	9.8%
	Orange	40.01 Plus	59	48.0%
	Orange	<= Zero	17	13.8%
	Orange	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry