

The LongFellow Investor Report

Stock Challenges

Sorted by Sector, Industry, PAR

PAR >= 11.1

Select Series Loose

Trend All

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	
Industry 20 Beverages - Brewers							Sector 4 Consumer Defensive													
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	
Companies 1		-1.0	4.4	18.2		0.02	0.09	55.1%	1.640	1.7%	21.8	10.4	47.7	15.3	21.5					
Industry 22 Beverages - Wineries & Disti							Sector 4 Consumer Defensive													
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	
Companies 1		9.0	156.2	28.2		0.52	0.67	53.2%	1.600	0.9%	18.2	22.9	125.8	13.0	16.5					
Industry 47 Discount Stores							Sector 4 Consumer Defensive													
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	
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	
Companies 3		9.5	17.4	7.6		0.84	0.64	36.1%	0.680	1.1%	19.8	17.8	92.7	13.4	18.0					
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	
Companies 2		13.8	11.5	13.0		0.83	0.34	13.1%	0.000	0.0%	18.0	18.6	102.7	13.0	17.6					
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	
Companies 2		7.8	27.7	6.1		0.44	0.23	42.9%	0.950	1.6%	33.9	24.6	73.6	14.3	17.7					
Industry 61 Food Distribution							Sector 4 Consumer Defensive													
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	
Companies 1		10.3	10.1	0.7		0.98	0.49	42.6%	0.360	1.0%	25.2	30.2	119.8	13.6	15.9					
Industry 65 Grocery Stores							Sector 4 Consumer Defensive													
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	

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Companies	2		15.0	16.4	3.4		0.92	0.87	39.4%	0.480	0.4%	31.4	23.8	91.5	12.1	15.6				
Industry	74	Household & Personal Product					Sector	4	Consumer Defensive											
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
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
Companies	3		10.5	35.2	10.3		0.86	0.33	33.2%	1.507	3.2%	22.2	22.5	102.6	13.1	16.3				
Industry	107	Packaged Foods					Sector	4	Consumer Defensive											
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
Companies	3		10.8	-9.7	8.6		0.52	0.24	36.2%	0.800	0.9%	17.2	16.6	88.5	17.8	25.5				
Industry	150	Tobacco					Sector	4	Consumer Defensive											
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
Companies	1		-0.3	6.3	39.5		0.01	0.83	71.7%	2.180	3.2%	17.1	13.7	80.1	12.4	16.8				

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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	0	0.0%
	Green	.90 to 0.96	1	5.3%
	Orange	less than .90	18	94.7%

Category	Count	Percentage
Large Revenue	10	52.6%
Mid Revenue	4	21.1%
Small Revenue	5	26.3%
Companies	19	

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	6	31.6%
	Green	70.0 to 84.9	4	21.1%
	Orange	110.01 to 115.	2	10.5%
	Pink	Market knows something that we don't		
	Pink	< 70.0	3	15.8%
	Pink	> 115.0	4	21.1%

Category	Color	Range	Count	Percentage
PAR	Blue	14.9 Plus %	3	15.8%
	Green	12.0 to 14.8	15	78.9%
	Orange	10.0 to 11.9	1	5.3%
	Orange	< 10.0	0	0.0%
Total Return	Blue	20 Plus	2	10.5%
	Green	14.9 to 19.9	17	89.5%
	Orange	10.0 to 14.8	0	0.0%
	Orange	< 10.0	0	0.0%
%Debt to Ca	Blue	33% or Less	5	26.3%
	Green	33.01 to 40.0	2	10.5%
	Orange	40.01 Plus	10	52.6%
	Orange	<= Zero	2	10.5%
	Orange	Null	0	0.0%

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