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 þ

Filed by a Party other than the Registrant o

Check the appropriate box:

- o Preliminary Proxy Statement
- o Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- o Definitive Proxy Statement
- b Definitive Additional Materials
- o 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):

- b No fee required.
- o 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):

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- (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:

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The J. M. Smucker Company s Annual Meeting of Shareholders

Wednesday, August 19, 2009

Fisher Auditorium at the Ohio Agricultural Research and Development Center 1280 Madison Avenue Wooster, Ohio 44691

Proxy Login Details: Control Number: <012345 > Holder Account Number: <C1234567891> Proxy Access Number: <12345> To: <Shareholder Registration> We are pleased to electronically deliver your proxy statement and annual report for The J. M. Smucker Company and provide you with the opportunity to vote online.

To view the proxy statement and annual report and to cast your vote, please visit: <u>www.investorvote.com</u> and then follow the instructions. You will need the Login Details provided above in this email to access this voting site. Please note that votes submitted through this site must be received by 12:01 a.m., Eastern Daylight Time, on August 19, 2009.

Thank you for viewing The J.M. Smucker Company s annual meeting materials and for submitting your very important vote.

Please note: You are receiving this email because you are signed up for Electronic Shareholder Communications, our environmentally friendly eComm service. You can unsubscribe to email notifications at any time by changing your elections on the Electronic Shareholder Communications menu, by logging into Investor Centre at <u>www.computershare.com/Investor</u>.

Questions? For additional assistance regarding your account please visit <u>www.computershare.com/ContactUs</u> where you will find useful FAQs, phone numbers and our secure online contact form.