



# J.M. Smucker (SJM)

Updated December 6<sup>th</sup>, 2023, by Aristofanis Papadatos

## Key Metrics

<b>Current Price:</b>	\$116	<b>5 Year CAGR Estimate:</b>	9.1%	<b>Market Cap:</b>	\$11.9 B
<b>Fair Value Price:</b>	\$128	<b>5 Year Growth Estimate:</b>	4.0%	<b>Ex-Dividend Date:</b>	2/8/24 <sup>1</sup>
<b>% Fair Value:</b>	91%	<b>5 Year Valuation Multiple Estimate:</b>	2.0%	<b>Dividend Payment Date:</b>	2/27/24
<b>Dividend Yield:</b>	3.7%	<b>5 Year Price Target</b>	\$156	<b>Years Of Dividend Growth:</b>	27
<b>Dividend Risk Score:</b>	B	<b>Retirement Suitability Score:</b>	B	<b>Rating:</b>	Hold

## Overview & Current Events

In 1897, Jerome Monroe Smucker founded a small cider mill in Orrville, Ohio. He used surplus apples, said to be cultivated by Johnny Appleseed, to make cider and apple butter. Since then, the J.M. Smucker company has grown into an international powerhouse of packaged food and beverage products including iconic names like Smucker's, Jif and Folgers, along with various pet food brands. The company has a market capitalization of \$11.9 billion and generated \$8 billion in sales last year.

On September 11<sup>th</sup>, 2023, Smucker's agreed to acquire Hostess Brands (TWNK) in a cash-and-stock deal with value of \$5.6 billion, which includes debt. Hostess Brands has many sweet baked goods brands, which will expand the product portfolio of Smucker's and create synergies. However, the deal value is about 13.2 times EBITDA of Hostess Brands, after the expected synergies have been taken into account. We thus view the deal as expensive for Smucker's.

In early December, Smucker's reported (12/5/23) results for the second quarter of fiscal 2024, which ends on April 30<sup>th</sup>, 2024. Currency-neutral organic sales grew 7% over last year's quarter thanks to strong sales of frozen sandwiches as well as material price hikes. The solid volumes amid strong price hikes are testaments to the strength of the brands of the company. Adjusted earnings-per-share grew 8%, from \$2.40 to \$2.59, and exceeded the analysts' estimates by \$0.12.

Due to the costs related to the aforementioned pending acquisition, Smucker's lowered its guidance for fiscal 2024. The company expects comparable sales growth of 8.5%-9.0% (vs. 8.5%-9.5% previously) and lowered its guidance for adjusted earnings-per-share from \$9.45-\$9.85 to \$9.25-\$9.65. This guidance is uniquely adjusted as it adds back in amortization (\$1.54 per share). We include the impact of amortization expense in our earnings expectations and lower our forecast for adjusted earnings-per-share in fiscal 2024 from \$8.18 to \$8.00.

## Growth on a Per-Share Basis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2029
<b>EPS</b>	\$5.64	\$5.35	\$5.89	\$6.49	\$6.97	\$6.66	\$6.84	\$7.79	\$7.34	\$7.38	<b>\$8.00</b>	<b>\$9.73</b>
<b>DPS</b>	\$2.32	\$2.56	\$2.68	\$3.00	\$3.12	\$3.40	\$3.52	\$3.58	\$3.87	\$4.08	<b>\$4.24</b>	<b>\$5.16</b>
<b>Shares<sup>2</sup></b>	102	120	116	113	114	114	114	112	108	105	<b>100</b>	<b>95</b>

The share count increase of Smucker's in 2015 was the result of the acquisition of Big Heart Pet Brands.

Since 2009, Smucker's has grown its earnings-per-share by over 6% annually. Previously the company provided long-term guidance for 8% annual earnings-per-share growth. While we believe this is a great goal, we are hesitant to extrapolate that sort of growth over the intermediate term. The company has a collection of iconic brands, but many of them are center-aisle staples that have been losing popularity as consumers look for fresher, healthier options. Increased advertising spending and moving toward consumer preferences will require significant capital outlays in the years to come. On the positive side, coffee is a strong, sticky segment for the business and Smucker's is working to expand the current iconic lines, such as Jif, to more on-trend products like granola bars and on-the-go snacks.

<sup>1</sup> Estimated date.

<sup>2</sup> In millions.

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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The pandemic has spurred demand in the short-term, but we do not see this as a long-term tailwind. We forecast 4% average annual growth over the next five years.

## Valuation Analysis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Now	2029
Avg. P/E	18.3	19.6	20.1	21.0	17.0	16.2	16.3	14.8	17.9	19.5	14.5	16.0
Avg. Yld.	2.2%	2.4%	2.3%	2.2%	2.6%	3.2%	3.2%	3.1%	2.4%	2.8%	3.7%	3.3%

The stock of Smucker's has traded at an average P/E ratio of 18.1 over the last decade. While we believe this mark is more or less fair, we do caution that it could be overstated should earnings growth stall. We have thus assumed a fair P/E ratio of 16.0 for the stock. Smucker's is currently trading at a P/E ratio of 14.5. If it trades at our assumed fair valuation level in five years, it will enjoy a 2.0% annualized valuation tailwind in its returns.

## Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2029
Payout	41%	48%	46%	46%	45%	51%	51%	46%	53%	55%	53%	53%

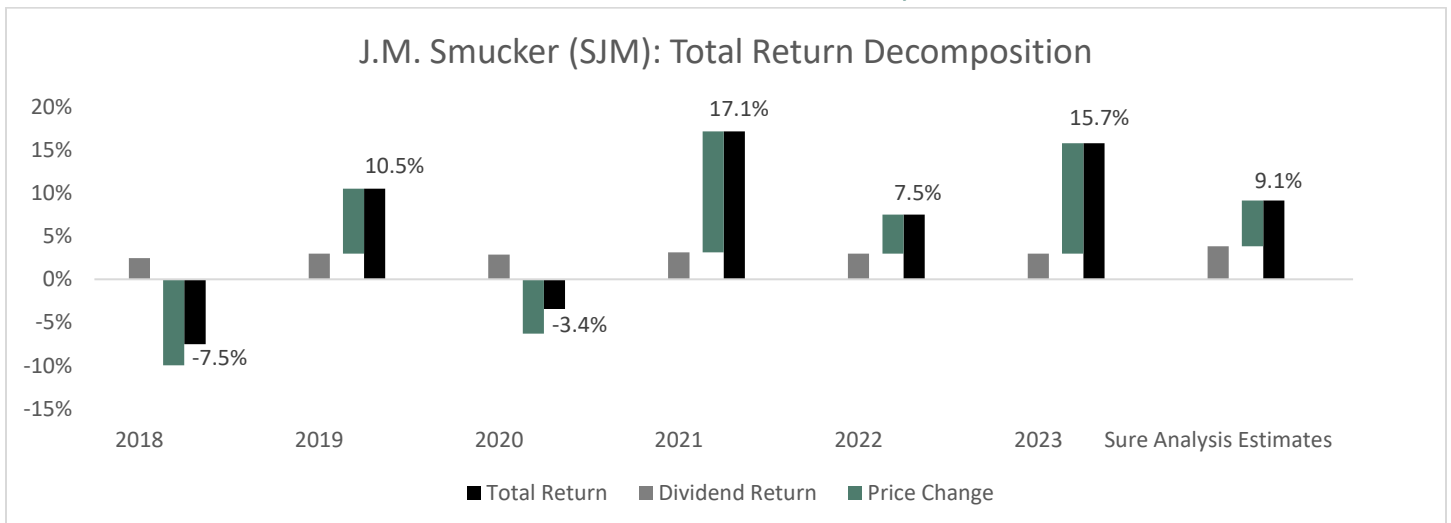
Smucker's iconic brands continue to enjoy recognition, but this moat is eroding somewhat as consumers look for fresher and healthier alternatives. During the last recession, Smucker's held up exceptionally well, growing both earnings and dividends during this time. Our apprehension is not with the next recession, but instead whether or not the company can meaningfully grow. As the pandemic has subsided, growth prospects appear lackluster.

The company has been working towards growth, mostly via acquisitions. Of course, this has levered up the balance sheet, but leverage remains under control. Smucker's has net debt of \$6.4 billion, which is only 54% of the market capitalization of the stock. The company also has an interest coverage ratio of 8.6, which is very healthy. In addition, the 3.7% dividend is safe, given the decent payout ratio of 53% and the resilience of the company to recessions.

## Final Thoughts & Recommendation

Smucker's has plunged -18% since the announcement of the above deal due to the high value of the deal. It could offer a 9.1% average annual return over the next five years thanks to 4.0% growth, a 3.7% dividend and a 2.0% valuation tailwind. While Smucker's has a strong history with a solid dividend and iconic brands, its industry appears to be facing long-term headwinds, mostly due to increased health-consciousness of consumers. Shares maintain their hold rating.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Revenue</b>	5693	7811	7392	7357	7838	7801	8003	7999	8529
<b>Gross Profit</b>	1969	2968	2835	2836	2916	3002	3139	2701	2802
<b>Gross Margin</b>	34.6%	38.0%	38.4%	38.5%	37.2%	38.5%	39.2%	33.8%	32.9%
<b>SG&amp;A Exp.</b>	1031	1510	1380	1363	1509	1474	1523	1360	1455
<b>D&amp;A Exp.</b>	267	430	419	413	446	447	453	459	437
<b>Operating Profit</b>	830	1281	1253	1266	1198	1292	1411	1182	1181
<b>Operating Margin</b>	15%	16%	17%	17%	15%	16.6%	17.6%	14.8%	13.8%
<b>Net Profit</b>	345	689	592	1339	514	780	876	632	(91)
<b>Net Margin</b>	6.1%	8.8%	8.0%	18.2%	6.6%	10.0%	10.9%	7.9%	-1.1%
<b>Free Cash Flow</b>	491	1260	867	896	781	986	1258	719	717
<b>Income Tax</b>	178	289	286	-478	187	247	296	212	82

## Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Total Assets</b>	16806	15984	15640	15301	16711	16970	16280	16055	14991
<b>Cash &amp; Equivalents</b>	126	110	167	193	101	391	334	170	656
<b>Accounts Receivable</b>	430	450	439	386	504	551	534	525	598
<b>Inventories</b>	1164	899	906	854	910	895	960	1089	1010
<b>Goodwill &amp; Int. Ass.</b>	12962	12586	12227	11859	13030	12734	12060	11668	9646
<b>Total Liabilities</b>	9719	8976	8790	7410	8741	8780	8159	7915	7701
<b>Accounts Payable</b>	403	459	477	512	591	782	1034	1193	1393
<b>Long-Term Debt</b>	6171	5430	5399	4832	5911	5621	4752	4491	4314
<b>Shareholder's Equity</b>	7087	7009	6850	7891	7971	8191	8125	8140	7291
<b>LTD/E Ratio</b>	0.87	0.77	0.79	0.61	0.74	0.69	0.58	0.55	0.59

## Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Return on Assets</b>	2.7%	4.2%	3.7%	8.7%	3.2%	4.6%	5.3%	3.9%	-0.6%
<b>Return on Equity</b>	5.7%	9.8%	8.5%	18.2%	6.5%	9.6%	10.7%	7.8%	-1.2%
<b>ROIC</b>	3.4%	5.4%	4.8%	10.7%	3.9%	5.6%	6.6%	5.0%	-0.8%
<b>Shares Out.</b>	120	116	113	114	114	113	112	108	106
<b>Revenue/Share</b>	55.25	65.64	63.95	65.11	69.30	68.79	71.45	74.13	80.31
<b>FCF/Share</b>	4.77	10.58	7.50	7.93	6.91	8.69	11.23	6.66	6.75

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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