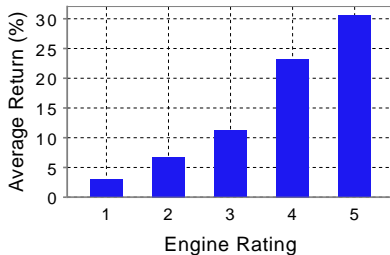


SECTOR AVERAGE RATING & OVERVIEW

Average ValuEngine Rating*

VV
2 out of 5

Engine Rating and Average Annual Return
(Jan 2002 - Sep 2014)



*The ValuEngine Rating is based on the proprietary ValuEngine one-year forecast return (1YFR) model output for each individual equity. A stock is rated Strong Buy, Buy, Hold, Sell, Strong Sell based on the Forecast One Year Return. The breakdown for each rating is as follows:

- Strong Buy: More than +12% 1YFR
- Buy: Between +5% and +12% 1YFR
- Hold: Between -5% and +5% 1YFR
- Sell: Between -12% and -5% 1YFR
- Strong Sell: Less than -12% 1YFR

There is an additional buffer for stock upgrades or stock downgrades to eliminate stocks moving back and forth quickly between ratings.

TABLE OF CONTENTS

• Sector Average Rating & Overview	1
• Sector Comparison	2
• Industry List By Rating	4
• Best Performance Stocks	5
• Top and Bottom Stocks	7
• Annual Financials	11
• Quarterly Financials	13
• VE's Methodology & Disclaimer	15

For a complete listing of ValuEngine ratings, fair market valuations, one year target prices for all stocks covered, please see the [ValuEngine Comprehensive Rating Report](#).

SECTOR OVERVIEW

	# of Companies	Market Cap(bil)	Earnings	Revenue
Latest	122	1926	98337	1106371
Percentage of Market	3.03%	5.83%	4.85%	4.29%

AVERAGE FORECAST RETURN

	One Month	Three Months	Six Months	One Year	Two Years	Three Years
Average Forecast	-0.30%	-0.81%	-1.41%	-3.57%	0.06%	-2.99%

RECENT STOCK PERFORMANCE

	One Month	Three Months	Six Months	Last Year
Average Realized Return	-5.48%	-6.05%	-3.04%	5.70%

VALUATION & RANKINGS

Avg Valuation	3.57% overvalued	Avg Valuation Rank	38
Avg Sharpe Ratio	0.2773	Avg Sharpe Ratio Rank	62
Avg 12 Month Return	5.70%	Avg Momentum Rank	55
Avg 5 Yr Annual Return	3.89%	Avg 5 Yr Annual Rtn Rank	61
Avg Volatility	44.05%	Avg Volatility Rank	59
Avg Expected EPS Growth	44.35%	Avg EPS Growth Rank	48
Avg Market Cap (billions)	11.8738	Avg Size Rank	60
Avg P/E Ratio	22.8901	Avg P/E Rank	51
Avg Market/Book	5.6589	Avg Market/Book Rank	42
Avg Price/Sales	1.5625	Avg Price/Sales Rank	61

Just as important as each stock's ten individual predictive variable percentages is the way they are ranked against the other 8000-plus stocks in our database. This is sometimes confusing for newcomers to ValuEngine.com. Each quantitative measurement is ranked on a scale of 1-to-100. Generally, the higher the ranking the more positive the influence each measurement has on the overall attractiveness of the stock. In other words, a high rank is always better. Let's take them one by one:

- Valuation rank 70: 30% of stocks are more undervalued
- Momentum rank 70: 30% of stocks have higher momentum
- Sharpe Ratio rank 70: 30% of stocks have a higher Sharpe Ratio
- Volatility rank 70: 30% of stocks have less volatility
- Size rank 70: 30% of companies have higher market capitalization
- EPS growth rank 70: 30% of stocks have greater projected EPS growth
- P/E rank 70: 30% of stocks have lower P/E ratios
- Price/Sales rank 70: 30% of stocks have lower price/sales ratios
- Market/Book rank 70: 30% of stocks have lower market/book value ratios

Sector Report for Consumer Staples

SECTOR COMPARISON (1)						
FORECAST COMPARISON						
	One Month	Three Months	Six Months	One Year	Two Years	Three Years
Consumer Staples	-0.30%	-0.81%	-1.41%	-3.57%	0.06%	-2.99%
Consumer Discretionary	-0.16%	-0.45%	-0.87%	-1.93%	-1.19%	0.12%
Retail-Wholesale	-0.22%	-0.62%	-1.20%	-2.59%	-2.18%	1.55%
Medical	-0.46%	-1.43%	-2.30%	-5.47%	-2.71%	5.35%
Auto-Tires-Trucks	0.25%	0.82%	1.11%	2.99%	0.40%	-3.88%
Basic Materials	0.05%	0.08%	-0.03%	0.58%	-3.32%	5.31%
Industrial Products	-0.06%	-0.17%	-0.46%	-0.68%	-2.02%	1.94%
Construction	0.20%	0.55%	0.78%	2.45%	-1.25%	2.68%
Multi-Sector Conglomerates	-0.10%	-0.19%	-0.39%	-1.19%	1.05%	-4.44%
Computer and Technology	-0.24%	-0.75%	-1.35%	-2.92%	-2.64%	3.68%
Aerospace	0.09%	0.37%	0.74%	1.07%	4.43%	-10.74%
Oils-Energy	0.10%	0.24%	0.16%	1.21%	-3.45%	5.41%
Finance	0.23%	0.73%	1.31%	2.72%	3.33%	-7.03%
Utilities	-0.10%	-0.20%	-0.25%	-1.22%	2.90%	-7.80%
Transportation	0.08%	0.25%	0.41%	0.94%	1.13%	-3.11%
Business Services	-0.18%	-0.51%	-0.90%	-2.10%	-0.78%	0.34%

MOMENTUM COMPARISON						
	Valuation	Valuation Rank	Sharpe Ratio	Sharpe Ratio Rank	Market Cap (billions)	Size Rank
Consumer Staples	3.57%	38	0.2773	62	11.8738	60
Consumer Discretionary	-0.95%	48	0.1888	57	5.1448	56
Retail-wholesale	0.19%	47	0.3098	63	7.1009	61
Medical	0.17%	47	0.0318	48	4.6087	45
Auto-tires-trucks	-9.70%	57	0.2761	62	11.9825	66
Basic Materials	-15.97%	64	-0.2621	33	2.6575	42
Industrial Products	-7.73%	55	0.1366	55	2.6563	48
Construction	-13.24%	64	0.1314	54	2.4871	57
Multi-sector Conglomerates	-0.56%	44	0.3056	63	19.5908	78
Computer and Technology	-3.92%	51	0.0984	52	5.3009	48
Aerospace	-2.45%	46	0.3209	64	5.9113	56
Oils-energy	-15.92%	66	-0.0247	45	6.6611	53
Finance	1.40%	41	0.2483	61	3.7610	48
Utilities	0.26%	40	0.2483	61	11.3837	76
Transportation	-4.48%	53	0.2100	58	4.9589	63
Business Services	-3.64%	48	0.2120	58	3.7409	54

Sector Report for Consumer Staples

SECTOR COMPARISON (2)

MOMENTUM COMPARISON

	12 Month Return	Momentum Rank	5 Yr Annual Return	5 Yr Annual Rtn Rank	Volatility	Volatility Rank
Consumer Staples	5.70%	55	3.89%	61	44.05%	59
Consumer Discretionary	-0.34%	48	4.67%	60	53.90%	47
Retail-wholesale	-4.88%	47	7.58%	66	46.50%	53
Medical	8.27%	52	-5.43%	50	69.60%	36
Auto-tires-trucks	-6.60%	44	7.35%	64	48.30%	49
Basic Materials	-7.80%	41	-19.28%	36	65.47%	35
Industrial Products	-1.91%	46	0.83%	57	53.64%	48
Construction	-0.44%	48	2.33%	56	48.23%	49
Multi-sector Conglomerates	-1.50%	51	5.90%	61	33.28%	66
Computer and Technology	-2.44%	47	-0.27%	55	58.19%	43
Aerospace	11.32%	60	5.65%	64	43.51%	54
Oils-energy	-9.77%	41	-7.02%	48	55.82%	44
Finance	2.52%	56	3.12%	58	28.24%	72
Utilities	3.93%	59	1.44%	56	28.97%	71
Transportation	2.44%	51	3.16%	59	42.12%	55
Business Services	5.04%	51	2.31%	58	53.19%	50

RATIO COMPARISON

	P/E Ratio	P/E Rank	Market/Book	Market/Book Rank	Price/Sales	Price/Sales Rank
Consumer Staples	22.8901	51	5.6589	42	1.5625	61
Consumer Discretionary	25.5620	52	5.8433	45	1.7592	61
Retail-wholesale	22.7195	51	5.9164	40	1.2023	71
Medical	27.8158	26	8.3469	33	9.7587	32
Auto-tires-trucks	14.8773	72	4.9075	45	1.2941	73
Basic Materials	24.2625	44	2.9711	64	3.8868	54
Industrial Products	21.1304	55	4.5370	47	2.1206	65
Construction	22.1555	55	3.7137	49	1.1253	69
Multi-sector Conglomerates	20.1543	64	4.7662	53	2.0201	65
Computer and Technology	28.8588	41	6.4006	41	3.2731	51
Aerospace	19.4010	64	3.8370	47	1.8830	65
Oils-energy	22.5390	53	3.4674	58	3.6312	50
Finance	16.8962	71	2.1732	66	4.3976	39
Utilities	20.2510	59	2.8163	52	1.9008	58
Transportation	18.5092	58	2.8264	57	1.9373	61
Business Services	23.3139	51	8.4122	34	2.2277	56

Sector Report for Consumer Staples

INDUSTRY LIST BY RATING					
Industry name (sorted by average rating)	Avg Rating	Avg Forecast	Avg Mispricing	Avg P/E Ratio	Avg Market Cap(bil)
FUNERAL SVCS & REL	3.50	1.58%	-8.03%	16.9933	1.6256
FOOD-CONFECTIONERY	3.00	-4.29%	0.78%	23.9584	20.5418
PUBLISHING-PERIODICALS	3.00	-0.07%	-6.40%	26.9245	1.3038
PUBLISHING-BOOKS	3.00	-1.20%	3.37%	17.1868	2.0246
TOBACCO	3.00	-2.54%	10.40%	17.6979	69.2398
FOOD-MEAT PRODUCTS	3.00	0.00%	5.26%	16.2117	6.6789
PUBLISHING-NEWSPAPERS	2.93	0.45%	-9.19%	21.4630	1.4658
BEVERAGES-ALCOHOLIC	2.90	-2.43%	1.48%	26.2214	23.2005
CONSUMER PROD-MISC DISCRECTN	2.83	-2.33%	1.97%	17.4516	10.0976
AGRICULTURAL OPERATIONS	2.75	-3.84%	-1.75%	20.8383	0.8348
SOAP & CLNG PREPARATNS	2.75	-4.44%	8.60%	21.7032	76.4879
FOOD-MISC/DIVERSIFIED	2.70	-2.98%	0.76%	23.0991	9.1847
COSMETICS & TOILETRIES	2.52	-6.07%	13.06%	21.1461	8.2847
BEVERAGES-SOFT DRINKS	2.17	-7.72%	10.17%	25.1939	16.7672
FOOD-DAIRY PRODUCTS	1.00	-14.97%	14.33%	85.4118	0.7122

Sector Report for Consumer Staples

BEST PERFORMANCE STOCKS (1)

One Month Return

Ticker	Company Name	Realized Return	Forecast Return	Valuation	P/E Ratio
BREW	CRAFT BREW ALLN	38.02%	-10.39%	36.76%	69.84
NUS	NU SKIN ENTERP	16.39%	-5.98%	6.63%	9.42
CLX	CLOROX CO	7.80%	-5.86%	16.84%	21.36
MO	ALTRIA GROUP	6.70%	-3.36%	17.34%	18.64
CVGW	CALAVO GROWERS	6.35%	-6.20%	27.13%	27.18
KO	COCA COLA CO	6.30%	-4.32%	11.01%	21.39
GMCR	KEURIG GREEN MT	5.58%	-7.25%	47.47%	36.33
BRFS	BRF-BRASIL FOOD	5.41%	-9.32%	8.44%	38.36
THS	TREEHOUSE FOODS	4.01%	-3.83%	8.62%	23.52
PEP	PEPSICO INC	3.38%	-4.93%	15.49%	20.60
MNST	MONSTER BEVERAG	3.37%	-7.23%	32.17%	37.47
LWAY	LIFEWAY FOODS	3.35%	-13.05%	21.64%	85.41
DPS	DR PEPPER SNAPL	3.09%	-1.74%	13.39%	17.48
HRL	HORMEL FOODS CP	2.92%	-1.33%	2.10%	23.17
TSN	TYSON FOODS A	2.82%	1.50%	8.82%	13.80
CAG	CONAGRA FOODS	2.50%	1.34%	0.69%	15.23
RAI	REYNOLDS AMER	2.46%	-3.11%	11.11%	17.88
HELE	HELEN OF TROY	2.19%	-1.71%	17.34%	14.43
DMND	DIAMOND FOODS	1.62%	0.17%	-2.80%	46.21
LO	LORILLARD CO	1.44%	-3.17%	15.00%	18.44

Three Month Return

Ticker	Company Name	Realized Return	Forecast Return	Valuation	P/E Ratio
BREW	CRAFT BREW ALLN	52.89%	-10.39%	36.76%	69.84
MNST	MONSTER BEVERAG	32.16%	-7.23%	32.17%	37.47
CVGW	CALAVO GROWERS	27.82%	-6.20%	27.13%	27.18
CQB	CHIQUITA BR INT	27.10%	-6.91%	1.56%	n/a
SNAK	INVENTURE FOODS	14.13%	9.21%	-21.25%	26.75
GMCR	KEURIG GREEN MT	12.70%	-7.25%	47.47%	36.33
HAIN	HAIN CELESTIAL	9.62%	-3.47%	6.81%	29.37
CSV	CARRIAGE SVCS-A	9.38%	5.86%	-16.63%	15.58
DPS	DR PEPPER SNAPL	7.61%	-1.74%	13.39%	17.48
CAG	CONAGRA FOODS	7.32%	1.34%	0.69%	15.23
MO	ALTRIA GROUP	6.23%	-3.36%	17.34%	18.64
THS	TREEHOUSE FOODS	6.04%	-3.83%	8.62%	23.52
LWAY	LIFEWAY FOODS	5.68%	-13.05%	21.64%	85.41
HRL	HORMEL FOODS CP	5.50%	-1.33%	2.10%	23.17
FDP	FRESH DEL MONTE	4.50%	-4.30%	20.70%	14.50
KO	COCA COLA CO	3.99%	-4.32%	11.01%	21.39
NWL	NEWELL RUBBERMD	3.59%	0.05%	4.63%	16.77
PEP	PEPSICO INC	3.14%	-4.93%	15.49%	20.60
CLX	CLOROX CO	3.00%	-5.86%	16.84%	21.36
PG	PROCTER & GAMBL	2.52%	-4.05%	7.23%	19.48

Sector Report for Consumer Staples

BEST PERFORMANCE STOCKS (2)

Six Month Return

Ticker	Company Name	Realized Return	Forecast Return	Valuation	P/E Ratio
PPC	PILGRIMS PRIDE	47.10%	1.04%	18.51%	12.34
MNST	MONSTER BEVERAG	45.21%	-7.23%	32.17%	37.47
GMCR	KEURIG GREEN MT	43.41%	-7.25%	47.47%	36.33
CVGW	CALAVO GROWERS	31.78%	-6.20%	27.13%	27.18
SVU	SUPERVALU INC	25.74%	-7.19%	80.07%	14.01
TAP	MOLSON COORS-B	24.89%	-3.16%	26.38%	16.71
DPS	DR PEPPER SNAPL	24.61%	-1.74%	13.39%	17.48
BREW	CRAFT BREW ALLN	23.04%	-10.39%	36.76%	69.84
MO	ALTRIA GROUP	20.39%	-3.36%	17.34%	18.64
FDP	FRESH DEL MONTE	18.71%	-4.30%	20.70%	14.50
THS	TREEHOUSE FOODS	17.06%	-3.83%	8.62%	23.52
BRFS	BRF-BRASIL FOOD	15.66%	-9.32%	8.44%	38.36
ENR	ENERGIZER HLDGS	15.07%	-0.11%	6.80%	15.84
HAIN	HAIN CELESTIAL	13.97%	-3.47%	6.81%	29.37
KO	COCA COLA CO	13.79%	-4.32%	11.01%	21.39
CQB	CHIQUITA BR INT	13.62%	-6.91%	1.56%	n/a
NWL	NEWELL RUBBERMD	13.38%	0.05%	4.63%	16.77
SAFM	SANDERSON FARMS	12.87%	15.04%	-8.37%	8.88
LO	LORILLARD CO	12.80%	-3.17%	15.00%	18.44
PEP	PEPSICO INC	12.44%	-4.93%	15.49%	20.60

One Year Return

Ticker	Company Name	Realized Return	Forecast Return	Valuation	P/E Ratio
GMCR	KEURIG GREEN MT	100.75%	-7.25%	47.47%	36.33
PPC	PILGRIMS PRIDE	93.99%	1.04%	18.51%	12.34
SNMX	SENOMYX INC	89.78%	7.84%	-20.76%	n/a
MNST	MONSTER BEVERAG	68.55%	-7.23%	32.17%	37.47
CVGW	CALAVO GROWERS	54.27%	-6.20%	27.13%	27.18
MSO	MARTHA STWT LIV	52.84%	12.98%	-35.60%	50.00
DPS	DR PEPPER SNAPL	44.42%	-1.74%	13.39%	17.48
TAP	MOLSON COORS-B	38.67%	-3.16%	26.38%	16.71
SAFM	SANDERSON FARMS	34.75%	15.04%	-8.37%	8.88
TSN	TYSON FOODS A	34.04%	1.50%	8.82%	13.80
STZ	CONSTELLATN BRD	33.33%	6.47%	-8.71%	20.55
DMND	DIAMOND FOODS	29.19%	0.17%	-2.80%	46.21
MO	ALTRIA GROUP	28.85%	-3.36%	17.34%	18.64
LO	LORILLARD CO	27.38%	-3.17%	15.00%	18.44
STKL	SUNOPTA INC	24.82%	-6.46%	17.17%	31.85
HAIN	HAIN CELESTIAL	24.62%	-3.47%	6.81%	29.37
BREW	CRAFT BREW ALLN	22.96%	-10.39%	36.76%	69.84
ADM	ARCHER DANIELS	21.07%	-1.37%	12.99%	14.82
BF.B	BROWN FORMAN B	20.77%	-0.23%	-1.35%	26.91
HELE	HELEN OF TROY	20.70%	-1.71%	17.34%	14.43

Sector Report for Consumer Staples

TOP AND BOTTOM STOCKS (1)

Valuation - Top Undervalued Stocks				Valuation - Top Overvalued Stocks			
Ticker	Company Name	Valuation	Ranking	Ticker	Company Name	Valuation	Ranking
SVU	SUPERVALU INC	80.07%	2	SANW	S&W SEED CO	-53.08%	96
RDEN	ELIZABETH ARDEN	69.07%	2	SSP	EW SCRIPPS CO	-36.06%	91
GMCR	KEURIG GREEN MT	47.47%	4	MSO	MARTHA STWT LIV	-35.60%	90
BREW	CRAFT BREW ALLN	36.76%	5	JRN	JOURNAL COMM-A	-32.65%	88
MNST	MONSTER BEVERAG	32.17%	6	POST	POST HOLDINGS	-26.79%	85
CVGW	CALAVO GROWERS	27.13%	7	AVP	AVON PRODS INC	-26.74%	85
TAP	MOLSON COORS-B	26.38%	7	BDBD	BOULDER BRANDS	-25.37%	84
LWAY	LIFEWAY FOODS	21.64%	9	BGS	B&G FOODS CL-A	-21.91%	81
FDP	FRESH DEL MONTE	20.70%	10	SNAK	INVENTURE FOODS	-21.25%	81
MED	MEDIFAST INC	20.38%	10	SNMX	SENOMYX INC	-20.76%	80
JOBS	51JOBS INC-ADR	19.60%	11	COT	COTT CORP QUE	-17.60%	75
PPC	PILGRIMS PRIDE	18.51%	11	TUP	TUPPERWARE BRND	-16.74%	74
HELE	HELEN OF TROY	17.34%	13	CSV	CARRIAGE SVCS-A	-16.63%	74
MO	ALTRIA GROUP	17.34%	13	CCU	CERV UNIDAS-ADR	-14.73%	71
STKL	SUNOPTA INC	17.17%	13	SJM	SMUCKER JM	-14.62%	71
CLX	CLOROX CO	16.84%	13	ABEV	AMBEV-PR ADR	-12.34%	68
SY	SYSCO CORP	15.80%	14	FLO	FLOWERS FOODS	-12.08%	67
PEP	PEPSICO INC	15.49%	14	SCI	SERVICE CORP IN	-10.44%	64
LO	LORILLARD CO	15.00%	14	STZ	CONSTELLATN BRD	-8.71%	60
NYT	NY TIMES A	14.66%	14	UNFI	UTD NATURAL FDS	-8.47%	60

One Month Forecast Return - Top Stocks				One Month Forecast Return - Bottom Stocks			
Ticker	Company Name	Forecast Return	Ranking	Ticker	Company Name	Forecast Return	Ranking
SAFM	SANDERSON FARMS	1.25%	100	RDEN	ELIZABETH ARDEN	-2.10%	1
JRN	JOURNAL COMM-A	1.24%	100	TRUU	TRUE DRINKS HLD	-1.62%	1
MSO	MARTHA STWT LIV	1.08%	98	JAMN	JAMMIN JAVA CP	-1.62%	1
NUIN	NUTRASTAR INTL	1.02%	98	SWSH	SWISHER HYGIENE	-1.48%	1
SNAK	INVENTURE FOODS	0.77%	93	DF	DEAN FOODS CO	-1.41%	2
SNMX	SENOMYX INC	0.65%	90	CUBV	CUBA BEVERAGE	-1.25%	2
STZ	CONSTELLATN BRD	0.54%	86	BUR	BURCON NUTRA CP	-1.17%	3
CSV	CARRIAGE SVCS-A	0.49%	84	JSDA	JONES SODA CO	-1.17%	3
MNI	MCCLATCHY CO-A	0.45%	82	SPU	SKYPEOPLE FRUIT	-1.17%	3
TNMRY	TRINITY MIRROR	0.41%	80	NYT	NY TIMES A	-1.13%	4
AVP	AVON PRODS INC	0.40%	79	CCLAY	COCA-COLA AMATI	-1.12%	4
TUP	TUPPERWARE BRND	0.39%	79	AKO.A	EMBOT ANDINA-A	-1.12%	4
AHC	AH BELO CORP	0.38%	78	LWAY	LIFEWAY FOODS	-1.09%	4
SCI	SERVICE CORP IN	0.38%	78	CMFO	CHINA MARINE	-1.06%	5
DJCO	DAILY JOURNAL	0.35%	76	AIGI	ARTISTMSS INTL	-1.05%	5
CHCX	CTGX MINING INC	0.32%	74	EXHI	EXLITES HOLDNGS	-1.05%	5
CCE	COCA-COLA ENTRP	0.29%	72	TWSI	TRISTAR WELLNES	-1.05%	5
SJM	SMUCKER JM	0.27%	71	DAR	DARLING INGRDNT	-1.01%	5
OCSM	OCEAN SMART INC	0.27%	71	AKO.B	EMBOT ANDINA-B	-0.98%	6
LEE	LEE ENTRPRS	0.22%	67	JOBS	51JOBS INC-ADR	-0.98%	6

Sector Report for Consumer Staples

TOP AND BOTTOM STOCKS (2)

Market Capital - Top Stocks				Market Capital - Bottom Stocks			
Ticker	Company Name	Market Cap (millions)	Ranking	Ticker	Company Name	Market Cap (millions)	Ranking
NSRGY	NESTLE S A REG	229,735.0000	100	CUBV	CUBA BEVERAGE	0.0009	1
PG	PROCTER & GAMBL	225,596.0000	100	EROX	HUMAN PHEROMONE	0.1271	1
KO	COCA COLA CO	193,696.0000	100	TEXX	EMPERIAL AMERIC	0.2304	2
BUD	ANHEUSER-BU ADR	170,522.0000	100	DROP	FUSE SCIENCE	0.2587	2
PEP	PEPSICO INC	141,548.0000	100	QUSA	QUESTAR ASSESS	0.2976	2
PM	PHILIP MORRIS	132,232.0000	100	YUII	YUHE INTL INC	0.3847	2
ABEV	AMBEV-PR ADR	104,662.0000	100	BCKE	BROOKLYN CHEESE	0.3990	2
BTI	BRITISH AM TOB	104,390.0000	100	WDKA	PANACHE BEVERAG	0.4059	2
LRLCY	LOREAL CO-ADR	93,674.3047	100	PEDH	PEOPLES EDUCATN	0.4465	2
MO	ALTRIA GROUP	91,476.5000	100	EMDY	EMERALD DAIRY	0.7799	3
ITCTY	ITC LIMITED-GDR	87,146.5000	100	CRMBQ	CRUMBS BAKE SHP	2.0213	5
SBMRY	SABMILLER PLC	83,645.6953	99	CMFO	CHINA MARINE	4.1638	8
DEO	DIAGEO PLC-ADR	75,810.5000	99	TWSI	TRISTAR WELLNES	4.4932	8
UN	UNILEVER N V	65,348.3945	99	APBL	ATLANTIC PREM	4.5995	9
RBGLY	RECKITT BENCKSR	59,311.6992	99	BABB	BAB INC	5.2272	9
CL	COLGATE PALMOLI	58,758.8984	99	CHFR	CHINA FRUITS CP	5.9941	10
MDLZ	MONDELEZ INTL	55,634.6016	99	SPCO	STEPHAN CO(THE)	6.0735	10
UL	UNILEVER PLC	52,602.9023	98	CELH	CELSIUS HOLDING	9.2600	13
HEINY	HEINEKEN NV	41,218.8984	98	GLGLF	GLG LIFE TEC CP	9.7005	13
KMB	KIMBERLY CLARK	40,165.7969	98	TRUU	TRUE DRINKS HLD	10.5164	14

Earnings - Top Stocks				Earnings - Bottom Stocks			
Ticker	Company Name	Earnings (millions)	Ranking	Ticker	Company Name	Earnings (millions)	Ranking
PG	PROCTER & GAMBL	11,581.51	55	RIBT	RICEBRAN TECH	-51.76	1
NSRGY	NESTLE S A REG	11,488.35	54	SWSH	SWISHER HYGIENE	-40.81	2
MYOS	MYOS CORP	10,832.25	13	RDEN	ELIZABETH ARDEN	-39.22	15
KO	COCA COLA CO	9,054.07	50	CQB	CHIQUITA BR INT	-38.94	16
BUD	ANHEUSER-BU ADR	8,732.74	55	POST	POST HOLDINGS	-18.02	23
PM	PHILIP MORRIS	8,351.99	70	DF	DEAN FOODS CO	-13.09	23
PEP	PEPSICO INC	6,870.96	52	TRUU	TRUE DRINKS HLD	-11.49	2
BTI	BRITISH AM TOB	6,705.56	71	SNMX	SENOMYX INC	-11.48	19
ABEV	AMBEV-PR ADR	5,366.27	55	STON	STONEMOR PTNRS	-7.14	23
MO	ALTRIA GROUP	4,906.56	58	BUR	BURCON NUTRA CP	-6.03	15
LRLCY	LOREAL CO-ADR	4,135.81	47	PRMW	PRIMO WATER CP	-5.09	17
SBMRY	SABMILLER PLC	3,983.13	51	BRFH	BARFRESH FD GRP	-2.98	15
UN	UNILEVER N V	3,549.49	59	ABAC	AOXIN TIANLI GP	-2.82	15
ITYBY	IMPERIAL TOB GP	3,277.36	86	ROX	CASTLE BRANDS	-1.23	24
RBGLY	RECKITT BENCKSR	3,176.13	58	NNUTU	ROYAL HAWAIIAN	-1.02	20
UL	UNILEVER PLC	2,820.12	58	TOF	TOFUTTI BRANDS	-0.97	18
MDLZ	MONDELEZ INTL	2,715.94	52	THST	TRUETT-HURST	-0.36	22
CL	COLGATE PALMOLI	2,663.78	49	YGYI	YOUNGEVITY INTL	0.00	26
KMB	KIMBERLY CLARK	2,241.90	61	SANW	S&W SEED CO	0.00	26
DANOY	DANONE-ADR	2,124.59	62	BABB	BAB INC	0.10	32

Sector Report for Consumer Staples

TOP AND BOTTOM STOCKS (3)

Momentum - Top Stocks				Momentum - Bottom Stocks			
Ticker	Company Name	Revenue (millions)	Ranking	Ticker	Company Name	Revenue (millions)	Ranking
ADM	ARCHER DANIELS	87,726.00	89	BUR	BURCON NUTRA CP	0.08	1
PG	PROCTER & GAMBL	83,062.00	34	BRFH	BARFRESH FD GRP	0.16	2
PM	PHILIP MORRIS	79,849.00	50	CDZI	CADIZ INC	0.30	1
PEP	PEPSICO INC	66,853.00	42	DROP	FUSE SCIENCE	0.51	82
JBSAY	JBS SA-ADR	46,984.80	91	CSEI	RECEIVBL ACQUIS	1.02	8
SYU	SYSCO CORP	46,516.70	84	ZTHO	Z-TRIM HOLDINGS	1.22	7
BUD	ANHEUSER-BU ADR	46,246.00	24	WDKA	PANACHE BEVERAG	2.15	95
KO	COCA COLA CO	46,220.00	21	BABB	BAB INC	2.55	43
CHSCP	CHS INC	43,624.80	100	TRUU	TRUE DRINKS HLD	2.75	23
TSN	TYSON FOODS A	36,297.00	87	CELH	CELSIUS HOLDING	11.86	73
MDLZ	MONDELEZ INTL	35,037.00	52	DSKX	DS HEALTHCR GRP	12.67	55
WNGRF	WESTON GEORGE	33,867.00	90	JSDA	JONES SODA CO	13.10	61
MO	ALTRIA GROUP	24,406.00	24	LBIX	LEADING BRANDS	13.13	70
KNBWY	KIRIN HLDGS CO	22,126.90	81	WVVI	WILLAMETTE VALL	13.28	45
HENKY	HENKEL KGAA ADR	21,901.80	65	BCKE	BROOKLYN CHEESE	13.37	99
KMB	KIMBERLY CLARK	21,188.00	46	TOF	TOFUTTI BRANDS	14.35	54
FMX	FOMENTO ECO-ADR	20,626.60	69	MLP	MAUI LAND&PINPL	16.23	14
KRFT	KRAFT FOODS GRP	18,046.00	47	GLGLF	GLG LIFE TEC CP	17.25	80
SMGBY	SAN MIGUEL CORP	18,008.30	93	NNUTU	ROYAL HAWAIIAN	17.34	49
GIS	GENL MILLS	17,805.30	50	SPCO	STEPHAN CO(THE)	18.22	89

Expected EPS Growth - Top Stocks				Expected EPS Growth - Bottom Stocks			
Ticker	Company Name	Momentum	Ranking	Ticker	Company Name	Momentum	Ranking
OCSM	OCEAN SMART INC	500.00%	100	DROP	FUSE SCIENCE	-98.98%	1
CHFR	CHINA FRUITS CP	380.00%	100	WDKA	PANACHE BEVERAG	-96.15%	1
CHCX	CTGX MINING INC	206.25%	99	AIGI	ARTISTMSS INTL	-95.42%	1
CMCI	CHINA MODERN AG	144.12%	98	CGSXF	CHINA TOPREACH	-93.33%	1
GMCR	KEURIG GREEN MT	100.75%	97	TWSI	TRISTAR WELLNES	-89.74%	1
OBCI	OCEAN BIO-CHEM	97.60%	97	EXHI	EXLITES HOLDNGS	-88.57%	1
PPC	PILGRIMS PRIDE	93.99%	97	CRMBQ	CRUMBS BAKE SHP	-82.99%	2
TOF	TOFUTTI BRANDS	93.00%	97	PRRFY	PREMIER FOODS	-82.29%	2
ROX	CASTLE BRANDS	91.43%	97	CMGHY	CHAODA MODRN AG	-80.76%	2
SNMX	SENOMYX INC	89.78%	97	ENHD	ENERGROUP HLDGS	-75.80%	3
CDZI	CADIZ INC	84.05%	97	CUBV	CUBA BEVERAGE	-72.31%	4
NUIN	NUTRASTAR INTL	78.30%	96	CMFO	CHINA MARINE	-71.98%	4
SIAF	SINO AGRO FOOD	77.55%	96	CDSG	CHINA DONGSHENG	-68.42%	4
WWAV	WHITEWAVE FOODS	74.19%	96	EMDY	EMERALD DAIRY	-67.43%	5
MNST	MONSTER BEVERAG	68.55%	95	TEXS	TEXSTAR OIL CP	-64.44%	5
CALM	CAL-MAINE FOODS	68.36%	95	RIBT	RICEBRAN TECH	-63.23%	5
ALN	AMERICAN LORAIN	68.06%	95	GLGLF	GLG LIFE TEC CP	-60.80%	6
UVIC	UNILENS VISION	59.57%	94	UMAM	UMAMI SUS SEAFD	-60.00%	6
AMVGF	AMVIG HLDGS LTD	58.25%	94	PEDH	PEOPLES EDUCATN	-60.00%	6
EDUC	EDUCATIONAL DEV	57.65%	94	SANW	S&W SEED CO	-58.32%	7

Sector Report for Consumer Staples

TOP AND BOTTOM STOCKS (4)

E/P Ratio - Top Stocks				E/P Ratio - Bottom Stocks			
Ticker	Company Name	EPS Growth	Ranking	Ticker	Company Name	EPS Growth	Ranking
SANW	S&W SEED CO	1879050000.00%	100	YGVI	YOUNGEVITY INTL	-100.00%	2
DF	DEAN FOODS CO	457.14%	96	AHC	AH BELO CORP	-64.55%	3
WDKA	PANACHE BEVERAG	400.00%	96	PRRFY	PREMIER FOODS	-33.03%	5
SSP	EW SCRIPPS CO	379.86%	95	JOBS	51JOBS INC-ADR	-23.56%	7
POST	POST HOLDINGS	351.22%	95	NUS	NU SKIN ENTERP	-16.76%	8
CRESY	CRESUD SA-ADR	265.18%	94	VGR	VECTOR GRP LTD	-9.35%	11
THST	TRUETT-HURST	233.33%	93	UVV	UNIVL CORP -VA	-5.85%	12
MSO	MARTHA STWT LIV	217.86%	92	FDP	FRESH DEL MONTE	-5.39%	12
CQB	CHIQUITA BR INT	172.59%	90	ALCO	ALICO INC	-4.81%	13
SNMX	SEKOMYX INC	170.37%	90	CPB	CAMPBELL SOUP	-4.40%	13
LWAY	LIFEWAY FOODS	152.94%	89	PM	PHILIP MORRIS	-3.01%	14
BUR	BURCON NUTRA CP	138.89%	88	TATYY	TATE & LYLE ADR	-2.02%	15
JAMN	JAMMIN JAVA CP	117.65%	86	LANC	LANCASTER COLON	-1.47%	15
RDEN	ELIZABETH ARDEN	109.09%	85	TAP	MOLSON COORS-B	-0.70%	16
JBSAY	JBS SA-ADR	101.94%	84	CCU	CERV UNIDAS-ADR	-0.18%	16
ITCTY	ITC LIMITED-GDR	100.00%	84	NYT	NY TIMES A	0.00%	17
RIBT	RICEBRAN TECH	96.39%	83	CLX	CLOROX CO	0.22%	17
BRFS	BRF-BRASIL FOOD	96.27%	83	ARMK	ARAMARK HOLDING	0.72%	17
TRUU	TRUE DRINKS HLD	94.00%	82	LNCE	SNYDERS-LANCE	0.86%	17
DMND	DIAMOND FOODS	87.16%	81	FMX	FOMENTO ECO-ADR	0.87%	17

Sharpe Ratio - Top Stocks				Sharpe Ratio - Bottom Stocks			
Ticker	Company Name	E/P Ratio	Ranking	Ticker	Company Name	E/P Ratio	Ranking
SANW	S&W SEED CO	0.0000	26	NUIN	NUTRASTAR INTL	0.5524	100
LWAY	LIFEWAY FOODS	0.0117	29	PRRFY	PREMIER FOODS	0.4989	100
BNNY	ANNIES INC	0.0137	30	MNI	MCCLATCHY CO-A	0.1250	97
BREW	CRAFT BREW ALLN	0.0143	30	SAFM	SANDERSON FARMS	0.1126	95
ITCTY	ITC LIMITED-GDR	0.0178	31	NUS	NU SKIN ENTERP	0.1062	94
BABB	BAB INC	0.0185	32	JRN	JOURNAL COMM-A	0.0952	91
MSO	MARTHA STWT LIV	0.0200	32	GCI	GANNETT INC	0.0892	89
DMND	DIAMOND FOODS	0.0216	33	WTKWY	WOLTERS KLUWER	0.0846	87
SSP	EW SCRIPPS CO	0.0233	34	ANFI	AMIRA NATURE FD	0.0833	86
BRFS	BRF-BRASIL FOOD	0.0261	35	ITYBY	IMPERIAL TOB GP	0.0821	86
MNST	MONSTER BEVERAG	0.0267	35	TUP	TUPPERWARE BRND	0.0820	85
GMCN	KEURIG GREEN MT	0.0275	36	PPC	PILGRIMS PRIDE	0.0810	85
BDBD	BOULDER BRANDS	0.0276	36	TATYY	TATE & LYLE ADR	0.0784	83
WWAV	WHITEWAVE FOODS	0.0282	36	INGR	INGREDION INC	0.0738	80
SAM	BOSTON BEER INC	0.0284	36	AVP	AVON PRODS INC	0.0727	79
IPAR	INTER PARFUMS	0.0288	36	TSN	TYSON FOODS A	0.0724	79
STKL	SUNOPTA INC	0.0314	38	SVU	SUPERVALU INC	0.0714	78
NYT	NY TIMES A	0.0329	38	TIME	TIME INC	0.0694	76
AGRO	ADECOAGRO SA	0.0333	39	HELE	HELEN OF TROY	0.0693	76
HAIN	HAIN CELESTIAL	0.0340	39	FDP	FRESH DEL MONTE	0.0690	76

Sector Report for Consumer Staples

ANNUAL FINANCIALS (ALL ITEMS IN MILLIONS)

BALANCE SHEET (number of company)	2014 (49)	2013 (211)	2012 (217)	2011 (215)	2010 (204)	2009 (202)	2008 (191)	2007 (184)
Cash	24323	153892	133317	124356	109480	97230	81149	65357
Marketable Securities	4253	29838	31840	19877	22317	15333	12676	13114
Receivables	34131	183919	166798	153205	140552	128285	137635	135193
Inventory	47869	179374	178652	175013	155050	140087	151840	134206
Raw Materials	6821	27616	27208	29217	26827	25702	24100	22994
Work in Progress	3935	5804	5415	6047	5935	5781	5765	5303
Finished Goods	12200	34762	33220	36622	33426	30662	31222	29135
Notes Receivable	--	161	4251	10941	10206	9561	9317	7641
Other Current Assets	14729	55770	59488	61567	46212	49015	50297	36691
Total Current Assets	125305	602955	574349	544669	483816	439511	442857	392180
Property, Plant & Equipment	103791	353268	350523	433289	399356	354236	314830	345842
Accumulated Depreciation	54014	185576	181401	222494	201617	194907	172754	184981
Net Property, Plant & Equipment	78107	405744	402209	395236	350105	317775	314776	284664
Investment & Advances	21005	122783	122222	114819	97123	87666	77850	76385
Other non-current Assets	422	11939	6127	6038	6534	5539	11763	2293
Deferred Charges	4340	21670	21441	18638	17722	18438	19496	18725
Intangibles	223764	914541	853771	814930	729186	662407	672117	563487
Deposits & other assets	11564	48378	46970	56847	65540	48657	44932	57269
TOTAL ASSETS	464444	2128008	2027088	1950324	1749134	1579319	1582328	1394056
Notes Payable	11744	76077	73536	74186	50809	46631	82249	61948
Accounts Payable	34432	250927	225718	212795	190479	167502	158231	143948
Current Portion of Long-term Debt	22260	68473	60810	66268	44286	46987	44623	61455
Current Portion of Capital Leases	14	399	409	365	7.91	9.65	73.33	68.78
Accrued Expenses	19871	76903	76805	73637	63241	66161	76663	64237
Income Taxes Payable	661	8765	9268	9375	7503	7866	7343	15144
Other Current Liabilities	11043	57001	74982	51885	50441	42969	48445	42245
Total Current Liabilities	100025	538548	508553	487578	405945	376979	415827	377042
Mortgages	--	--	--	--	--	--	--	--
Deferred Charges (taxes/income)	27575	119531	105859	100729	93468	78085	75108	66409
Convertible Debt	2.32	196	263	140	2213	253	181	220
Long Term Debt	108389	504424	463116	416262	388839	365130	376629	254465
Non-Current Capital Leases	31.34	4477	4464	4646	7181	8094	1465	1480
Other Long-Term Liabilities	30371	137735	173936	174965	153077	151380	151946	121281
Minority Interest (liabilities)	39.25	303	3892	2218	5610	7755	13824	15024
Total Liabilities	266433	1305201	1260210	1186428	1056334	987677	1034982	835916
Preferred Stock	1325	1783	1859	1778	1846	1776	1737	1972
Common Stock, Net	12951	89589	69570	63170	54387	44529	43904	41879
Capital Surplus	104083	315491	284632	291744	274414	241818	228017	214458
Retained Earnings	181143	785443	715370	674344	593055	534051	511636	457026
Treasury Stock	104862	295068	274123	254812	233789	211832	195897	170903
Other Equity	2654	-74450	-30429	-12995	-10127	-28360	-50157	13606
Total Shareholders' Equity	198011	822790	766879	763783	692387	591643	547346	558140
Total Liabilities & Shareholders	464444	2128008	2027088	1950323	1748722	1579320	1582328	1394056

Sector Report for Consumer Staples

ANNUAL FINANCIALS (ALL ITEMS IN MILLIONS)

INCOME STATEMENT	2014	2013	2012	2011	2010	2009	2008	2007
Net Sales or Revenues	343103	1807082	1697313	1731695	1552601	1415055	1433576	1347265
Cost of Goods Sold	191086	1134613	1063048	1103765	955275	874431	861744	724366
Gross Profit	129706	658324	629302	611115	572974	522621	548633	478378
Research & Development Expense	303	4171	3942	3938	3899	3954	3998	3327
Selling, General & Admin. Expense	81073	403559	390056	378583	358038	327522	371803	312570
Income Before Depr., Depl., Amort.	48329	250595	235949	228940	211050	191145	173264	170302
Depreciation, Depletion, Amort.	1409	8122	9676	12190	7868	12370	12481	10282
Non-Operating Income	-501	9385	8147	6335	39605	-4772	3343	6108
Interest Expense	4529	26703	23494	24013	23080	23868	18821	15708
Pretax Income	41891	227995	212121	200330	220372	151030	144713	150523
Provision for Income Taxes	10447	57350	56449	54600	52016	42912	39127	42399
Minority Interest	353	1280	1581	3257	2893	2317	879	1034
Investment Gains (Losses)	126	320	314	287	309	283	325	287
Other Income	1.81	2143	736	1052	3285	626	1177	1686
Income Before Extraordinaries & Extraordinary Items & Discontinued	34836	173474	156366	149002	174036	110693	110326	119164
Extraordinary Items & Discontinued	217	353	3036	-4.8	5039	3145	4808	6516
Net Income	34819	172869	158164	146141	176743	112024	115152	125699
Average Shares used for Diluted	20822	97860	100774	99430	103573	92518	100286	96741
Average Shares used for Basic EPS	20468	96914	99747	98399	102909	92050	99958	96294
Income Before Non-Recurring Items	35140	168428	161983	155941	141518	124318	124370	120837
Income From Non-Recurring Items	-507	-3492	-12036	-14602	-5776	-20057	-19353	-5019
EPS - Basic, net	89.55	484	561	-3800	1166	-254	525	240
EPS - Diluted, net	85.01	398	453	-3894	1107	-299	512	229
EPS - Diluted, before non-recurring	92.68	493	514	538	548	330	685	308
Preferred Dividends - Acc & Pd	15.35	526	431	276	-546	-373	-698	-551
Dividends (common)	15558	76408	99196	70657	57491	49278	170001	90709
Dividend per share (common)	33.22	146	139	115	101	90.43	280	134

CASH FLOW STATEMENT	2014	2013	2012	2011	2010	2009	2008	2007
Net Income (Cash Flow)	36912	183733	169618	153007	176695	105967	101648	103125
Depreciation, Depletion,	10673	56906	56601	55960	44490	50075	44517	40604
Net Increase(decrease) in	-3407	-672	5348	-18921	-2687	15329	-9089	-13953
Cash from(used in) Discontinued	-238	1175	37.66	-338	-3364	1729	167	-369
Other Adjustments - Net	-3779	-8744	-13691	3307	-28907	5698	7881	579
Net Cash from (used by) Operating	40162	232398	217916	193305	186713	187054	154861	137610
Increase/Decrease in Prop, Plant, & Acquisition/Disposition of	-11960	-60895	-58503	-60091	-45171	-43941	-47437	-42842
Increase (decrease) in Investments	-1102	2939	-15888	-531	-10797	-4956	1056	-9419
Other Cash inflow from Investment	242	5369	2370	-5179	1865	-5097	-538	1995
Net Cash from (used by) Investment	-23548	-96504	-116228	-87377	-49912	-64777	-133898	-86409
Issuance (purchase) of Equity	-9963	-35725	-29364	-38652	-32554	-17968	-36945	-34159
Issuance (repayment) of Debt	6853	37122	36807	8847	1866	2189	68416	13920
Increase (decrease) in Bank & Other	3727	667	1655	-540	-4382	-19114	24199	21032
Payment of Dividends & Other Cash	-16841	-94802	-79958	-75076	-63499	-58300	-61420	-49620
Other Cash from (used by) Financing	1041	-16431	-20502	9648	-25847	-9702	-2812	11352
Net Cash from (used by) Financing	-15183	-109169	-91361	-95773	-124417	-102895	-8662	-41190
Net Change in Cash & Cash	942	23093	8590	10611	9997	22793	10382	10593

Sector Report for Consumer Staples

QUARTER FINANCIALS (ALL ITEMS IN MILLIONS)

BALANCE SHEET (number of company)	2014Q3 (17)	2014Q2 (194)	2014Q1 (191)	2013Q4 (205)	2013Q3 (188)	2013Q2 (210)	2013Q1 (195)	2012Q4 (212)
Cash	3536	112933	103022	146159	106669	127859	95688	132762
Marketable Securities	--	29049	23217	29689	21584	27625	17274	30786
Receivables	6554	154270	118744	177814	119015	175321	118188	163981
Inventory	10427	153046	129879	172125	123632	169449	127836	172901
Raw Materials	3233	28649	28272	28121	27888	28643	28009	27918
Work in Progress	320	6124	6193	6099	5805	6393	5991	5835
Finished Goods	4010	35758	35145	36033	35963	34467	34264	33805
Notes Receivable	--	1	37	161	432	46.05	35	2689
Other Current Assets	1938	51156	50336	54352	46727	53445	53712	56527
Total Current Assets	22455	500457	425234	580301	418060	553745	412733	559549
Property, Plant & Equipment	11605	308111	244600	267123	248535	294055	275066	298536
Accumulated Depreciation	6421	161649	127589	139256	128359	152502	142289	154431
Net Property, Plant & Equipment	14785	312744	286916	383376	277067	376310	284496	378875
Investment & Advances	354	92303	76000	112202	75451	113123	68019	110987
Other non-current Assets	--	3988	3744	6826	3932	5531	8219	5445
Deferred Charges	64.26	16284	7234	21206	6843	18978	7116	20186
Intangibles	42811	689580	556018	867507	541261	813780	529384	790695
Deposits & other assets	3494	53525	47527	44572	46583	57950	48148	45203
TOTAL ASSETS	83964	1668816	1402673	2015986	1369198	1939418	1358116	1910938
Notes Payable	4167	72839	55668	72193	54526	100257	54540	68258
Accounts Payable	5904	182816	128737	231290	126424	205479	117921	211906
Current Portion of Long-term Debt	1382	54428	43777	68963	50278	67233	44456	64744
Current Portion of Capital Leases	--	15.18	379	395	384	403	409	399
Accrued Expenses	2236	62621	59868	76682	64569	65367	62548	75905
Income Taxes Payable	337	4859	4847	8281	5696	9545	7117	9410
Other Current Liabilities	2851	50771	43367	50732	34050	54287	45046	70041
Total Current Liabilities	16878	428352	336642	508537	335927	502574	332038	483087
Mortgages	--	--	--	--	--	--	--	--
Deferred Charges (taxes/income)	4061	93212	81938	112603	75146	101013	72692	97695
Convertible Debt	--	479	341	198	270	266	262	263
Long Term Debt	23052	418404	364101	481327	340298	435868	323965	427313
Non-Current Capital Leases	--	218	4170	4492	4372	7463	4605	4509
Other Long-Term Liabilities	8263	108318	83765	129000	99392	149061	112033	168277
Minority Interest (liabilities)	-0.15	184	251	212	2072	1777	1808	3281
Total Liabilities	52254	1049167	871209	1236356	857477	1198089	847402	1184550
Preferred Stock	-4.83	2213	2033	2060	1770	1790	1805	1819
Common Stock, Net	389	80368	72859	88603	53056	63986	57161	68587
Capital Surplus	7212	259411	232210	299656	231473	261790	226204	265941
Retained Earnings	29462	554650	496951	774540	478385	654110	460558	706941
Treasury Stock	8628	296302	285385	299155	270480	269221	259622	279382
Other Equity	-2468	-32116	-16808	-85593	-16802	-39978	-3356	-37519
Total Shareholders' Equity	31710	619649	531465	779612	511719	741329	510713	726388
Total Liabilities & Shareholders	83964	1668816	1402673	2015986	1369198	1939418	1358116	1910938

Sector Report for Consumer Staples

QUARTER FINANCIALS (ALL ITEMS IN MILLIONS)

INCOME STATEMENT	2014Q3	2014Q2	2014Q1	2013Q4	2013Q3	2013Q2	2013Q1	2012Q4
Net Sales or Revenues	19271	320938	306190	329352	319141	318531	286150	310775
Cost of Goods Sold	13264	196834	195998	206216	199772	205160	185254	194485
Gross Profit	5972	101173	100674	107657	102242	104780	94478	98821
Research & Development Expense	33	246	240	253	238	252	251	235
Selling, General & Admin. Expense	3776	62144	64152	62772	57548	65316	59956	62225
Income Before Depr., Depl., Amort.	2163	38781	36282	44632	44456	39212	34270	36362
Depreciation, Depletion, Amort.	63.91	898	922	1541	1719	1231	637	1094
Non-Operating Income	32.8	445	-1041	1595	747	5506	1623	728
Interest Expense	251	3886	4672	6898	4069	4587	3851	2494
Pretax Income	1888	35056	29602	36272	39714	39291	31653	33072
Provision for Income Taxes	609	9378	8304	9256	9393	9169	8246	9681
Minority Interest	19.4	263	196	256	226	247	350	-1048
Investment Gains (Losses)	51.6	95.42	85.68	57.57	77.47	81.34	87.39	100
Other Income	--	50.94	52.5	126	125	64	76.76	476
Income Before Extraordinaries &	1332	25389	21115	27849	30675	29426	22462	24258
Extraordinary Items & Discontinued	373	9.76	113	1446	-339	41.85	-702	95.51
Net Income	1686	25227	21079	29038	30155	29264	21509	25595
Average Shares used for Diluted	2552	57097	63326	61844	62173	62706	62665	62247
Average Shares used for Basic EPS	2517	56662	62852	61413	61845	62215	62007	61475
Income Before Non-Recurring Items	1453	27374	23519	30030	26720	24840	23482	27551
Income From Non-Recurring Items	-129	-2549	-2790	-2758	1800	4218	-1467	-2727
EPS - Basic, net	11.32	128	85.14	119	88.33	83.94	84	89.81
EPS - Diluted, net	11.26	127	84.17	118	84.73	82.83	83.1	88.17
EPS - Diluted, before non-recurring	9.78	147	94.62	168	82.95	89.76	101	132
Preferred Dividends - Acc & Pd	--	7.82	42.45	-141	24.36	40.62	41.21	41.34
Dividends (common)	381	12678	9199	10427	8460	11475	10533	36329
Dividend per share (common)	3.29	31.24	24.51	32.37	21.57	27.84	33.75	57.31

CASH FLOW STATEMENT	2014Q3	2014Q2	2014Q1	2013Q4	2013Q3	2013Q2	2013Q1	2012Q4
Net Income (Cash Flow)	2890	62953	42960	164149	66667	66752	40028	145951
Depreciation, Depletion,	975	20036	14869	46481	23540	20820	14074	43079
Net Increase(decrease) in	-1524	-20326	-15548	-6638	-11061	-10265	-13573	5671
Cash from(used in) Discontinued	-366	37.2	-241	-836	-816	-680	1218	15.33
Other Adjustments - Net	189	3167	-3600	-13265	-1855	-8892	-360	-13114
Net Cash from (used by) Operating	2165	65921	38399	189887	76524	68753	42454	181601
Increase/Decrease in Prop, Plant, &	-1090	-22176	-13875	-49989	-19487	-20760	-13024	-49354
Acquisition/Disposition of	-493	-14594	-14101	-42322	-14235	-29371	-9574	-32658
Increase (decrease) in Investments	368	-6222	-2345	4649	-3459	5886	-4236	-15897
Other Cash inflow from Investment	88.17	-1618	411	4471	-141	1963	2377	2337
Net Cash from (used by) Investment	-1126	-44611	-29909	-83190	-37323	-42701	-24735	-95581
Issuance (purchase) of Equity	-498	-19531	-13366	-32130	-17174	-15595	-11241	-27031
Issuance (repayment) of Debt	-730	20538	14341	42488	17974	21973	12643	31976
Increase (decrease) in Bank & Other	756	7198	7896	-2866	7926	4381	4169	10866
Payment of Dividends & Other Cash	-1139	-36083	-20099	-79865	-30792	-36367	-21823	-68481
Other Cash from (used by) Financing	83.91	49.07	171	-15715	-4397	880	1808	-18301
Net Cash from (used by) Financing	-1527	-27829	-11058	-88089	-26463	-24754	-14590	-70971
Net Change in Cash & Cash	-470	-7866	-3631	15115	11134	-96.75	3049	13694

Sector Report for Consumer Staples

VE'S METHODOLOGY & DISCLAIMER

ValuEngine's research combines advanced academic concepts with real-world Wall Street practice. The result is a state-of-the-art fair-market valuation and price-forecast system.

VE'S FAIR VALUE MODEL

ValuEngine's stock valuation model employs a sophisticated, three-factor approach. Fundamental variables, such as a company's trailing 12-month Earnings-Per-Share (EPS), the analyst consensus estimates of the company's future 12-month EPS, and correlations to the 30-year Treasury yield, are all used to create a more accurate reflection of a company's fair value. Together with eleven additional variables, ValuEngine paints a detailed picture of a company's fair value which is represented by the VE 'model price'. This is the price that ValuEngine believes the equity would trade at if the market were perfectly efficient.

Calculating the VE Fair Value is only the first of many steps in ValuEngine's full analysis. Of course, just because VE calculations find that is mis-priced does not mean that the market will recognize that calculated value immediately. Differently mis-priced stocks in different sectors take varying degrees of time to return to fair value. Some may never match the VE-calculated fair value. In some cases-- even though the stock is calculated to be undervalued-- it may continue to drop in price due to such things as strong short-term momentum or overall market conditions. Likewise, a stock calculated to be overvalued may continue to rise in value due to real-world market conditions.

VE'S FORECAST TARGET PRICE MODEL

The VE one-year forecast target prices uses the VE Fair Value as the base data point. In addition, VE's stock forecasts examine short-term price reversals, intermediate-term momentum continuation, and long-term price reversals over six time horizons for every industry to ensure forecasts are established relative to a stock's proper peer groups. Advanced statistical/econometric techniques are used to run thousands of simulations estimating the probability of meeting and exceeding any given stock- price investment target. All of this is laid on top of the VE Fair Value to compute an actual price target one year from the date of this report.

VE RECOMMENDATION

The recommendation is an assessment of its overall attractiveness, according to VE. It is based on the one year forecast target price, which is the final evolution of the two step process listed above (fair value computation, with additional momentum, price reversal and other market indicators). On average, only 2 percent of ValuEngine's 8,000 stocks under coverage achieve a strong buy rating at a given time, but this can vary depending upon market conditions.

For additional information about ValuEngine's financial research and financial modeling on over 8,000 companies, please click [HERE](#).

DEFINITIONS

Sharpe Ratio: measures the risk-return tradeoff offered by the stock, and it is named after the Nobel Prize winner William Sharpe. It is the stock's average annual return (over the recent 5 years) divided by its annualized volatility over the same 5 years. **High quality stocks are usually associated with high Sharpe ratios.**

Momentum Rank: as defined before, it is **the relative return performance of the stock over the recent 12 months**. On a scale of 1 to 100, the higher the momentum rank, the stronger the stock has performed in the recent 12 months.

ValuEngine DISCLOSURES

ValuEngine offers equity recommendations and related return estimates to investors and their advisors. It uses a five-class Strong Buy/Buy/Hold/Sell/Strong Sell rating system.

STOCK RATINGS: The terms below are used to rate a stock's 12-month performance:

- Strong Buy: Better than +12% One Year Forecast
- Buy: Between +5% and +12% One Year Forecast
- Hold: Between -5% and +5% One Year Forecast
- Sell: Between -5% and -12% One Year Forecast
- Strong Sell: Worse than -12% One Year Forecast

Quotes provided by Zacks Investment Research(www.zacks.com). ValuEngine's full DISCLAIMER can be viewed [HERE](#).

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