

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Idrovo Javier H</u> _____ (Last) (First) (Middle) <u>100 CRYSTAL A DRIVE</u> _____ (Street) <u>HERSHEY PA 17033</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>HERSHEY CO [HSY]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP, Strategy & Business Dev</u>		
			3. Date of Earliest Transaction (Month/Day/Year) <u>02/22/2011</u>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/22/2011		M		3,914	A	\$35.23	3,914	D	
Common Stock	02/22/2011		S ⁽¹⁾		3,914	D	\$51	0	D	
Common Stock	02/22/2011		M		10,735	A	\$34.89	10,735	D	
Common Stock	02/22/2011		S ⁽²⁾		10,735	D	\$51	0	D	
Common Stock	02/22/2011		A		14,750	A	\$0	14,750	D	
Common Stock	02/22/2011		F		375	D	\$51.42	14,375	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-qualified Stock Option (Right to Buy)	\$35.23	02/22/2011		M ⁽³⁾			3,914	(5)	12/01/2018	Common Stock	3,914	\$0	3,916	D	
Non-qualified Stock Option (Right to Buy)	\$34.89	02/22/2011		M ⁽⁴⁾			10,735	(6)	02/16/2019	Common Stock	10,735	\$0	32,205	D	
Non-qualified Stock Option (Right to Buy)	\$51.42	02/22/2011		A			26,495	(7)	02/21/2021	Common Stock	26,495	\$0	26,495	D	

Explanation of Responses:

- The exercise and sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 30, 2010.
- See Footnote (1) above.
- See Footnote (1) above.
- See Footnote (1) above.
- The options vest according to the following schedule: 25% vested on December 2, 2009, 25% vested December 2, 2010; 25% will vest on December 2, 2011 and 25% will vest on December 2, 2012.
- The options vest according to the following schedule: 25% vested on February 17, 2010, 25% vested February 17, 2011; 25% will vest on February 17, 2012 and 25% will vest on February 17, 2013.
- Options vest according to the following schedule: 25% vest on the first anniversary of the award date, an additional 25% vest on the second anniversary of the award date, an additional 25% vest on the third anniversary of the award date, and the options become fully vested on the fourth anniversary of the award date.

/s/ Bonnie S. Martin, Attorney-in-Fact for Javier H. Idrovo 02/24/2011

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

