

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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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>McConville Richard M</u> <hr/> (Last) (First) (Middle) <u>100 CRYSTAL A DRIVE</u> <hr/> (Street) <u>HERSHEY PA 17033</u> <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>07/01/2012</u>	3. Issuer Name and Ticker or Trading Symbol <u>HERSHEY CO [HSY]</u> <hr/> 4. 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>VP, Chief Accounting Officer</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) <hr/> 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
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>4,651</u>	<u>D</u>	

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>05/03/2017</u>	<u>Common Stock</u>	<u>5,650</u>	<u>55.55</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/16/2019</u>	<u>Common Stock</u>	<u>2,888</u>	<u>34.89</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/22/2020</u>	<u>Common Stock</u>	<u>10,055</u>	<u>39.26</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/21/2021</u>	<u>Common Stock</u>	<u>7,260</u>	<u>51.42</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/20/2022</u>	<u>Common Stock</u>	<u>7,415</u>	<u>60.68</u>	<u>D</u>

Explanation of Responses:

1. Options vest according to the following schedule: 25% vest on the first anniversary of the grant date, an additional 25% vest on the second anniversary of the grant date, an additional 25% vest on the third anniversary of the grant date, and the options become fully vested on the fourth anniversary of the grant date.

Richard M. McConville
07/05/2012

** 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 5 (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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.