FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20049

OMB APPROVAL								
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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

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1. Name and Address of Reporting Person* Mead James M					2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY]										5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
IVICAC JUINES IVI														X	Direc	tor	109	6 Owner		
(Last) (First) (Middle) 100 CRYSTAL A DRIVE					3. Date of Earliest Transaction (Month/Day/Year) 07/01/2012															
				4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line)							
Y PA	. 1	7033												X		•				
(St	ate) (.	Zip)															e than One F	eporting		
	Tabl	e I - Noi	n-Deriva	ative	Sec	uritie	s Acq	uired,	Dis	osed o	f, oı	Ben	efici	ally C)wne	ed			_	
Date		Date (Month/Day/Year) i		r) Ex	2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Disposed Code (Instr. 5)						4 and So		ties cially I Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership	of Indirect Beneficial Ownership		
								Code	v	Amount		(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)			(Instr. 4)	(instr. 4)	
Common Stock			07/01/	7/01/2012				A		426.197		A	\$0		3,564.609(1)		D			
	Та							,		,				y Ow	ned					
Title of conversion curity str. 3) 2.		Date,	Transaction Code (Instr. B)		of		Expiration Date				ount of urities erlying vative urity (In 4)		Deriva Secur	rivative curity str. 5)	derivative Securities Beneficially Owned Following Reported	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership t (Instr. 4)	Ownership		
	(Final State of Conversion or Exercise Price of Derivative Management of Conversion or Exercise Price of Derivative Management of Conversion or Exercise Price of Derivative	(First) (STAL A DRIVE EY PA 1 (State) (Table Security (Instr. 3) Stock Table Conversion or Exercise Price of Derivative (Month/Day/Year)	(First) (Middle) STAL A DRIVE EY PA 17033 (State) (Zip) Table I - Note of the conversion of Exercise Price of Derivative of Derivative of Derivative of the conversion of Exercise (Month/Day/Year) (Month/Day/Year)	(First) (Middle) STAL A DRIVE Table I - Non-Derivation (Month/D) Stock Table II - Derivation (e.g., put (Month/Day/Year)) 2. Transaction (a.g., put (Month/Day/Year)) Stock 3. Transaction (b.g., put (Month/Day/Year)) 2. Table II - Derivation (e.g., put (Month/Day/Year)) 3. Transaction (Month/Day/Year) 2. Table II - Derivation (e.g., put (Month/Day/Year))	Conversion or Exercise Price of Derivative (Month/Day/Year) Ames M (First) (Middle) (First) (Middle) 3. D 07/0 4. 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Date Exercisable and Execution Date (Month/Day/Year) 17. Title and Execution Date (Month/Day/Year) 18. Derivative Security (Instr. 3, 4 and 5) 18. Derivative Security (Instr. 3, 4 and 5) 18. Derivative Security (Instr. 4) 18. Derivative Security (Instr. 8) 18. Der	d Address of Reporting Person* ames M (First) (Middle) STAL A DRIVE 3. Date of Earliest Transaction (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficial Execution Date (Month/Day/Year) (Month/Day/Year) 2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY] 3. Date of Earliest Transaction (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficial Execution Date, (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. 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Transaction Date (e.g., puts, calls, warrants, options, convertible securities) 2. Conversion or Exercise Price of Derivative Securities Acquired, Disposed of, or Beneficially Owners (e.g., puts, calls, warrants, options, convertible securities) 3. Transaction Date (e.g., puts, calls, warrants, options, convertible securities) 4. If Amendment, Date of Original Filed (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year)	Address of Reporting Person* (First) (Middle) STAL A DRIVE Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Person Table II - Perivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported (Instr. 3) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Prison Table II - Perivative Securities Acquired, Disposed of, or Beneficially Owned Securities Secur	2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY] S. Relationship of Reporting Person(s) to (Check all applicable) X. Director 10% Officer (give title below) Officer	Address of Reporting Person's ames M (First) (Middle) (First) (Middle) (First) (Middle) (STAL A DRIVE 2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY] 3. Date of Earliest Transaction (Month/Day/Year) (STAL A DRIVE 4. If Amendment, Date of Original Filed (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) Stock 107/01/2012 2. Transaction (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. Transaction (Month/Day/Year) 3. Transaction (Month/Day/Year) (Month/Day/Year) 3. Transaction (Month/Day/Year) 3. Transaction (Month/Day/Year) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 5. Relationship of Reporting Person(Check applicable) X. Director Other (specify Other	

Explanation of Responses:

1. The total amount of securities reported as directly owned in Column 5 includes 13.2630 shares acquired on June 15, 2012, pursuant to a dividend reinvestment feature of the Company's Directors' Compensation Plan, the provisions of which are substantially similar to the dividend reinvestment features of the broad-based dividend reinvestment plan available generally to Company stockholders.

(D)

Date Exercisable Expiration

Date

Steven J. Holsinger, Attorneyin-Fact for James M. Mead 07/02/2012

of Shares

Title

** 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).

Code V

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.