HOLIFIELD MARK

Form 4 May 17, 2018

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

OMB APPROVAL

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0.5

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obligations

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. See Instruction

30(h) of the Investment Company Act of 1940

1(b).

Common

(Print or Type Responses)

(Print or Type	Responses)										
HOLIFIELD MARK Symbo			Symbol	-,				5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) 3. [3 Date o	3. Date of Earliest Transaction				(Check all applicable)			
			(Month/Day/Year) 05/16/2018				- - b	Director 10% Owner X Officer (give title Other (specify below) EVP-Supply Chain & Product Dev			
				led(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
ALANTA,	GA 30339						_	Form filed by M Form filed by M Person			
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Secur	ities Acqui	red, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)			3. 4. Securities Acquired (A) Transactiomr Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or				5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
* • • •				Code V	Amount	(D)	Price	(Instr. 3 and 4)			
\$.05 Common Stock	05/16/2018			M	10,239	A	\$ 69.65	51,879	D		
\$.05 Common Stock	05/16/2018			M	13,190	A	\$ 81.97	65,069	D		
\$.05 Common Stock	05/16/2018			M	12,120	A	\$ 78.87	77,189	D		
\$.05	05/16/2018			S	45,549	D	\$	31,640	D		

186.84

Stock (1)

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

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SEC 1474 (9-02)

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. 5. Number of TransactionDerivative Code Securities (Instr. 8) 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 Underlying Securities (Instr. 3 and 4)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Options	\$ 69.65	05/16/2018		M		10,239	(2)	03/26/2023	Common Stock	10,239
Employee Stock Options	\$ 81.97	05/16/2018		M		13,190	(2)	02/26/2024	Common Stock	13,190
Employee Stock Options	\$ 78.87	05/16/2018		M		12,120	(2)	03/25/2024	Common Stock	12,120

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
HOLIFIELD MARK			EVP-Supply					
2455 PACES FERRY ROAD			Chain & Product					
ALANTA, GA 30339			Dev					

Signatures

/s/ Stacy S. Ingram,
Attorney-in-Fact
05/17/2018

**Signature of Reporting Person Date

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Explanation of Responses:

- * 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).
- The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$186.64 (1) to \$187.11, inclusive. The reporting person undertakes to provide to the Company, any security holder of the Company, or the staff of the
- SEC, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- (2) The options have vested in their entirety and are fully exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.