

Staples Hold It Together

From a return-on-equity standpoint, the consumer staples segment of the S&P 500 has held up better than other sectors. Colgate-Palmolive's impressive ROE performance shows why media-averse honcho Reuben Mark wins high marks. When 2002 figures weren't available, previous-year figures were used – as indicated by (2001) in compensation column.

Company Symbol)	(Ticker	5-yr Average ROE	1-yr ROE	Chief Executive Compensation Rank in 500 Richest CEOs in 2002	Stock Return in 2002
Colgate-Palmolive (CL)		160.1%	475.73%	Reuben Mark \$11,400,857 #100-200 (2001)	-9.2%
Sara Lee (SLE)		89.6	82.12	C. McMillan \$17,304,615 Top 100	1.3
Kellogg (K)		59.4	81.61	Carlos Gutierrez \$8,512,204 #200-300	13.9
Altria Group (MO)		49.1	56.79	Geoffrey Bible \$10,428,585 #100-200	-11.6
Anheuser Busch (BUD)		39.8	54.37	Patrick Stokes \$47,077,895 Top 100	7.1
HJ Heinz (HNZ)		39.3	53.94	W. Johnson \$6,006,794 #300-400	-11.3
Gillette (G)		34.7	55.31	James Kilts \$31,353,599 Top 100 (2001)	-9.1
Procter & Gamble (PG)		33.7	37.78	A. Lafley \$16,369,800 #100-200	9.4
PepsiCo (PEP)		33.1	36.88	Steven Reinemund \$28,997,017 #40	-13.3
Coca-Cola (KO)		32.1	26.33	Douglas Daft \$5,800,000* #300-400	-7.1
McCormick (MKC)		32	34.07	Robert Lawless \$7,815,630 #200-300	10.6
Hershey Foods (HSY)		31.7	32.04	R. Lenny \$22,425,470 Top 100 (2001)	-0.4
Kimberly-Clark (KMB)		30.9	29.65	Wayne Sanders \$18,508,437 Top 100	-20.6
Wrigley (WWY)		28.6	28.69	William Wrigley \$4,354,970	6.8

			Not in Top 500 (2001)	
Sysco (SYX)	27.7	32.12	Charles Cotros \$5,615,732 #300-400	13.6
Brown-Forman (BF.B)	21.8	18.25	Owlsey Brown \$1,986,912 Not in Top 500	4.4
Clorox (CLX)	20.8	19.79	G. Sullivan \$31,831,525 Top 100	4.3
Walgreen (WAG)	19.2	17.82	David Bernauer \$5,856,992 #300-400	-13.3
Safeway (SWY)	17	-17.4	Steven Burd \$2,209,000 Not in Top 500 (2001)	-44
ConAgra Foods (CAG)	16.9	18.73	Bruce Rohde \$11,550,616 #100-200	5.2
Alberto-Culver (ACV)	16.4	17.22	Howard Bernick \$9,940,915 #200-300	12.7
CVS (CVS)	15.7	15.17	Thomas Ryan \$9,189,558 #200-300	-15.6
Coors (RKY)	12.5	16.72	Adolph Coors N/A	14.7
SuperValu (SVU)	11.9	13.15	Jeffrey Noddle \$6,410,007 #300-400	-25.4
Albertson's (ABS)	11.6	8.73	Lawrence Johnston \$33,790,433 Top 100 (2001)	-29.3
Archer-Daniels- Midland (ADM)	5.9	7.81	G. Andreas \$4,528,465 #400-500	-13.6
Winn-Dixie (WIN)	4.8	10.97	Allen Rowland \$3,866,031 Not in Top 500	7.2
UST (UST)	N/A	115.45	Vincent Gierer \$2,146,650 Not in Top 500	-4.5
Kroger (KR)	N/A	32.78	Joseph Pichler \$4,003,000 Not in Top 500*	-26
General Mills (GIS)	N/A	25.25	S. Sanger \$21,443,875 Top 100	-9.7
Pepsi Bottling (PBG)	N/A	24.99	John Cahill \$11,644,373 #100-200	9.4
RJ Reynolds Tobacco	N/A	-0.6	Andrew Schindler	-25.2

(RJR)			\$5,683,338 #300-400	
Campbell Soup (CPB)	N/A	N/A	Douglas Conant \$19,332,693 Top 100	-21.4
Avon Products (AVP)	N/A	N/A	Andrea Jung \$5.2 million N/A*	15.8

Source: TheStreet.com, Bloomberg, eComp Online, Yahoo!

*Compensation figures were not available from eComp, so Yahoo! figures were used.