## FORM 4

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

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).

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses) 5. Relationship of Reporting Person(s) to Issuer 1. Name and Address of Reporting Person -2. Issuer Name and Ticker or Trading Symbol (Check all applicable) MCDONALD MACKEY J V F CORP [VFC] 10% Owner Officer (give title below) Other (specify below) (Last) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Chairman of the Board 105 CORPORATE CENTER BLVD 02/13/2008 (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) 6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person
Form filed by More than One Reporting Person GREENSBORO, NC 27408 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of Security 2A. Deemed 3. Transaction 5. Amount of Securities Beneficially 2. Transaction 4. Securities Acquired 7. Nature (Instr. 3) Date Execution Date, if Code (A) or Disposed of (D) Owned Following Reported Ownership of Indirect (Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5) Beneficial Transaction(s) Form: anv Ownership (Month/Day/Year) Direct (D) (Instr. 3 and 4) or Indirect (Instr. 4) (A) or (I) Code Amount (D) Price (Instr. 4) Common Stock 02/13/2008 M 12,700 A 207,761.996 D 26.20 Common Stock 02/13/2008 S 600 D 207,161.996 D 81.85 Common Stock 02/13/2008 S 100 D 207,061.996 D 81.80 02/13/2008 D Common Stock S 400 D 206,661.996 81.79 02/13/2008 S 300 D Common Stock 206,361.996 81.78 S D Common Stock 02/13/2008 200 206,161.996 D 81.76 D D 02/13/2008 S 800 Common Stock 205,361.996 81.75 Common Stock 02/13/2008 S 200 D 205,161.996 D 81.74 S 200 D D Common Stock 02/13/2008 204,961.996 81.73 S D D Common Stock 02/13/2008 200 204,761.996 81.71 S D Common Stock 02/13/2008 400 204,361.996 D 81.70 S D D Common Stock 02/13/2008 300 204,061.996 81.69 D D Common Stock 02/13/2008 S 100 203,961.996 81.685 S D Common Stock 02/13/2008 400 203,561.996 D 81.68 S D D Common Stock 02/13/2008 1,300 202,261.996 81.67 Common Stock 02/13/2008 S 700 D 201,561.996 D 81.66 Common Stock 02/13/2008 S 3,300 D 198,261.996 D 81.65 02/13/2008 S D Common Stock 2,100 D 196,161.996 81.64 02/13/2008 S 1,100 D D Common Stock 195,061.996 81.635

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

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

				(-8-)1-											
	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code				(Month/Day/Year)		of Underlying Securities		Derivative Security (Instr. 5)	Securities Beneficially Owned Following	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
				Code	V	(A)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares		(Instr. 4)	(Instr. 4)	
2000 Non- Qualified Stock Option (right to buy)	\$ 26.20	02/13/2008		М			12,700	02/08/2001	02/07/2010	Common Stock	12,700	\$ 0	0	D	

#### **Reporting Owners**

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
MCDONALD MACKEY J 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408	X		Chairman of the Board				

#### **Signatures**

Mark R. Townsend for Mackey J. McDonald (Pursuant to Signing Authority on File)	02/14/2008
**Signature of Reporting Person	Date

### **Explanation of Responses:**

- $\star$  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.

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