SCHWARTZ INVESTMENT COUNSEL, INC.

Value Investing Since 1980

Item 1: Cover Page for Part 2A of Form ADV

Firm Brochure

Dated January 1, 2018

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This brochure provides information about the qualifications and business practices of Schwartz Investment Counsel, Inc. If you have any questions about the contents of this brochure, please contact us at 734-455-7777 or www.schwartzinvest.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Additional information about Schwartz Investment Counsel, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Material Changes

There have been no material changes in this brochure since the last annual update of Form ADV Part 2.

Item 3: Table of Contents

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Item 4: Advisory Business

Schwartz Investment Counsel, Inc. (the "Adviser") has been providing investment advice to institutional and individual investors since 1980. George P. Schwartz is the Chairman and Chief Executive Officer of the Adviser and owns a controlling interest in the Adviser.

Types of Advisory Services: The Adviser provides portfolio management services and investment advisory services for mutual funds, individual accounts (individuals, institutions, pension plans, profit sharing plans, 401k plans, foundations, and corporations or other businesses not listed), model portfolios using proprietary strategies and separately managed accounts.

The Adviser serves as investment adviser to Schwartz Investment Trust, a diversified open-end management investment company and its five series: Ave Maria Value Fund, Ave Maria Growth Fund, Ave Maria Rising Dividend Fund, Ave Maria World Equity Fund and Ave Maria Bond Fund.

The Adviser also serves as investment adviser to the Schwartz Value Focused Fund, a non-diversified open-end fund. The Fund is non-diversified and may invest a greater percentage of its assets in the securities of a limited number of issuers than a fund that is diversified. At times, the Fund may overweight a position in a particular issuer or emphasize investment in a limited number of issuers, industries or sectors, which may cause its share price to be more volatile with respect to any economic, business, political or regulatory occurrence affecting an issuer than a fund that is more widely diversified. The issuers that the Fund may invest in will vary from time to time.

The Adviser manages stock and bond portfolios and balanced portfolios. The Adviser may recommend all types of equity and debt securities, including, but not limited to, common stocks, preferred stocks, corporate bonds, U.S. Government securities, mortgage-backed securities, convertible securities, warrants, foreign securities, municipal bonds, shares of investment companies including exchange-traded funds, and commercial paper. The Adviser provides investment advisory services for accounts on a discretionary basis, with exceptions in limited situations. In providing investment advisory services to the Ave Maria Mutual Funds, the Adviser adheres to Catholic moral screens established by the Ave Maria Mutual Funds' Catholic Advisory Board. The Catholic Advisory Board meets at least annually to review the Funds' portfolios to ensure that the Funds operate in a way that is consistent with teachings and core values of the Roman Catholic Church.

Item 4: Advisory Business (continued)

The Adviser tailors advisory services to each client by attempting to select the right investment mix based on the client's investment goals. The Adviser meets with individual clients at least annually and provides performance reports at least quarterly. With respect to Schwartz Investment Trust, the Adviser adheres to the investment objectives, investment policies and investment restrictions and limitations described in each Fund's prospectus and statement of additional information, which can be found at www.schwartzinvest.com.

The Adviser provides use of its proprietary models (referred to as strategies) to firms not related to Adviser for a predetermined fee. The Adviser's models are the Ave Maria Growth Strategy, the Ave Maria Value Strategy, the Ave Maria Rising Dividend Strategy, the Ave Maria World Equity Strategy and the Ave Maria Fixed Income Strategy.

For any firms using our strategies, the Adviser does not have access to individual client information and does not manage their clients individual accounts on a continuous basis. The Adviser only provides the model security positions and relative percentage's, along with subsequent updates to the models as they occur. Adviser is paid a negotiated fee based on the market value of assets managed.

The Adviser does not participate in wrap fee programs.

Amount of Managed Assets: As of December 31, 2017, the Adviser was actively managing client assets of $2.3 billion on a discretionary basis

Item 5: Fees and Compensation

Individual and Separately Managed Accounts: Management fees payable to the Adviser are dependent on the type of client account, and fees with respect to separately managed accounts and individual accounts may be negotiable based on the adviser's discretion. The standard annual management fee schedule for equity and balanced individually managed accounts is one percent (1.00%) of account value on the first $5 million of assets and 1/2 of one percent (0.50%) on assets over $5 million. For fixed income individually managed accounts, the standard management fee is 1/4 of one percent (0.25%) per annum of account value. Certain separately managed accounts employing a morally screened discipline are generally subject to a $25 million account minimum and are charged a management fee of 1/2 of one percent (0.50%) on the market value of equity accounts and 1/4 of one percent (0.25%) on the market value of fixed income accounts. It is the Adviser's policy to charge its individual and separately managed accounts a minimum management fee of $20,000 annually, which may be waived at the Adviser's discretion. Management fees are calculated and billed in arrears on a quarterly basis. Fees may be deducted from client accounts, subject to client approval and authorization, or billed directly to the client.

Item 5: Fees and Compensation (continued)

Model Strategy Accounts: The Adviser's fees for model portfolio management services are calculated on a percentage of assets under management and generally range from 0.38% to 0.50% per annum. Management fees are calculated and billed in arrears on a quarterly basis.

Mutual Funds: Management fees payable to the Adviser by each Fund of Schwartz Investment Trust are computed and accrued daily, and paid quarterly, as a percentage of a Fund's average daily net assets. The management fee for each of Schwartz Value Focused Fund, Ave Maria Value Fund, Ave Maria Growth Fund and Ave Maria World Equity Fund is 0.95% per annum of average daily net assets; the management fee for Ave Maria Rising Dividend Fund is 0.75% per annum of average daily net assets; and the management fee for Ave Maria Bond Fund is 0.30% per annum of average daily net assets. Effective January 1, 2018, the management fee for the Ave Maria Growth Fund will be reduced to 0.75% per annum of average daily net assets.

The Adviser does not receive commissions either directly or indirectly for the purchase or sale of securities by clients. Clients pay commissions and other transaction charges to brokers for executing transactions placed by the Adviser. Certain brokerage firms, acting as custodian of client assets, may charge additional custodial fees. The Adviser may place orders for the execution of transactions through brokers and dealers as the Adviser may select, and a client may pay a commission on transactions in excess of the amount of commissions another broker or dealer would have charged. Please refer to Item 12 in this brochure for further discussion of the Adviser's brokerage practices.

When deemed appropriate, the Adviser may invest on behalf of its individual and separately managed accounts in shares of an affiliated investment company, Schwartz Investment Trust and its six "no-load" Funds: Schwartz Value Focused Fund, Ave Maria Value Fund, Ave Maria Growth Fund, Ave Maria Rising Dividend Fund, Ave Maria World Equity Fund and Ave Maria Bond Fund. The Adviser receives management fees from these Funds for providing investment advisory services. A client will not be charged an additional management fee by the Adviser for any investments in these Funds. Disclosure is provided to all clients and separately managed accounts regarding the relationship between the Adviser and Schwartz Investment Trust. The advisory agreement for individual and separately managed accounts states that fees will not be billed on those affiliated investments.

In limited cases, client accounts may be invested in shares of unaffiliated investment companies (such as open-end mutual funds), which will oblige clients to pay both a direct management fee to the Adviser and an indirect management fee to such unaffiliated investment companies.

The Adviser does not collect fees in advance from any client.

Item 5: Fees and Compensation (continued)

The Adviser may recommend to its clients an investment in the Ave Maria Money Market Account, an omnibus account invested in a money market fund managed by an unaffiliated investment adviser. The Adviser receives recordkeeping and administrative servicing fees from the sponsor of such money market fund. Fees are calculated and received monthly based on the average daily net assets at the end of each month. Fees can be as high as 0.00035%. The unaffiliated investment adviser may waive a portion of its management fees based on market conditions. Accordingly, when recommending an investment in the Ave Maria Money Market Account, verbal disclosure would be made to the client regarding the recordkeeping and administrative services fees paid to the Adviser as a result of such investment. Neither the Adviser nor any of its supervised persons accept any other compensation or other incentives for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item 6: Performance-based Fees and Side by Side Management

The Adviser does not accept performance-based fees.

Item 7: Types of Clients

The Adviser provides investment advice to individuals (including high net worth individuals), trusts, foundations, investment companies, qualified retirement plans and corporations or other businesses. The minimum account requirement for individual accounts is $5,000,000. Certain separately managed accounts employing a morally screened discipline must generally maintain a minimum market value of $10,000,000. Such minimums may be waived under certain circumstances.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

The Adviser uses fundamental security analysis to identify equity securities that are believed to be selling below their intrinsic value. In selecting stocks and other equity securities, special emphasis is placed on identifying companies with superior business characteristics and managerial integrity, which may include companies that are currently out-of-favor with the market or companies undergoing changes that may significantly enhance shareholder value in the future. The Adviser generally selects fixed income securities that appear undervalued relative to other securities or securities believed to have a higher potential for credit upgrade. Investments selected for the Ave Maria Mutual Funds, model portfolio management program and certain separately managed accounts are also selected based upon religious criteria designed to avoid companies that operate in a way that is inconsistent with the teachings and core values of the Roman Catholic Church. This process screens out two major categories of companies, those which support the practice of abortion and those whose policies are judged to be anti-family, such as companies that distribute pornographic material or undermine the Sacrament of Marriage.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss (continued)

Investing in securities involves risk of loss that clients should be prepared to bear.

Equity securities are subject to stock market risks, such as fluctuations in price or liquidity due to earnings and other developments affecting a particular company or industry, stock market trends and general economic conditions, investor perceptions, interest rates and other factors beyond the control of the Adviser. Stock prices tend to move in cycles and may experience periods of turbulence and instability.

Fixed income securities are subject to certain risks such as credit risk, interest rate risk, prepayment and extension risk and liquidity risk. When interest rates rise, the price of fixed income securities generally decline. Securities with longer maturities and lower credit ratings are generally more sensitive to interest rate changes than shorter-term, higher grade securities. Despite the Adviser's opinion of the intrinsic value of a company, the price of that security may decline. Because investments for the Ave Maria Mutual Funds and certain separately managed accounts are selected in part based upon religious criteria, the return on these investments may be lower or higher than investments based solely on fundamental security analysis. Investments in foreign securities can involve additional risks relating to political, economic or regulatory conditions in foreign countries. These risks include less stringent investor protection and disclosure standards of some foreign markets, fluctuations in foreign currencies, and withholding or other taxes.

Item 9: Disciplinary Information

There are no legal or disciplinary events associated with the Adviser or the Adviser's management persons.

Item 10: Other Financial Industry Activities and Affiliations

The Adviser is not registered and does not have an application pending to register, as a broker-dealer or as a registered representative of a broker-dealer.

Certain of the Adviser's management persons or other personnel of the Adviser may be registered from time to time as registered representatives of the principal underwriter for the Schwartz Investment Trust (the "Distributor") to facilitate certain marketing activities on behalf of Schwartz Investment Trust. Any activities performed by such persons requiring such registration is supervised by the Distributor. The Adviser does not direct any of its brokerage to, or execute any trades through, the Distributor.

Neither the Adviser nor the Adviser's management persons are registered, or have an application pending to register, as a futures commissions merchant, commodity pool operator or commodity trading advisor, or as an associated person of any such entity.

Item 10: Other Financial Industry Activities and Affiliations (continued)

When deemed appropriate, the Adviser may invest on behalf of its individual accounts in shares of an affiliated investment, Schwartz Investment Trust and its six "no-load" Funds: Schwartz Value Focused Fund, Ave Maria Value Fund, Ave Maria Growth Fund, Ave Maria Rising Dividend Fund, Ave Maria World Equity Fund and Ave Maria Bond Fund. The Adviser receives management fees from these Funds for providing investment advisory services. A client will not be charged an additional management fee at the individual account level by the Adviser for any investments in these Funds.

The Adviser does not recommend or select other investment advisers for its clients that compensates the Adviser directly or indirectly for doing so.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

The Adviser is committed to providing investment guidance to clients in a manner that puts the clients' interests first. The Adviser has adopted a Code of Ethics describing the fiduciary duties of its employees in connection with personal trading and participation in client transactions. The Code of Ethics establishes policies and procedures designed to prevent improper personal trading; to identify conflicts of interest; and to provide a means to resolve actual or potential conflicts of interest. A copy of the Code of Ethics is provided to any prospective or current client upon request.

Upon hiring and annually thereafter, employees receive the Code of Ethics. Employees of the Adviser may invest in the same securities that are bought and sold for client accounts, subject to the restrictions contained in the Code of Ethics. The Adviser recognizes that conflicts of interest may arise in connection with personal trading activities of its employees, and the Code of Ethics contains policies and procedures designed to prevent improper personal trading, to identify conflicts of interest and to provide a means for resolving actual or potential conflicts of interest. Each employee of the Adviser has the responsibility of ensuring that all personal trading and other professional activities comply with the policies and procedures set forth in the Code of Ethics. An employee of the Adviser may not purchase or sell a security on the same day that such security or a related security has been purchased or sold for any client. The employee must verify with the designated compliance officer that no trading in such security by clients has occurred on that day or will occur on that day by submitting a verification form to the compliance officer.

When deemed appropriate, the Adviser may invest on behalf of its individual or separately managed accounts in shares of an affiliated investment company, Schwartz Investment Trust and its six "no-load" Funds: Schwartz Value Focused Fund, Ave Maria Value Fund, Ave Maria Growth Fund, Ave Maria Rising Dividend Fund, Ave Maria World Equity Fund and Ave Maria Bond Fund. The Adviser receives management fees from these Funds for providing investment advisory services. A client will not be

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading (continued)

charged an additional management fee at the individual or separately managed account level by the Adviser for any investments in these Funds.

The Adviser may recommend to its clients an investment in the Ave Maria Money Market Account, an omnibus account invested in a money market fund managed by an unaffiliated investment adviser. The Adviser receives recordkeeping and administrative servicing fees from the sponsor of such money market fund. Fees are calculated and received monthly based on the average daily net assets at the end of each month. Fees can be as high as 0.00035%. The unaffiliated investment adviser may waive a portion of its management fees based on market conditions. Accordingly, when recommending an investment in the Ave Maria Money Market Account, verbal disclosure would be made to the client regarding the recordkeeping and administrative services fees paid to the Adviser as a result of such investment. Neither the Adviser nor any of its supervised persons accept any other compensation or other incentives for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

The Adviser has adopted procedures pursuant to Rule 17a-7 under the Investment Company Act of 1940 governing securities transactions between Funds in the series of Schwartz Investment Trust, or between a series of Schwartz Investment Trust Fund and another account managed by Adviser. These transactions are effected at the independent current market price for no consideration other than cash payment against prompt delivery of a security. The Adviser will notify clients of any such transactions made on their behalf.

Item 12: Brokerage Practices

In selecting broker-dealers to execute the purchase and sale of securities for clients, the Adviser seeks best execution, taking into account such factors as price (including the applicable brokerage commission or dealer spread), the execution capability, financial responsibility and responsiveness of the broker-dealer and the brokerage and research services provided by the broker-dealer. A client may pay higher commissions than could be obtained from other broker-dealers if the Adviser determines in good faith that the commission is reasonable in relation to the value of the brokerage and research services provided within the "safe harbor" provided by Section 28(e) of the Securities Exchange Act of 1934. Typically, these research products and services assist the Adviser in terms of its overall investment responsibilities to its clients; however, each product or service received may not benefit all clients equally. The receipt of "soft dollar" benefits may create a conflict of interest by supplementing the Adviser's research at no cost to the Adviser or by providing an incentive for the Adviser to select or recommend a broker-dealer based upon its interest in receiving research products or services, rather than receiving the most favorable price available.

Historically, the Adviser has generated soft dollar benefits through the trading activities

Item 12: Brokerage Practices (continued)

of Schwartz Investment Trust, but the Adviser may in the future direct trades of separately managed accounts to generate such benefits. Research products and services may be either proprietary or third party. Such products and services may include securities quotes and exchange fees; economic, industry, company, municipal, sovereign, legal and political research reports or investment recommendations; and compilations of securities prices, earnings, dividends, financial statements, corporate governance, valuation, technical and similar data. Third party products and services currently being paid for by soft dollar credits generated by Schwartz Investment Trust are Telemet, Bloomberg, MSCI ESG Screener, Morningstar Direct, Morningstar Select Equity Research, Thomson Reuters (Eikon) and Capital IQ.

Individual and separately managed accounts may request that the Adviser use a specific broker (i.e., a directed brokerage arrangement). The use of a particular broker at the client's direction may cost the client more money because it may limit the Adviser's ability to achieve most favorable execution and negotiate commissions with other brokers on the client's behalf. The Adviser will review the quality of services and execution skills of the directed broker and advise the client of any unsatisfactory results and may refuse to conduct business with that broker. A client with a directed brokerage arrangement may pay higher brokerage commissions because transaction costs may be higher. The Adviser may not be able to aggregate orders and the client may receive less favorable prices. In addition, clients with directed brokerage arrangements may not have the opportunity to participate in initial public offerings, which are typically allocated among clients on a pro rata basis.

The Adviser has adopted Trade Aggregation and Allocation Policy and Procedures that permit it to aggregate or "bunch" orders being placed for execution at the same time for accounts of two or more clients where it believes this action is consistent with its duty to seek best execution and in the best interests of clients. This practice may enable the Adviser to obtain more favorable executions and/or net prices for the aggregated order. The Adviser will not favor any client account over any other client account, and each account that participates in an aggregated order will participate at the average share price for all transactions placed by the Adviser in that security at the same time on a given business day. Transactions will not be aggregated with respect to any client if the practice is prohibited by or inconsistent with that client’s investment advisory agreement with the Adviser.

Item 13: Review of Accounts

Individual accounts, model portfolio strategies and separately managed accounts are reviewed at least quarterly based upon the account’s annual cycle and are evaluated in terms of account objectives and the Adviser's evolving economic and market outlook. During the review process, individual assets held in client accounts are reviewed and

Item 13: Review of Accounts (continued)

evaluated in terms of their ability to contribute to overall objectives. Additional reviews are triggered by any of the following: 1) changes in account investment objectives, 2) changes in the Adviser's investment outlook and 3) changes related to individual assets held in the client account. The reviews are conducted by the applicable Portfolio Manager responsible for the account, as well as by the Chairman and/or Chief Investment Officer.

Written asset statements are provided to individual and separately managed accounts quarterly. Such statements include a listing of the individual assets by category, the par value or number of shares held, the cost, current market value, and estimated annual income. From time to time, the Adviser provides reports to clients outlining its economic and investment outlook.

Portfolios of Schwartz Investment Trust are generally reviewed weekly by the portfolio manager. A security may be sold when it appreciates and is no longer undervalued, when a company fails to achieve its expected results or when economic factors or competitive or other developments impair its intrinsic value or when it violates moral screens.

Item 14: Client Referrals and Other Compensation

The Adviser does not receive an economic benefit from anyone other than clients for providing investment advice or other advisory services to its clients.

The Adviser and its related persons do not directly or indirectly compensate any person for client referrals.

Item 15: Custody

Rule 206(4)-2(c)(1) of the Investment Advisers Act provides that the Adviser is deemed to have custody of client funds and securities solely because the Adviser has been granted authority by some clients to withdraw advisory fees directly from client accounts. The Adviser and its employees do not take custody of client funds and securities or serve as custodian for any clients except to the extent that the authority to collect fees for investment advisory services provided to clients is deemed to constitute custody.

Securities and funds in client accounts are maintained with a qualified custodian and held in the client's name. Qualified custodians holding client assets are instructed to provide at least quarterly account statements to clients. Clients should carefully review those statements. Clients are urged to compare the account statements they receive from the qualified custodian with the account statements they receive from the Adviser.

Item 16: Investment Discretion

The Adviser typically has discretionary authority pursuant to advisory agreements with clients, with full power to supervise and direct the investment of client accounts and to make and implement investment decisions, all without prior consultation with client, in

Item 16: Investment Discretion (continued)

accordance with such investment objectives and parameters as determined by the client or, in the case of the Funds of Schwartz Investment Trust, in accordance with the investment policies and limitations described in the Trust's prospectuses and statements of additional information.

Written asset statements are provided to individual and separately managed accounts quarterly. Such statements include a listing of the individual assets by category, the par value or number of shares held, the cost, current market value, and estimated annual income. From time to time, the Adviser provides reports to clients outlining its economic and investment outlook.

Item 17: Voting Client Securities

The Adviser has accepted authority to vote securities for some clients. The Adviser will not be required to take any action or render any advice with respect to the voting of portfolio securities unless the Adviser has contractually agreed to do so. The Adviser has adopted proxy voting policies and procedures that describe how the Adviser intends to vote proxies on behalf of those clients for which it has accepted authority to vote. The proxy voting policies and procedures provide that the Adviser will vote proxies solely in the interests of clients and will not support the position of a company's management in any situation determined not to be in a client's best interests. The Adviser will resolve any conflict of interest in a way that will most benefit clients. If a conflict of interest is determined to be material (i.e., it has the potential to influence the Adviser's decision-making process), the conflict will be disclosed to the client. A copy of the Adviser's proxy voting policies and procedures will be provided to any prospective or current client upon request. Clients may obtain information regarding how their proxies were voted by calling 734-455-7777 or by writing to Schwartz Investment Counsel, Inc., 801 West Ann Arbor Trail, Suite 244, Plymouth, MI 48170.

Item 18: Financial Information

Because the Adviser does not require or solicit prepayment of fees and does not have custody of client funds or securities, the Adviser is not required to respond to this item.

Item 1: Cover Page for Part 2B of Form ADV

Brochure Supplement
As of January 1, 2018

George P. Schwartz, CFA

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

This brochure supplement provides information about George P. Schwartz that supplements the Schwartz Investment Counsel, Inc.'s brochure. You should have received a copy of that brochure. Please contact Cathy Stoner, Vice President and Chief Compliance Officer, if you did not receive Schwartz Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about George P. Schwartz is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

George is Chairman and Chief Executive Officer with responsibility for the development and implementation of the corporate strategy for the Firm. He is co-portfolio manager of the Ave Maria Rising Dividend Fund, and the Schwartz Value Focused Fund. From 1967 to 1974, he was an investment research analyst and a partner with two New York Stock Exchange member firms. From 1974 to 1980, he was Vice President, Senior Investment Officer, and Chairman of the Investment Committee of the National Bank and Trust of Ann Arbor. In 1980, George founded Schwartz Investment Counsel, Inc.

He has a Bachelor of Science degree in Finance from the University of Detroit, is a Chartered Financial Analyst (CFA) charterholder, and a Chartered Investment Counselor (CIC). He is a member of the CFA Society of Detroit, the Economic Club of Detroit, and the CFA Institute.

The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare one for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, one must pass three exams (Levels I, II, III). Most candidates use an assigned curriculum to prepare for exams. If one passes all three exams and meets the professional and ethical requirements, one can become a regular member of CFA Institute, or "charterholder." To obtain the CIC designation, one must first have successfully become a CFA charterholder, then be employed be a member of the Investment Adviser Association (IAA) and have five years of related work experience. Designation implies that adviser has significant experience with investment counseling and portfolio management, and that the adviser is held to a higher set of ethical standards.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George is the Chairman and Chief Executive Officer of the firm. He is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about George's brochure supplement at (734) 455-7777.

Item 1: Cover Page for Part 2B of Form ADV

Brochure Supplement
As of January 1, 2018

Richard L. Platte, Jr., CFA

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

This brochure supplement provides information about Richard L. Platte, Jr. that supplements the Schwartz Investment Counsel, Inc.'s brochure. You should have received a copy of that brochure. Please contact Cathy Stoner, Vice President and Chief Compliance Officer, if you did not receive Schwartz Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Richard L. Platte, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Rick is President and Chief Investment Officer with responsibility for the development and implementation of investment strategy for the Firm. He is lead portfolio manager of the Ave Maria Rising Dividend Fund and co-manager the Ave Maria Growth Fund and the Ave Maria Bond Fund. From 1974 to 1979, he was an investment research analyst with the National Bank of Detroit, covering a wide array of industries. From 1979 to 1983, he was the Chief Trust Investment Officer for the National Bank and Trust of Ann Arbor. Prior to joining Schwartz Investment Counsel, Inc., in 1987, he spent four years as an investment counselor with Securities Counsel, Inc., where he managed portfolios for pension and profit sharing plan clients.

Rick holds Bachelor of Science and Master of Business Administration degrees from the University of Michigan. He is a Chartered Financial Analyst (CFA) charterholder and a Chartered Investment Counselor (CIC). He is a past President of the Investment Analysts Society of Detroit (now called the CFA Society of Detroit), and a member of the CFA Institute.

The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare one for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, one must pass three exams (Levels I, II, III). Most candidates use an assigned curriculum to prepare for exams. If one passes all three exams and meets the professional and ethical requirements, one can become a regular member of CFA Institute, or "charterholder." To obtain the CIC designation, one must first have successfully become a CFA charterholder, then be employed be a member of the Investment Adviser Association (IAA) and have five years of related work experience. Designation implies that adviser has significant experience with investment counseling and portfolio management, and that the adviser is held to a higher set of ethical standards.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Rick's activities on a regular basis. George oversees any communications that Rick provides to the firm's clients. Rick is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Rick's brochure supplement at (734) 455-7777.

Item 1: Cover Page for Part 2B of Form ADV

Brochure Supplement
As of January 1, 2018

Timothy S. Schwartz, CFA

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

This brochure supplement provides information about Timothy S. Schwartz that supplements the Schwartz Investment Counsel, Inc.'s brochure. You should have received a copy of that brochure. Please contact Cathy Stoner, Vice President and Chief Compliance Officer, if you did not receive Schwartz Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Timothy S. Schwartz is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Tim is Executive Vice President of Schwartz Investment Counsel, Inc. He is lead portfolio manager of the Ave Maria Value Fund and the Schwartz Value Focused Fund. Tim also serves as Chief Financial Officer for the Firm. Tim joined Schwartz Investment Counsel, Inc. in 1998, and prior thereto worked as a research analyst in the commercial loan departments of Fifth Third Bank and Comerica Bank.

Tim has a Bachelor of Science degree in Finance from Fairfield University and a Master of Business Administration degree from Walsh College. He is a Chartered Financial Analyst (CFA) charterholder and a member of the CFA Society of Naples and the CFA Institute.

The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare one for a wide range of investment specialties that apply in every market all over the world.

To earn a CFA charter, one must pass three exams (Levels I, II, III). Most candidates use an assigned curriculum to prepare for exams. If one passes all three exams and meets the professional and ethical requirements, one can become a regular member of CFA Institute, or "charterholder."

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Tim's activities on a regular basis. George oversees any communications that Tim provides to the firm's clients. Tim is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Tim's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Joseph W. Skornicka, CFA

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

This brochure supplement provides information about Joseph W. Skornicka that supplements the Schwartz Investment Counsel, Inc.'s brochure. You should have received a copy of that brochure. Please contact Cathy Stoner, Vice President and Chief Compliance Officer, if you did not receive Schwartz Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Joseph W. Skornicka is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Joe is Senior Vice President of Schwartz Investment Counsel, Inc. He is also lead portfolio manager of the Ave Maria World Equity Fund, co-portfolio manager of the Ave Maria Value Fund and an analyst responsible for equity research functions with a focus on large-cap stocks and global equities. Prior to joining the firm in 2012, Joe was a portfolio manager at Munder Capital Management in Birmingham, Michigan where he also provided idea generation and research support in the financial services sector. Joe was a vice president and portfolio manager at INVESCO in Denver, Colorado from 2001 to 2004. He originally joined Munder Capital in 1995 as a result of the firm's merger with Comerica Bank. Prior thereto, he was an equity analyst at Woodbridge Capital Management, an investment advisory subsidiary of Comerica.

Joe has a Bachelor of Arts degree in financial administration from Michigan State University and a Master of Business Administration degree from the University of Michigan. He is a Chartered Financial Analyst charterholder and is a member of the CFA Society of Detroit and the CFA Institute.

The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare one for a wide range of investment specialties that apply in every market all over the world.

To earn a CFA charter, one must pass three exams (Levels I, II, III). Most candidates use an assigned curriculum to prepare for exams. If one passes all three exams and meets the professional and ethical requirements, one can become a regular member of CFA Institute, or "charterholder."

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Joseph's activities on a regular basis. George oversees any communications that Joseph provides to the firm's clients. Joseph is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Joseph's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Robert C. Schwartz, CFP®

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

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Additional information about Robert C. Schwartz is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Bob is Senior Vice President of Schwartz Investment Counsel, Inc. He is co-portfolio manager of the Ave Maria World Equity Fund. He is also responsible for developing and implementing investment strategies suited to clients' individual investment objectives. Bob joined Schwartz Investment Counsel, Inc. in 2001. Prior to joining the Firm, he was a Database Manager with The Medstat Group, a healthcare information services company. Prior thereto he was a customer service representative with Bank One.

Bob has a Bachelor of Arts degree in Economics and Psychology from the University of Michigan – Dearborn. Bob is a CFP® professional and is a member of the Mutual Fund Education Alliance, the ICI Small Funds Committee and the Economic Club of Detroit.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Bob's activities on a regular basis. George oversees any communications that Bob provides to the firm's clients. Bob is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Bob's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Brandon S. Scheitler

Schwartz Investment Counsel, Inc.
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Plymouth, MI 48170

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Additional information about Brandon S. Scheitler is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Brandon is Vice President of Schwartz Investment Counsel, Inc. He is lead portfolio manager manager of the Ave Maria Bond Fund and is also a research analyst responsible for equity and fixed income research functions for the Firm. Prior to joining the Firm in 2007, Brandon worked for Waddell & Reed and Merrill Lynch.

Brandon has a Bachelor of Business Administration degree in Finance and an MBA from Walsh College.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Brandon's activities on a regular basis. George oversees any communications that Brandon provides to the firm's clients. Brandon is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Brandon's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Brian D. Milligan, CFA

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

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Additional information about Brian D. Milligan is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Brian is Vice President of Schwartz Investment Counsel, Inc. He is lead portfolio manager of the Ave Maria Growth Fund and also a research analyst responsible for equity research functions for the Firm. Prior to joining the Firm in 2014, Brian was a credit analyst with Standard & Poor's.

Brian has a Bachelor of Science degree from Trine University and graduated magna cum laude from the University of Notre Dame with a Master of Business Administration degree. He is a CFA charterholder.

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Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Brian's activities on a regular basis. George oversees any communications that Brian provides to the firm's clients. Brian is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Brian's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Chadd M. Garcia

Schwartz Investment Counsel, Inc.
801 West Ann Arbor Trail, Suite 244
Plymouth, MI 48170

This brochure supplement provides information about Chadd M. Garcia that supplements the Schwartz Investment Counsel, Inc.'s brochure. You should have received a copy of that brochure. Please contact Cathy Stoner, Vice President and Chief Compliance Officer, if you did not receive Schwartz Investment Counsel, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Brian D. Milligan is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Chadd is co-portfolio manager of the Ave Maria Value Fund. He is also responsible for equity research functions for the firm. Previously, Chadd analyzed public equities as a Managing Director at SQ Advisors. Prior thereto Chadd worked in private equity as a Managing Director at Gulf Coast Capital Partners and as Vice President at Comvest Partners. Before his work in private equity, Chadd was an Associate in the mergers and acquisitions group at CIBC World Markets.

Chadd has a Bachelor of Science degree in Agricultural Resource and Economics from The University of Arizona and a Master of Business Administration degree from Harvard University. He is a board member and CFO of The Rising Farmworker Dream Fund and is a Knight in the Sovereign Military Order of Malta. He is a 2018 Level III CFA candidate.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Chadd's activities on a regular basis. George oversees any communications that Chadd provides to the firm's clients. Chadd is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Chadd's brochure supplement at (734) 455-7777.

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Brochure Supplement
As of January 1, 2018

Adam P. Gaglio, CFA

Schwartz Investment Counsel, Inc.
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Plymouth, MI 48170

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Additional information about Adam P. Gaglio is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Adam is co-portfolio manager of the Ave Maria Bond Fund. He is a research analyst responsible for equity research functions for the Firm with a focus on small and micro-cap companies. He also is responsible for the Firm's trading functions. Prior to joining the firm in 2013, Adam was an actuarial analyst at Towers Watson.

Adam has a Bachelor of Science degree in Math from the University of Michigan. He is a CFA® charterholder and a member of the CFA Society of Naples and the CFA Institute.

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Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Item 4: Other Business

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

George Schwartz, Chairman and Chief Executive Officer, supervises and monitors Adam's activities on a regular basis. George oversees any communications that Adam provides to the firm's clients. Adam is bound by the firm's Code of Ethics as well as the policies and procedures of the firm's compliance manual. On-going monitoring of compliance with such policies and procedures are performed by the Chief Compliance Officer, Cathy Stoner. Please contact Cathy Stoner should you have any questions about Adam's brochure supplement at (734) 455-7777.