



# Nourishing

CONSUMERS • NEIGHBORS • EMPLOYEES • PLANET

How can we do  
the greatest  
possible good at  
Campbell Soup  
Company?

By leveraging our core competencies to create the greatest positive impact—improving nutrition, strengthening communities, engaging and developing our employees, improving our environmental performance, and delivering value to our consumers, customers, and shareholders.

## A LETTER FROM THE PRESIDENT AND CEO

### Dear Campbell Stakeholders:

For Campbell, conducting business in a socially responsible manner is mission-critical. Through our Campbell Mission, we have committed ourselves to building “the world’s most extraordinary food company by nourishing people’s lives everywhere, every day.” We recognize that achieving this mission depends on our ability to win, with the utmost integrity, in three arenas: the workplace, the marketplace, and the community.

Corporate Social Responsibility (CSR) plays a central role in each. We win in the workplace by valuing and engaging our employees. We win in the marketplace by meeting the needs of our consumers and customers better, faster, more completely, and more uniquely than anyone else. And we win in the community by building on our long tradition of responsible citizenship, particularly in the areas of community service and environmental sustainability.

We are building on a solid foundation. Our product portfolio is well-positioned to provide affordable choices that support superior vegetable nutrition, healthy weight management, and sensible snacking. We are highly active in our hometown communities around the world. Our employee value proposition is resonating with our people and driving stronger employee engagement. And our expanding work in the area of environmental stewardship is contributing directly to our bottom line while supporting the expectations of our customers and consumers.

We are leveraging our company’s heritage, mission, and core competencies to define our opportunities and our signature in our society. Most importantly, we are harnessing the expertise, enthusiasm, and dedication of our people to reach beyond sales and profits and make our world a better place to live.

Thank you for taking the time to review Campbell’s 2010 Corporate Social Responsibility Report.

Sincerely,



**Douglas R. Conant**  
President and CEO  
Campbell Soup Company



## PERFORMANCE SCORECARD

ECONOMIC (\$ millions)	2007	2008	2009
Net Sales	7,385	7,998	7,586
Earnings Before Interest and Taxes	1,243	1,098	1,185
Taxes on Earnings	307	268	347
Dividends Paid	308	329	350
Capital Expenditures	334	298	345
Research and Development	111	115	114
Nutrition and Wellness** Product Portfolio (revenue)	1,291	1,720	2,029
Nutrition and Wellness Revenue / Total Revenue (%)	16.4	21.5	26.8
ENVIRONMENTAL			
Water Use (Gross 000 gal.)		7,829,355	7,050,749
Water Use Cu. Meter / Tonne of Food Produced		10.33	9.35
Energy Use (mmbtu)		10,239,864	10,276,947
Energy Use (mmbtu) / Tonne of Food Produced		3.57	3.60
Greenhouse Gas (GHG) Emissions (mmtCO <sub>2</sub> )		899,537	879,084
GHG Emissions (mmtCO <sub>2</sub> ) / Tonne of Food Produced		0.313	0.308
Solid Waste Recycled (%)		64*	84.5
Waste Disposed (tonne) / Tonne of Food Produced		0.023*	0.019
Capital Investment in Environmental Compliance & Sustainability		12.3	15.1
SOCIAL			
Employee Engagement Ratio	9:1	12:1	23:1
Supplier Diversity Spends (\$ millions)	129	136	140
Recordable Case Rate	4.30	3.10	2.76
Lost Day Case Rate	0.61	0.46	0.33
Women in Global Workforce (%)			44
Women in Global Leadership Positions (%)			33
Charitable Giving Including In Kind (\$ millions)			32.6
Food or In Kind Donations (\$ millions)	13.2	18.4	21.5
Tuition Assistance Paid (\$ millions)			1.4
Health Care Expense U.S. (\$ millions)	98.4	102.3	100.6
Pension and Post-Retirement Medical Expense U.S. (\$ millions)	57	54	53
Savings Plan Contributions (\$ millions)	17	18	18
*Waste Disposed and Recycled % for 2008 is result for U.S. only. Subsequent numbers represent global operations.			
**Includes end of FY revenue from Organic, Full Vegetable Serving, Low Calorie, Low Fat, Heart Healthy Sodium and Whole Grain products.			

We have forged a  
set of objectives for the  
CSR agenda that is  
company's mission  
everything we do

**NOURISHING OUR CONSUMERS**

Continually advance  
the nutrition and wellness  
profile of our product  
portfolio

**NOURISHING OUR NEIGHBORS**

Measurably improve the  
health of young people  
in our hometown commu-  
nities by reducing hunger  
and childhood obesity  
by 50%

strategy and set  
next decade — a  
aligned with our  
and leverages  
best.

**DOUGLAS R. CONANT**  
President and CEO  
Campbell Soup Company

**NOURISHING OUR EMPLOYEES**

Achieve 100% employee  
engagement in CSR and  
sustainability

**NOURISHING OUR PLANET**

Cut the environmental  
footprint of our product  
portfolio in half, as  
measured by water use  
and CO<sub>2</sub> emissions per  
tonne of product  
produced



Nourishing Our Consumers

## NOURISHING OUR CONSUMERS

Nourishing Our Consumers begins with our wholesome portfolio. That's why we have dedicated ourselves to providing consumers with nutritious, high-quality, and great-tasting food for more than a century.

Our goal is to make healthy products an affordable, everyday opportunity for all consumers. In addition, we will continue to educate our consumers regarding food choices and how our products, as part of a balanced diet, help support a healthier lifestyle.

### Offering Healthy and Nutritious Products

We continue to add wellness credentials to our product lines. In the U.S., we currently have more than 100 products with a healthy level of sodium, more than 200 that are low in fat and saturated fat, more than 150 products that have 100 calories or less per serving, and more than 85 products that are certified by the American Heart Association. Globally, through our soup and V8 offerings, we produce hundreds of products that provide a full serving of vegetables.

We have 25 *Campbell's Healthy Request* soups that are 98% fat free, have up to 50% less sodium, have zero grams of trans fat, and are low in saturated fat and cholesterol.

We now also have 35 products that are certified Gluten-Free, including soups, salsas, sauces, and beverages as well as 13 Halal-Certified products in our soup line. More than 40 *Campbell's Chunky* soups in the U.S. and Canada provide a full serving of vegetables and lean protein. Our entire line of *Pepperidge Farm Goldfish* crackers has had zero grams of trans fat since 2004. Pepperidge Farm offers whole grains in more than 25 different bread, roll, bagel, and muffin products.

All of Campbell Australia's ready-to-serve soups meet the Australian National Heart Foundation's guidelines for sodium. *Arnott's Vita-Weat* is 100% natural and contributes more than 2,000 tonnes of whole grains to consumers each year. *Arnott's SnackRight*

### OVER THE PAST YEAR, WE ...

- Offered 90 soups at healthy sodium levels, including *Campbell's* condensed Tomato
- Certified 85+ U.S. products by the American Heart Association
- Certified 100+ products with Canada's Heart & Stroke Foundation Health Check™
- Joined the Healthy Weight Commitment Foundation to help reduce obesity
- Created five community gardens with the National FFA Organization and Urban Farming Inc.



For more than a century, we have dedicated ourselves to nourishing our consumers by providing wholesome, high-quality, and great-tasting foods. We continuously strive to develop new products that exceed our consumers' expectations for taste, nutrition, convenience, value, and variety. We take care to retain the nutritional value and preserve the goodness of our wholesome ingredients.

Our strategies are focused on providing better everyday simple meals and offering healthy beverage and snacking choices. Our goal is to help consumers improve their diets, close nutrition gaps, maintain healthy weight, and improve heart health, with a special emphasis on vegetable and plant nutrition.

biscuits have earned the Heart Foundation Tick of approval and supply 41 tons of dietary fiber and more than 300 tonnes of real fruit to consumers annually.

Since 2007, we have grown sales of our nutrition and wellness product portfolio more than 60% from \$1.2 billion to more than \$2 billion (includes Organic, Full Vegetable Serving, Low Calorie, Low Fat, Heart Healthy Sodium, and Whole Grain products).

### **Advancing Social Impact with Our Consumers and Our Customers**

Campbell's strategic partnerships increase our ability to impact issues that are important to our consumers, customers, and society.

### **National FFA Organization and Urban Farming**

As part of Campbell's *Help Grow Your Soup* program, we have contributed \$500,000 to the National FFA Organization to support scholarships for tomorrow's leaders in sustainable agriculture. Campbell also worked with the National FFA Organization and Urban Farming Inc. to create five community gardens in urban communities across the U.S.

### **Helping Stamp Out Hunger™**

Stamp Out Hunger™ is the National Association of Letter Carriers' national food drive held on the second Saturday of May each year. Campbell promotes the drive in the media and with the help of retail partners in stores. In 2009, a record 73.4 million pounds of food were collected by more than 230,000 letter carriers.

### **Campbell Supports Go Red For Women™ to Help Fight Heart Disease**

Campbell's *AdDRESS Your Heart* campaign supports heart disease awareness through our wellness brands. We partner with the American Heart Association's Go Red For Women™ movement and the National Heart, Lung and Blood Institute. Campbell has pledged \$3.6 million over six years to help fight heart disease among women.

### **Campbell's Labels for Education**

Campbell's *Labels for Education* (LFE) program has been an institution in U.S. schools since 1973. The program is registered in more than 80,000 schools and impacts more than 17.5 million students annually. Over the last three years, we have awarded more than \$7 million in educational merchandise to participating schools. In 2009, we announced a renewed focus on Academics, Arts, and Athletics and a new partnership with the GRAMMY Foundation® to bring their proprietary *Discovery Through Music*™ curriculum to nearly 60,000 schools (K-6) nationwide that are registered in the LFE program.



Nourishing Our Neighbors

## NOURISHING OUR NEIGHBORS

At Campbell, we are proud of our long-standing commitment to the communities where we live and work. We are focused on areas where we believe we are uniquely positioned to make measurable social and human impact based on our mission, geographic locations, and core competencies.

### Volunteering with Strategic Focus

In order to take advantage of Campbell's core competencies and to make a measurable impact in our designated community goal areas, Campbell employees frequently volunteer in the areas of hunger relief, obesity, and making positive impacts on youth.

Campbell employees in North America engage annually in Make a Difference Week. During one week in 2009, more than 600 employees from seven U.S. locations volunteered at 40 different projects, ranging from sorting food at a local food bank to tutoring local youth. Volunteers worked with 20 nonprofits, many of which receive funding throughout the year from the Campbell Soup Foundation.

### Dollars for Doers

Campbell employees have long been encouraged to volunteer during the workday at company-sponsored volunteer activities. These efforts are supported through the Dollars for Doers program, which was revised in April 2009 and became a "dollars per hours served" program, in which nonprofits receive a \$500 grant for every 25 hours of volunteer service completed by a Campbell employee. From April through the end of our fiscal year in July, Campbell awarded \$72,000 in grants to nonprofits throughout the U.S. based on the volunteer efforts of our employees.

### Hunger Relief and Obesity

Through our ongoing partnership with and support of Feeding America, the nation's largest food bank network, Campbell donated 2.1 million pounds of food in support of the efforts of 24,000 separate charities in FY2009. In addition, more products were distributed through

### OVER THE PAST YEAR, WE ...

- Logged 14,000 employee volunteer hours in the U.S.
- Distributed more than \$21 million in product donations globally
- Collected 73.4 million pounds of food during the annual Stamp Out Hunger™ food drive
- Reached more than 1.8 million moms with our *Fishful Thinking* program
- Awarded \$2.5 million worth of educational materials to schools through *Labels for Education*



## Measurable Social Impact in the Communities Where We Live and Work

In 2009, we set new long-term destination goals specifically designed to leverage key Campbell competencies and deliver positive social impacts to our communities.

- Measurably improve the health of young people in our hometown communities by reducing hunger and childhood obesity by 50%.
- Make a positive impact on the lives of 100 million youths through our volunteer, community, and signature programs.

We are creating strategies and tactics with the goal of demonstrating measurable progress year after year.

ongoing product reclamation efforts. Campbell reimbursed customers more than \$10 million for product that was reclaimed and donated.

At the local level, employees volunteer at soup kitchens like the Cathedral Kitchen in our hometown of Camden, New Jersey, and Loaves and Fishes in Sacramento, California, serving meals to hundreds of low-income families and individuals. In Maxton, North Carolina, employee volunteers worked during the summer of 2009 with a feeding program in Scotland County, delivering 26,000 meals to sites that serviced the 70% of children in the county eligible for free meals.

In Australia during FY2009, Arnott's contributed product valued at more than \$2.5 million (AUD), which was distributed through Foodbank Australia and Driver Reviver. Campbell and Food Banks Canada have entered a new, comprehensive, multiyear partnership that will support hunger relief across Canada through the donation of nutritious food, charitable funds, educational resources, and other awareness and community programs.

### **Let's Can Hunger**

In FY2009, collegiate members of Students in Free Enterprise (SIFE) teamed with Campbell on an initiative called *Let's Can Hunger*, a series of competitions in which participating teams developed creative solutions to one of the world's most enduring challenges. More than 500 students on 118 teams competed to develop the best plan. Nationwide, SIFE members arranged the donation of 72,362 food items.

### **Help Hunger Disappear**

On National Hunger Awareness Day, Campbell Canada partnered with Food Banks Canada for their *Help Hunger Disappear* campaign. Campbell built high-impact displays spelling the word "HUNGER" out of thousands of cans of *Campbell's* Tomato soup at select locations in Toronto, Ottawa, Montreal, and Vancouver. Campbell donated approximately 100,000 cans of *Campbell's* Tomato soup to Food Banks Canada through this program.

### **Healthy Weight Commitment Foundation**

In 2009, Campbell joined fellow members of the food and beverage industry, its retail customers, and non-governmental organizations as part of the Healthy Weight Commitment Foundation to help reduce obesity in the U.S. by 2015. The Foundation promotes the importance of energy balance — balancing calories eaten with calories burned through activity — while focusing on three critical areas: the marketplace, the workplace, and schools.

### **Positive Impacts on Youth**

Employee volunteers are constantly seeking to make a lasting positive impact on young people, especially in the area of education. One great example in our hometown of Camden involves bringing local students to our headquarters for one-on-one reading

and literacy instruction, for one hour each week, through the *Reading STARS* and *Read and Believe* programs. In FY2009, 80 employees increased the reading competency of elementary school students by an average of one grade level in just 16 weeks during *Reading STARS*.

### Campbell Soup Foundation Summer Program

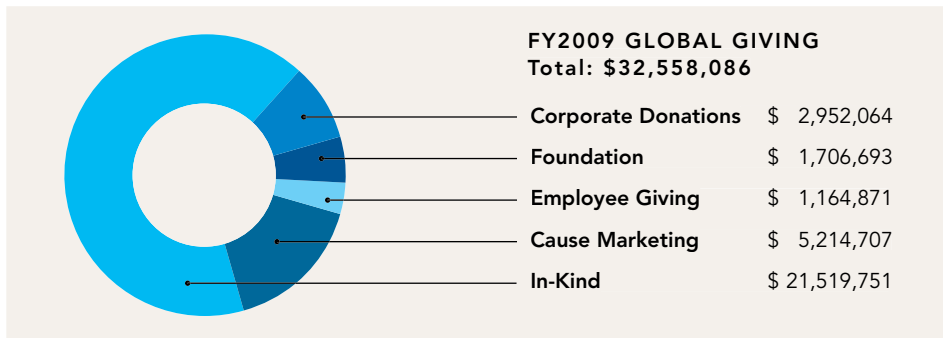
Since the 1970s, the Campbell Soup Foundation has provided nearly \$16 million in grants to Camden-area nonprofit organizations that offer summer activities in the areas of arts and culture, education, career exploration, and recreation. These summer camps are made available to more than 10,000 socially and economically disadvantaged Camden youth each year. Since its inception, more than 525,000 children have participated in the program. The Foundation annually contributes approximately \$400,000 to 26 organizations during the Summer Program.

### Fishful Thinking

Pepperidge Farm’s *Fishful Thinking* program is designed to educate parents and teachers about the power of optimism and the role positive thinking can play in childhood development. The *Fishful Thinking* program has spread to more than 1.8 million moms in 2009 alone and has 2,000 “mom ambassadors” who have connected to another 1.7 million parents. Online connections occur through the *Fishful Thinking* website, newsletters, and Facebook page.

### Giving

Campbell continually meets the needs of its local communities through many programs that provide financial support, including Matching Gifts to Education, employee giving campaigns, and the Campbell Soup and Arnott’s Foundations. In addition, Campbell locations around the globe provide in-kind support to local organizations in need. In FY2009, Campbell contributed more than \$32.5 million in financial and in-kind support to our local communities.



73.4

million lbs.

14,000

volunteer hours

1.8 million moms



Nourishing Our Employees

## NOURISHING OUR EMPLOYEES

Campbell's success model is founded on the belief that to win in the marketplace, we must first win in the workplace. Our Campbell Promise "Campbell Valuing People, People Valuing Campbell" captures the spirit of this belief and demonstrates the partnership we have with employees.

Campbell employs a diverse workforce with over 17,000 employees in more than 21 countries around the world. We respect and support our people, knowing they will respond by respecting and supporting Campbell's priorities. Over time we have worked to create an innovative, flexible, fun, and engaging culture where employees feel welcomed, recognized, included, rewarded, developed, nourished, and inspired.

We do this by:

- Providing competitive compensation and benefits
- Empowering employees to help shape our workplace and business
- Recruiting, cultivating, and retaining employees who make a measurable difference
- Building a diverse and inclusive environment where all employees are encouraged to grow, personally and professionally
- Offering work/life flexibility that helps employees balance work with personal interests and responsibilities
- Celebrating the hard work, dedication, and accomplishments of our employees throughout the year through formal and informal recognition programs
- Engaging in CSR and sustainability by managing environmental resources, supporting our local communities, and advancing the nutrition and wellness of our products

### OVER THE PAST YEAR, WE ...

- Achieved a world-class employee engagement ratio of 23:1
- Received the Catalyst Award for our work with women in the workplace
- Earned a 2009 Platinum Award from The National Business Group on Health
- Exceeded safety benchmarks in the food industry
- Spent \$140 million with women and minority-owned businesses

### Engaging Employees in All We Do

Employees feel most valued when they are fully informed, understand the company's business goals and plans, and are invited to offer their feedback on a regular basis. At Campbell, we believe that employee engagement is one of the most important indicators of our ability to drive performance improvement and win in the workplace.

“ Helping employees improve their health is good for them and good for Campbell as well. Studies show that companies can achieve a \$1 to \$2 return on every dollar spent on a comprehensive employee wellness program.”

**JAN KELLY**  
Director of U.S. Health and Welfare Programs

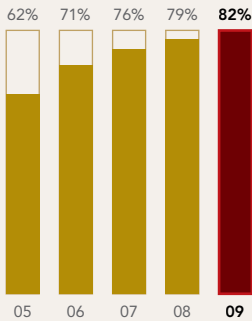
In 2009, Campbell reached a world-class engagement ratio

23:1

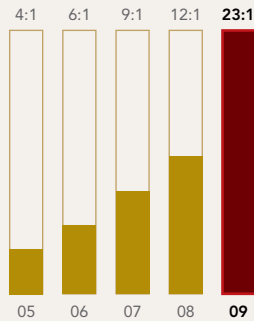
“ It was energizing to feel the excitement and the pride people had in their ideas. I think that spirit and energy are part of what defines our unique culture.”

**BRIAN KLECATSKY**  
Design Manager

Engagement Percentile\*



Engagement Ratios\*\*



\* Measures how Campbell's overall Grand Mean score compares relative to Gallup's overall database of respondents

\*\* Ratio of engaged employees divided by those actively disengaged

In addition to improved business results, CEO Doug Conant attributes the revitalization of Campbell's culture over the past eight years to our continually improving employee engagement. Doug says, "We're performing at a higher level and are more innovative and more self-governed because our employees believe that each individual can make a difference to Campbell's success."

### **Employee Health & Well-Being**

Wellness is important when it comes to our products and our people. Campbell takes a holistic approach to wellness that encompasses physical health, mental well-being, and financial security now and in the future.

Given our global population, we offer a range of competitive programs unique to our varying countries and locations that are also aligned with all state and local regulations. Examples of these include:

- Health Station tours offering voluntary on-site biometric screenings and health education
- Worksite wellness initiatives (e.g., flu shots, walking programs, healthy cooking demonstrations)
- Financial security benefits including a 401(k) plan with company match for U.S. employees
- Flexible working arrangements
- On-site fitness centers and fitness center discounts
- Paid personal days, vacation days, and holidays

### **Career Development & Training**

Campbell is committed to creating a learning culture that enables each employee to maximize his or her individual potential and contributions. Campbell is also committed to helping employees take charge of their own development in ways that are meaningful to them and relevant to their roles.

### **Commitment to Diversity**

Our company-wide diversity efforts encourage all employees to bring their uniqueness and individuality to work every day. Our global diversity and inclusion strategy closely aligns with the Campbell Success Model and focuses on the cultural intelligence of our employees, diversity in the marketplace, and being a diversity and inclusion leader in the community.

### **Safety**

Campbell aspires to reach lost-time and injury rates of zero. We continue to drive performance and eliminate potential risks in the workplace. Our efforts to evaluate workplace incidents, review our practices, and take proactive measures to address emerging issues have driven our safety performance to exceed food industry benchmarks for the past three years.



Nourishing Our Planet

## NOURISHING OUR PLANET

Campbell has defined a strategic set of business initiatives that not only seek to manage compliance, cost, and efficiency, but also to deliver innovation in resource management, sustainable packaging, agriculture, and logistics.

### Resource Conservation

Energy and Climate — We have completed a number of initiatives that have reduced our energy use and greenhouse gas emissions globally in the last two years. We now produce a tonne of food with 19% less energy than we did 10 years ago. Campbell is a member of the U.S. Environmental Protection Agency Climate Leaders program and also files comprehensive energy, climate, and carbon footprint performance metrics within the Carbon Disclosure Project framework.

Water and Waste Management — All of our manufacturing plants have implemented water conservation measures and have established systems to ensure that the water used in our operations is appropriately cleaned and treated before it is returned to the environment.

We apply a consistent approach to managing the waste generated in our offices and plant operations. We implement strategic initiatives to reduce the various waste streams from our operations. In FY2009, Campbell's worldwide recycle rate was greater than 84%.

### OVER THE PAST YEAR, WE ...

- Eliminated more than 3.5 million pounds of steel and 1 million pounds of fiber while saving more than \$4.5 million in packaging costs
- Recycled more than 84% of waste generated
- Reduced water use in food production by more than 9%
- Established a set of Sustainable Packaging Principles
- Invested more than \$6 million in environmental sustainability projects

MORE THAN

775

MILLION  
GALLONS  
OF WATER  
SAVED  
IN 2009



9.35

CU. METER OF  
WATER USED  
PER TONNE  
OF FOOD  
PRODUCED



10,276,947

MMBTU  
USED  
GLOBALLY



3.60

MMBTU USED  
PER TONNE  
OF FOOD  
PRODUCED



MORE THAN

20,000

TONNES  
GHG  
REDUCED  
IN 2009



2%

REDUCED IN  
GHG EMITTED  
PER TONNE  
OF FOOD  
PRODUCED



84.5%

WASTE  
RECYCLED  
GLOBALLY



0.019

TONNES  
OF WASTE  
DISPOSED  
PER TONNE  
OF FOOD  
PRODUCED



15M

CAPITAL  
INVESTMENT  
IN ENVIRON-  
MENTAL  
COMPLIANCE  
AND SUS-  
TAINABILITY



## 2020 Environmental Sustainability Destination Goals

- Cut the environmental footprint of our product portfolio in half — water and greenhouse gas (GHG) emissions/tonne product produced
- Reduce energy use by 35%, and source 40% of the energy used by the company from renewable or alternative energy sources
- Recycle 95% of waste generated, on a global basis
- Deliver 75% of global packaging from sustainable materials (renewable, recyclable, or from recycled content)
- Obtain 50% of company revenue from products utilizing packaging with an improved environmental footprint
- (material reduction and/or substitution and supply-chain efficiencies)
- Reduce water use by 20% and energy use by 30% per tonne in our top five agricultural ingredients

## Resource Stewardship in Action

- In Camden, New Jersey, our new Campbell Employee Center at World Headquarters was designed utilizing the U.S. Green Building Council's Leadership in Energy Efficient Design (LEED) criteria.
- In Maxton, North Carolina, we reduced the amount of waste sent to landfills by 2.3 million pounds and reduced emissions and wastewater discharge, delivering more than \$1 million/year savings.
- In Sacramento, California, we reduced waste being sent to landfills by more than 3 million pounds, saving close to 1 million gallons of water, and \$500,000 in utility costs annually.
- The installation of energy-efficient lighting systems across the Campbell plant network delivered annual savings of \$978,000 and reduced greenhouse gas emissions by more than 11,000 tonnes.
- In Toronto, Canada, we implemented a new heat and water recovery project that reduced water consumption by more than 20% and delivered annual savings of \$900,000 (CAN).
- In Asia and Europe, we invested more than \$1 million in energy-saving initiatives that will deliver savings of more than \$400,000 and 3,650 tonnes of CO<sub>2</sub> annually.

## Sustainable Packaging

We have developed formal sustainable packaging guidelines to help inform decisions associated with materials used to protect our wide range of products. Campbell packaging innovation has delivered outstanding results. In 2009, we eliminated more than 3.5 million pounds of steel, 300,000 pounds of paper, 440,000 pounds of cardboard, 280,000 pounds of corrugate, and 300,000 pounds of plastic. Our redesigns delivered annual savings of \$4.5 million.

## Sustainable Agriculture

Campbell continues to work closely with the farmers who grow our agricultural ingredients to expand our sustainable agricultural practices and programs. We strive to reduce the impact that these practices have on the environment, while enhancing practices that benefit wildlife and promote biodiversity. Campbell encourages drip irrigation and catch basins to reduce runoff and conserve water. Our contract growers have implemented conservation tillage to reduce fuel usage and greenhouse gas emissions. Our researchers have developed disease-resistant varieties to reduce pesticide usage and have advanced environmentally friendly integrated pest-management programs.

### **Supply Chain, Logistics, and Transportation**

Campbell Soup Company continues to implement projects aimed at reducing the environmental impact associated with the delivery of ingredients to our facilities and the distribution of finished products to our customers. In the U.S., the use of lighter-weight equipment has resulted in taking the equivalent of 1,700 trucks off the road, saving 230,000 gallons of diesel fuel and eliminating more than 1,000,000 miles traveled. In Canada and Australia, the redesign of both product cases and pallet patterns resulted in a reduction of more than 500,000 pounds of cardboard and eliminated more than 100,000 truck miles. Intermodal transportation (truck and rail) has reduced fuel consumption and CO<sub>2</sub> emissions up to 50%, reduced the number of trucks on the road, and saved approximately 2,100,000 gallons of diesel fuel.

### **Building a Robust Supplier Base**

Campbell's Supply Base Expectations Manual identifies the expectations and requirements of all Campbell suppliers. We consider adherence and performance to these expectations essential factors when entering or extending existing business relationships. In our most recent revision, we have integrated new advanced expectations into the manual that address employee health and safety, environmental performance, and human rights. In FY2009, we developed a sustainability scorecard that we shared with our largest suppliers. Using their feedback, we will develop appropriate measures to track and reward advancing sustainability performance among Campbell suppliers.

## SELECTED AWARDS AND RECOGNITION

### Nourishing Our Consumers

- Named to 2010 World's Most Ethical Companies List, *Ethisphere* magazine
- Named to 100 Best Corporate Citizens List, *Corporate Responsibility* magazine
- Ranked #2 Best Corporate Reputation — 2 years running, *Boston College Center for Corporate Citizenship, Reputation Institute*
- Top 100 Global Brands, *BusinessWeek*
- Top Australian Iconic Brand (Arnott's), *Reader's Digest Australia Trusted Brands*

### Nourishing Our Neighbors

- Corporate Volunteer of 2009 — *Human Services Council of Norwalk*
- Chairman Circle Award — *United Way of Coastal Fairfield County*
- Corporate Community Partner of the Year, *Norwalk Economic Opportunity Now*
- Top Food Donor — Toronto, Canada, *Daily Bread Food Bank*
- Corporate Citizenship Award, Camden, *NJ Chamber of Commerce*

### Nourishing Our Employees

- Gallup Great Workplace Award — 4 years running, *Gallup, Inc.*
- Platinum Award — Workplace Wellness, *The National Business Group on Health*
- Best Places to Work NJ 2009, *New Jersey Biz* magazine
- 50 Best Places to Work — Canada, *Global Great Places to Work*
- Best Places to Work in CT 2009, *Hartford Business Journal*
- Best Places to Work for LGBT Equality — 2 years running, *Human Rights Campaign*
- Catalyst Award 2010, Winning with Women, *Catalyst*

### Nourishing Our Planet

- Named to Dow Jones Sustainability Indexes — 2009/10
- Top 10 Corporate Social Responsibility Index, *Boston College Center for Corporate Citizenship, Reputation Institute*
- Green Toronto Award for Water Efficiency, *The City of Toronto*
- Australian Packaging Evolution Award — Food Packaging Action, *Packaging Magazine*
- Sustainable Business of the Year, *Sacramento Environmental Resource Center*

### World Headquarters

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For copies of Campbell's Corporate Social Responsibility Report, write to Dave Stangis, Vice President — Corporate Social Responsibility at [csr\\_feedback@campbellsoup.com](mailto:csr_feedback@campbellsoup.com).

### Campbell Brands

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