A vertical collage of three images: the top shows hands clasped in a fist over a red background with bowls of food; the middle shows a green agricultural field; the bottom shows a group of people at an outdoor event.

Real  
food  
that  
matters  
for life's  
moments

**Sustainable  
sourcing trends in  
the food world:  
*perspective from  
Campbell Soup***

**Dr. Daniel Sonke**  
***Director, Sustainable Agriculture***



# Diverse Portfolio



12 Brands with Sales Exceeding \$100 Million





# Pacific Foods



Compete in \$89 billion U.S. snacking market

**Campbell's**

ANNUAL NET SALES EXPECTED TO EXCEED **\$10 BILLION**

**-46%**

Of Campbell's annual net sales will be snacking

**~\$4.7 Billion**

Annual net sales from Snyder's-Lance + Campbell's baked snacks portfolio on a pro forma basis

Logos included: Milano, Plum organics, Arnott's, Pepperidge Farm, Bolthouse Farms, V8, Annett's Shapes, Prego, Campbell's, Pacific, Pace, Royal Dansk, Emerald, Late July Snacks, Snyder's of Hanover, Snyder's Pretzel Bakery Since 1839, SNACK FACTORY, Pretzel Crisps, Kettle Brand, Cape Cod, Tim Tam, Garden Fresh Gourmet, Kjeldsens, Goldfish, Tim Tam, GARDEN FRESH GOURMET.

**Snyder-Lance (pending approvals)**

# Sustainable Ag work focuses on Signature Ingredients representing our three divisions

---

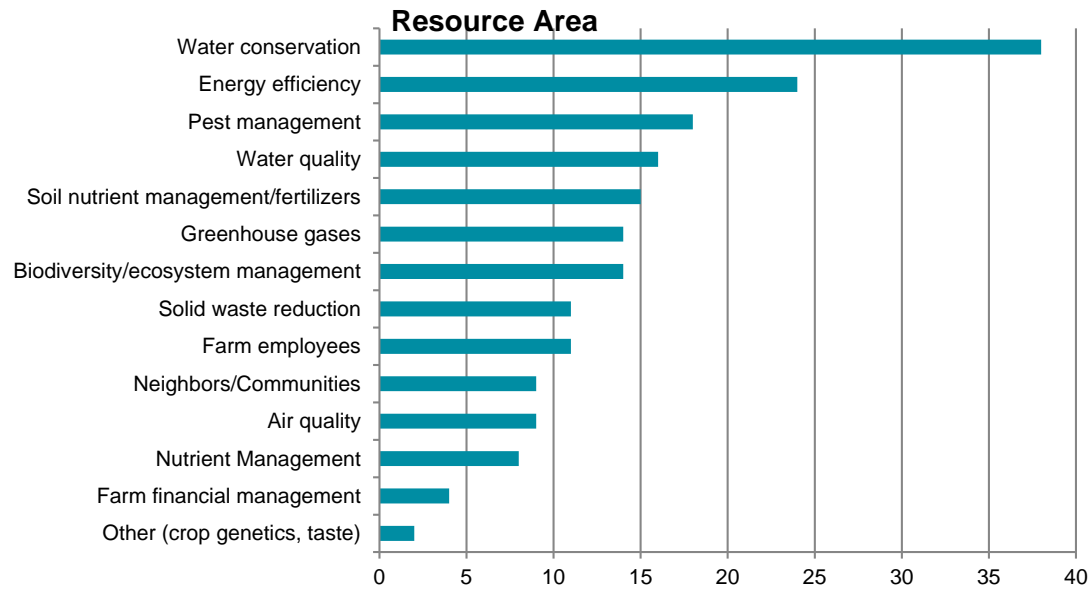
Tomatoes

Carrots

Wheat

# Campbell Agriculture Sustainability Focus

- **The Campbell Ag Sustainability Program was launched in 2012 and focuses on tomatoes – an iconic crop for our iconic and innovative products.**
  - Manager of Ag Sustainability Programs hired Aug 2011
  - Campbell's first formal stakeholder survey for a sustainability program was used to identify priorities with customers, investors, farmers, and environmentalists.





# Ag Sustainability Priorities

- **Campbell Ag Sustainability focuses on 5 priority areas selected by our stakeholders:**
  - Water use
  - Fertilizer use
  - Greenhouse gasses
  - Soil quality
  - Pesticides
- **Goals: by 2020...**
  - Reduce water use per lb of ingredient by 20%.
  - Reduce nitrogen applied per lb of ingredient by 10%.
  - Reduce GHGs per lb of ingredient by 20%.



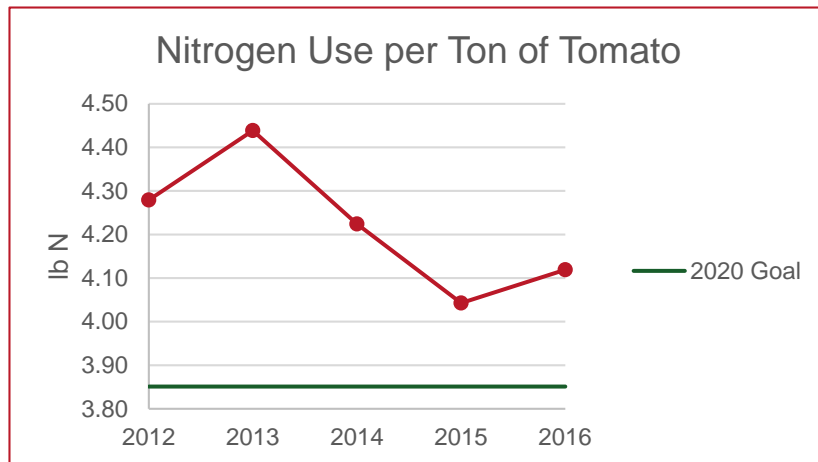
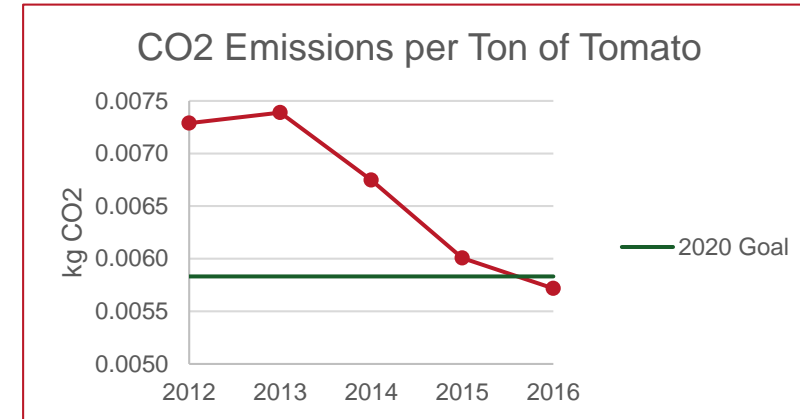
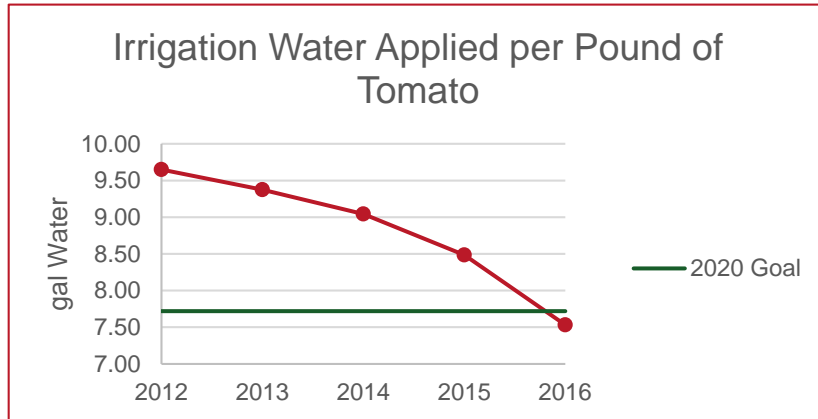
# Tomato Data Model

- Each year, Campbell tomato field staff work with 50 tomato farms to get data from 400+ tomato fields



# Sustainable Agriculture

- Great progress toward 2020 goals, driven by growers adopting drip irrigation to apply water and fertilizer more efficiently\*:



**\*these data are Campbell tomato specific metrics. The year-to-year results require context for public use.**





# Element Analysis

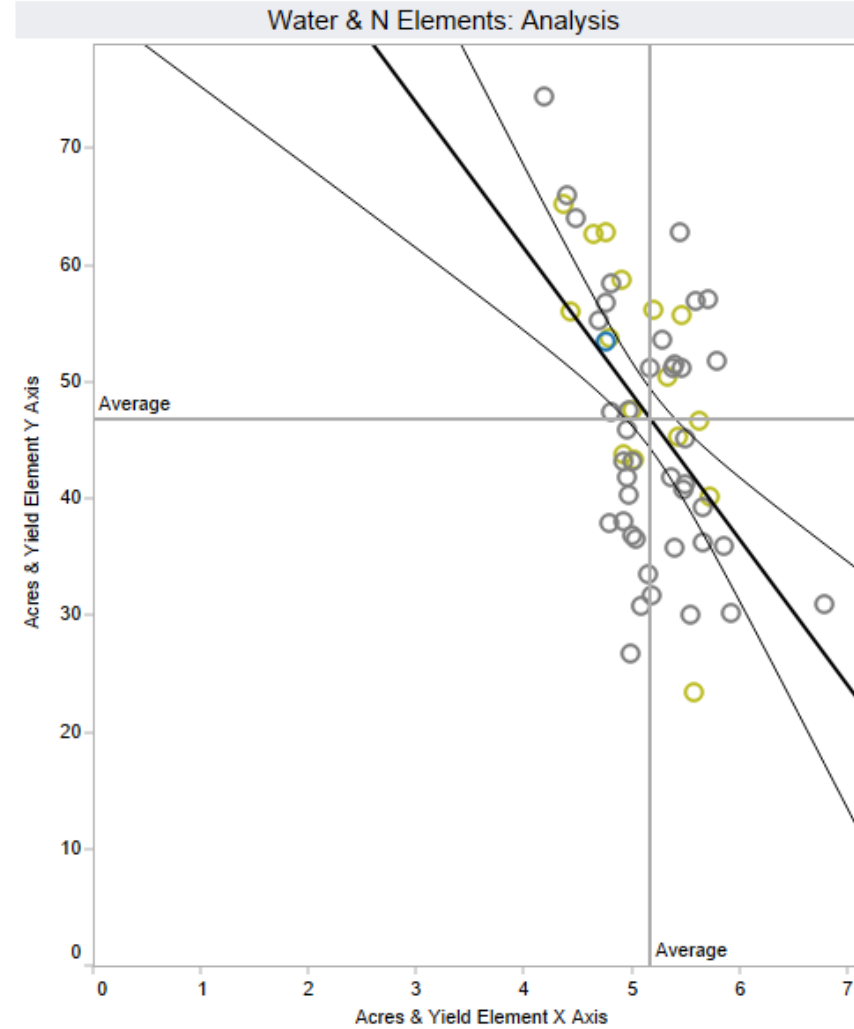
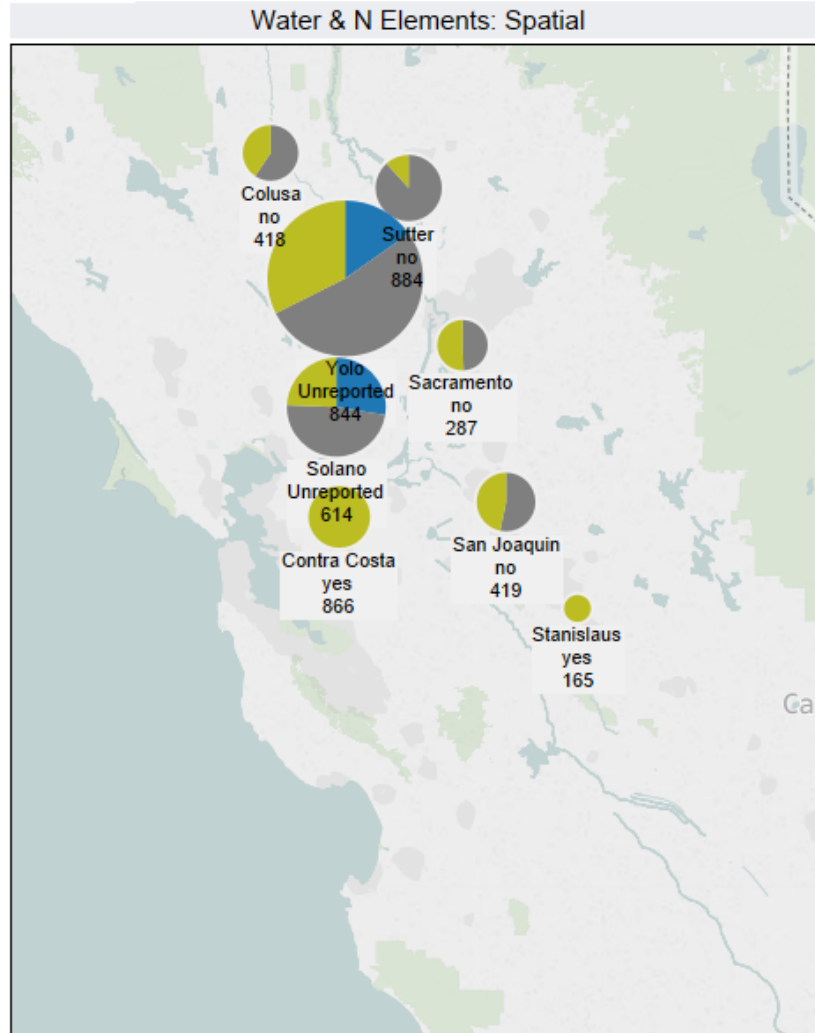
- Year**
- 2013
  - 2014
  - 2015
  - 2016
- Water & N Elements**
- Unreported
  - no
  - yes

**INSTRUCTIONS:** First select a Management Practice Element. The Pie Chart and pop-up show the breakdown within each county while the labels show the percentage of the entire population. Then select a Result Element for the Y and X axis. The data shows the results organized by the selected Management Practice Element of each Grower. A trend line is included with the data.

**Management Practice Element**  
SOM added in 3 yrs

**Acres & Yield Element X Axis**  
Delivered Solids

**Acres & Yield Element Y Axis**  
Yield/Acre (tons)

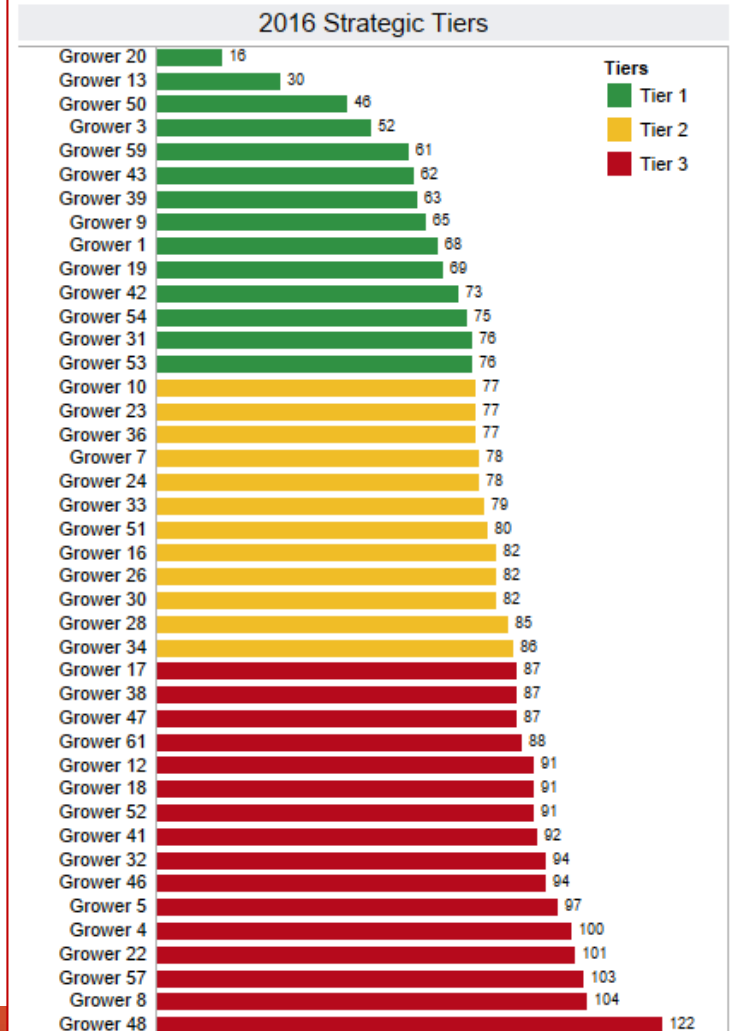
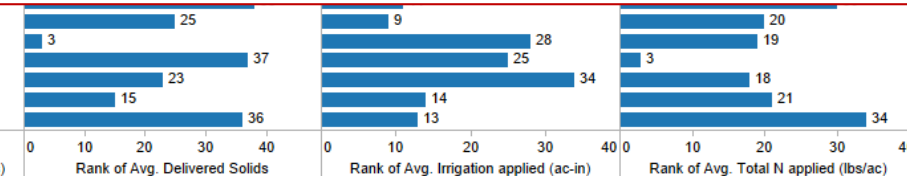
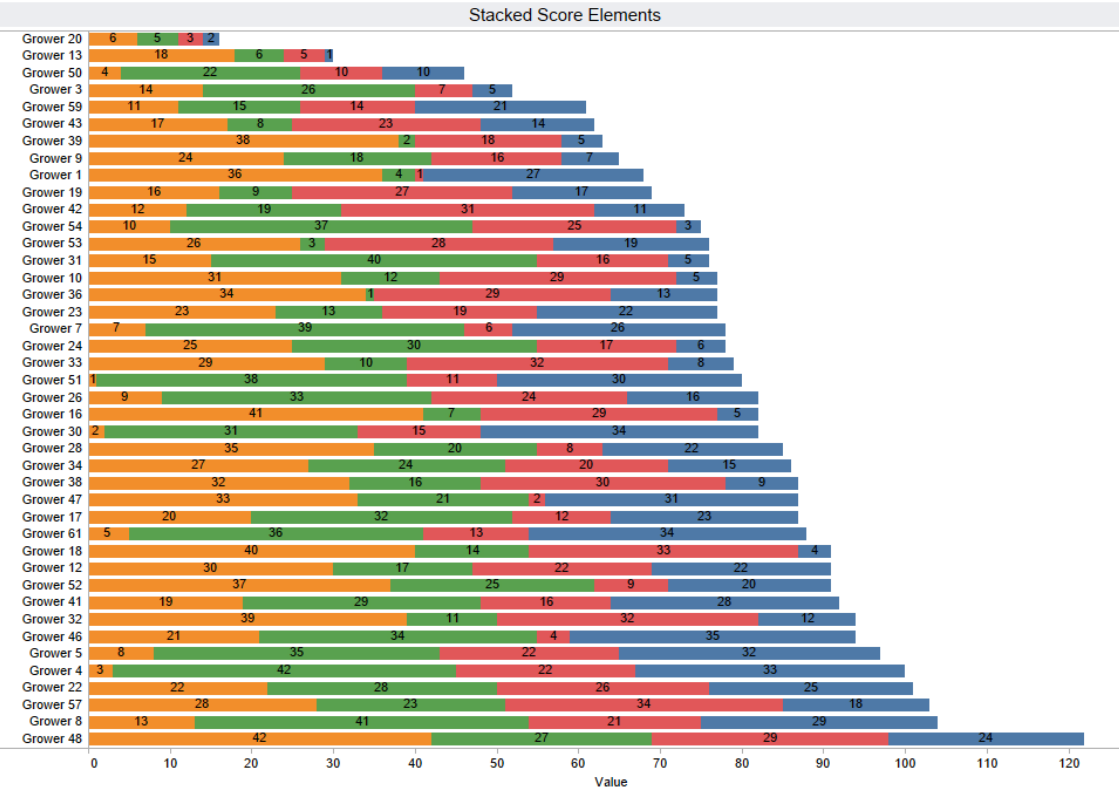
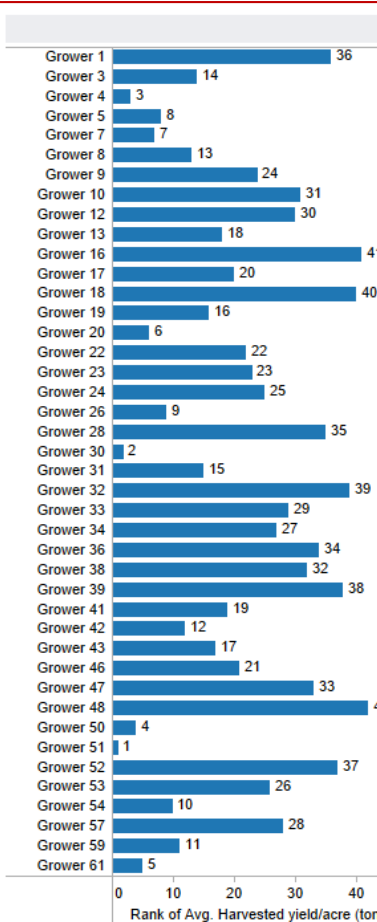


# Ranking by key metrics

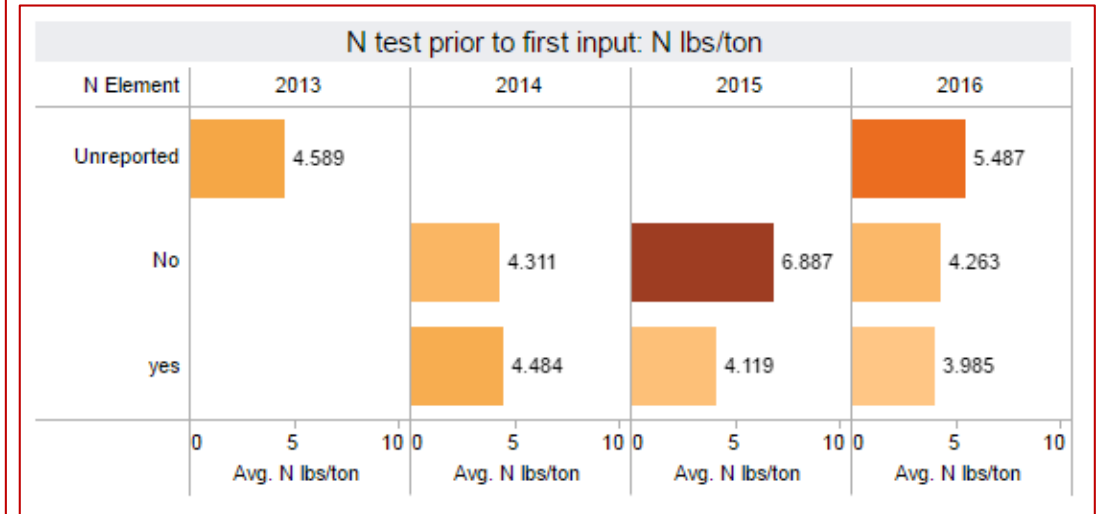
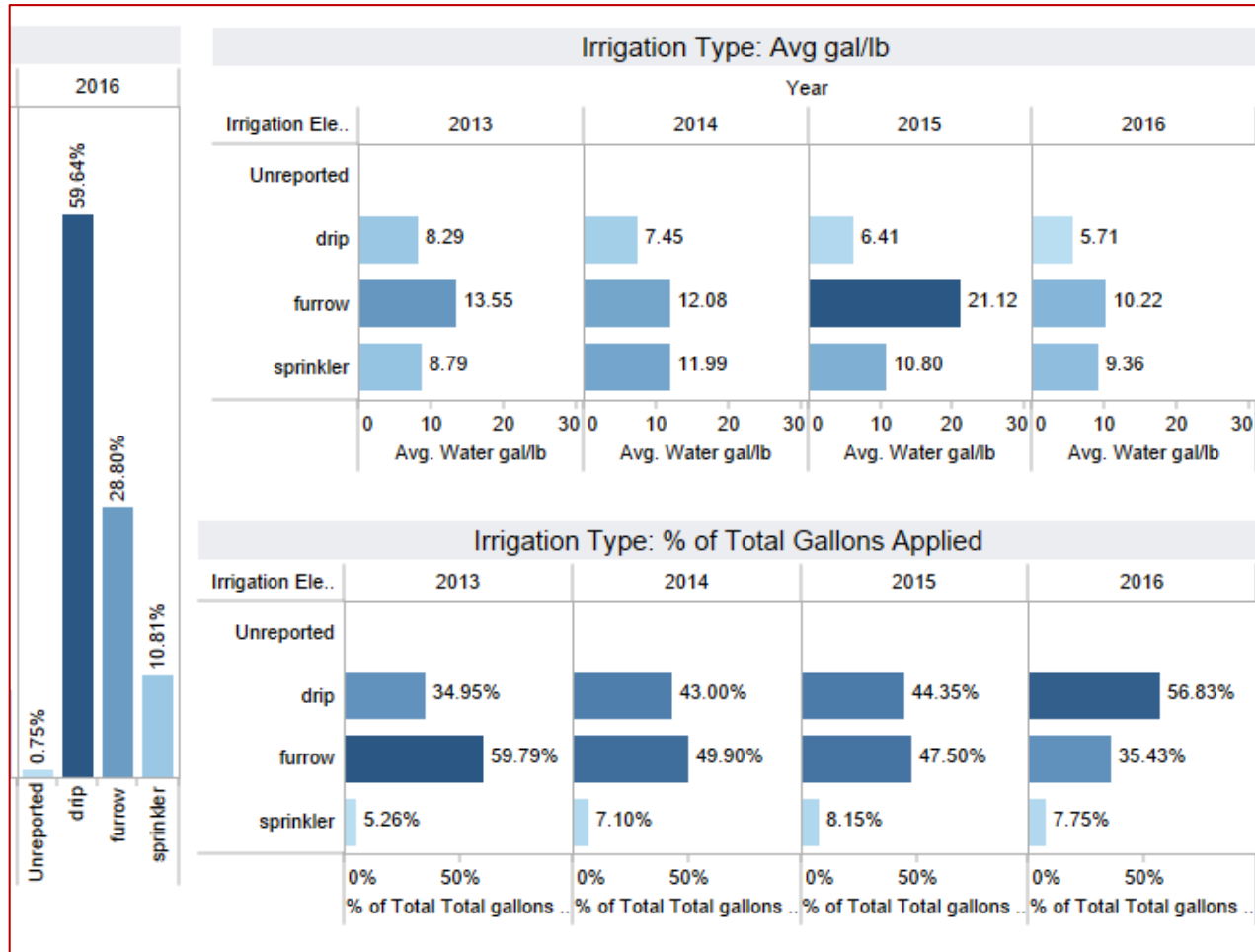
ELEMENTS: LARGEST RANK VALUE:  
 Harvested Yield/ac 295  
 Delivered Solids % 382  
 Irrigation Applied (ac-in) 126  
 Total N Applied (lbs/ac) 72

This visualization shows how the four data elements from the previous tab are stacked to create a combined rank. The rank of each element is displayed on the bars. See the first page of this report to view the your anonymous grower number, your reported data, and the corresponding rank.

Measure Names  
 Rank of Avg. Total N applied (lbs/ac)  
 Rank of Avg. Irrigation applied (ac-in)  
 Rank of Avg. Delivered Solids  
 Rank of Avg. Harvested yield/acre (tons)



# Farm data in context

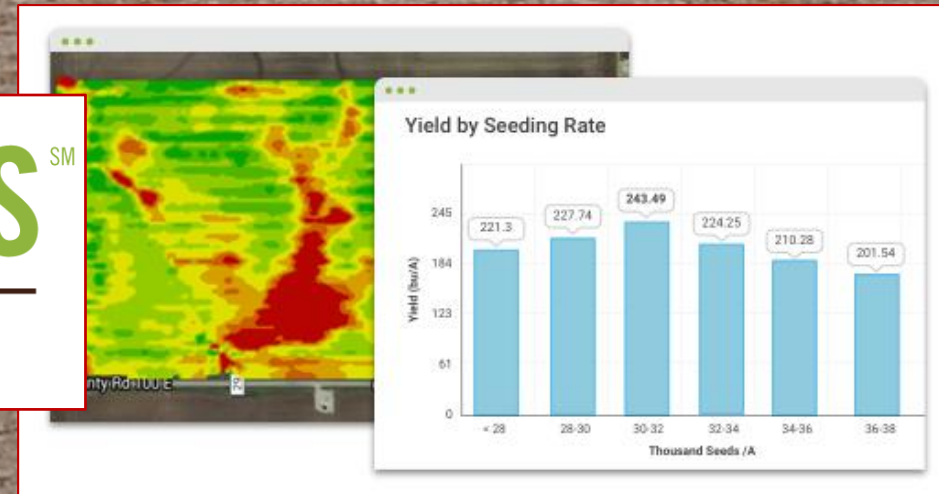








# Acre Venture Partners





# What's next? Transparency

## What's in My Food.com

**Campbell's**

WHAT GOES INTO OUR FOOD | HOW WE MAKE OUR FOOD | THE CHOICES BEHIND OUR FOOD | HOW WE...

**REAL FOOD**  
*that matters for*  
**LIFE'S MOMENTS**

We believe people should know what's in their food. So here, we are being more open about our products than ever before.

We are proud of the food we make. But we know you may have questions about ingredients we use. We've tried to answer some of those here. Have a look around. If you can't find what you're looking for, please get in touch.

[Get In Touch](#)

**Campbell's**  
Chicken Noodle SOUP

**Campbell's**  
Tomato SOUP

**Campbell's**  
Cream of Mushroom SOUP

**Campbell's**

CE QUI ENTRE DANS NOS ALIMENTS | COMMENT NOUS PRÉPARONS NOS ALIMENTS | LES CHOIX QUE NOUS FAISONS | CE QUE NOUS FAISONS POUR AIDER | PARLONS-EN | Q | EN

**PARLONS DE NOS ALIMENTS**

**Real food, Real Life, Real Answers**

**INSIDE MY BIKKIE**  
**Food to Share**

If you've ever wondered what goes into your favourite Annot's biscuits, you've come to the right place. Here at Annot's we're proud to share information about our biscuits. From the ingredients we use, to how and where they are made, we're being more open about our products than ever before.

You can find out more information about our famous Vita-Wheat and Tim Tam ranges by clicking on the links below. Over the coming months we will also be adding more specific information about our other brands. You can also visit our [FAQ](#) and [nutrition](#) section for more general information on our range. So have a look around and if you can't find what you're looking for please [get in touch](#).

**ARNOTT'S**  
**Tim Tam**

**ARNOTT'S**  
**Vita Wheat**  
100% Natural

**Business Day**  
The New York Times  
FRIDAY, JANUARY 6, 2006

**A New Fact on the Food Label**

**By STEPHAN LEE STREIB**

Breaking from its industry rivals, Campbell Soup will become the first major food company to begin disclosing the presence of genetically engineered ingredients like corn, soy and sugar beet in its products.

The company, the maker of brands like Progresso soups, French's ketchup and V8 vegetable juice, says it is the first to do so. The move, which the company says is a "groundbreaking" step, comes as consumers become more health conscious and demand more information about the products they buy.

Food companies have begun printing lists of ingredients on their labels, but it is not clear how much information they are providing. The National Food Labeling Council, a Washington, D.C., group, says it is working to improve the way that food labels are designed and what information they provide.

Campbell is also working with its peers to call for the federal government to make mandatory a uniform labeling system for such products, which would include information on whether a product is genetically engineered, says a Campbell spokesman.

She said about two-quarters of the company's products are genetically engineered.

**Campbell Soup Says It Will Disclose Gene-Altered Ingredients**

Food companies have begun printing lists of ingredients on their labels, but it is not clear how much information they are providing. The National Food Labeling Council, a Washington, D.C., group, says it is working to improve the way that food labels are designed and what information they provide.

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*(Continued on Page 3)*

# GMO Labeling



# Un Canned:

BY CAMPBELL'S

YOUR QUESTIONS. ABOUT FOOD. UNCANNED.

EXPLORE →

Un  
Canned:  
BY CAMPBELL'S



WHAT IS FOOD TECH?  
(AND CAN I EAT IT?)



ARE "USE BY" AND  
"BEST IF USED BY"  
THE SAME THING?



WHAT ARE GMOs  
AND WHY SHOULD  
I CARE?



CAN 2,859 MILES  
BE CONSIDERED  
LOCAL?



WHAT'S WITH ALL  
THE SODIUM?





# Real food that matters for life's moments

