



Initiatives Empowering Consumers & Impacting Nutrient Databases

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Objectives

- **Discuss how consumer demand & public policy are influencing the food supply**
- **Provide an overview of Campbell's initiatives to promote healthier food choices**
 - Example: Sodium reduction efforts and impact on the food supply
- **Discuss how current food composition databases may not reflect these changes**
- **Sneak Peek: Campbell's online resources and tools to help consumers make more informed food choices**

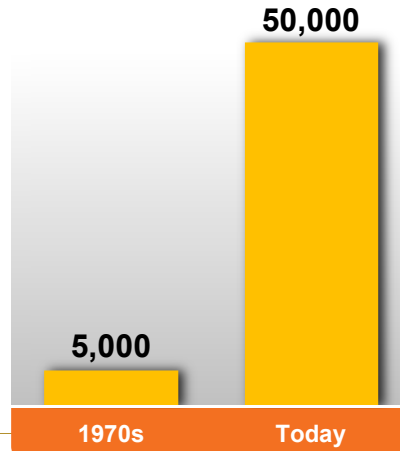


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CONSUMER CHOICE EXPLODING



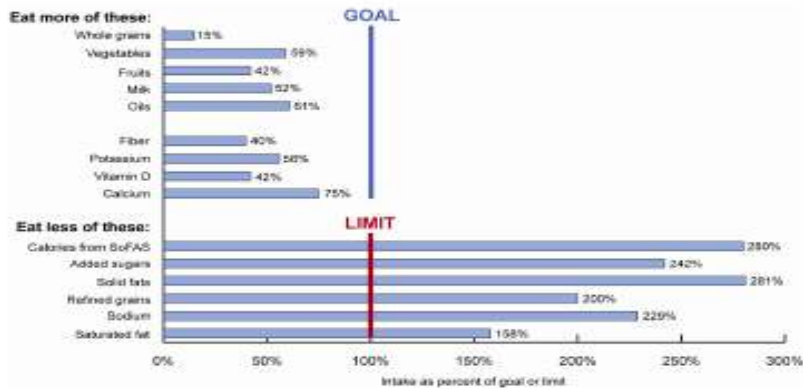
Number of Items in the Average Supermarket



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Dietary Intake: Goals & Limits

Figure B2.2. Dietary intakes in comparison to recommended intake levels or limits



Data source: What We Eat in America, National Health and Nutrition Examination Survey (WWEIA, NHANES) 2001-2004 or 2005-2006.



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Offering Choices to Meet Recommendations



Balance calories

> 278 products ≤ 100 calories

Choose variety of vegetables

155 products deliver full serving (1/2 cup)

Increase fruits

>20 Beverages provide ¼-½ cup of fruit per 8 oz serving

Make at least half your grains whole

37 Whole Grain Pepperidge Farm breads & crackers, Brown rice & whole grain pasta in soups

Moderate fat

98% of portfolio 0g trans fat;
392 (61%) products low in fat, saturated fat, and cholesterol

Engage in Regular Physical Activity

Developed KidsBalance curriculum with LifeTime Fitness for LFE

Choose and Prepare Foods with Little Salt

442 (69%) products < 480 mg sodium



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Increased Attention on Sodium in Foods

- US Government Recommendations
- American Heart Association Recommendations
- National Salt Reduction Initiative: NY DOH
- FDA/FSIS Dockets
- GMA Sodium Task Force
- Health Canada



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How nutrient changes in one product can affect the food supply



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Tomato Soup

- >150 million cans sold per year
- 20% Household penetration: 1 in every 5 households
- 116 million Total households
- Launched Reformulated version 8/2009
- Sodium reduced from 710-480 mg



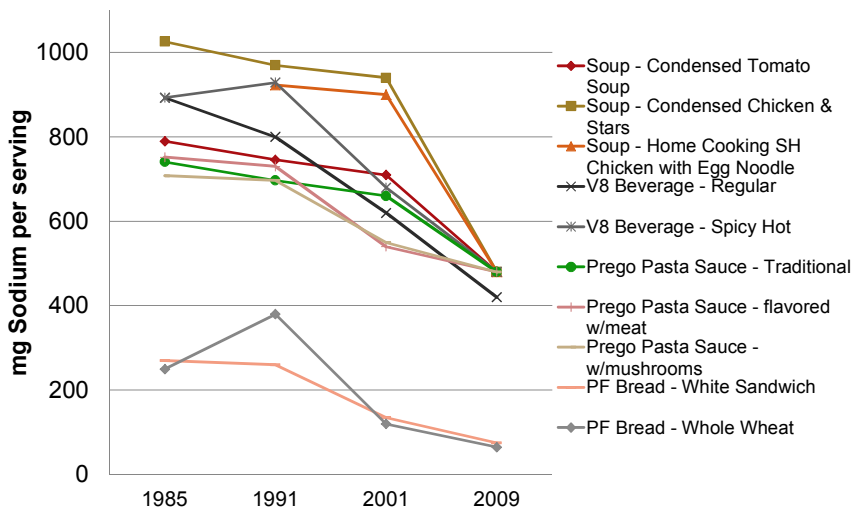
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- In one year...
- By reformulating just one product...
- Nearly 50 million tsp of salt were removed from the food supply



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Sodium Reduction in Key Products



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Food Composition Databases do not consistently reflect these changes

USDA Standard Reference (SR)	Food & Nutrition Database for Dietary Studies (FNDDS)	ESHA
Primary source for food composition data – current version SR 24	Utilize SR22	
Different portions of the database are updated each year		
Tomato Soup updated for SR24*		
Last time soup was updated as a category was SR21 (2007 data)		
Soup will be updated for SR25		
However, SR22 and even earlier versions are still in use		



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Launched NEW Nutrition & Wellness Website

<http://www.campbellwellness.com>



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