

Campbell Soup Company and the National FFA Organization
Supporting the Future of American Farming
PROGRAM FACT SHEET

Commitment to Good Food

Campbell is partnering with the National FFA Organization to help raise awareness of the importance of supporting the future of American agriculture, our nation's largest employer. It has pledged \$250,000 to FFA as part of this effort to ensure that future generations can continue growing the quality ingredients that go into our foods.

For more than 110 years, *Campbell's* condensed soups have provided great-tasting, authentic nourishment because they're made with high-quality ingredients, like farm-grown vegetables and savory meats. *Campbell's* condensed soups are never boiled down. Rather, Campbell chefs simply use less water from the start so their soups are full of flavor, not water. Made with 100 percent recyclable packing, *Campbell's* condensed soups are packaged in less water and smaller cans, which saves metal and fuel when bringing the soups to supermarkets.

Commitment to Good People and Places

Campbell will help champion FFA's efforts to educate and encourage America's youth to explore and prepare for careers in agriculture and related industries. Together Campbell and the FFA will literally touch farmlands across the country with programs that will help expand agricultural education including:

- **Barn Preservations:** Campbell and FFA Alumni are preserving several barns – the iconic symbol of American agriculture – throughout the country, including Reddick, Ill., Molalla, Ore., Corfu, NY, Nashville, Tenn. and Cherryvale, Kan.
- **Partners in Active Learning Support (PALS):** Campbell will sponsor this mentoring program that matches high school agriculture students with elementary school students. Developed by FFA, this program helps build student trust and develop positive self-esteem while introducing the younger students to the importance and impact of American agriculture.
- **10 X 15 Long-Range Goal for Agricultural Education:** In an effort to reach the goal of 10,000 agricultural education programs by the year 2015 (10 X 15), Campbell's contribution will help recruit highly-qualified agriculture teachers for influential roles within the growing profession. This will help students receive outstanding instruction in the areas of food, fiber, fuel and natural resources.

Help Grow Your Soup

Beginning September 29, 2008, people are invited to help preserve the future of their food by visiting HelpGrowYourSoup.com. For each click, Campbell will donate \$1 to FFA (up to \$250,000) to support its goals of developing tomorrow's leaders through agricultural education.

Celebrity Roots in Farming

Campbell is teaming up with three-time Grammy-nominee Jewel to raise awareness and funds for FFA. Growing up on a homestead in Alaska and currently residing on a working ranch in Texas, Jewel is passionate about passing down the legacy of American farming to future generations.

**Cultivating
Future Leaders**

Since 1928, the National FFA Organization has helped nurture future generations of farmers and agricultural leaders. With half a million members today, it helps keep good things growing in more than 300 careers in the science, business and technology of agriculture.

Learn More

Visit HelpGrowYourSoup.com to learn more about the National FFA Organization and how you can play a role in preserving the future of your food.

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