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## **Campbell's *Help Grow Your Soup*™ Campaign** **SPRING 2009: COMMUNITY GARDENS BACKGROUNDER**

For the first time in its more-than-100-year history, Campbell Soup Company is making available to the American public specially cultivated seeds used to grow tomatoes for its iconic *Campbell's*® Tomato soup. The effort is part of Campbell's goal to grow more than one billion tomatoes across the country and to support American agriculture. Campbell is teaming up with the National FFA Organization, dedicated to developing future leaders through agricultural education, and Urban Farming® , an international non-profit organization that turns unused land in urban areas into sustainable food sources, as well as the American public to achieve this goal.

As part of the program, Campbell, FFA and Urban Farming will plant community gardens in at least five urban communities across the country. Campbell will donate tomato, carrot and sweet pepper seeds – the same seeds that farmers use to grow tomatoes and carrots that go into *Campbell's* condensed soup – to each garden. The gardens will produce free food and contribute to agriculture education. TV personality and gardening guru Danny Seo will help kick off the spring planting spree in New York City.

### **New York, N.Y.**

**April 16, 2009**

The Frank White Garden is located adjacent to Brotherhood Sister/Sol, a Harlem-based community organization that serves Black and Latino youth. Established by *GreenThumb* in 1983, the garden was maintained by community members for many years. In 2000, Brotherhood/SisterSol youth and staff began maintaining and beautifying the garden. In 2006, the organization redesigned the garden to include an environmental educational center, botany space and team-building area for youth groups. In 2006, Brotherhood Sister/Sol teamed up with Urban Farming, which worked with students of the after-school program to plant and harvest the food that they bring home to their families and share with their community. This spring, Campbell, FFA students from Uniondale High School, Urban Farming and students from Brotherhood/SisterSol will plant the garden as well as install an Urban Farming Food Chain Edible Wall™. The Edible Wall is an innovative vertical garden that will produce tomatoes and other vegetables – a creative way to grow food with limited space.

### **Atlanta, Ga.**

**April 21, 2009**

Another Way Out is an after school and mentoring facility that was founded 18 years ago and has helped more than 10,000 students. The program helps teach math, science, reading and technology to students whose schools have limited resources. This spring, Campbell, the FFA chapter from Creekside High School, Urban Farming and students from Another Way Out will help plant a community garden at the facility to help provide food for the community and an educational experience for its students.

**Camden, N.J.****May 2, 2009**

Headquartered in Camden, N.J., Campbell is sharing its specially cultivated tomato seeds with hundreds of the Camden City Garden Club's community and family gardeners to plant thousands of tomatoes throughout the city. The Club has a 25-year-old community gardening program and is home of the Camden Children's Garden, a 10-year-old public garden that Campbell helped build. The Children's Garden, a favorite site for Campbell employees and their families to visit and volunteer, is a special place for the young and the young at heart to explore and discover the natural world, providing horticultural experiences for creative and imaginative play. Campbell, FFA students from Camden County Technical School who are employed by the Club, AmeriCorps volunteers and Urban Farming will plant the specially grown tomatoes throughout Camden in May.

**Chicago, Ill.****May 12, 2009**

Urban Farming started the Washington Heights community garden in 2008 on the south side of Chicago. It is located on an open lot, which is free for the community to access twenty-four hours a day, seven days a week. The success of the garden is truly a community effort, teaching local youth about planting, maintaining and harvesting. Last year, young volunteers from the neighborhood created a delivery service to bring the garden's fresh produce to the elderly of the community. This spring, Campbell, FFA, Urban Farming and community volunteers will double the garden's size! The garden will grow Campbell tomatoes, sweet peppers and carrots as well as collard greens, cabbage, corn, basil and rosemary. FFA members from the Chicago High School for Agricultural Sciences will help plant and maintain the garden to help good things grow for the community.

**Detroit, Mich.****May 20, 2009**

Campbell, FFA and Urban Farming will plant a garden at Monroe Elementary School in Wyandotte, Mich. just outside of Detroit. In 1989, Wyandotte Public Schools started an FFA-based horticulture program to reach students who wanted to study science using a different approach. More than 100 students at Roosevelt High School signed up for the program and will help maintain the garden at the elementary school as part of the FFA Partners in Active Living Support (PALS) program. PALS is a mentoring program that matches high school agriculture students with elementary school students. In addition, the Wyandotte Garden Club and the Wayne County Master Gardeners will assist the school with this project. Together they will share the experience of the garden with the community to highlight the importance of food production in an urban setting. An international 501c3, Urban Farming is headquartered in Detroit and this garden will become another part of the Urban Farming mission to end hunger in our generation. In addition, experts will show students and parents how to use the vegetables grown in a healthy way at home, and students will be encouraged to take produce home to assist their families.

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