Vegetable Goodness at Campbell Soup Company

Research suggests that eating vegetables promotes good health, including helping to potentially reduce the risk for heart disease, stroke, diabetes and some cancers. Vegetable consumption is also helpful for those trying to manage their weight because they are naturally low in calories and high in nutrients. Yet, up to nine out of 10 Americans (75-95 percent), including children, aren’t currently meeting their daily recommended intake levels for vegetables.\(^1\) In fact, recent findings show a two percent decline in vegetable consumption over the past five years.\(^2\)

Campbell Soup Company understands the barriers to vegetable consumption which must be overcome in order to increase intake. Consumers most commonly report fear of spoilage (51 percent), price (50 percent), availability (49 percent), convenience (42 percent) and time (33 percent) as the biggest obstacles.\(^3\) And, in further investigating those barriers, Campbell found that among 1,000 women polled, 60 percent would likely eat more vegetables daily if they tasted better and nearly 50 percent would consume more vegetables if they tasted more like fruit.\(^4\)

These insights have played an instrumental role in driving the development of new vegetable-rich products. Today, Campbell offers 140 products – including soups, sauces, pastas, and beverages – that deliver at least one full serving of vegetables (1/2 cup) in each serving including:

- 91 Campbell’s® soups
- 20 sauces (Prego® Italian sauces and Pace® salsas)
- 10 SpaghettiOs® pastas
- 15 beverages (V8® and V8 V-Fusion® juices)

In addition, six V8 V-Fusion Light and three V8 V-Fusion® +Tea beverages provide a combined serving of vegetables and fruit in each 8-ounce glass.

Supporting Science to Bridge the Vegetable Gap

As a company, Campbell strives to provide convenient, affordable, great-tasting ways to help people get more vegetables in their diets. In order to support its efforts, Campbell collaborates with some of the nation’s leading academic institutions to conduct scientific research on the role of its products in a healthy diet. The company has supported research studies that help determine if vegetable juice is a practical way to increase vegetable intake; explored whether eating more vegetable-rich foods like juice and soup can help with weight management; and evaluated the affordability of vegetables. Here is a summary of the research:

Vegetable Juice Helps Narrow the “Vegetable Gap”

A study conducted by researchers at the University of California-Davis found that adults who drank one, 8-ounce glass of vegetable juice each day, as part of a calorie-appropriate Dietary Approaches to Stop Hypertension (DASH) diet, got nearly twice as many vegetable servings at the end of the 12-week study

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\(^2\)National Fruit and Vegetable Alliance: National action plan to promote health through increased fruit and vegetable consumption – 2010 Report Card.

\(^3\)Produce for Better Health Foundation. State of the Plate, 2005.

\(^4\)Online Omnibus Survey of 1,068 women ages 35+, conducted by Impulse Group on behalf of Campbell Soup Company, Dec 2007.
compared to those who did not drink any vegetable juice. Additionally, nine out of 10 participants who drank V8 100% vegetable juice said they felt they were doing something good for themselves.

Another study, conducted by researchers at Baylor College of Medicine, found that overweight individuals with metabolic syndrome who drank one to two servings of V8 Low Sodium 100% vegetable juice as part of a calorie-controlled Dietary Approaches to Stop Hypertension (DASH) diet had significant increases of vegetable intake, vitamin C and potassium over the course of the study compared to the non-juice drinkers.

This research suggests that the ease, convenience and enjoyment of vegetables in the form of juice may be a practical way for people to increase vegetable intake in order to help meet recommendations.

Weight Management with Vegetables: From Juice to Soup

The 2010 Dietary Guidelines for Americans reinforce the need for Americans to achieve and sustain a healthy weight. Current data show that 64 percent of women and 72 percent of men are overweight or obese. Eating more low-energy-dense, high-volume foods can be a helpful way to manage body weight because these foods are generally high in water and fiber content which translates into feeling full on fewer calories. Vegetable juice and vegetable or broth-based soups are both good examples of low-energy-dense, high-volume foods which may help with weight management.

- **Vegetable Juice:** A study from Baylor College of Medicine found that overweight individuals with metabolic syndrome who drank 8 to 16 ounces per day of V8 Low Sodium 100% vegetable juice as part of a calorie-controlled DASH diet lost more weight compared to non-juice drinkers. Over the 12-week study, the juice drinkers lost an average of four pounds compared to the non-juice drinkers who lost one pound.

- **Soup:** The 2010 Dietary Guidelines state that there is some evidence that “soup, particularly broth or water-based soups, may lead to decreased calorie intake and body weight over time.” Campbell’s offers 91 soups that provide at least one serving (1/2 cup) of vegetables per cup, and many soups are naturally low in energy density. Research suggests people who eat a low energy-dense diet have higher intakes of fruits and vegetables, lower intakes of fat, and higher intakes of important vitamins and minerals like vitamin A, C, folate, iron and calcium. Plus, as a water-rich food, soup may offer a variety of benefits, such as helping to reduce total calorie intake at a subsequent meal and providing eating satisfaction – all key factors to successful weight management.

The Affordability of Vegetables

In 2009, Campbell partnered with Dr. Adam Drewnowski, a leading expert in behavioral economics at the University of Washington, to investigate the affordability of vegetable-rich foods, like soup, as compared to other forms of vegetables and fruit.

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By creating an index score which factored both nutrient value and price into the equation for more than 300 foods, the research found that carrots, sweet potatoes and broccoli were the vegetables that provided the greatest nutrition value for the dollar. In addition, more than two dozen soups ranked as either comparable to or higher than many common vegetables and fruits analyzed, including many Campbell’s condensed vegetable soup varieties.12

Results of this research show soup can be an affordable way to help people eat a more healthful diet consistent with the 2010 Dietary Guidelines. Soup has added value and appeal for people because it can easily be found in most supermarkets and local convenience stores; it is also simple to prepare and highly satisfying. Plus, there are many varieties to choose from, which helps make affordable menu planning enjoyable.

About Campbell Soup Company
Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including “Campbell’s,” “Pepperidge Farm,” “Arnott’s” and “V8.” Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor’s 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoup.com.

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