



Campbell Canada Causes: Fact Sheet

For the team at Campbell Canada, the launch of Nourish marks the next phase of a commitment to provide *Extraordinary, Authentic Nourishment for All™* through three causes: Alleviate Hunger, Better Meals and Positive Nutrition. These are more than just words. Hundreds of people have worked thousands of hours to make these words come to life, and to mean something.

Alleviate Hunger

- **Alleviate Hunger means taking a lead role in alleviating hunger because of who we are and what we do.** Each year Campbell donates one million pounds of wholesome food to food banks across the country through its multi-year commitment to Food Banks Canada.
- In 2008, we launched our hunger awareness and food drive campaign: *Help Hunger Disappear®*. Since that time, it has helped drive our donation commitment to Food Banks Canada and encouraged Canadians to get involved and make donations to their local food banks.
- Campbell Canada is asking Canadians to join in their efforts to alleviate hunger by learning more about Nourish at Facebook.com/CampbellCanada and sharing their reactions, support and ideas for the future of the Nourish meals. By getting involved, Canadians will trigger a donation of Nourish to Food Banks Canada. There are four ways to help: **Watch** a short video about Nourish on Facebook; **Share** the video with friends; **Discuss** Nourish on Facebook with a comment or on Twitter using the #Nourish hashtag; **Like** the video or the Campbell Canada Facebook page.

Better Meals

- **Better Meals means helping Canadians to select better foods and prepare better meals.** We've developed hundreds of recipes and products to make it easier for Canadians to prepare better meals.
- Through CookWithCampbells.ca and our CookWithCampbells smart phone app, Canadians have easy access to simple, fast and delicious meals for every occasion.
- In 2009, Campbell Canada launched the ***Campbell Community Kitchen Better Meals*** program to support local food banks in the development or expansion of a Community Kitchen. The program helps provide food bank clients with the nutrition education and cooking resources they need to make better meals. Last year the ***Campbell Community Kitchen Better Meals*** program provided grants to food banks in Nova Scotia, Quebec, Ontario and British Columbia.

Positive Nutrition

- **Positive Nutrition means ensuring our foods lead in health and wellness.** At Campbell, we continue to evolve our products to meet the diverse dietary needs of Canadians so that healthier choices are easier choices.
- We remain focused on providing simple, healthy and affordable foods and meal solutions that offer vegetables and lean proteins, with lower sodium levels and no artificial colours or flavours.
- Today, 55 Campbell retail products meet specific nutrition criteria which allows them to carry the Heart and Stroke Foundation's Health Check™ symbol and more than 60 varieties, including offerings from the *Campbell's® Créations*, *Campbell's®* condensed, *Healthy Request®* and *Gardennay®* lines, provide at least one full serving of vegetables.
- For the last eight years, we've led the industry in sodium-reduction removing the equivalent of more than 46 million teaspoons of salt from our soups – and the journey continues. Moving forward, we continue to conduct nutrition research to bring emerging health innovations to our products.