

## Campbell's Nutrition Policy

Campbell's brands play an important role in many peoples' lives. Countless memories, traditions, and everyday family moments include our products. We know that people rely on our foods to help them create wholesome meals, follow their health & well-being goals, and nourish their bodies. We believe we have a responsibility to provide nutritious options across our divisions, balance nutrition and taste for our consumers, and provide clear and transparent information.

### Background:

Global and regional health authorities agree that more needs to be done to improve the health of individuals and communities. Obesity rates and non-communicable diseases are on the rise across the globe. Many people do not have access to healthy and affordable foods, exceed sodium and added sugar intake limits, and fall short on fruit, vegetable, and whole grain recommendations.

In order to make meaningful change, individuals, communities, and the food industry need to work together to improve public health. We are committed to doing our part to address these public health issues through a variety of approaches that span our commercial activity and corporate responsibility efforts.

### Our Approach:

Our nutrition strategy focuses on renovating and innovating our portfolio to advance health and well-being. We measure and report on our efforts in our annual corporate responsibility report. Detailed criteria on our metrics can be found [here](#). An overview of the approach is provided below:

- Offer nutritious options across the portfolio: Our Nutrition and Health Sciences team worked with external experts to develop our Nutrition Focused Foods nutrition profiling system. This profiling system allows us to measure the nutritional quality of our portfolio with strict criteria that highlight our more nutritious offerings in the marketplace.
- Lower negative nutrients: In addition to measuring the overall nutritional quality of our products, we also work to address nutrients of public health concern. Our Nutrition and Health Sciences Team developed nutrition guidelines to inform product development for all innovation and renovation. These guidelines include category-specific limits for calories, saturated fat, sodium and added sugars. They also allow us to more easily monitor portfolio improvements over time.
- Make foods affordable and accessible: We believe wholesome food should be accessible to all. We track and report on the availability and accessibility of our foods in our annual corporate responsibility report, including their availability in key government nutrition programs.

### Transparency, Labeling, & Marketing

We know that transparency is important to our consumers and stakeholders. We provide nutrition and product information on packaging globally and dive deeper into important issues like [sodium](#), GMOs and more online.

We follow regional labeling regulations in all markets in which we operate and ensure that 100% of our retail products provide nutrition information on packaging globally. At a minimum, we label for energy

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(calories), total fat, saturated fat, sodium, carbohydrates, and protein. Most products also include a percentage of recommended daily intakes for nutrients per serving.

We participate in mandated front of pack labeling systems throughout Central and South American markets. We also participate in voluntary front of pack labeling programs throughout other regions as determined by individual businesses. Consumers can find additional information about our products offered in the United States and Canada on brand websites.

Campbell's is a member of the Children's Food and Beverage Advertising Initiative (CFBAI). As part of this commitment, it is our policy to comply with the CFBAI nutrition criteria for products used in advertising primarily directed to children under age 13 and to not advertise products directed to children under age 6. You can read more about our pledge [here](#).

### **Governance & Stakeholder Engagement**

Our nutrition scientists partner with brand marketers and product developers throughout the product lifecycle to create nutrition guardrails, assess product nutrition, and validate nutrition communications. Externally, we work with several advisory consultants to review the latest nutrition science and offer guidance on our nutrition strategy. We also engage with various organizations with expertise in a variety of nutrition topics. Examples of these organizations include the Academy of Nutrition & Dietetics, Tufts Food and Nutrition Innovation Council, Institute for the Advancement of Food and Nutrition Sciences, and others. For a complete list of our stakeholder engagement, see our corporate responsibility report.

### **Supporting Vibrant Communities**

The well-being of our communities is central to our corporate responsibility commitments. Our community programs address key nutrition issues for priority populations including food access, school nutrition, and community nutrition education. By fiscal year 2025, we will:

1. Increase food access for 100,000 residents in Campbell's communities.
2. Provide nutrition education to 50,000 people to encourage healthy living in our communities.
3. Invest \$5 million to improve the school food environment, including through our [Full Futures](#) program.

Learn more about these commitments and others in our annual Corporate Responsibility Report.