

Real food
that
matters
for life's
moments

Campbell's

FULL FUTURES

A School Nutrition Partnership

Why School Food?



School Food Impacts the Well-being of Children Today and in the Future

- In the U.S., 22 million kids rely on the National School Lunch Program for free and reduced-price meals¹
- Students eat 35%-40% of their daily calories at school², and for children who are food insecure (an estimated 12 million³), they are even more reliant on schools to provide daily nutrition, often eating breakfast, lunch, and dinner at school
- There is a significant amount of research showing the link between good childhood nutrition and overall health and academic performance⁴, so the case for investing in school food is clear

¹ *pre-pandemic figures. <https://schoolnutrition.org/aboutschoolmeals/schoolmealtrendsstats/>

² <https://health.ucdavis.edu/good-food/blog/school-lunches-and-kids.html>

³ <https://www.feedingamerica.org/hunger-in-america>

⁴ https://www.cdc.gov/healthyyouth/health_and_academics/pdf/health-academic-achievement.pdf

Our Goal: Enhance the School Nutrition Environment for Kids

Apply lessons from 10 years of programming:

Build on 10 years of the Campbell's Healthy Communities program to launch a new school nutrition initiative – initially in Camden, and then expanding to other communities

The opportunity:

Work collectively with a group of cross-sector partners, building shared value for our communities and our organizations

The goal:

Foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and in life



Our Strategy: A Holistic Take on the School Food Environment

Full Futures goal: *Foster a school nutrition environment that ensures all students are well nourished and ready to thrive at school and in life.*

Program Pillars:

School
Nutrition Mindset

Objectives:

- Update the district-wide wellness policy and ensure it is adopted, embraced and implemented by key stakeholders
- Incorporate nutrition education into the core curriculum
- Expand school meal program so that all students have access to 3 nutritious meals a day, 7 days a week

Food Service
Infrastructure

- Students have access to curb-to-fountain safe drinking water
- All cafeterias have the equipment and infrastructure needed to support successful and nutritious feeding programs
- Food & Nutrition Service (FNS) staff are supported with training and professional development above and beyond current requirements so that they are well positioned to execute successful and nutritious feeding programs

Nutrition
Education

- Increase knowledge and preference for nutritious foods among students and families/caregivers
- Increase commitment to school nutrition among school staff, administrators, and FNS workers
- Increase understanding of food safety and nutritious preparation methods among FNS staff

Procurement and
Menu Change

- Food service contract prioritizes fresh, nutritious, and locally sourced food
- Increased number of school meals use healthier ingredients and exceed minimum standards
- School menus incorporate nutritious options in ways that are appealing and appetizing to kids
- All school meals include nutritious and complete options for students with dietary restrictions

Our Measures of Success: Impact on Multiple Levels

For the Community:	For the Initiative as a Whole:	For the Campbell Soup Company:
<ul style="list-style-type: none">• Increased participation in school meal programs• Creation/expansion of new access points and meal occasions (e.g., weekend backpacks, summer feeding)• Improved perception among students, caregivers, FNS staff, and district stakeholders of overall quality and accessibility of school food and potable water• Improved knowledge, skills, attitudes, and behaviors among students, caregivers, FNS staff, and district stakeholders related to the consumption of nutritious food and beverages• Stronger local food economy, with increased connections to schools	<ul style="list-style-type: none">• New, cross-sector partnerships created• Additional funding sources leveraged to support the work• Industry partners engaged in the work• Community voice (students, families, other school stakeholders) informs the work at every stage• School districts and policymakers demonstrate commitment to accessible and nutritious school foods and potable water throughout the school day and school year	<ul style="list-style-type: none">• Increased number of Campbell products qualify for reimbursable school meals or “Smart Snacks”• Opportunities created for partner schools, students, and grantees to provide input to North American Foodservice (NAFS) team on K-12 product innovation• Employee participation in school-food related engagement opportunities (traditional and skills-based)• Campbell viewed as a leader in driving a national, cross-sector school food movement

Our Approach: Work Collectively to Build a Blueprint

- **Initial focus on Camden, to Create the Blueprint**
 - Initial program is in Camden, NJ, home of Campbell's WHQ, launched with the Camden City School District in the 2021-22 school year
 - Work with backbone partner, FoodCorps, to create a model that can be scaled and adapted to different communities across the U.S.
- **Collective Impact Approach:**
 - Apply Collective Impact methodology, working together with a diverse set of cross-sector partners to address this complex social issue
- **Multi-year Commitment:**
 - Campbell has committed to a minimum of a 5-year, \$5M investment

Our Partners: Leading Organizations Across Sectors



PARTNERS Nonprofit



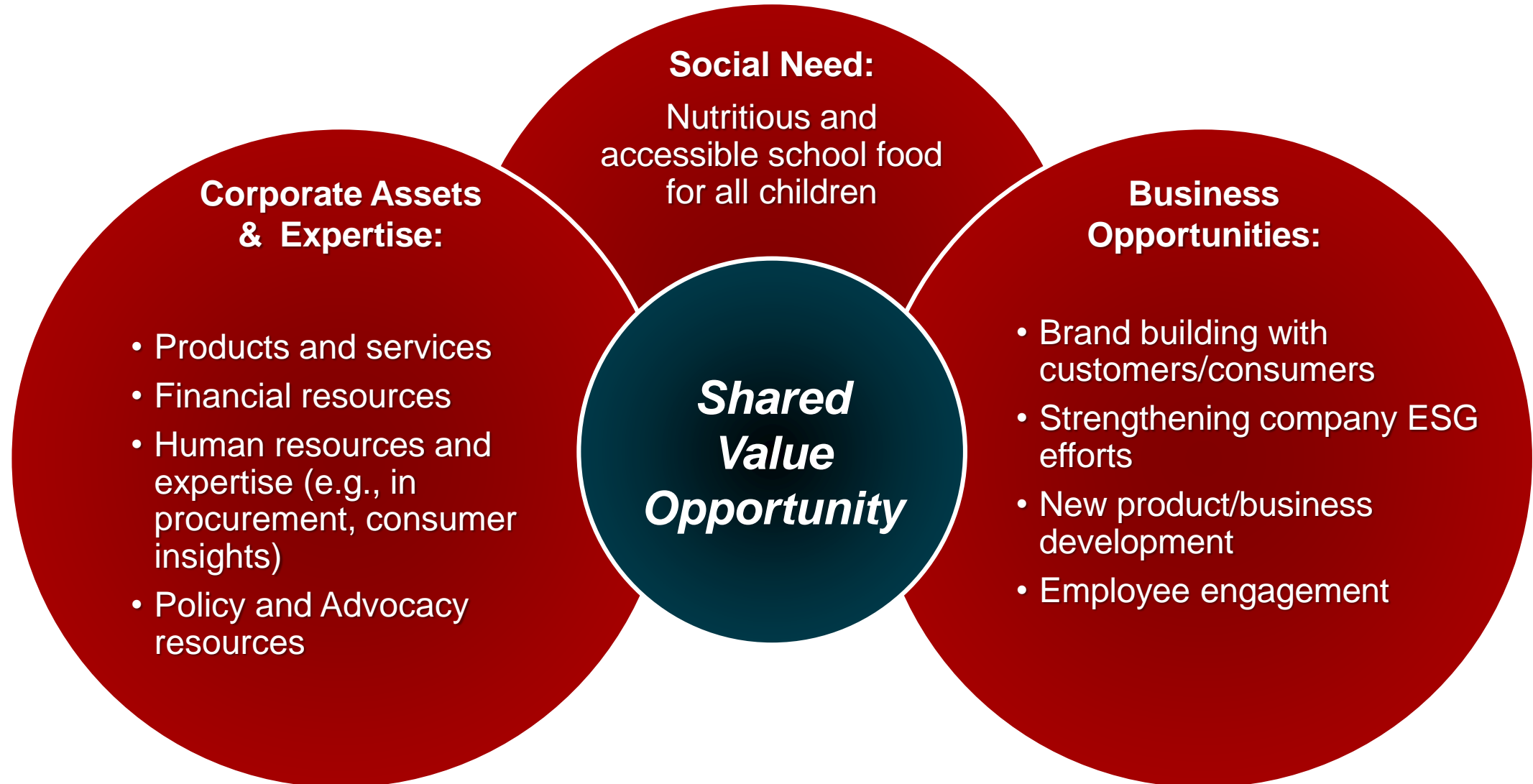
PARTNERS Public Sector



PARTNERS Private Sector



Full Futures Provides a Great opportunity for Businesses to Create Shared Value



There are a Variety of Ways for Partners to Support this Work

As an implementation partner:

- Apply programming and services in a school community to drive toward program objectives

As a host site:

- Bring the model to your school/school district
- Serve as the champion for this work in your school community

As a co-investor:

- Invest in an initiative with high impact potential

As a retail/cause marketing partner

- Dedicate a portion of sales to support efforts to improve school nutrition locally or nationally
- Direct other philanthropic or marketing resources toward issues around school food

As an advocacy partner:

- Advocate for healthy school environments
- Inform policy-makers

As a dissemination partner:

- Help spread the word about the work and identify new target school communities



FULL FUTURES

Together we can foster a school food environment that ensures all students are well nourished and ready to thrive at school and in life.