



FOR IMMEDIATE RELEASE

March 16, 2005

**CANADIANS NOT GETTING ENOUGH VEGETABLES**

*-- Survey reveals less than half of Canadians get their daily dose of five to 10 a day --*

**Toronto, ON** - A recent survey conducted by Campbell Company of Canada and Decima Research\* revealed that while 68 per cent of Canadians say they are eating healthier today than they were three years ago, only 43 per cent are frequently getting their daily five to 10 servings of vegetables and fruit, as recommended by Canada's Food Guide to Healthy Eating. Nearly one in four said they rarely or never do. And what about when it comes to kids? The survey also found that two in five parents with children 12 and under find it challenging to get their kids to eat vegetables every day. In fact, one in two of these parents even admitted to hiding or disguising vegetables on the plate, in order to get their kids to eat them. Some things never change – but getting into the habit of eating more vegetables and fruit is a change that's due for an update.

“Part of Campbell's commitment to being relevant to today's consumers comes through understanding the many challenges some people face in providing balanced nutrition to their families,” said Helen Ann Dillon, registered dietitian and director of Campbell's Nutrition and Culinary Institute. “We know that vegetables are an important part of a healthy lifestyle, yet Canadians are telling us that increasing their vegetable and fruit consumption is difficult to achieve.”

The results from the national survey of 1,018 Canadians were timed to coincide with Nutrition Month in March - a health and wellness program from Dietitians of Canada, of which Campbell Canada is an official sponsor. This research was conducted as part of Campbell's ongoing commitment to the health and wellness of Canadians, and augments an annual survey the company conducts to track and review Canadian eating habits.\*\*

.../more

Women are eating more vegetables and fruit than men

Women (49 per cent) are more likely than men (36 per cent) to get their daily recommended intake of vegetables and fruit. In fact, one in two women surveyed stated that they frequently eat five to 10 servings a day. It also seems that when it comes to vegetables and fruit, the 'older and wiser' theory holds true. According to the survey, as Canadians increase in age, they are more likely to consume their five to 10 servings of vegetables and fruit daily.\*

Are Canadians just lazy when it comes to eating more vegetables and fruit?

While almost half of Canadians are aware that five to 10 servings of vegetables and fruit is the recommended daily intake, one-quarter still find this food group the most difficult to incorporate into daily eating habits. A lack of convenient options (22 per cent); a tendency for produce to go bad in the fridge (21 per cent), and too much effort to prepare (16 per cent) were the main reasons cited for not eating enough vegetables and fruit.\*\*

“One of our goals at Campbell is to help consumers make food choices by providing convenient, good-tasting foods that make it almost effortless for everyone, even kids, to add vegetables to their diets. In fact, Campbell offers 25 vegetable soup varieties that deliver a full serving of vegetables!” Dillon continued.

Did you know...

- Campbell Canada uses more than 37 million pounds of fresh vegetables per year – that's over 197 million servings of vegetables.
- Campbell's canned soups are made without artificial flavours or artificial colours.
- Campbell uses 20 different kinds of vegetables in its products – everything from mushrooms and carrots to turnips and okra.

.../more

- Five million pounds of fresh mushrooms are used each year in the production of Campbell's® Mushroom soup – enough to fill more than two Olympic-sized swimming pools.

Campbell's ongoing commitment to health and wellness

In addition to its support of Dietitians of Canada Nutrition Month, Campbell continues to expand its focus on health and wellness through other substantial commitments.

In the past year, Campbell's Nutrition and Culinary Institute, comprised of a team of food and nutrition scientists, registered dietitians, health professionals and culinary experts, has proactively begun to influence the nutrition and culinary profile of Campbell products while preserving the taste and food experience that Canadians know and expect. Recent product developments from Campbell Canada include:

- The reformulation of Campbell's® Tomato soup, continues to receive positive reactions from Canadian consumers, following its introduction almost two years ago. With one more tomato in every can, each serving now delivers a source of Vitamin A, an approximate 15 per cent reduction in sodium, and 12 mg of lycopene. Campbell's Nutrition and Culinary Institute has led similar product reviews across more than 70 varieties of their canned soups, with a dedicated focus to reduce sodium while preserving product taste.
- Campbell's® Gardennay® soups, launched nationally in 2003, were specifically designed to deliver at least one full serving of vegetables in each serving. The entire Gardennay® line is low in fat, a source of Vitamin A, and suitable for vegetarians.
- Ignite™ frozen meals, launched in 2004, offer Canadians a delicious, convenient and nutritious option in the freezer aisle. Each meal delivers 2 full servings of vegetables, and meets specific sodium and fat criteria allowing it to qualify for the Heart and Stroke foundation's Health Check™ logo.
- Low Sodium V8®, launched in 2004, provides Canadian consumers with a vegetable cocktail alternative that delivers two full servings of vegetables in every 250 mL glass, and less than 140 mg of sodium.

.../more

In addition, Campbell has embarked on consumer education programs that aim to educate Canadians about healthier lifestyles. Programs include: *Get Your Veggies*<sup>™</sup>, a promotion currently underway in grocery stores across Canada that includes in-store displays, promotions and a booklet promoting vegetable consumption; *Labels for Education*<sup>™</sup>, a label redemption program with a renewed focus on sharing health and wellness information and *Power2 Cook*<sup>™</sup>, a program teaching Canadians simple cooking methods, keeping food enjoyment and balance in mind.

About Campbell Company of Canada

Headquartered in Toronto, Ontario, Campbell Company of Canada celebrates its 75<sup>th</sup> anniversary in Canada in 2005. The company employs approximately 1,500 people across the country and is committed to providing Canadians with nutritious food choices. Campbell Company of Canada is a subsidiary of Campbell Soup Company, based in Camden, New Jersey. Campbell Company of Canada manufactures and markets products in Canada under such well-known brands as the ever popular Red and White Campbell's® Condensed and Ready to Enjoy soups, Gardennay®, Ignite®, Habitant®, Chunky<sup>™</sup>, Bisto®, Pace®, Pepperidge Farm®, V8®, V8® V-GO®, and V8 Splash®.

-30-

For more information, or to arrange an interview with a Campbell spokesperson, please contact Michelle Cowan, Kim Roman or Robin Shimkovitz at Cohn & Wolfe.  
Tel: 416-924-5700. Email: michelle\_cowan@ca.cohnwolfe.com

**SOURCES:**

\*A Decima teleVox National Telephone Survey, conducted February 2005, on behalf of Campbell Company of Canada

\*\*A Leger OmniCan National Telephone Survey, conducted February 2005 on behalf of Campbell Company of Canada