



Real  
food  
that  
matters  
for life's  
moments

**Food donations process at  
Campbell Company of Canada**

**John Lillard  
R&D Technologist  
on behalf of Paul Tremblay**

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# Our Donation Genesis

- **Numerous agencies providing good food to those in need**
  - Food Banks
  - Soup Kitchens
  - Churches
- **How best does Campbell's support these organizations?**
  - Limited headcount and resources
  - Choose appropriately to maximize efforts



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# A National Strategy

- In partnership with the Canadian Association of Food Banks now called Food Banks Canada
- Established a code of conduct to ensure donations met certain standards and expectations
- Updated as needed to accommodate new policies
- In late 2000 an agreement was established for CPG companies
  - Donations would be provided in-kind
  - Donations would be traced and tracked in case of recalls

# What we donate



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# Strong Partnership

- The land that the DBFB is on was purchased with the assistance of Campbells
- We provided IT and security help when disaster struck due to vandals
- Rank #1 or #2 in our donations in lbs. on an annualized basis since we have partnered with DBFB and FBC for nearly 4 decades



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# Leveraging what we do best

- **Nourish**

- Partnership with DBFB to provide a complete meal in a can
- A Canadian invention
  - Hulless oats enables a complete protein
- Ingredients and packaging were donated by suppliers
- Sold in stores and all proceeds went to the DBFB as well as cans of Nourish
- Used by the WHO for disaster relief situations



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## To Find out More

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- **Please contact Paul Tremblay with any questions**
  - 416.251.1131 ext. 8662
  - paul\_tremblay@ca.campbellsoup.com



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