

Campbell Soup Company Position on Sodium

Our Position

We are committed to offering consumers products that taste great and help them achieve their health and well-being goals. We set guidelines for product development in line with current nutrition science and consumer research that inform us of what consumers are looking for from our brands.

We recognize that many consumers are concerned about the levels of sodium in their diets. To address this concern, we offer choices to consumers seeking products with low and reduced sodium levels, such as Campbell's Healthy Request® soups, V8® Low Sodium 100% Vegetable juices, and many others. We also look for opportunities to reduce sodium throughout our portfolio, develop new products with sodium targets, and make products with low and reduced levels of sodium. We use ingredients like potassium salt that help reduce sodium and provide beneficial nutrients in our recipes while maintaining the taste of our products. We regularly assess our product nutrient profiles and monitor product purchase history to measure our progress on lowering sodium and increasing positive nutrients in our products.

The Basis of Our Position

Sodium plays an important function in food production. It is important for the palatability, safety, and functionality of many foods. For example, in soup, salt brings out the savory flavor of chicken broth. In breads, it helps give texture (nooks and crannies) and a golden color to the crust.

Sodium is essential for health and has other positive benefits in food. Sodium is required for a variety of physiological functions including maintenance of blood volume and blood pressure, acid-base balance, nerve conduction and muscle function.¹

While essential, many public health authorities worldwide agree that current sodium intake is too high. High sodium intake is associated with elevated blood pressure. Elevated blood pressure can cause damage to blood vessels and increase the risk for heart disease and stroke.²⁻⁵

Many factors affect health and these factors need to be considered together with sodium. Besides sodium, other lifestyle and dietary factors also influence blood pressure including body weight⁶, overweight and obesity, excessive alcohol consumption, and inadequate intake of potassium, magnesium, and calcium. Despite the association of high sodium intakes with elevated blood pressure, there is scientific debate about the direct relationship between sodium intake and heart disease.⁷⁻¹¹ Specifically, more research is required to determine what the ideal sodium intake range is for the general population (both low and high) and whether all individuals should lower their sodium intake.¹²⁻²⁰

People prefer the taste of saltier foods. While most foods contain some naturally occurring sodium, sodium chloride (table salt), which contains approximately 40% sodium by weight, contributes most of the sodium in people's diets. People generally prefer the taste of saltier food.²¹ When sodium is reduced in products they eat, consumers sometimes add salt back into those products. Consistent with that behavior, studies conducted in countries around the world have shown that when the sodium content

of foods offered in the marketplace is reduced, sodium consumption within that region remains the same.²¹⁻²⁴

Our sodium strategies. Our approach is to combine the following strategies: (1) offer a range of products that include lower sodium choices; (2) gradually reduce the sodium in existing products where feasible; (3) boost taste and positive nutrients from real food ingredients other than salt; (4) use potassium salt as a sodium replacer, an ingredient that reduces sodium while simultaneously adding potassium, a nutrient that offsets the adverse effect of sodium on blood pressure;²⁵ and, (5) use methods to cook and preserve food that enhance taste and maintain nutrients with appropriate use of sodium.

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