

The Campbell's logo is written in a white, cursive font inside a red rectangular box with a yellow border.

PLANT A SEED, HELP GOODNESS GROW TIP SHEET



Planting seeds to grow great-tasting tomatoes – whether it's in your own backyard, windowsill or local community garden – can be easy with these simple tips from Campbell's own tomato growing experts and gardening/green lifestyle expert Danny Seo.

PLANTING THE SEEDS OF SUCCESS

Almost every single tomato used in Campbell's® Tomato soup comes from an American farm. In fact, each year billions and billions of tomatoes are grown from proprietary seeds that Campbell cultivated with its own team of agriculture experts. These experts now offer the following simple tips to help these seeds grow into plump and delicious tomatoes!

Get Free Seeds: Until June 21, 2009 (or while supplies last), each household that purchases any Campbell's condensed soup can enter the can code at HelpGrowYourSoup.com to receive a FREE packet of Campbell's tomato seeds.

The Ground Up: Make sure the seeds are planted one-quarter-inch deep, with about three seeds per inch.

Quench Their Thirst: Tomato seedlings need plenty of water down to the roots. Once the tomatoes have sprouted, try to keep water off the leaves to avoid potential plant diseases.

Let There Be Light: Tomato seedlings love light. They should either get a lot of direct sunlight or be placed a few inches away from fluorescent grow lights for about 15 hours per day.

Support the Ones You Love: If the tomato plants look like they're starting to fall over, try supporting them with a trellis or wooden stake, attaching the plant with garden tape.

To Pick, or Not to Pick: Pick a tomato when it has full red color and feels slightly soft. A tomato ripens from the inside out, so when it looks ready, it probably is! As viruses can easily spread from hands to plants, thoroughly wash hands before touching the tomatoes.

Handle with Care: Storage of tomatoes can affect their flavor and texture. Ideally, tomatoes should be stored at room temperature (70 degrees Fahrenheit), out of direct sunlight and with their stems up.



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GREEN-LOVING LIFESTYLE

When Seo hosted the show “50 Ways to Save the Planet,” he suggested planting a garden. Planting seeds is one small step anyone can do to contribute to a more sustainable future. Here are a few more ways to “grow green” from Seo:

Support Local Farmers: Visit your favorite local farmers market and purchase fresh produce directly from growers in the area. Whenever possible, Campbell sources ingredients from farmers located within 100 miles of its facilities. This enables the company to use high-quality, fresh ingredients, reduce the environmental impacts associated with transportation and support the economies of its local farming communities.

Repurpose Compost: Use eco-friendly tools like a mulching lawnmower to reduce waste and repurpose grass clippings and compost to naturally feed the soil in your yard.

Reduce Pesticides: Rid your garden of toxic chemicals – instead try using organic alternatives or let insects do the job for you. To grow vegetables for its condensed soups, Campbell has worked with researchers at leading agricultural institutions such as UC Davis to develop and disseminate sustainable agricultural practices such as integrated pest management, which enable farmers to reduce their reliance on synthetic pesticides that are commonly used on farms around the world.

Recycle Cans: Instead of pitching used soup cans in the garbage, plant seeds in them instead. Little tomato seedlings love to start off growing in cans before graduating to a larger soil area.

Volunteer: Lend a helping hand to a local community garden. Planting gardens offers many benefits including: creating green space for urban areas, growing fresh produce, contributing to educational opportunities for America’s youth and fostering interaction among community members. Visit HelpGrowYourSoup.com and UrbanFarming.org to learn more about community gardens.

