

Campbell Soup Company's PESP Strategy

Describe your Organization's Five-Year Goals Related to Pesticide Risk Reduction

Overall our goal is to developing and helping growers implement agricultural systems that allow efficient production of raw ingredients while at the same time practicing and improving the natural environment and social economic conditions of local communities. At the same time, to reduce the pesticide usage on vegetable ingredients destined for Campbell Soup products.

What do you envision doing (broadly) to try to resolve your major issues?

We envision in developing and/or testing new innovative environmentally friendly materials and developing training programs that can bridge cultural, language and educational barriers found in our agricultural workforce

Goal 1 and Tactics

Develop IPM programs and bring them to popular use among Campbell Soup suppliers.

Provide IPM based pest management information to growers and focus on building pest management program skills through hands-on sessions.

Goal 2 and Tactics

Establish research priorities in biological control, biorational use of biotic agents or chemicals, cultural controls, and decision support by developing or improving detection methods, development or improvement of damage thresholds or action levels and risk assessment.