



The Full Futures Partnership Advances School Nutrition in its Third Year

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2023-2024 Impact Report highlights program's success in fostering healthier school communities

CAMDEN, N.J.--(BUSINESS WIRE)--Dec. 17, 2024-- The Full Futures partnership is celebrating three years of positive impact on school nutrition. Launched in 2021 by The Campbell's Company (Campbell's) and public, private and nonprofit partners including lead partner Alliance for a Healthier Generation, Full Futures is an initiative to foster a school nutrition environment that ensures all students are well-nourished and ready to thrive at school and in life. The program started with the Camden City School District in Camden, N.J. and has grown to three sites with the addition of Charlotte, N.C. and Hanover, P.A.

"The progress of Full Futures is only possible through the power of collaboration," said Kate Barrett, President of The Campbell's Foundation and Director, Campbell's Community Affairs. "Schools are more than just places of learning; they're community hubs that play an essential role in feeding and caring for students and families. Our district and nonprofit partners are the core of this effort, working together to make a lasting impact on the school community."

A Holistic Approach to School Nutrition

In its third year, Full Futures reached over 12,000 students, caregivers and school staff in schools across Camden, N.J. and Charlotte, N.C. The program takes a comprehensive approach to school nutrition, focusing on four key pillars:

- Culture: Building a foundation of healthy habits through policies, programs and partnerships.
- Infrastructure: Providing schools with the equipment and training needed to serve nutritious meals and teach about nutrition.
- Nutrition education: Empowering students and families with knowledge about healthy eating.
- Food access: Expanding year-round access to nourishing food, both within schools and throughout communities.

"Full Futures is a shining example of how public-private partnerships can drive meaningful change in school nutrition," said Kathy Higgins, Chief Executive Officer, Alliance for a Healthier Generation. "This initiative demonstrates how our local efforts can grow into a larger movement for equitable whole child health. We look forward to further collaboration with Campbell's to meet the essential nutrition needs of students and their families, so they can live healthy and happy lives."

Camden Program Highlights

Full Futures Camden made significant strides to support menu change and nutrition education during its third year. Key achievements include:

- Monthly farmers' markets hosted at district schools to connect communities with fresh, local produce, distributing 37,000 pounds of food
- New School Nutrition Student Ambassador program launched to engage students in food preparation, gardening and community outreach, promoting healthy eating and sustainability
- Culinary staff professional development and training for food service and student workers to enhance meal quality and creativity
- Recipe development that incorporates delicious and nutritious options into school menus, including "TryDay Friday" tastings to introduce students to new recipes
- Cooking Matters classes for kids and families to learn about nutrition, prepare healthy meals and build lifelong healthy habits

"It truly takes a village to accomplish the critical work we're doing, and I'm incredibly grateful for the strong partnerships we've built to support the children of Camden," said Arlethia Brown, Senior Director of School Nutrition, Camden City School District. "The power of collaboration allows us to provide not just meals, but opportunities for growth, learning, and well-being. Together we're proving that school meals are more than just food they're a foundation for brighter futures."

Charlotte Program Highlights

In its second program year, Full Futures Charlotte continued to support culinary and agriculture education for students of all ages. Key achievements include:

- Aquaponics and hydroponics system installations and related curriculum, providing over 1,500 students with hands-on

learning experiences

- Family Nutrition Nights promoting healthy eating habits and fostering community connections through interactive activities and free produce
- Farm-to-school internships to provide high school students with valuable professional experience related to sustainable agriculture and culinary arts
- Nutrition education at mobile farmers markets with hands-on cooking demonstrations and nutrition education, focusing on food preparation, storage and label reading
- Student field trips and hands-on cooking lessons, empowering students to make informed food choices, develop culinary skills and understand the importance of sustainable food practices

“The Full Futures partnership has allowed us to implement career awareness and readiness through field trips, guest speakers and internships in agriculture and nutrition fields,” said Deepal Patel, Culinary Arts, Agriculture, Hospitality and Tourism Curriculum Coordinator at Charlotte-Mecklenburg Schools. “Our students are also learning about sustainable farming, growing healthy produce in small spaces with innovative technology, and giving them the opportunities to practice nutritious recipes in culinary classrooms.”

The Full Futures program expanded to Hanover, P.A. during the 2023–2024 school year as a planning year with the South Western School District and numerous community partners. Looking ahead, the partners will officially launch the program in the 2024-2025 school year. The focus will be on increasing family engagement around nutrition and healthy eating, increasing access to fresh and local foods at school, and supporting curriculum development and common language for nutrition education across the community.

Program partners across all three locations have been instrumental in the success of Full Futures. They include Camden City School District, Whitson’s Culinary Group, New Jersey American Water, Wellness in the Schools, Center for Family Services, Food Bank of South Jersey, The Common Market, Charlotte-Mecklenburg Schools, 100 Gardens, The Bulb, South Western School District, and York County Food Bank. National partner Alliance for a Healthier Generation provides essential coordination and support for these sites, while Campbell’s leverages its resources to fund and sustain this vital work.

An important goal of the program is to document lessons learned and best practices to create a comprehensive program roadmap to enable other communities to implement similar initiatives and improve school nutrition nationwide.

Learn more in the Full Futures Year 3 [Impact Report](#).

About The Campbell’s Company

For 155 years, The Campbell’s Company (NASDAQ:CPB) (Campbell’s) has been connecting people through food they love. Headquartered in Camden, N.J. since 1869, generations of consumers have trusted us to provide delicious and affordable food and beverages. Today, the company is a North American focused brand powerhouse, generating fiscal 2024 net sales of \$9.6 billion across two divisions: Meals & Beverages and Snacks. Our portfolio of 16 leadership brands includes *Campbell’s*, *Cape Cod*, *Chunky*, *Goldfish*, *Kettle Brand*, *Lance*, *Late July*, *Pace*, *Pacific Foods*, *Pepperidge Farm*, *Prego*, *Rao’s*, *Snack Factory*, *Snyder’s of Hanover*, *Swanson* and *V8*. For more information, visit thecampbellscompany.com

About Alliance for a Healthier Generation

Alliance for a Healthier Generation is a leading children's health organization that advances equitable whole child health. Driven by our passion to ensure that every mind, every body, and every young person is healthy and ready to succeed, our work has reached over 31 million young people and 56,000 schools across the country. To learn more and help make a difference, visit HealthierGeneration.org and join us on [Facebook](#), [X](#), and [Instagram](#).

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