

vanBeuren Archbold D  
 Form 4  
 September 25, 2009

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 vanBeuren Archbold D

(Last) (First) (Middle)

1 CAMPBELL PLACE

(Street)

CAMDEN, NJ 08103

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 CAMPBELL SOUP CO [CPB]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 09/23/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Senior Vice President

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V	Amount or Price (A) or (D)		
Common Stock	09/23/2009		M		2,700 A \$ 27.99	D	
Common Stock	09/23/2009		S		2,700 D \$ 32.9	D	
Common Stock	09/24/2009		M		26,300 A \$ 27.99	D	
Common Stock	09/24/2009		S		26,300 D \$ 32.67 (1)	D	
Common Stock	09/24/2009		M		32,200 A \$ 27.99	D	

Edgar Filing: vanBeuren Archbold D - Form 4

Common Stock	09/24/2009	S	32,200	D	\$ <u>(1)</u>	1,127,613	D	
Common Stock	09/24/2009	M	41,400	A	\$ 26.36	1,169,013	D	
Common Stock	09/24/2009	S	41,400	D	\$ <u>(1)</u>	1,127,613	D	
Common Stock						6,086	I	See Footnote <u>(2)</u>
Common Stock						17,468	I	401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Options	\$ 27.99	09/23/2009		M	2,700	<u>(3)</u>	09/28/2011	Common Stock	26,300
Employee Stock Options	\$ 27.99	09/24/2009		M	26,300	<u>(3)</u>	09/28/2011	Common Stock	26,300
Employee Stock Options	\$ 22.95	09/24/2009		M	32,200	<u>(4)</u>	07/25/2012	Common Stock	32,200
Employee Stock Options	\$ 26.36	09/24/2009		M	41,400	<u>(5)</u>	09/23/2014	Common Stock	41,400

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
vanBeuren Archbold D 1 CAMPBELL PLACE CAMDEN, NJ 08103			Senior Vice President	

## Signatures

John J. Furey,  
Attorney-In-Fact

09/25/2009

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - (1) The price reflects the weighted average sale price for the transactions reported on these lines. The range of prices for the transactions reported on these lines are \$32.65 to and including \$32.72. The full information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff.
  - (2) Interests held by family trusts through a family corporation. The filing of this Form should not be deemed as an admission that the Reporting Person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of these securities.
  - (3) The options vested cumulatively over three years at the rate of 30%, 60% and 100% respectively on the first three anniversaries of the grant date of 9/28/2001.
  - (4) The options vest cumulatively over three years at the rate of 30%, 60% and 100% respectively on the first three anniversaries of the grant date of 7/25/2002.
  - (5) The options vested cumulatively over three years at the rate of 30%, 60% and 100% respectively on the first three anniversaries of the grant date of 09/23/2004.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.