

CAMPBELL SOUP CO  
Form 5  
September 12, 2013

# FORM 5

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

OMB APPROVAL  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL 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

1. Name and Address of Reporting Person \*  
vanBeuren Archbold D  
  
(Last) (First) (Middle)

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

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
07/28/2013

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

1 CAMPBELL PLACE  
  
(Street)

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

6. Individual or Joint/Group Reporting  
  
(check applicable line)

CAMDEN, NJ 08103  
  
(City) (State) (Zip)

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 at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|--|--|---|
|                                 |                                      |  |                                | (A) or (D) Amount Price   |  |  |   |
| Common Stock                    | 05/28/2013                           | Â  | G                              | 4,390 D \$ 0  | 896,104  | I  | ADvB Revocable Trust                                  |
| Common Stock                    | 06/30/2013                           | Â  | G                              | 44,653 (1) D \$ 0   | 1,065,880  | I  | Family investment partnership (2)                     |
| Common Stock                    | 06/30/2013                           | Â  | G                              | 44,653 A \$ 0   | 44,653   | I  | By GRAT (1)   |
|                                 | 07/01/2013                           | Â  | G                              | D \$ 0  | 27,552   | I  | By GRAT   |

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|              |            |   |   |            |   |      |         |   |                               |  |
|--------------|------------|---|---|------------|---|------|---------|---|-------------------------------|--|
| Common Stock |            |   |   | 17,101     |   |      |         |   |                               |  |
|              |            |   |   | <u>(3)</u> |   |      |         |   |                               |  |
| Common Stock | 07/01/2013 | Â | G | 17,101     | A | \$ 0 | 913,205 | I | ADvB Revocable Trust (3)      |  |
| Common Stock | Â          | Â | Â | Â          | Â | Â    | 735     | I | Family management company (2) |  |
| Common Stock | Â          | Â | Â | Â          | Â | Â    | 21,242  | I | 401(k) Plan                   |  |

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

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SEC 2270 (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) | 8. Price of Derivative Security (Instr. 5) | 9. of D Se B O E Is Fi (I  |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  |                                | (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |

## Reporting Owners

| Reporting Owner Name / Address                                 | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| vanBeuren Archbold D<br>1 CAMPBELL PLACE<br>CAMDEN,Â NJÂ 08103 | Â X           | Â         | Â       | Â     |

## Signatures

Tara L. Smith,  
Attorney-in-fact

09/11/2013

        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) 44,653 shares of Campbell stock were transferred from a family investment partnership to a grantor retained annuity trust.

A family management company that both owns Common Stock and has an interest in a family investment partnership that owns shares of Common Stock. The Reporting Person might also be considered to have a beneficial ownership interest in shares of Common Stock held by the family investment partnership. The Reporting Person disclaims beneficial ownership of securities owned by such family investment partnership except to the extent of his pecuniary interest therein.

(3) 17,101 shares of Campbell common stock were transferred from a grantor retained annuity trust to the reporting person's revocable trust.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.