

CAMPBELL SOUP CO  
Form 4  
October 03, 2007

**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 \*  
CONANT DOUGLAS R

(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)  
10/01/2007

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)  
President and CEO

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 (A) or (D) Price			
Common Stock	10/01/2007		M	15,267 A \$ 22.95	223,372	D	
Common Stock	10/01/2007		S <sup>(1)</sup>	1,600 D \$ 36.81	221,772	D	
Common Stock	10/01/2007		S	2,200 D \$ 36.86	219,572	D	
Common Stock	10/01/2007		S	1,600 D \$ 36.87	217,972	D	
Common Stock	10/01/2007		S	900 D \$ 36.88	217,072	D	

Edgar Filing: CAMPBELL SOUP CO - Form 4

Common Stock	10/01/2007	S	2,656	D	\$ 36.89	214,416	D
Common Stock	10/01/2007	S	11	D	\$ 36.9	214,405	D
Common Stock	10/01/2007	S	1,600	D	\$ 36.91	212,805	D
Common Stock	10/01/2007	S	1,600	D	\$ 36.97	211,205	D
Common Stock	10/01/2007	S	3,100	D	\$ 37	208,105	D
Common Stock	10/02/2007	M	26,114	A	\$ 22.95	234,219	D
Common Stock	10/02/2007	S	4,600	D	\$ 36.35	229,619	D
Common Stock	10/02/2007	S	1,000	D	\$ 36.38	228,619	D
Common Stock	10/02/2007	S	2,200	D	\$ 36.4	226,419	D
Common Stock	10/02/2007	S	1,900	D	\$ 36.42	224,519	D
Common Stock	10/02/2007	S	700	D	\$ 36.43	223,819	D
Common Stock	10/02/2007	S	110	D	\$ 36.45	223,709	D
Common Stock	10/02/2007	S	4	D	\$ 36.46	223,705	D
Common Stock	10/02/2007	S	2,000	D	\$ 36.28	221,705	D
Common Stock	10/02/2007	S	600	D	\$ 36.3	221,105	D
Common Stock	10/02/2007	S	800	D	\$ 36.45	220,305	D
Common Stock	10/02/2007	S	2,800	D	\$ 36.46	217,505	D
Common Stock	10/02/2007	S	3,400	D	\$ 36.49	214,105	D
Common Stock	10/02/2007	S	2,600	D	\$ 36.5	211,505	D
Common Stock	10/02/2007	S	3,400	D	\$ 36.52	208,105	D
	10/02/2007	F	8,679	D	\$ 37	199,426	D

Common  
Stock

Common Stock 1,298 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			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Underlying Security (Instr. 3 and 4)
					Acquired (A)	Disposed of (D)		Date Exercisable	Expiration Date	
Phantom Stock	(2)	10/01/2007		J	17,212			09/30/2008	(3)	Common Stock
Phantom Stock	(2)	10/01/2007		J	17,212			09/30/2009	(3)	Common Stock
Phantom Stock	(2)	10/01/2007		J	137,698			09/30/2010	(3)	Common Stock
Employee Stock Option (right to buy)	\$ 22.95	10/01/2007		M		15,267		(4) 07/25/2012		Common Stock
Employee Stock Option (right to buy)	\$ 22.95	10/02/2007		M		26,114		(4) 07/25/2012		Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CONANT DOUGLAS R 1 CAMPBELL PLACE CAMDEN, NJ 08103	X		President and CEO	

## Signatures

John J. Furey,  
Attorney-In-Fact

10/03/2007

\_\_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) All sales reported on this Form 4 were executed pursuant to a Rule 10b5-1 Trading Plan executed on May 24, 2007.
- (2) 1-for-1
- (3) Shares of phantom stock are payable in cash or stock from the Company's Deferred Compensation Plan upon reporting person's retirement, resignation or termination.
- (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.

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.