

CAMPBELL SOUP CO

Form 4

October 03, 2007

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

OMB
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(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 Beneficial Ownership (Instr. 4)
Common Stock	10/01/2007		M	15,267	A \$ 22.95	223,372	D
Common Stock	10/01/2007		S ⁽¹⁾	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

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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

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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.

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(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 Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
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.

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