



**PEPSICO CONTRACT FARMING**

Riding on high sales of its snacks brands like Lays and Uncle Chipps, Pepsico has engaged 12,000 farmers across the country for contract farming of potato. "There are 12,000 farmers doing contract farming of potato for us involving 16,000 acres of land," executive vice-president of Pepsico Holdings (agro-business) Nischint Bhatia said. He said that out of the 12,000 farmers, 6,500 of them are in West Bengal working 2,600 acres.