

PepsiCo India boosts potato farming in Uttar Pradesh with AI and soil health initiatives



PepsiCo India is advancing its agricultural initiatives in Uttar Pradesh with a focus on regenerative farming and empowering farming communities. The company recently highlighted its efforts in Iglas and Hathras, showcasing its commitment to sustainable agricultural practices and farmer welfare

As a pioneer in collaborative potato farming, PepsiCo India directly and indirectly works with 27,000 farmers across 14 states. The company provides a comprehensive support system, including high-quality seeds, assured buy-back of produce, bank loans, and access to technological best practices in collaboration with agri-input companies. These initiatives aim to strengthen the farming ecosystem and ensure long-term sustainability in potato cultivation.

PepsiCO’s Pep+ Approach

At the core of PepsiCo India’s agricultural approach is Pep+, a framework that drives end-to-end strategic transformation with a focus on sustainability. The company prioritizes positive agriculture, which includes promoting regenerative farming techniques, improving water-use efficiency in crop irrigation, and sourcing key ingredients sustainably from local farmers. Currently, 100% of the potatoes used in its chips are sourced from Indian farmers, reflecting the company’s deep-rooted commitment to domestic agriculture.

Regenerative agriculture plays a crucial role in PepsiCo’s sustainability vision, emphasizing soil health improvement, carbon sequestration, enhanced watershed management, biodiversity protection, and improved livelihoods for farming communities. By optimizing the use of water, fertilizers, and pesticides based on regional conditions, the company aims to increase productivity while maintaining environmental balance.

Project Mitti Didi

One of the standout initiatives under this vision is Project Mitti Didi, which addresses challenges in soil testing. PepsiCo India has trained women in Hathras district to operate the InSoil machine, a portable device capable of testing soil health across 12 key parameters, including Potassium, Magnesium, Boron, and pH levels. The machine generates detailed reports within 30 minutes, helping farmers make informed decisions for better crop planning and increased yields. By turning these women into agri-preneurs, the initiative not only enhances farming efficiency but also empowers local communities.

Lay’s Smart Farm

Another notable program, Lay’s Smart Farm, is an AI-driven initiative in partnership with Cropin. This award-winning project provides farmers with real-time insights through a user-friendly smartphone app, aiding in crop management, yield forecasting, and disease prevention. The predictive intelligence model leverages satellite imagery and historical data to offer early disease warnings 10-14 days in advance and yield forecasts up to 45 days before harvest. So far, the initiative has mapped over 15,000 acres across 20,000 plots, benefiting more than 7,000 farmers with increased productivity and reduced input costs.

PepsiCo India’s next-generation agricultural strategy is redefining farming in the country. By focusing on sustainable practices and technological interventions, the company continues to strengthen its ties with local farmers while advancing a more resilient and environmentally friendly agricultural ecosystem.