



Added **value**
for **every**
food chain partner



The Indian
Potato Project



Bayer CropScience

Where it all started

The acreage under potato cultivation in India is increasing day by day with a shift from potatoes grown for the table to potatoes used for processing purposes. More and more farmers are now growing processed grade varieties thanks to the involvement of global food players such as PepsiCo and many other domestic players. India provides the unique advantage of potatoes being grown in different seasons and different geographies, thereby making process grade potatoes available all year round. Incidence of the late blight disease is a serious concern in potato cultivation and all the stakeholders in the potato value chain are concerned about effective management of late blight.

PepsiCo's involvement in Indian agriculture stems from its vision of creating a cost-effective localised agricultural base in India by leveraging farmers' access to world-class agricultural practices. PepsiCo India works with farmers to improve agricultural sustainability, crop diversification and farmer incomes by helping them refine their farming techniques and raise farm productivity.

Frito-Lay, the food arm of PepsiCo, is the largest potato procurement company and India is their third-largest operation worldwide. In India, PepsiCo is generating healthy double-digit growth. Of the overall potato procurement 50% comes from contract farming. For its potato supplies PepsiCo has worked with more than 12,000 farmers working on over 6,400 hectares across Punjab, Uttar Pradesh, Karnataka, Bihar, West Bengal, Gujarat and Maharashtra.

PepsiCo provides inputs to the farmers as well as technology and technical advice with the aim of improving farm productivity and product quality and achieving sustainable development. These objectives synergise with the objective of Bayer CropScience's food chain partnership. In view of this common objective, PepsiCo and Bayer CropScience decided to work together in a food chain partnership project to help farmers with comprehensive and technologically advanced plant protection guidance focusing on effective late blight management.





Who got involved

Farmers: For their contract farming PepsiCo partnered farmers across the country, a few of whom are small and marginal farmers. Growers are happy to be associated with this project in order to improve their farm incomes and adopt good agricultural practices (GAP).

PepsiCo: PepsiCo aimed at building relationships in order to obtain high-quality potatoes and ensure farmers receive higher income while reducing the risk from pests. PepsiCo is a quality potato procurement company and therefore feels that, in most cases, farmers need strong support in their agronomical practices to produce good-quality potatoes.

Bayer CropScience: With more than 100 years of experience in the Indian market, Bayer CropScience is a leading crop protection company. Through its innovative food chain partnership model Bayer CropScience provides not only innovative products but also a comprehensive crop solution for potatoes, helping farmers in selecting the right product and using it at the right time and in the right way. The company focuses on training the farmers in the safe use of the pesticides as well as in application technology and spraying techniques.



The comprehensive solution

A true spirit of partnership was exhibited by all the key stakeholders, farmers, PepsiCo and Bayer CropScience alike. After analysis and discussion between Bayer CropScience and PepsiCo, a localised customised plant protection kit was developed and implemented along with PepsiCo as part of a proven “5P” production process and of this food chain partnership project, in which farmers are guided and monitored throughout the crop season.

The components of “5P” are as follows:

Production: PepsiCo supplied its contract farmers with high-quality seeds of processing grade. The seeds are produced in a quality-controlled environment and meet the highest quality standards. Besides seeds, PepsiCo also arranged for inputs such as fertilisers. The agronomic components of potato cultivation were given to the farmers.

Protection: Bayer CropScience has expertise in plant protection (PP). Comprehensive PP packages were developed to suit the respective geographies, pest and disease status. The PP products suggested were given to the farmers as a complete solution kit. The objective of providing the plant protection kit was to make sure that a farmer uses the right products and to ensure availability of the products for use at the right time.

Programme monitoring: The overall farm activities were monitored by Bayer CropScience and PepsiCo field teams. Regular programmes were organised for the farmers to train them in the safe use of the pesticides, proper spraying techniques, identification of the pests and diseases, and safe disposal of the pesticide containers. The training programmes were followed by regular field visits by field officers to provide the farmers with further guidance about crop production and protection.

Passports: The passport issued to all of the farmers involved in the project is a tool developed by Bayer CropScience for traceability reasons and serves as a document for keeping farm activity records at a farmer's level. Besides traceability, the farmer can use the passport to work out the cost/benefit he is getting.

Post-harvest: PepsiCo requires potatoes of specific size and shape. Farmers were trained in grading the potatoes to meet PepsiCo's requirements.





What we achieved

- Effective management of late blight and reduced risk for farmers
- Higher productivity and incomes for the farmers
- High-quality potatoes to meet PepsiCo's specifications and quality requirements
- Contribution to an improvement in sustainable potato production by Bayer CropScience
- Healthy and nutritious food for consumers

Through this food chain partnership PepsiCo and Bayer CropScience have been able to successfully demonstrate that

**Sustainability + quality + traceability =
added value for every partner in the food value chain**

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Consumers are becoming increasingly conscious of the need for healthy nutrition. Food chain partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



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