

PepsiCo,
Pagrexco tie up
for citrus
cultivation



Our Bureau
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THE Punjab Agri Export Corporation (PAGREXCO) and PepsiCo have set up a screen house at PepsiCo's agri research and development centre at Jallowal, Jalandhar, for citrus cultivation.

Eight cultivars each of sweet orange and rootstock seedlings, along with 1,600 finished one-year-old trees in 19 combinations of scion and rootstock identified by Tropicana have been imported from the US, a press release said. The citrus stock has been placed under quarantine in the screen house at Jallowal.

The State horticulture department and Punjab Agricultural University (PAU), Ludhiana, with the involvement of Pepsi, will manage the demonstration plots, according to the release. PepsiCo will provide the technical know-how for controlled environment budwood multiplication, pest and disease screening and extension services.

Mr Abhiram Seth, Executive Director (Exports and External Affairs), Pepsi Foods, said, "Pepsi has been actively involved with the development and promotion of contract farming in Punjab to produce various commercial

crops such as chilli, potato, Basmati rice and groundnut. Our tie-up with PAGREXCO has given a new direction to this initiative."