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Pepsico to expand juice business in Punjab



JALANDHAR: Two years after Punjab starting a programme to cultivate oranges over a million acres of land by 2015, soft-drink maker Pepsico has entered into contract farming with the state's farmers to expand its juice business. It will extend the contract farming to other fruits like apple, blueberry and pomegranate, Pepsi International CEO Sanjeev Chaddha said. He said the company would also participate in the fields of education, health, rural sanitation and supply of clean drinking water, which will benefit the farmers, curtail the growing soil pollution and maintain the ground water level.