

Pepsi to export citrus from Punjab



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PepsiCo said today it would commercialise the production of a variety of citrus fruits in the next couple of years for its fruit juice 'Tropicana'.

Pepsi had entered into an agreement with the Punjab Agri Export Corporation (Pagrexco) for commercialising the production, PepsiCo Executive Director Abhiram Sethi said at the launch of the company's Agri Research and Development Centre at Jallowal village, near here. Pepsi would buy the citrus from farmers and these would be exported to the USA for 'Tropicana'.

Eight cultivars of sweet orange and root stock seedlings, along with 1600 seedlings in 19 different combinations, have been imported from the USA and the citrus stock placed under quarantine in the screen house. **OC, PTI**