

PepsiCo-PAIC Project To Introduce Latest Citrus Cultivars

PW BUREAU
Patiala, Oct 24

PepsiCo today announced its plans to introduce the latest citrus cultivars in Punjab to develop a juice processing industry in the State.

Chairman and Chief Executive of PepsiCo Steve N. Reinemund, who called on State Chief Minister Amarinder Singh at the latter's New Moti Bagh Palace residence here, said the introduction of citrus cultivars would be an extension of the current trial programme to introduce cultivation of confectionery grade peanuts in Punjab. He said this project was proposed to be conducted in collaboration with the Punjab Agro Industries Corporation.

An official press release here said other projects discussed were the trial, import and introduction of new grape varieties, bio-fertilisers and other speciality agriculture produce for

Pepsi's regional and international portfolio. Reinemund also announced that Pepsi proposed to locate more of its ancillary units in Punjab next to its existing plant at Channo to provide better integration and efficiency.

He said the consolidation of operations would also help promote backward linkages with Punjab farmers. Reinemund emphasised during the meeting that Pepsi International was now a multi-product company with a strong focus on the products, which had contributed to the well being of its customers.

The meeting was also attended by Dick Detwiler, Senior Vice-President, Public Affairs, Nestor Carbonell, Vice-President, International Public Affairs, Ron McEachern, President — Asia, PepsiCo and Rajeer Bakshi, Chairman, PepsiCo India Holdings besides others. From govt side were Chief Secretary Jai Singh Gill, FC Development PX Verma.