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Pepsico to raise area under contract farming

■ **NEW DELHI:** Food and beverages major Pepsico is planning to increase its sourcing of raw materials from contract farming and venture into new states regarding this. The company's foods business unit, Frito-Lay, procures 50% of potatoes, required for making chips and strips, from contract farming in eight states across the country. "We have 12,000-15,000 acres under contract farming producing around 60,000 tonnes of potatoes and our plan is to increase the acreage and also venture into other states under the system," Pepsico India Holdings executive V-P (agro) Nishchint Bhatia said.