



Science For A Better Life



Fostering sustainability in potato production

food chain partnership



How it all started

Potatoes are one of the most important crops in Peru, contributing nearly 25% to the country's gross domestic product. They are mostly grown in Peru's Central Highlands for domestic consumption in both fresh and processed form. Around 600,000 families are dependent for their living on growing potatoes, mostly on small or medium-sized plots of land. In Peru, one of the important uses for potatoes is that they are turned into chips.

The potatoes grown for chips have to be supplied in specific frying quality, in terms of size, quality, and food safety requirements laid down by the purchaser. In this case PepsiCo, number 1 in potato chips in Peru, is the purchaser, or more specifically Frito-Lay, the division of PepsiCo that manufactures and sells chips and other snacks in the country.

An agreement signed between PepsiCo and Bayer CropScience covering several countries in Latin America opened the door to this Food Chain Partnership project in Peru. As both parties share a sustainability vision for potatoes grown in the region, there was plenty of common ground for a project to promote sustainable potato production.

What we aimed to achieve

The main aim of this Food Chain Partnership is to provide potato farmers with a comprehensive package that makes sustainable potato farming possible in Peru. A specially developed IPM program aims to offer the farmers the profitability they need while protecting the environment and ensuring the health of the workers on the fields. The idea is to stabilize the market for PepsiCo's suppliers throughout the year by monitoring, training, establishing, and implementing the use of Good Agricultural Practices (GAP) tools when using of plant protection products. As PepsiCo's medium to long-term global goal is to only purchase potatoes that are certified to the GLOBALG.A.P. standard, the Peruvian potato project has aimed to get the farmers ready for this challenge.



Who is involved

The US company **PepsiCo** is one of the world leaders in convenience snacks, foods, and beverages. Its Frito-Lay division focuses on farm-grown ingredients to support its claim to produce the “best snacks on earth.” To this end, PepsiCo and Frito-Lay are working to reduce the environmental impact of their production of snacks such as potato chips through policies aiming at social, economic, and environmental sustainability.

The project in Peru began with PepsiCo’s most important suppliers and currently involves some 40 **potato farmers**.

Bayer CropScience provides PepsiCo with the sustainability know-how with regards to plant protection, in particular through a commitment to good agricultural practices, integrated pest management programs (IPM), and training in the safe use of agrochemicals in courses for agricultural personnel, management of empty containers (of plant protection products), first aid, and other topics. All of these training courses were done under the umbrella of its Latin American AgroVida program.



The comprehensive solution

The project started when Bayer and PepsiCo shared their mutual sustainability vision and rapidly both companies began working together identifying common practices to propel the potato production. The project's objective was to support PepsiCo in the development of a potato production model that included Bayer's innovative portfolio, progressively reducing the use of WHO Class I products, while increasing the profitability of PepsiCo's potato suppliers, training farmers and operators in the safe use of crop protection products, and reducing the environmental impact of the operations. All these measures were aimed at having the highest quality of the potatoes as a result, meeting all the requirements demanded by PepsiCo.

The kick-off of the project in Peru was the development of a trial in which Bayer CropScience showed an IPM program that was controlling the main diseases and pests affecting Peruvian potatoes, based on constant monitoring of the field and deciding the best practice/product to control the problem. Furthermore, Bayer conducted various workshops under AgroVida's program, covering topics such as application techniques, calibration of equipment, safe use and storage of plant protection products, first aid in cases of intoxication, and disposal of empty containers of plant protection products. This is the contribution from both companies to an improvement in sustainable potato production by working all together.



What we achieved

Significant progress has been made towards the goal of sustainable potato production in Peru. All WHO Class I products have been removed from the spraying program. Moreover, fewer applications of plant protection products are now needed when compared to traditional methods that were used. The project's success has been based on close cooperation between PepsiCo and Bayer CropScience, the latter's IPM expertise in potato production, and the farmers' strong commitment to the project. Thanks to excellent communication between all project partners and the flexibility they have shown, outstanding operational networks have been established. PepsiCo has profited from the genuine progress made in their sustainability program, while the farmers are benefiting from more profitability and sustainability in their potato production.

Next steps

In order to enhance the collection of empty containers of plant protection products in the fields and to help out in ensuring more safety to workers and the environment, this partnership has also evolved to a next step. In the coming months, Bayer will invest in building three stock centers for the farmers to take their empty containers, located in Huanuco. PepsiCo will then transport the collected containers to a recycling plant located on the coast, showing that working together can benefit all parties involved.

In the future, more PepsiCo suppliers will be included in this Food Chain Partnership project, which will also be extended to include corn (maize) also grown in Peru.



left:
**Milton Cardenas, Crop Manager of
Bayer CropScience Peru**

right:
**Giorgio Bollo, Agricultural and Research
Manager of PepsiCo S.A. Peru**

food chain partnership



Consumers are becoming increasingly conscious of the need for healthy nutrition. Food Chain Partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.



Bayer CropScience

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