



# OUR BUSINESS DEPENDS ON THE AMERICAN FARMER.



**TO PUT IT SIMPLY:** PepsiCo's beloved foods and drinks exist because of crops and ingredients grown by American farmers.

The future of the U.S. food system will be shaped by growers and farming communities having access to the tools, partnerships, and support they need to continue producing for generations to come.

## THAT'S WHY PEPSICO AIMS TO SUPPORT APPROACHES THAT CAN HELP:

01

Strengthen resilience across agricultural landscapes

02

Strengthen farmer profitability and productivity

## OUR POSITIVE AGRICULTURE APPROACH

PepsiCo's **Positive Agriculture** agenda is designed to support a more resilient food system – built on collaboration, practical action, and measurable outcomes.

We work shoulder-to-shoulder with farmers and trusted farmer-facing organizations to:



Advance regenerative, restorative, and protective practices



Help strengthen the economic resilience of farming communities



Sustainably source<sup>1</sup> the key ingredients that fuel our business



Help conserve soil, water, and natural resources American agriculture relies on

## INVESTING IN THE FUTURE OF FARMING

The recent U.S. Census of Agriculture reports an 8% decline in family farms. That's a loss of nearly 159,000 operations<sup>2</sup>.

Supporting future farmers has never been more important, and we aim to help expand access to training, resources, capital, and land through initiatives including:



Planting Pathways

Through programs like Planting Pathways, we've already reached 100+ young and beginning U.S. agricultural professionals, helping build next gen American farmers.



**STEP Up for Ag** – Strengthening local, farmer-facing organizations that provide trusted support to growers.

FarmPath

**FarmPath** – Alongside Farm Foundation and Mosaic, providing early-stage capital, mentorship, and training to emerging ag entrepreneurs.



**Beginning Farmers Program** – \$1.5 million investment expanding access to farmland, startup capital, and one-on-one coaching.

<sup>1</sup> Sustainably sourced refers to in-scope ingredient volumes that meet the established criteria outlined in PepsiCo's Sustainable Sourcing Guidelines. Sustainable Sourcing practices can help manage risks, but challenges like deforestation or social issues can persist in some regions

<sup>2</sup> USDA, 2022 Census of Agriculture. Family farm totals reflect changes reported between the 2017 and 2022 Census periods.

# WHY REGENERATIVE AGRICULTURE MATTERS

Regenerative agriculture brings together proven, farmer-driven practices that help improve soil and water health, enhance biodiversity, and strengthen long-term agricultural productivity.

## PEPSICO'S REGEN AG APPROACH:

Investing in and supporting **voluntary, outcome-based practices** that can support growers in optimizing their inputs.

## POWERING POSITIVE PROGRESS IN 2024:

**66%** of key ingredients sustainably sourced<sup>1</sup> | **3.5** million acres  
Through PepsiCo-supported regenerative, restorative, or protective farming efforts

**20,000** farmers reached



### DID YOU KNOW?

In 2025, PepsiCo **increased** its regenerative agriculture ambition. We now aim to drive adoption of regenerative, restorative or protective practices across **10 million acres by 2030** – deepening scale and impact.

## A STRONGER FUTURE STARTS WITH STRONGER FARMS

Partnerships are central to how we help American farmers scale regenerative agriculture in a way that:

- 01** Improves soil health
- 02** Helps reduce on-farm costs
- 03** Supports measurable outcomes for growers and the planet

## COLLABORATING WITH REAL EXPERTS TO SCALE WHAT WORKS

### Farmer Advisory Groups



**Soil and Water Outcomes Fund**  
Supporting regenerative transitions on **1M+** acres with potential to reduce or capture **230K+** MT of GHG emissions.



**Practical Farmers of Iowa**  
Expanding farmer-led regenerative practices across **700K+** acres in 2025.



**Precision Conservation Management**  
Helping farmers assess opportunities to strengthen profitability and soil health through precision data.

Supported through **USDA's Advancing Markets for Producers (AMP) initiative**, which prioritizes farmer-first partnerships and expanded market access.



### Our Value Chain Partners



**Walmart** – A 7-year effort that aims to support soil health and water quality across **2M acres** of corn, wheat, soybeans, and sugar beets.



**ADM** – Expanding regenerative agriculture across **up to 2M acres**, with potential to reduce or remove approx. **~1M metric tons** of GHGs.



**Cargill** – Advancing regenerative agriculture across **240K acres** in Iowa through 2030.