

PepsiCo Egypt celebrates fourth harvest season of potatoes

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PepsiCo Egypt celebrated the fourth harvest season of the potato crop, as part of the "She Feeds the World" program, which started in 2020 in collaboration with the Ministry of Social Solidarity and the CARE Egypt Foundation, and with the support of PepsiCo Foundation, the company's philanthropic arm. Through the program, PepsiCo Egypt aims to provide support to 390,000 individuals by empowering 10,000 female farmers in the governorates of Beheira, Giza, Minya, and Beni Suef. The program also aims to empower rural women in the agricultural sector, foster self-sufficiency and economic empowerment, as well as improve the living conditions of citizens and develop the rural community. This comes in line with pep+ (PepsiCo Positive) and Egypt 2030 Vision.

The current season witnessed a remarkable development in the program's framework in terms of the quality of crops, in addition to an expansion of the scope of work to include a larger number of beneficiaries. The female farmers participating in the SFTW program successfully overcame numerous challenges and obstacles, which empowered them to become entrepreneurs, having demonstrated their competence in the agricultural sector by completing the full work cycle of producing high-quality potatoes. This encompassed acquiring seeds, cultivating the crops, and selling them to various suppliers, including one of the main suppliers of Chipsy Egypt.

The celebration included an evaluation of the program's results in its fourth consecutive season, assessing its positive impact on the lives of the participating female farmers and their families. During the celebration, the participating farmers shared their success stories, highlighting the developments they have experienced both professionally and personally through the initiatives and training programs provided by the SFTW program.