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# INVESTING IN WOMEN TO STRENGTHEN SUPPLY CHAINS

A global partnership to scale women's economic empowerment in PepsiCo's agricultural supply chains

Women play a critical, but often undervalued and unpaid role in agricultural production. They represent 43 percent of the global agriculture workforce, but receive unequal access to training, technology, finance, and land. This is a significant missed opportunity. Research shows that closing these gaps makes farms more productive and successful, thereby increasing household earnings, sparking economic growth, and augmenting the global food supply. PepsiCo and the United States Agency for International Development (USAID) are partnering to make the business case for women's economic empowerment in PepsiCo's sustainable agriculture strategy by showing how elevating women in supply chains can lead to greater growth, profitability, and sustainability. Together, USAID and PepsiCo are working together to identify and institutionalize proven supply chain management and business governance practices that empower women, support local livelihoods, and drive business value. The partnership, implemented through the Integrated Land and Resource Governance (ILRG) program and the Investing in Women to Strengthen Supply Chains: a Global Development Alliance (GDA), works across five strategic potato sourcing countries: India (West Bengal and Uttar Pradesh), Pakistan, Peru, Colombia, and Vietnam.

## PARTNERSHIP APPROACH

The partners are working together across four programmatic pillars:

- 1: Implement Gender-Smart Demonstration Farms
- 2: Invest in Women's Empowerment Solutions in Agriculture.
- 3: Scale Women's Economic Empowerment within PepsiCo Business Units.
- 4: Influence Other Industry Actors.

## IMPACT TO DATE

**Improved Incomes:** USAID and PepsiCo's work empowering women has led to increased incomes for farmers and farm workers, including both men and women. These efforts are helping PepsiCo work toward its goal of improving the livelihoods of more than 250,000 people across the agricultural supply chain and communities by 2030, with a focus on economically empowering women.

- **77 percent of women farmers** participating in activities in West Bengal, India reported an increase in household income after working with PepsiCo on potato cultivation.
- **54 percent of women and 52 percent of men farm workers** participating in activities in Colombia, India, and Pakistan reported an increase in income.

**Increased Knowledge and Skills:** The GDA provides training on sustainable agronomic practices, gender equality, occupational health and hygiene, and financial and digital literacy.

- **5,981 people** (4,281 women, 1,700 men) gained knowledge and skills from the GDA's training in India, Pakistan, Colombia, and Vietnam.
- **120 PepsiCo staff members** built their capacity in and awareness of the importance of gender equality in the supply chain.
- **1,800 women farmers** received agronomy training in 34 target communities in West Bengal, India.

**Improved Agronomic Practices:** The partnership's agronomic capacity building creates positive outcomes for farmers and farm workers by increasing their knowledge and skills to implement sustainable agronomic practices.

- **1,544 farmers and farm workers** (825 women, 719 men) implemented improved and more sustainable agronomic practices in Colombia, India, and Pakistan.

**Improved Self-Efficacy:** In West Bengal, India, the partnership worked to improve women's self-efficacy, ensuring that women farmers in India feel they can manage and lead farms and are critical, active participants in the agricultural supply chain. This recognition has important benefits for women, as it increases the likelihood that they will be named in official supplier lists, opens up access to government schemes for farmers, and enables them to join farmers' cooperatives.

- **92 percent of women farmers** participating in the ILRG program reported feeling confident managing or leading a farm.
- **82 percent of women farmers** reported feeling confident in interacting with male agronomists and aggregators.

**Increased Support for Gender Equality:** The GDA's work empowering women and training farmers and farm workers on gender equality has led to increased support for gender equality.

- **67 percent of women and 79 percent of men farmers and farm workers** indicated support for gender equality, an increase of 18 percent and 48 percent from baseline, respectively.

**Women's Empowerment in the Core Business:** As a result of USAID's partnership, PepsiCo has adjusted the way it does business in India, including hiring women agronomists and staff focused on advancing women in the supply chain. These investments serve as concrete demonstrations of PepsiCo's willingness to back women's empowerment initiatives and make strides toward more sustainable farming practices.

## CONTACTS

For information about the USAID and PepsiCo partnership, please contact:

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