“Nexus” Stewardship: A PepsiCo Perspective
Video: Feast or Famine
The video:

- “Big conversation”
  - International dialog
- Invest in real solutions
  - Incentives for farmers
  - Precision agriculture
  - New crop varieties
  - Drip irrigation
  - Gray water recycle
  - Better tillage practices
  - Smarter diets
- Everyone at the table
- Collaboration, imagination, determination

The Declaration:

“…will impact energy availability, availability of raw materials, and availability of water for business.”

“Forward-looking companies will assess not only the risks of mismanaging this resource nexus, but also the opportunities created by integrating responsible stewardship into long-term business plans.”

“Responsible water stewardship requires the technical expertise of businesses, effective government policies and regulations, and the engagement of civil society in responsible water management practices.”
Human Right to Water
- Safety
- Sufficiency
- Physical Accessibility
- Acceptability
- Affordability

Nexus approaches are comprehensive approaches!

Engaging at watershed and supply chain level

3 MM People 3 Years Early!

Hit our 20% conservation goal early!
...and operating at the NEXUS requires INNOVATION and COMMITMENT.

Case Study: India
Case Study: UK
Direct Seeding of Rice

- 30% less water than flood
- 75% fewer GHG emissions

Tensiometers

- Typical cost: $40-$200
- Low-cost: $7
- 7,000 farmers engaged
- 400+ million liters water saved per season
- 20% pumping energy saved
Our aim: 50 in 5

Together with our farmers – aiming for 50 in 5

In partnership with our British farmers, we aim to reduce the carbon and water impact of our core crops in the UK by 50% over the next 5 years. We will aim to reduce the amount of CO₂e that arises from the growing of our core crops by 50% by 2015, and we will also address our water use – aiming to reduce the impact of applied water of our farmers operating in water stressed areas by 50% by 2015.

Reduce the carbon and water footprints of our core crops by 50% in 5 years
THANK YOU!!!!!!