



farmdoc

# SUPPLY CHAIN SUSTAINABILITY: THE OPPORTUNITY FOR FARMERS

Hear from the people shaping supply chain sustainability efforts and learn how to position your farm for success.

Featuring:



February 3, 2026



Precision Conservation Management



College of Agricultural,  
Consumer &  
Environmental Sciences

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



Precision Conservation Management



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Precision Conservation Management

**Understand how conservation practices  
impact farm net returns.**

**Address water quality concerns.**

**Prevent agricultural regulation.**

**Position farmers to benefit  
from positive conservation outcomes.**



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Precision Conservation Management

### **Farmers get access to:**

- 1-on-1 technical support
- Data collection platform
- Agronomy resources and expertise

*Provide farmers individualized yearly RAAP report featuring:*

- *Financial and Sustainability benchmarking*
- *Economic cost tables*
- *Environmental assessments*

### **How we work with Farmers:**

- \$750 participation payment
- Exclusive program offers cost share, other practice assistance
- Peer to Peer education & networking opportunities

# *What Is PCM?*

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We help farmers leverage field data for greater profitability & environmental outcomes.

Precision Conservation Management (PCM) empowers farmers by turning **raw data into insights**. By analyzing for both **financial and environmental outcomes**, PCM helps farmers make informed decisions that **enhance profitability** while **promoting sustainable practices**. This practical approach not only supports the conservation of natural resources, but also ensures farming practices are sustainable for farmers' bottom line.

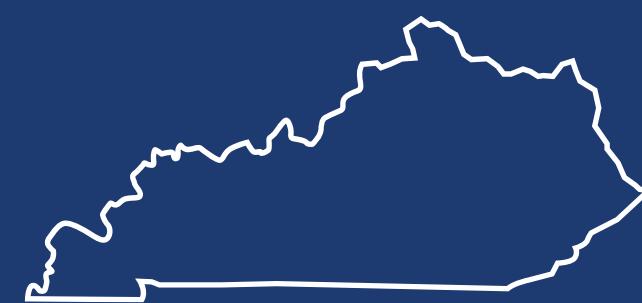


# PCM Today

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PCM now serves  
farmers in 4 states

PCM works with farmers in primary watersheds  
in Illinois, Kentucky, Missouri and Nebraska.



**620**  
farmers  
enrolled in 2025

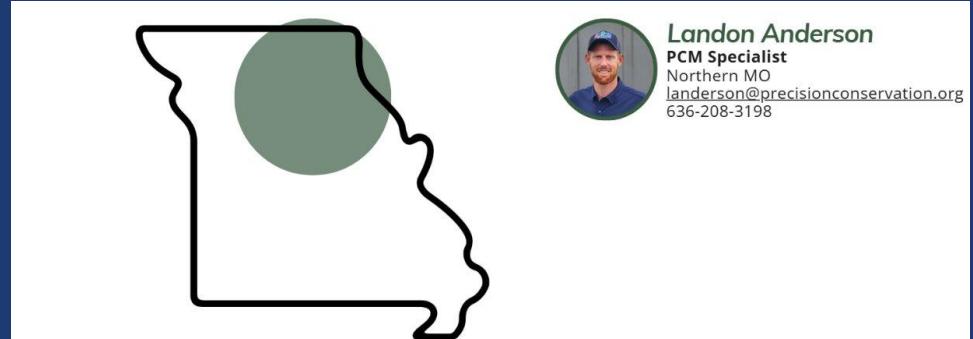


**681,765**  
acres assessed  
in 2025



**30+**  
partners  
in 2025

# Regional 1-on-1 Support



# Partnerships

## 30+ Partner Companies

PCM strategically partners with state commodity organizations, supply chain companies, government agencies and more. Each of these partnerships strengthens our ability to provide meaningful insights and opportunities for farmers.



Precision Conservation Management



Check us out online: [www.precisionconservation.org](http://www.precisionconservation.org)

# PCM PepsiCo Partnership

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## Why Agriculture? Why Now?

*Kyle Kasten, US Sustainable Ag Lead at PepsiCo*

# PEPSICO POSITIVE (PEP+)

## High-level overview

February 3, 2026

CONFIDENTIAL

# pep+ overview

Our vision is to **Be the Global Leader in Convenient Foods and Drinks by Winning with PepsiCo Positive (pep+)**.

pep+ is our strategic end-to-end transformation that places sustainability at the **center of our business** strategy, seeking to drive growth and build a stronger, more resilient future for **PepsiCo and the communities** where we operate.

## **PEP+ HAS 3 INTERCONNECTED PILLARS:**



### **POSITIVE AGRICULTURE**

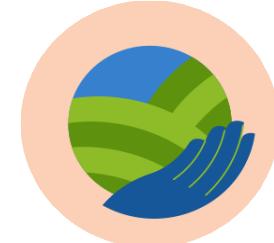
We are working to source our crops and ingredients in ways that restore the earth and strengthen farming communities.

### **POSITIVE VALUE CHAIN**



We are helping to build a circular and inclusive value chain.

### **POSITIVE CHOICES**



We are inspiring consumers through our brands to make choices that create more smiles for them and the planet.

# POSITIVE AGRICULTURE AT PEPSICO

## 2030 Goals

**90%**  
sustainably sourced <sup>(1)</sup>  
key ingredients  
and 10% Engaged

**10 million**  
of land regenerative,  
restored or protected

**250,000+**  
people's livelihoods  
improved in our  
agricultural  
supply chain

**30%**  
Reduction in  
Forest, Land &  
Agriculture  
(FLAG) GHG  
emissions

No deforestation  
by 2025,  
no deforestation  
or conversion  
by 2030

## Scope

Including grower-sourced crops (potatoes, whole corn, oats), and supplier-sourced key ingredients from third parties (vegetable oils, sweeteners, grains, etc.).

Approximately equal to 100 percent of the land used globally to grow key crops and ingredients for the company's products.

Focusing on the most vulnerable farming communities linked to the global value chain, including smallholder farmers and farm workers, women and minority farmers.

All key ingredients

High Risk Ingredients  
(palm oil, Sugarcane, fiber packaging, soy and cocoa)

## KPIs

% Sustainable MT  
and % Engaged MT  
against total volume

1. Acres Regenerative  
2. Acres Restore & Protect

Number of  
people impacted

Tons GHG  
reduced or removed

% ingredient volumes

# PEPSICO IS HEAVILY GROUNDED IN AGRICULTURE



**Approximately  
50 agricultural crops  
& ingredients from  
60+ Countries**



**10MM+ acres  
of farmland in our  
agricultural footprint**



**300,000 farmers  
in our direct and  
indirect supply chains**



**55 regenerative  
agriculture  
demonstration farms**



**3.5 MM acres used  
regenerative agriculture,  
restorative or protective  
practices in 2024<sup>1</sup>**



**66% of our key ingredients  
are sustainably sourced in  
line with our guidelines<sup>2</sup>**

<sup>1</sup> Refined goal announced on May 22, 2025. 2024 performance calculated retroactively. For more information, see [Calculation Methodology](#)

<sup>2</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.

Refined goal announced on May 22, 2025. 2024 performance calculated retroactively. For more information, see [Calculation Methodology](#)

# OUR APPROACH TO SUSTAINABILITY AND KEY PARTNERS



Partnerships



Voluntary

Flexible

Pre-  
Competitive



Trusted Third  
Parties



Precision Conservation Management



Soil and Water  
Outcomes Fund®



Critical Support



Financial



Agronomics



Peer-to-Peer

## Scope 3 Emissions

- **What are Scope 1, 2, and 3 emissions?**
- **How do conservation practices like cover crops, reduced tillage, and nitrogen efficiency contribute to Scope 3 reductions?**
- **What's required to verify and claim these reductions?**  
**How does PCM/PepsiCo partnership help accomplish this?**

## Supporting Farmers Through Practice Changes

This program was designed by PCM and PepsiCo to help farmers account for the conservation practice benefits they produce in PepsiCo's supply chain. Farmers are paid for practices and PepsiCo uses the carbon credits produced to account for supply chain emissions reductions.

Cover Crops	No-Till/Strip Till	MRTN/10% N Reduction
\$15/acre 1 <sup>st</sup> and 2 <sup>nd</sup> year	\$10/acre 1 <sup>st</sup> and 2 <sup>nd</sup> year	\$10/acre 1 <sup>st</sup> year
\$10/acre 3 <sup>rd</sup> year and beyond	\$5/acre 3 <sup>rd</sup> year and beyond	

## Looking Ahead

- Future outlook of supply chain Scope 3 emission goals
- What farmers can expect as sustainability efforts gain momentum
- Why early participation creates advantages in an evolving market

# Get in Touch

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**Improving Farm Incomes & Environmental Outcomes**

A Farm Conservation Service Program serving Illinois, Nebraska and Kentucky

[Find Your Specialist](#) [Log In](#)



**ACCESS TO EXPERTS**

PCM Farmers receive ongoing one-on-one consultations with conservation experts in their region to identify the best opportunities for their farm.



**COST-SHARE OPPORTUNITIES**

PCM Supply Chain Partnerships create a financial advantage for farmers who use regenerative farming practices.



**DATA ANALYSIS**

The Farmer Portal collects aggregated, anonymized farm data to demonstrate the financial and environmental impact of conservation practices.

**Greg Goodwin**  
**Director of PCM**  
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[www.PrecisionConservation.org](http://www.PrecisionConservation.org)

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UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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**Illinois Extension**



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