

Bringing the best genetics into the fields

The seed growing business of EkoNiva is developing rapidly: the number of seed breeding partners is increasing, the variety range is expanding and the quality of the seed material is improving. Development of domestic varieties bred in Russia and for Russia will bring seed production to an entirely new level. Read more on pages 5, 7, 9, 18-19, 21.



The 800-tonne record is broken

Milk production in EkoNiva has exceeded 800 tonnes per day. Meanwhile, the company is working on further increasing its production volumes: building new dairies and improving lactation performance of the cows.

Page 4

Preventive work

Machinery breakdown during the farming season is the worst nightmare of agricultural producers. FarmSight comprehensive solution has been developed specifically to prevent unpleasant surprises in work.

Page 15

Contents



Feeling at home in EkoNiva
USA Ambassador John Tefft has visited EkoNiva.....**4**

Full line
of machinery demonstrated at Voronezh Field Day.....**5**

Young, promising and hard-working!
EkoNivaAgro has welcomed the members of student troop MOST.....**6**

Fruitful negotiations
at ISF.....**7**

The power of JCB
demonstrated in Novopetrovskoye.....**8**

Brand new seeds
from Zashchitnoye
presented to over 70 farmers from the central regions and Far East.....**9**

Motors roaring on the farm
German bikers have visited EkoNiva.... **10**



Workaholics
JCB works 24/7..... **12**

Balers with a good appetite
If you need a lot of hay, John Deere knows what to do..... **14**

Preventive work
FarmSight is boosting efficiency..... **15**

Cleaner dairies with Flieg!
Flieg! vacuum tankers – the best solution for liquid manure handling..... **16**

New prospects with MICHELIN
Participants of the Dealer Conference explore new opportunities..... **17**



Favourable grounds for international cooperation
EkoNivaAgro has welcomed the participants of the Russian-German Forum.... **11**



Professional cooperation
Kursk oblast has become the largest seed supplier in Russia **18**



Work is easy
A new rotary launched in Mezhdurechye.....**20**



Stringent quality control
Excellent seed quality in Zashchitnoye....**21**



Holiday with a dairy taste
held by the Academy of Dairy Sciences.....**22**

Art-Class: victory of natural products
The Academy of Dairy Sciences has supported a confectionary art contest...**23**



p. 4



p. 14



p. 23



The promised land

Currently, Russian agriculture has got its second wind due to favourable economic environment and intensive governmental support. The industry is rapidly developing and agricultural land is in high demand again. Unsuccessful farmers go out of the business, while successful ones strengthen their positions, invite new investors and aspire to expand their farmland.

Compared with Europe and the USA, the price of land in Russia is quite low. However, it has grown considerably recently due to the high demand for land. On the one hand, it is good since land serves as collateral under bank loans; on

the other hand, it is bad since purchase of land requires more money, which could have been used for production purposes. The diversion of funds has a negative effect on the industry development. The funds which could have been invested in new farms, seed processing facilities or elevators are spent on land instead; and the amounts can be quite significant.

However, it is not absolutely necessary to buy land, farmers can rent it. All over the world, the renting process is arranged quite efficiently. Unfortunately, in Russia it is not as reliable as in other countries.

Due to imperfect laws, rent of land parcels is quite a dangerous undertaking for farmers. If you do not own the

land, one can find a thousand ways to terminate the rent agreement. We have faced this problem a number of times.

The government can solve this issue by passing relevant laws, which will make the land rent process as efficient and reliable as in the West. The farmers will not have to spend money on land purchase. They will be able to invest money in the development of their business without being afraid that someone might claim their land. Then farmland will become the real promised land — the land of plenty.

*Stefan DUERR,
President of EkoNiva Group*



Feeling at home in EkoNiva

John Tefft, US Ambassador to Russia has visited EkoNiva within the framework of a two-day visit to Voronezh oblast.

Academy of Dairy Sciences. The meeting finished with a tour of Verkhniy Ikorets dairy and a friendly lunch.

'I have always been interested in agriculture', says John Tefft, 'and Minister-Counselor Jonathan Gressel suggested that I should visit this wonderful enterprise which is a good example of a cutting-edge farming operation. I am genuinely impressed! It was especially pleasant to learn that EkoNiva uses US scientific developments, including herd management software.'

It should be noted that the Ambassador was born in Wisconsin, 'the dairy state', famous for its milk and cheese production.

'Therefore, I feel at home in Ekoniva', says John Tefft.

'We have found a common ground very quickly and had a very good farmer-to-farmer conversation', adds Stefan Duerr. 'Despite his high rank, he proved to be a very down-to-earth person, easy to talk to.'

By Aleksandr KUTISHCHEV

The Ambassador was accompanied by Jonathan Gressel, Minister-Counselor, Office of Agricultural Affairs, U.S. Embassy in Moscow and Rachel Vanderberg, Agricultural Attache. The first destination of the tour was EkoNiva-Chernozemye service centre in Zaluzhnoye village. Stefan Duerr, President of the company, welcomed the honoured guests, and after a brief excursion to the machinery servicing site, the delegation set off to visit the nearby dairy.

The Ambassador saw the rotary milking parlour, demonstrated keen interest in the Dairy Comp 305 herd management software and tasted the products of the



The 800-tonne record is broken

Milk production in EkoNiva has exceeded 800 tonnes per day. Meanwhile, the company is working on further increasing its production volumes.

A little over a year ago, EkoNiva passed a 600-tonne milestone. Since that moment, two dairy farms have been put into operation: Vysokoye (Voronezh oblast) and Bushovka (Kaluga oblast), each producing 75 tonnes of milk per day. The company has also launched a new farm in Tyumen oblast. The construction of four more dairy farms is well underway.

'We keep on improving dairy herd performance', says Ramon Schenk, Deputy Director General for Livestock

Production, EkoNiva-APK Holding. 'Reproduction is also one of our key focus areas.'

Currently, EkoNiva has fourteen high-tech free-stall dairy operations, one of which is equipped with milking robots. Old soviet dairy farms owned by the company have been reconstructed and modernised in accordance with cutting-edge livestock farming technologies. The total herd number amounts to 66,000 head including 33,000 dairy cows.

By Aleksandr KUTISHCHEV





Complete line-up

Proper machinery maintenance is a prerequisite to its efficient operation. This was the theme line of EkoNiva-Chernozemye's machinery and after-sales service presentation at Voronezh Field Day.

The company introduced innovative market-leading machinery manufactured by John Deere, JCB and Fliegl. Tillage, sowing, forage and grain harvesting and plant protection machines were demonstrated in action.

A complete line-up of 6, 7, 8 and 9 Series tractors, including the latest top-performing John Deere 8370R — supplied from this year on — was exhibited at the Field Day.

'We have showcased grain and forage

harvesters', says Ivan Vorobyov, Executive Director of EkoNiva-Chernozemye. 'Among them, the brand new T Series Walker Combine Harvester featuring a multi-drum threshing system and an extended separation area to deliver virtually loss-free reaping of cereals and row crops.'

The John Deere 2210 Field Cultivator with a floating hitch distinguished by its unmatched reliability and top performance was especially popular with

the attendees as well as the sought-after John Deere 4045 self-propelled sprayer.

As to the pulled implements, EkoNiva-Chernozemye brings the John Deere round balers with a variable and constant pressing chamber in focus.

Other machinery displayed at the booth included JCB loaders with a wide range of implements, a universal trailer and a slurry tanker from Fliegl.

At the booth dedicated to after-sales service, the company presented spare parts and components prolonging the service life of the machinery.

'The original John Deere and JCB lubricants have passed special tests in extreme conditions', says Vladimir Kovalenko, Head of EkoNivaTekhnika-Holding Spare Parts Department. 'We offer a complete line: engine and hydraulic oils, service fluids and greases, in a word, everything necessary for uninterrupted operation of the machinery.'

Besides, EkoNiva presented FarmSight, the new service developed by John Deere for comprehensive machinery maintenance.

'Our task is not only to sell machines, but also to provide efficient after-sales support', says Ivan Vorobyov, Executive Director of EkoNiva-Chernozemye. 'We have opened a service centre in Novokhopyporsk (our third service centre this year), and next year, we are planning to commission another one in Khokhol district.'

By Svetlana WEBER

Varieties well-handled

Zaschitnoye seed growing enterprise, Kursk oblast, has invited the plant breeders from Europe whose varieties are propagated in its fields.

All day long, the guests toured the production fields proudly taking pictures with their own varieties in the background. At the end of the day, the plant breeders admitted having enjoyed what they had seen.

Berthold Bauer, Head of Saatzzucht Bauer GmbH & Co family company, which has granted EkoNiva seed production rights to several spring wheat varieties and Max oats, shares the cooperation plans with Zashchitnoye:

'In the course of the plant breeding project', begins Berthold Bauer, 'Russian and German material will be crossed in Germany, which will be followed by identification of the best lines in Russia. The experiment is going to take up at least 7-8 years, but, in the

end, we will have a unique product.'

Johann Morasch, Manager for Development of Cereals for the Central and Eastern Europe of SECOBRA RECHERCHES, France, also expressed the wish for a closer cooperation.

'This year, EkoNiva has brought in early generation seeds of our Licamero and Calixo spring wheats', says Johann

Morasch. 'The breeding process can only be a success if the growers go all the way from crossing to a finished product at minimum costs, which is only possible through a joint effort.'

The importance of face to face meetings was also underlined by Franz Beutl, Director of I.G. Pflanzenzucht GmbH. The company sells 130 thousand tonnes of seeds in 30 countries annually.

'We have a long-standing successful partnership with EkoNiva', says Franz Beutl. 'It is essential for us to know the people we work with and be able to see the conditions in which our varieties are grown to make sure that our varieties are well-handled!'

By Tatiana SIMONENKOVA





Dairies of EkoNivaAgro (Voronezh oblast) will become the workplace for the participants of student troop MOST.

Young, promising and hard-working!

All in all, 35 students from 18 regions of Russia will take part in the nationwide project, in the framework of which they will work on the farm milking and feeding cows and participating in all herd management processes. The majority of the participants already have some experience — they have done internships at universities and participated in other student troops, — while others do not have any skills but are eager to work.

‘EkoNiva is a unique enterprise which increases its production volumes due to the use of cutting-edge technologies and

occupies the leading place among Russian agricultural holdings’, observes Roman Karagodin, an employee of the Central Headquarters of Russian Student Troops Association. ‘Our students will definitely benefit from working at EkoNiva’s operations. The skills they will acquire will come in handy in their future profession.’

The Student Troop association is the largest organisation of the kind in Russia. It provides employment for over 240 thousand young people from 72 regions and is engaged in patriotic upbringing of the young generation and supports sports and creative

development of young people. The Student Troop primarily unites the young people willing to work on the farm during their holidays. The students have a long and eventful working season in front of them and an opportunity to find a job.

‘We are building new dairies and our main resources are young employees willing to continue professional development’, shares Ramon Schenk, Deputy Director General for Livestock Production of EkoNiva-APK Holding. ‘Therefore, we will be glad to see the participants of the student troop among our full-time employees.’

By Viktor BARGOTIN

Innovation Fair

Over 100 units of farm machinery were showcased at Kaluga Field Day 2017.

The participation of EkoNiva in the trade fair has long become a good tradition. Tractors, combine harvesters and trailed implements for all kinds of field operations were displayed at the company’s booth.

The BvL V-Mix 10N-IS mixer wagon with the capacity of 10 m³ is perfect for forage preparation.

‘It is one of the smallest mixer wagons in the lineup’, says Artyom Konoplyov, Sales Department Specialist of EkoNiva-Tekhnika, ‘it is suitable for small enterprises and compatible with virtually any kinds of tractors.’

The innovative 3810 plough from John Deere has joined the machinery on offer. It features 7 bodies and a heavy-duty frame with a 180x180-mm profile. The number of bodies can vary from 5 to 13. It is suitable for both in-furrow and on-land operation. The attachments are reinforced at the frame-to-body junction.

The John Deere 6170 M tractor, Russian farmers’ favourite, was also showcased.

With the power of 170 hp and the torque backup of 35%, it is suitable for a wide range of field works. The speed is switched with a push of a button. An optimum load for any given type of operations can always be selected.

‘We buy everything we need exclusively from EkoNiva-Tekhnika’, says Balakhan Safarov, Head of Avrora, Babynino district, ‘now is not the time for experiments, we need only reliable machinery. Besides, whatever issues we have, EkoNiva service technicians always solve them.’

Meshchovskaya agricultural enterprise, Meshchovsk district, is engaged in crop production. The principal crop is wheat: it occupies the total area of 2,000 ha, with 1,500 ha under

spring wheat, this year. We have purchased three John Deere rotary combine harvesters recently.’

Everyone could form their own opinion about the combine harvester at the Field Day. It arrived to the trade fair directly from the field.

‘It rained at night’, says Vladimir Kavin, Director of Kaluzhskaya Niva, ‘so we have suspended the work until about 3 p.m. After the Field Day, the machine will return to the field.’

Throughout the day, farmers asked a lot of questions regarding machinery specifications and made plans. Leonid Gromov, Minister of Agriculture of Kaluga oblast, also dropped into EkoNiva’s booth.

‘A part of the machinery showcased here today will be put to work in our fields tomorrow, I’m sure’, he said.

By Olga ATANOVA





Kursk oblast has become the venue for the 47th International German-Russian Young Leaders Conference.

Young leaders at Zashchitnoye

Among the many leading enterprises of the region visited by the foreign partners was Zashchitnoye plant breeding and seed production enterprise (Shchigry district).

Some of the young executives are making their first steps in agriculture, which explains why they were so eager to draw on EkoNiva's expertise. They had a tour of the trial plots, the threshing floor and the storage facilities. The young leaders got an overview of the seed production process, EkoNiva's own plant breeding programme and the role of intellectual products in the development of the industry.

Sybille Gross, Project Manager:

'I am familiar with EkoNiva, I've visited Kaluzhskaya Niva where I was impressed by the level of equipment of the dairy farm and the milking parlour, in particular. But the specialisation and the core business of Zashchitnoye are completely different. This is my second visit here, and it is a valuable experience as we are looking into sophisticated production process explained in highly professional language. So now I am better prepared and able to convey all this useful information to our young leaders.'

Alexander Borger, a delegate:

'I've come to Russia to make connections and learn Russian, and, on the whole, it is here that I see my future. In Germany, the entire market has been divided, no potential for growth there. I work for a company supplying equipment, including grain conditioning technology. Naturally, everyone in the company knows who Stefan Duerr is, his accomplishments stir up an avid interest. The benefit of the tour for me personally is the opportunity to see the way the crop harvesting and preservation system is arranged, the way the equipment functions, and what agricultural producers' needs are.'

By Tatiana SIMONENKOVA

World Seed Congress

EkoNiva's specialists conducted successful negotiations at the annual seed congress held by International Seed Federation (ISF) in Budapest, Hungary. The international conference gathered representatives from all over the world.

'We have met with our long-standing international partners and established networking connections with some new Canadian and Argentinian plant breeders', says Vladimir Chirkov, Executive Director of EkoNiva-Semena. 'I am glad that we can benefit from a discussion platform provided by the ISF. Things that take up months to sort out by correspondence and phone calls can be settled within a half-an-hour discussion here. We usually discuss the key strategic questions at the congress and then just carry out what we have agreed upon.'

The congress venue was HUNGEXPO Budapest Fair Centre, where negotiations were held nonstop for three consecutive days. After the congress, EkoNiva representatives visited the Centre for Agricultural Research of Hungarian Academy of Sciences in Martonvasar. There was a time when it was working

in close cooperation with Soviet plant breeders. The experience is very useful for meeting the needs of the Russian market. The centre offers a lineup of winter wheat varieties, which are by far more frost-resistant than other European varieties.

The research is in progress today. The Centre has everything necessary for the scientific work: qualified specialists and well-equipped facilities. The participants of the Congress saw the laboratory and the phytotron providing a controlled

environment for plant testing (humidity, temperature, moisture, air composition, day length and light intensity).

'EkoNiva and the Centre have agreements for the supply of Hungarian winter wheat varieties', says Vladimir Chirkov. 'The varieties meet our requirements in terms of seed purity, yield potential and adaptive traits. Also, we are planning to expand the scope of supply by including maize hybrids.'

By Tatiana SIMONENKOVA





JDLink: access in one click

Krasnozerskoye Service Centre of EkoNivaSibir (Novosibirsk oblast) has hosted a seminar dedicated to implementation to the implementation of the JDLink telematics machine monitoring system in agriculture.

Over 30 local agricultural producers took part in the seminar. EkoNivaSibir managers explained the economic benefit of data management solutions, which help to automate all production processes. They provide remote connection to your machinery, in the first place. Secondly, they allow service technicians to fix

problems quickly as all operation error codes are displayed. And finally, they keep the records and store agronomic data.

‘They are not just a means of control over the operator’, states Anton Grebnev, Satellite System Sales and Maintenance Specialist of EkoNivaSibir. ‘With their help, a farmer sitting in the office can see where and how his

machines are being used. Moreover, it keeps the records, such as data on fertiliser application rate or yield maps.’

The workshop participants appreciated the practical application opportunities of the John Deere management solutions.

‘Precision farming machinery provides an essential advantage’, believes Aleksey Burkhovetskiy, Senior Sales Department Specialist of EkoNivaSibir. ‘The telematic John Deere management solutions (JDLink, communication modems, displays, a terminal) not only provide data on speed, route and fuel consumption; they offer a comprehensive function package facilitating farmers’ hard labour as much as possible.’

Machinery models popular in Siberia and timely after-sales maintenance were also topics of discussion at the seminar. The presentation on minimum and no-till technologies in crop farming by Willi Drews, Doctor of Agronomy became a great bonus for EkoNiva’s partners at the seminar.

What is more, the workshop made the farmers consider machinery fleet expansion. A machine showcase took place at the site: the evolution of John Deere 9 Series tractors (John Deere 9420, John Deere 9430, John Deere 9460R, John Deere 9470R) and John Deere 9420, John Deere 9430, John Deere 9460R, John Deere 9470R grain combines.

As a result, negotiations on the delivery of machines equipped with telematic systems are already in progress.

By Tatiana SIMONENKOVA

Power of JCB

Tula Branch Office of EkoNiva-Tekhnika has held a showcase of the JCB 434S wheel loader. The power and strength of the English worker was demonstrated at Novopetrovskoye enterprise (Kamenka district).

Novopetrovskoye is a farm with history. It used to be a Soviet state farm. Since then, only five out of thirteen of Soviet farms in the district have survived. Novopetrovskoye is one of them. Cutting-edge machinery is valued and cherished here. The farm owns a big tractor and harvester fleet and a fully automated grain-handling facility. Consequently, now it takes one or two employees to complete the work that ten people used to do. Crop production is the core business of the enterprise, but it is also engaged in livestock. The plans include construction of a dairy facility for 1,200 head of cattle. Currently, the excavation works are in full swing on the

site, so the best characteristics of the JCB 434S have come in handy, indeed.

‘All the works have been done on the ground’, comments Aleksandr Komarov, Director of Novopetrovskoye. ‘And the loader has delivered excellent performance. Powerful and robust – exactly what a modern farm machine should be like.’

The JCB 434S lifts loads of over 7,000 kg over 3 metres high.

‘Despite quite big dimensions, the loader is very manoeuvrable’, confirms Anton Gusev, Senior Sales Department Specialist of EkoNiva-Tekhnika. ‘One turn of a steering wheel is enough for it to make a full turn.’

The definite benefit of purchasing a JCB loader is the extensive spare part storage at hand. EkoNiva-Tekhnika delivers any spare parts in no time, showing the efficiency very few dealers can boast.

By Olga ATANOVA





On the same page

More than 70 farmers from central regions and Far East have attended Field Day in Zashchitnoye. Agronomists and enterprise managers had an opportunity to see new varieties from EkoNiva in the field and learn about growing process specifics.

EkoNiva has almost 50 varieties on offer, including pulses, cereals, forage grasses and a new addition: Gleisdorfer Oelkuerbis hard-skin oil pumpkin. The fresh experiment, F1 hybrid maize seed, has found a ready market.

'We have taken Grizzly maize seeds for on-farm testing this year', says Igor Protasov, Agronomist of Karakulina agricultural enterprise, Kursk oblast. 'It has emerged excellently and is ahead of our other varieties.'

According to the customers, the crops have lived up to their expectations in terms of quality, purity and yield.

'We've purchased seeds of Triso spring wheat for the first time this year', says Aleksandr Tarasov, Director General of Consensus-Agro, Ryazan oblast. 'The shoots please the eye. We will be happy to cooperate, especially considering that the company has other interesting offers.'

The number of EkoNiva's long-standing

customers is increasing year by year.

'We have purchased winter wheat varieties MV Nador, MV 37-14 and Lgovskaya 4, and Margret barley', says Aleksandr Bezotosniy, Chief Agronomist of Yudanovskiye Prostory, Voronezh oblast. 'We are planning to purchase Max oats, Prudence soybeans and alfalfa for forage. We purchase seeds in big lots since we are satisfied with the quality of the seeds.'

EkoNiva has introduced a series of new products: Turmalin, Favorit, NS Katya and Eldorado soybeans, Calixo soft spring wheat, Paustian, Calule and Crescendo spring barleys and Dakota, a purple-flowered alfalfa variety.

'To me, attending such Field Days has numerous benefits', says Vazgen Grigoryants, Director of Aladyino, Ryazan oblast. 'I have learnt a lot of interesting things, taken photos and made some videos here. I will attach all of it to my future seed purchase order.'

In the course of the tour, the guests surveyed the production fields and the state variety testing plot. Over 2,100 trials are being carried out on the plots in 2017. The results of own plant breeding programme can also be seen on the testing plot.

'Very good seed material is underway', says Yuriy Vasyukov, Director Executive of Zashchitnoye. 'Currently, four winter wheat varieties are in official testing. At the testing plot, one can see how the future varieties are different from what we currently have in production.'

By Tatiana SIMONENKOVA

Welcoming guests from all over the world!

The 17th interregional Kursk Korenskaya Trade Fair has taken place in Svoboda, Zolotukhino district.

The event welcomed visitors from 36 regions of Russia and international guests from 28 countries. Several thousand people attended the trade fair over the weekend looking for goods to suit their taste, seeking useful connections or simply having fun.

The booth of Zashchitnoye farm was at the entrance to the livestock section of the trade fair. As a breeding reproducer of Simmental cattle, the enterprise showcased bull calves and heifer calves of Simmental breed.

'Simmentals are popular with the public, no advertising needed', says Nikolay Basov, Head of Zashchitnoye Dairy.



'Livestock specialists, owners of large farming operations and ordinary people who want to have a cow in their household come up to us and ask about the cattle. Both heifers and bull calves are selling fast. Calls with requests are coming every day. Our cattle are purebred, adapted to the Russian conditions and automated milking.

A list of orders has been put together following the trade fair. All potential customers are welcome to Zashchitnoye, Shchigry district, where they can choose cattle and get livestock farming guidelines.

By Tatiana SIMONENKOVA



Kaluzhskaya Niva has received a group of German farmers. The guests toured two dairy facilities of the enterprise.

Going to Russia in search of ideas!

First, the German farmers visited Boldasovka robotic farm (Ferzikovo district), then headed for Bushovka dairy (Peremyshl district).

'Most of all, the guests were impressed by our herd size', comments Aleksey Shapovalov, Head of Bushovka Dairy. 'Our dairies' capacity is 2,800 head each, it is an incredible scale for Europeans.'

The visitors were also surprised to learn that calves are housed outdoors in special hutches even under cold Russian climatic conditions.

'Our baby-calves do not fear cold', states Aleksey Shapovalov. 'If managed

properly, the calves will only become more cold-tolerant, grow stronger and healthier. Right after birth, the calves are colostrum-fed, then they dry up under special lamps, and only after that they are taken outside.'

The foreign guests brought up the same questions Russian farmers usually do: land rent cost, governmental support and milk prices.

Many of them saw a Fliegl vacuum tanker in action for the first time. EkoNiva has been intensively introducing the machines in its manure management system, because they

are convenient and quick to use and the technology itself is inexpensive. The tanker cleans the barns three times a day while the cows are away in the milking parlour.

In the afternoon, the group set off for EkoNiva-Tekhnika Service Centre in Detchino (Maloyaroslavets district). Once again, the scale and expertise of the employees fascinated the German guests. The delegation included principals of German educational institutions who wondered how EkoNiva trained its specialists to operate such sophisticated machinery.

By Olga ATANOVA

Bikers take interest in cows

It was noisy at Verkhniy Ikorets dairy (Voronezh oblast): the farm was receiving foreign guests.

A team of Serbian students visited Russia for the first time, and they hungrily devoured everything they saw around.

The students were amazed by warm welcome and noted that the farm was in no way inferior to European farms and even surpassed them in certain aspects.

Barely had one group of guests left when the next one 'knocked on the gate'. These visitors rode 'iron horses' and looked brutal wearing leather jackets and helmets. The German bikers arrived at the dairy accompanied by roaring engines. They had already travelled the length and breadth of Europe, and Russia was the last destination on their journey.

'Every year, our motor club travels across Europe, and finally, we have reached Russia', shares Carsten Siebs, a club member. 'People in Germany are wary of your country; therefore, we have decided to visit Russia personally and prove that this is an unreasonably prejudiced attitude. In fact, people here are astonishingly

open and hospitable and treat us so well.'

The guests were even more astonished by the farm they toured and learnt every detail about.

'I'd like to point out the high farm management level in the first place', continues Carsten Siebs. 'All processes are very competently organised, hence the great results. Each employer knows his responsibilities, so they all work as a well-orchestrated team. Besides, you certainly exceed German farms in scale, as our herds are much smaller.'

The bikers also plan to reach Lake Baikal one day, and they promise that when they set off on this challenging journey, their itinerary will certainly include EkoNiva's farms in Voronezh oblast.

By Viktor BARGOTIN





The capital of the Black Soil Region has hosted Germany-Russia Business Forum, which is another step on the way to business cooperation of the two countries.



Fertile ground for international partnership

Economic interaction between the region and Germany was established quite long ago, and its intensity has been increasing recently. This March, the countries signed an agreement the essential clauses of which stipulate experience exchange and joint efforts in development of livestock and crop production sectors, agricultural education and rural areas. At the end of May, two delegations from Germany arrived in Voronezh: deputies of the Bavarian Parliament and businessmen-members of the German-Russian Economic Association headed by President Thomas Overbeck. The visitors learnt about the region's agricultural and industrial experience and held negotiations with Russian colleagues.

The guests visited EkoNivaAgro, toured mega-dairies in V. Ikorets and Zaluzhnoye and the Academy of Dairy Sciences milk processing plant and saw beef cattle facilities.

'Stefan Duerr is the evidence of benevolent attitude to German businessmen', observes Thomas Overbeck. 'We are positive that Voronezh oblast provides the best conditions for German entrepreneurs.'

EkoNiva's experience has been raising interest in foreign business communities, as it is one of the brightest examples of successful business set up by a German entrepreneur on Voronezh land and

in Russia as a whole. It was not unexpected that Stefan Duerr, President of EkoNiva-APK Holding, presided over the round-table meeting on the closing negotiation day.

One of the most burning issues brought up at the meeting was the application of genetic engineering in dairy production. 'Cultivation of genetically modified forage crops is prohibited in Russia', says Stefan Duerr. 'We grow non-genetically modified soybeans. We both sell and feed soya to our cattle, as it is high in oil, but we add it at the strict rate of maximum 1 kg per cow per day. We also supplement non-GM soybean meal that we purchase in Russia.'

According to Steffan Duerr, from the perspective of milk production economics, feeding non-GM forages to cows makes the cost of 1 litre of milk approximately 0.4 – 0.5 rubles higher as compared to 'transgenic' milk.

'We have had a recent discussion with Sergey Dankwert, Head of Federal Service for Veterinary and Phytosanitary Surveillance', continues Stefan Duerr. 'Mr Dankwert is an outspoken opponent of genetically modified products. As I am aware, it is being intensively debated currently if a ban on feeding GM forages to livestock is realistic. We would only be happy if it happened. It would become an important step for the whole country in terms of ecology and an additional competitive advantage for us, as we

are capable of producing feed free of GM crops for ourselves. The Russian consumer is quite picky and disapproves of transgenic products, so we can be calm about the demand level.'

The Forum participants commented on the highest quality of EkoNiva products and regretted not coming across the Academy of Dairy Sciences brand on Moscow shop shelves so far.'

'We launched our own processing plant last June', says Stefan Duerr. So far, our brand is available only in Voronezh shops. However, we are currently in negotiation with X5 Retail Group management and hope that very soon, our dairy products will be marketed in Moscow shops. Signing a contract with federal retail networks is a challenging task, but we are working on it.'

According to Stefan Duerr, next year, the company is starting construction of a feedmill, since the long-term goals include production scale-up.

The Forum closed with a conference presided over by Aleksey Gordeyev, Governor of Voronezh oblast, and Thomas Overbeck, President of German-Russian Economic Association. The German guests were presented the most progressive Germany-Russia joint ventures of the region and could fully appreciate the prospects of cooperation with Voronezh oblast.

By Aleksandr KUTISHCHEV



JCB works 24/7

Versatile, powerful and fuel-efficient machines by JCB are reliable assistants on farms worldwide. The loaders operating at EkoNiva's key customers' enterprises have stood the test of time and hard labour and proved to be real workaholics.



Aleksandr Churilov,
Director of Rodina LLC
(Malaya Khmelevaya village, Tula oblast):

'We have been cooperating with EkoNiva for over 10 years and acquired six JCB units from the company: five telehandlers and one front-end loader. We are engaged in livestock and crop farming, therefore the machines are involved in various types of works: handling and hauling fertiliser and grain bags, distributing feed, etc. Out of the attachment range, we have additionally acquired a silage grab and a basket to lift people. Back in time, when I faced the choice problem, I relied on the advice of my industry colleagues that had already been using JCB loaders. I

was told that they were far more robust than the other options. I picked JCB and I have never regretted it.'

Dmitriy Miroshnik,
Farming Enterprise Manager
(Krasnozerskoye town, Novosibirsk oblast):

'The JCB 531-70 AGRI has been operating on our farm for two years. I bought it in lease, my application was quickly reviewed and approved. My experience proves that the loader saves a great deal of time, which is especially welcome now, at sowing time. Our experience proves that Belarus tractor can do the same work, but it takes twice as much time. The JCB 531-70 AGRI handles nine 30-tonne trucks loaded with grain in four hours. Apart from impressive output in hauling and loading crops (seeds and commodity grain), it delivers good performance in handling fertiliser and crop chemicals. Besides, we use it as a crane for high-rise operations and have purchased additional attachments, such as a bucket and a pallet fork.'

Stanislav Goryanskiy, Director
General of Detchino LLC
(Detchino village, Kaluga oblast):

'JCB was not a random choice. In

the first place, it was recommended as a reliable brand, and the second argument considered was accessible and prompt maintenance provided by EkoNiva. We bought our first JCB 531-70 AGRI in 2013. It is a workhorse for field operations. The second one was purchased in 2015, specifically for the dairy. We have 2,000 cows, the farm is a full-cycle enterprise, i.e. we produce forage ourselves. The JCB loader



handles up to 50 tonnes of TMR a day on a tight schedule. The attachments we own include a shear grab for silage and haylage, a fork and a bucket. Currently, we are about to acquire two bale grabs.'



Stanislav Chekhov, Chief Engineer of Vostok-Agro LLC

(Yevstratovka village, Voronezh oblast):

'We have been working with EkoNiva for over ten years. Our machinery fleet includes three JCB 531-70 loaders fitted with a bucket, a pallet fork and a muck fork and grab. These units have proved to be much more durable than equivalent competitors' models. The service team is always in proximity, and the full range of spare parts is available in all hours. The front-end loader works full-time both at the grain storing facility and on the dairy farm. It is the most versatile machine a farm can get. You don't need any other fork or bucket now. A JCB with interchangeable attachments does everything: loads trucks instead of a blower elevator, hauls bales from the field and moves fertiliser at the application time. Functionality and robustness of JCB machinery guarantees growing economic parameters on a modern farm.'

Viktor Butsin, Director of Politotdelskoye CJSC

(Poymennoye village, Novosibirsk oblast):

'We have been dealing with EkoNiva for over 10 years and have purchased three



JCB 531-70 telehandlers and a wide

range of attachments: a 2.5-m³ bucket, a muck fork and grab, a shear grab, a pallet fork and a crane, we are also planning to buy a man basket for high-rise operations. Thus, we are taking maximum advantage of the handlers. We have a 4,000 cattle herd at three locations, and there is a telehandler at each location. By the way, one of them has been serving us for eight years already, for that we have to give credit to EkoNiva's maintenance team. Before we got JCB telehandlers, a Kirovets front-end loader had been helping us to remove manure. A JCB handler looks like a "tiny toy" next to a Kirovets loader, however it features the same volume bucket and works much more efficiently. Apart from removing manure, the machines perform a number of other functions such as moving sand, forage and straw bales. As it snowed heavily this winter, we gave a helping hand to the local municipal services to clear snow, which was a piece of cake for our units, even on the highways.'

Nikolay Belozor, Engineer of AgroNadezhda LLC

(Pisarevka village, Voronezh oblast):

'We have been in business with EkoNiva for three years. A JCB 531-70

telehandler standard equipped with a bucket and a pallet fork has taken a



rightful place in our fleet. A shear grab has been acquired additionally. I can testify that it is a reliable, cutting-edge and highly efficient machine: every day we are able to handle up to 600 tonnes of grain and up to 500 bales at hay harvesting time. The JCB 531-70 is an indispensable and versatile assistant in virtually all types of works. It replaces a number of machines, saves our time and cost and ensures our piece of mind.'

*By Tatiana SIMONENKOVA
and Aleksandr KUTISHCHEV*





Balers with a good appetite

Experienced farmers rely on John Deere when they need to harvest lots of hay. The John Deere 5 Series Round Baler is a real lifesaver for large-scale farms.

These are high-power, reliable and quick machines with a two-metre baling width and the bale diameter of 183 cm. They produce 200 – 250 tight bales per shift at the rate of one bale per 1.5 – 2 minutes, whereas the net wrap option gives a four time reduction in bale wrapping time.

‘The genuine John Deere CoverEdge net wrap is wider than the equivalent products’, explains Roman Kopytov, Chief Engineer of Kaluzhskaya Niva, ‘which ensures covering the bale edges and hence better preservation of the bale quality.’

Eight wide DiamondTough forming belts enclose 91% of the bale width for minimum crop loss. The cleaning auger keeps belts clean, so they never lose their grip, even in wet crop conditions. The machines are low-maintenance and require minimum servicing, which Kaluzhskaya Niva can readily confirm, as two John Deere 568 balers are operating in its fields.

‘These balers feature high power reserve’, states Roman Kopytov, ‘and the pickup that hugs the ground for clean crop retrieval delivering 100% performance even at a high speed, without blockage and crop waste. These “green monsters” eat everything and don’t choke.’

However, John Deere is never complacent, therefore the John Deere 569 baler is even more sophisticated and durable. A durable u-joint replaces the coupler on the left side, which makes

the new gearbox output shaft heftier and more robust, and a more rugged bearing also increases durability. Zarechnoye farm (Voronezh oblast) is employing about 30 John Deere 5 Series balers currently.

‘We acquired the first unit in 2011, and it hasn’t failed us once’, says Viktor Lutsenko, Chief Engineer of Zarechnoye, ‘though it has been operating from the end of May to late autumn all these years. To feed 40,000 cows, we harvest around 120 thousand tonnes of hay a year.’

According to Viktor Lutsenko, they never thought twice what balers to choose.

‘All our machines are of John Deere brand’, he points out. ‘The years of experience have proved John Deere to be the most reliable manufacturer of farm machinery, therefore, it is the only brand we trust.’

Meanwhile it took Russkoye Pole Farm a long time to make the choice. They bought their first John Deere 5 Series balers in 2012, which met all their needs at first, since then the herd size has increased, consequently, more hay is required. Currently, five machines of this Series are operating in the fields of Russkoye Pole baling hay.

‘We are satisfied with the baling quality’, says Maksim Kirilchik, Chief Agronomist. ‘The hay is not overpressed in bales, which is essential in terms of fire safety. Besides, John Deere balers can work with domestic twine.’

As Maksim Kirilchik says, these balers are very popular with US farms, which he found out on one of his trips to the USA.

By Olga ATANOVA





Preventive work

FarmSight includes diagnostics, problem identification and elimination, optimisation of machine operation and professional advice.

'The comprehensive machinery servicing is aimed at prevention of problems', explains Aleksei Osotov, Head of Service Department of EkoNiva-Sibir, 'it helps to decrease machine down time and boost performance during the farming season.'

JDLink is one of the key components of the comprehensive FarmSight system. Since last year, almost all John Deere machines have been standard equipped with the machinery management software. The software transfers all information about the machines to the computer or smart phone screen via a satellite modem. JDLink allows service engineers of EkoNiva to get remote access to the machines without actually going to the fields. EkoNiva offers the following JDLink service packages:

1. Start-up package (included into machinery cost).
2. Minimum package — diagnostics, analysis and operator training.
3. Base package — ensures regular maintenance.
4. Optimal package — repair planning.
5. Super package — comprehensive servicing and a one-year warranty for new machines from EkoNiva.
6. Expert package — theoretical and practical training for machine operators, mechanics and engineers.

Each subsequent package includes the functions of the previous one. All packages feature JDLink Connect service (remote control of the machine and technical support).

'During the high season, EkoNiva's specialists literally save us', says Nikolay Belozor, Chief Engineer of AgroNadezhda farming enterprise (Voronezh oblast). 'They monitor our machinery fleet via JDLink and call if there are any issues. In a word, they learn about the problem earlier than we do'.

Preventive work is exactly what



Machinery breakdown during the farming season is the worst nightmare of agricultural producers. Machine down costs add to repair costs. John Deere knows how to avoid this problem. FarmSight comprehensive solution has been developed specifically to prevent unpleasant surprises in work.

FarmSight has been developed for. The secret of long service life of machines is correct operation and constant control. And EkoNiva's task is to teach the operators how to use the machines and control the machine functions!

'Now I can see the state of the client's machinery on my computer', says Igor Zhabin, Service Engineer of EkoNiva-Chernozemye, 'this allows me to identify problems and order spare parts on time to avoid breakdowns'.

Letyazhye farming operation (Tomsk oblast) has JDLink installed on two John Deere 8 Series tractors, a rotary combine and a loader. 'We have always been happy with EkoNiva's service', states Vladimir Selikhov, Head of the enterprise, 'and modern systems included into FarmSight package make this service even prompter.'

By Olga ATANOVA





Cleaner dairies with Fliegl!

EkoNiva dairies choose VFW 18 000 Tandem Vacuum Tankers by Fliegl for slurry removal and transportation.

According to EkoNiva's specialists, vacuum tankers are the best solution for slurry removal and transportation. The powerful vacuum pump ensures fast and efficient removal of the entire bulk of manure, irrespectively of the consistency. Neither the hoses nor

the tanker get clogged with straw.

At Vostochnoye Operation of EkoNivaAgro, a vacuum tanker has been operating for a year now, with a short interruption – the machine was lent to Levoberezhnoye Operation for a few months.

'The company has commissioned a new dairy unit with the capacity of 2,800 head in Vysokoye', says Vladimir Kaznovskiy, Chief Engineer, 'we needed to handle liquid manure somehow, so we borrowed the Fliegl vacuum tanker from our colleagues. We were quite happy with the performance of the machine, so we have followed suit and acquired one for ourselves.'

Vostochnoye Operation purchased a Fliegl VFW 18 000 Tandem straight after its launching into mass production. Later, the manufacturers improved the model based on the feedback from the specialists of the enterprise.

'Fliegl has taken all our suggestions on board', says Dmitriy Korendyasev, Executive Director of EkoNivaAgro Vostochnoye, 'and now the vacuum tanker has everything required by a large dairy unit.'

It cleans out slurry build-up in the alleys in a single pass. The scraper has a variable width, thus the manure is easy to scoop both in narrow and wide areas. The material collected by the scraper is sucked into the tanker. Then, the manure is either transported to special lagoons or applied in the fields with a Skate or Fliegl cultivator or a trailing shoe spreader. Another undeniable advantage of the entire Fliegl product range is that it is made in Europe.'

By Olga ATANOVA

Every farm needs a JCB

Kirov branch of EkoNiva-Tekhnika was among the exhibitors of Agrofest 2017 trade fair in Perm.

The event was attended by agricultural producers from Perm and the neighbouring regions.

EkoNiva showcased the JCB 531-70 telescopic loader and the JCB -155 skid steer loader featuring a tilting cab design which unfailingly kindle the interest of Perm farmers due to their immaculate characteristics. The efficiency and return on investment of the machinery have been proved in practice: JCB loaders are operating in a great number of enterprises of Perm area.

'We teamed up with EkoNiva 10 years ago', says Svetlana Petrova, Deputy Director General of JCB Russia, 'and, judging by the feedback from the farmers, the cooperation has turned out to be beneficial for Russian agricultural enterprises.'

One of the advantages of JCB loaders

is their reinforced boom which, due to its seamless design, increases its durability. The signature features of



the lineup are high lifting capacity and power as well as the ability to work on soft ground retaining stability.

Right after the trade fair, both loaders were delivered to Truzhennik, Perm area, for a demo show. During the demo show, they worked with various attachments: a bucket, pallet forks, a silage shear, a muck fork and grab.

Andrey Durnovtsev, Director of the enterprise, tested the loader by operating it personally on the farm.

'The equipment is extremely operator-friendly. It is manoeuvrable and easy-to-use', says Andrey Durnovtsev. 'I already know where to put it to work.'

At Trud farming enterprise, Kirov oblast, JCB loaders have already become invaluable assistants.

'JCB loaders are efficient, they pay back quickly', says Vladimir Yushkov, Director of Trud, 'since they can be employed in virtually all kinds of farm work'.

By Olga ATANOVA



New prospects with MICHELIN

The first Michelin Dealer Conference in the history of the Eastern European area of MICHELIN Group has taken place in Warsaw. Representatives of EkoNiva were among the guests of the event.

MICHELIN, founded in 1889, is the leader in tire production. Its manufacturing facilities, located in 20 countries, specialise in the development of innovative tires, including products for agricultural machinery. The Eastern European area of MICHELIN Group, which includes Russia, was established in 2009. Since entering the Russian market, the company has been cooperating with EkoNiva.

Growth points

In the course of the conference, the company presented MICHELIN tire lineup and told about the manufacturing process, innovations and strict quality control.

'We produce high-tech products, the manufacturing of which requires much more than just stamping', says Gennadiy Nepomnyashchiy, Director of EkoNiva-Tekhnika. 'The structure with

a radial carcass, a unique rubber and cord composition and independent work of the sidewall and the tread area give MICHELIN tires a competitive edge. In sales, they cannot be regarded as spare parts or accessories.'

'The conference is invaluable in sharing experience with colleagues', says Natalya Nepomnyashchaya, Head of Order and Spare Parts Sales Department for Central region of EkoNiva-Tekhnika. 'I enjoyed meeting other dealers', says Natalya. 'It was useful to learn the specifics of operation in different regions.'

Advanced technologies

After the conference, the participants visited MICHELIN factory in Olstyn employing 4,500 people.

'We have seen the entire manufacturing process', says Vladimir Kovalenko,

Head of Spare Parts Division of EkoNivaTekhnika-Holding. 'After the tour of the factory, we discussed the possibility of continuing joint test-drives with MICHELIN in order to demonstrate the performance and characteristics of the rubber at agricultural enterprises. Soil layers of different colours are laid out into a pit to make soil compaction, track width and height visible as the machinery unit drives over the soil. We carry out measurements and compare them with the competitors' values.'

EkoNiva conducted similar testing at Field Days in Tula and Voronezh oblasts. Next tests will be held in Altai area.

'We are impressed by the trip', says Gennadiy Nepomnyashchiy. 'We are used to offering our customers only the best products. I am sure, they will appreciate the tires with a long service life, gentle on the soil, saving fuel and maintenance costs! Also, we are considering a service package expansion.'

By Tatiana SIMONENKOVA

Creation of flagship models

EkoNiva-Chernozemye has arranged a tour to John Deere Rus factory in Orenburg for farmers of Voronezh oblast.

The guests visited welding and assembly shops, examined the sowing and tillage machinery range and new tractors and combine harvesters, became familiar with the AMS (Agricultural Management Solutions) system and John Deere Financial service package.

'A lot of machinery in our fleet is of John Deere brand', says Vladimir Levchenko, Head of Cherkizovo-Rasteniyevodstvo. 'Among them, John Deere 2210 and John Deere 2310 seedbed finishers, a John Deere 1810 planter, a John Deere 1890 no-till air drill, a John Deere DB55 precision

seed drill, a John Deere 512disc ripper and 7-9 Series tractors. It was interesting to look at the machine manufacturing process, to see how the frames are welded together, how the components are painted. We know the strong points of John Deere from our own experience, and now we have seen how this quality is achieved.'

'The tour of the factory was very informative', adds Boris Bashov, Head of Vozrozhdeniye. 'Sprayers were of particular interest to us. Currently, we are considering the purchase of a self-propelled unit.'

'We arrange regular tours to the

John Deere manufacturing facilities for our customers so that they could get an inside look into the production process', comments Roman Logunov, Sales Department Manager of EkoNiva-Chernozemye. 'Thus, they can see with their own eyes the level of technological sophistication of the manufacturing process ensuring fault-free operation for years to come.'

By Aleksandr KUTISHCHEV





Cooperation with professionals is a key to success

Kursk oblast has become the largest seed supplier in Russia. This was announced at the meeting of the Regional Committee of Agriculture dedicated to the prospects of the industry.

The largest seed supplier

The seed production system in Kursk oblast is well adapted to the market environment and agricultural producers' needs.

Seeds are grown by around 30 seed companies of the region. In the Soviet times, there were 120 companies of this kind. However, most of these companies were just names on the paper, no more than 10 companies actually worked producing a certain amount of basic seeds while reproduction seeds were virtually unavailable.

The modern network of seed companies produces from 40 to 50 thousand tonnes of seeds of winter crops and from 30 to 40 thousand tonnes of spring crop seeds for sale annually. This is enough for a scientifically grounded variety change and variety renewal, thanks to which the gross output of agricultural crops is increased.

Kursk oblast has become the leading

supplier of seeds in Russia. High varietal and sowing properties of Kursk seeds have been proved in 48 regions of the Russian Federation: from Kaliningrad to the Amur, from Vologda to Krasnodar, in Mongolia and Kazakhstan. This breakthrough has become possible for a number of reasons.

Competition drive

Seed growers of the region have developed a fruitful cooperation with variety originators and scientific organisations.

As well as other seed companies, Zashchitnoye has a state variety testing plot operating on the territory of the enterprise. This enables the company not only to see the current stage of the development of the plants in trial, but also to have a certain outlook for 3 - 5 years ahead.

Large seed growers have set up high-capacity seed cleaning facilities. As many as seven seed processing

plants are engaged in pre-sale seed conditioning: 5 plants with Petkus equipment, one with Cimbria production lines and one with production lines designed by Jubus. Two more seed plants are underway and will be commissioned in the nearest future.



'Today, the capacity of the seed cleaning lines is 300 tonnes per day', says Yuriy Vasyukov, Executive Director

of Zashchitnoye. 'Seed storage is also at a very high level. The enterprise underwent a large-scale upgrading in 2008 - 2010, and until recently, the production capacities were sufficient for us. However, this year, we are planning to start the construction of the third seed plant. The total investment will amount to 4 - 4.5 million euro.'





Strong competition on the seed market drives enterprises to sell thoroughly cleaned, calibrated and treated seeds. For the most part, the seeds are sold in bags. On customers' request, a specific treater may be applied onto the seed material. Recently, many customers have been opting for insecticide treatment due to an outbreak of corn flies in the region.

Certification and reputation

Since 2014, upon the order of the Ministry of Agriculture, the Russian Agricultural Centre has introduced a certification procedure for seed companies. A scoring system allows determining a company's capability to engage in seed production and incentivises successful seed companies. Twenty seed companies have already passed the certification.

Of course, not all seed companies are at the same level of development. In 2016, the largest volume of seed material — 16.5 thousand tonnes — was certified and sold by Zashchitnoye; the second best result was 11.0 thousand tonnes, and the third result amounted to 8.0 thousand tonnes. A total of 60 thousand tonnes of high-quality seed material was certified and



sold by Kursk seed companies in 2016, which means a 12% increase over the previous year level.

The revenue from the sale of seeds amounted to 900 million rubles.

It is noteworthy that there have been no claims as to the quality of seeds sold by Kursk seed growers lately. A significant role in sustaining consistent crop production belongs to the companies selling seed material. They cover the entire demand for seeds of sugar beets, maize, rape and sunflower and over half of the demand for soybeans and peas. The majority of companies offer seeds

genetics and adhere to stringent quality evaluation criteria', says Yuriy Vasyukov. 'Three years ago, we made a strategic decision and launched our own plant breeding programme. In 15-20 years, one of the major products of Zashchitnoye will be a domestic variety — an intellectual product — rather than material seeds which we only propagate.'



of high-yielding varieties adapted to local conditions. Efforts of responsible suppliers have led to a significant decrease in the volumes of counterfeit seeds in the market. Our branch collaborates closely with the majority of companies to control sowing properties, seed treatment quality and recertification.

Tasks at hand

Among other regional seed companies, Zashchitnoye has been awarded an honorary diploma for contribution into variety change and strain renovation by the Committee of Agriculture of Kursk oblast.

'We offer the most advanced

Currently, according to Vladimir Chirkov, Executive Director of EkoNiva-Semena, the company provides 500 customers from 54 regions of Russia with seeds grown in Zashchitnoye and at other enterprises of EkoNiva.

'Based on the results of crop year 2016-2017, the company's revenue reached 700 million rubles or 12 million USD', says Vladimir Chirkov. 'Almost 20 thousand tonnes of seeds have been sold. Thus, we have topped the plan by 7%, sales of wheat alone have tripled since the previous season.'

*By Aleksandr TEREKHOV,
Deputy Head of Kursk Branch of FSBI
Russian Agricultural Centre,
jointly with Tatiana SIMONENKOVA*



Easier work, better results

A new rotary milking parlour by GEA has been launched at the dairy operation of Agrofirma Mezhdurechye.

The dairy operation for 1,600 head includes five cow barns, two milking parlours and milk cooling facilities with the storage capacity of 57 tonnes of milk. At full capacity, the operation will produce 17,000 tonnes of milk per year. The total investment, including loans received from Rosselkhozbank, will amount to 1,160 million rubles.

The new 50-stall rotary runs like clockwork making one turn within 10 minutes. The cows are milked three times a day.

'We have improved the milking procedure considerably. Previously, we used to have just one milker who did everything', says Sergey Kamenev, Deputy Executive Director of Mezhdurechye. 'In the new milking parlour we have four milkers: one pre-dips the teats, another one wipes, the third one attaches the unit and the fourth one controls the milk process and post-dips the cows. This has allowed us to work more efficiently by reducing milking time', comments Sergey Kamenev.

While the staff are getting used to the new equipment, the cows, whose



number has grown to more than a thousand, are learning to get on and off the moving platform. It takes time to adapt to new conditions.

'The difference between work conditions now and then is tremendous', shares Tatiana Volokhova,

Acting Dairy Manager. 'The feeding and milking processes have become much easier now', says Tatiana.

In total, the rotary will allow to milk 1,600 cows. First milking of fresh cows will be performed at a small herring-bone milking parlour.

By Viktor BARGOTIN

One day gives a year's worth of feed!

Specialists of Kaluzhskaya Niva have held a seminar for young herd managers and agronomists.

The newcomers learnt about all the specifics of forage harvesting.

'It is a common practice in EkoNiva', says Viktor Kosintsev, Head of Cattle Nutrition Department of EkoNiva-APK Holding, 'such trainings are arranged in order to improve the skills of young specialists so that they could catch up with their more experienced colleagues.'

About 30 young herd managers and agronomists from all farming enterprises of EkoNiva attended the seminar. For them, it was a unique opportunity to undergo a 'nutritionist boot camp' within two days. The young specialists had a detailed lecture on silage conservation processes. The ensiling process essentially comes down to harvesting plants within the period when they

are rich in nutrients and feeding cows with palatable and nourishing silage throughout the year.

'It is a complicated and labour-consuming process, which does not allow for any mistakes', says Viktor Kosintsev, 'it is

really important to choose the right time for harvesting, coordinate the work of the machines and pack and cover the silage within the shortest possible time.'

There is a long list of parameters for silage quality assessment, and each of them is important for cattle health and lactation performance.

'Ash content is a very important qualitative parameter', says Viktor Pisarenko, Nutrition Specialist of EkoNiva-APK Holding. 'This parameter shows how much the forage was contaminated during its harvesting and handling. High ash content results in nutritional value decrease and can be a reason for clostridiosis, which is almost always a fatal disease.'

By Olga ATANOVA





Stringent quality control

EkoNiva carefully monitors the quality of the seeds offered for sale. After sale, the customers can track and check each seed lot at any time during the growing season.

Trust, but verify

Upon shipment, two samples are taken from each sold seed lot in front of the buyer and the seller following the established seed sampling procedure. After that, the bags are sealed, and then the representatives of both parties sign the labels. One sample remains at laboratory storage, the other is sent to the customer's operation along with the seed lot. Producers and suppliers do not often employ this method because of the labour input and time costs for



value our reputation, but the samples are collected not for the peace of mind alone! In case of a dispute, upon the buyer's approval, we send the control samples to a certified seed testing laboratory to get independent expert evidence.'

Maintaining a good name

EkoNiva's laboratories have year-round workload: from July until October, winter crops are harvested, conditioned and sold, from November

until June, spring crops are dealt with. When not dispatching or receiving grain, the laboratory workers check the carry-over seed, improve facilities and resources, upgrade their skills at extension courses, topical workshops and by self-studying.

'We monitor seed quality at each stage: cultivation, handling, storage, conditioning and shipment', continues Vadim Tsukanov. 'Technically and genetically pure seeds are hard to buy in Russia. Our seeds deserve to be called premium, as they exceed GOST (state standard) quality requirements.'

The offer creates a buoyant demand, expanding the sales geography and volumes. Total seed sales revenue at the end of cropping season 2016-2017 amounted to 700 million rubles (12 million USD).

By Tatiana SIMONENKOVA

We do not ship a pig in a poke. The process is transparent to the buyer.

additional procedures, however, it is a cogent argument in disputes between the seller and the buyer.

'The samples are stored until the potential claim period has expired', says Vadim Tsukanov, Head of Laboratory of Zashchitnoye seed-growing enterprise, Shchigry district, Kursk oblast. 'Some seed properties such as germination capacity and purity can be determined as early as in the first two weeks after shipment, whereas varietal purity for example becomes evident only after the seeds have emerged in the field and demonstrated their varietal features, which happens, as a rule, 1-1.5 months before harvesting. We





Fairy tale from the Academy of Dairy Sciences

Schoolers of Voronezh oblast associate the end of May not only with the start of school holidays but also with another fascinating event, they always look forward to.

The longed-for event was the finale of the annual Old, Old Fairy Tale festival. Over four thousand children from all districts of the region take part in the festival every year. The

Academy of Dairy Sciences was the key partner of the festival, which was traditionally held at Voronezh Concert Hall. For the eighth time, the event had gathered gifted children from all over the

region. Having entered the Concert Hall, the children literally found themselves inside a fairy tale house decorated with their own drawings and craftwork.

The children played games and took pictures with the animators, watched the performance of professional dancers and, when they needed more energy, they could always 'recharge their batteries' at the Academy of Dairy Sciences booth, where everyone could taste milk, kefir, yoghurt, curds and sour cream.

'We first tried the products of the Academy of Dairy Sciences about a year ago', says Elena Vasilyeva, a guest of the festival. 'The natural milk and kefir did not leave my family indifferent, and now we always opt for the Academic products.'

The honoured guest of the festival, Governor of Voronezh region Aleksey Gordeyev, could not help stopping by the booth of the Academy of Dairy Science. He tasted some milk and praised its excellent quality and a good effect on the health.

At the end of the event, when the children did not expect any more surprises, the Academy of Dairy Sciences added more positive emotions by presenting souvenirs and dairy products to every child.

This year, the Old, Old Fairy Tale was exceptionally delicious!

By Viktor BARGOTIN

Holiday with the taste of milk

Alye Parusa park has hosted a large-scale celebration of one of Russia's oldest holidays, Children's Day.

The organisers of the event developed an extensive entertainment programme and did their best to leave a lot of good memories about the day. The Academy of Dairy Sciences, one of the main partners of the event, set up a special area for games, arts and crafts and treated children to its products. The little guests of the event chatted, made drawings, played with the animators and refreshed themselves with delicious milk, yoghurt, sour cream and curds.

'We have tried the products of the Academy

of Dairy Sciences for the first time today', says Svetlana Parinova, a guest of the event. 'You know, next time, when I go shopping, I will choose this brand.'

The guests of the event took part in the all-win lottery from the Academy of Dairy Sciences. All adults and children won colouring books from professor Zorkin,

ginger cakes from Zhu-Zhu bee, a stylish summer outfit from Polya and dairy baskets with tasty products from Cow Marta. The main prize was a brand-name cooler-bag from the Academy of Dairy Sciences.

By the evening, all prizes had found their winners and all the milk and yoghurt had been drunk up — The Academy of Dairy Sciences had provided fun and refreshments for yet another holiday!

By Viktor BARGOTIN





Art-Class: victory of natural products

It is not an exaggeration to declare ExpoFoodShow 2017 that took place at the Event Hall of City-Park Grad shopping centre 25-26 April one of the brightest events in HoReCa industry.

Over 7,000 specialists from eight regions of Russia visited it in two days. The extensive programme of the event was literally 'decorated' by the Art-Class, a contest of confectionery arts virtuosos, sponsored by the Academy of Dairy Sciences. The contests featured desserts astonishing in terms of concept and execution, real masterpieces, which were evaluated by the jury presided over by Maria Shramko, a renowned pastry chef from Iceland, the Culinary Olympics Champion 2016.

While the jury members were assessing and discussing the exhibits of the contestants, the Academy of Dairy Sciences booth at Expo Event Hall was receiving guests, who tasted and greatly enjoyed the dairy products made of high-quality milk. It should be noted that the demand was tremendous.

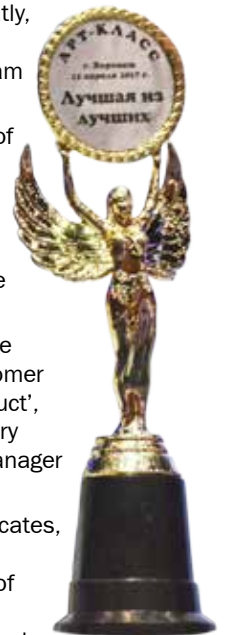
Soon the results of the Art-Class contest were announced. All participants were awarded a prize and a certificate in various nominations, and Marina Shirobokova took the first place by the jury's decision.

'The ingredient quality is crucial at all stages of creating a piece of confectionery art', shares Marina. 'Both taste and aesthetic execution of the dessert depend on it greatly, therefore I use only natural unadulterated milk, sour cream and butter.'

The products by the Academy of Dairy Sciences are essential components of the contest winner's arsenal, since the production processes established at the plant ensure the highest product quality.

'The complete production cycle guarantees 100% that a customer will get a natural healthy product', comments Denis Shipilov, Dairy Product Sales Department Manager of Academy of Dairy Sciences.

Apart from medals and certificates, the contestants received gifts from the sponsor as a token of appreciation and respect for aspiring to the highest standards in their trade together with the Academy of Dairy Sciences.



By Aleksandr KUTISHCHEV

Tasty tour

The 4-graders from Maslyanino School #5 have toured Sibirskaya Niva dairy farm.

The children were shown and told how the dairy farm was set up, how the animals were taken care of, what fed with and why they produced such delicious milk. A surprise was in store for the schoolers afterwards. They were welcomed by Professor Zorkin, who treated the guests to the Academy of Dairy Sciences products. Thus, the tour turned out to be not only informative but also nourishing. Leaving the farm with gifts in their hands, the schoolers were more than happy.

By Tatiana SIMONENKOVA





To download the electronic version of the journal scan the QR code

17-23 July

AgroOmsk 2017

Venue: Exhibition Park, 20, Prospekt Koroleva, Omsk

Organisers: Ministry of Food and Agriculture of Omsk oblast jointly with Omsk Oblast Agency for Development and Investment

21 July

Ryazan oblast Feld Day 2017

Venue: Rybnoye district, Ryazan oblast

Organisers: Ministry of Food and Agriculture of Ryazan oblast

30 July

Regatta of Peter the Great

Venue: Admiralteyskaya square, Voronezh

Organisers: The Department of Physical Education and Sports of Voronezh oblast

Saratov-Agro

3-4 August

Venue: Experimental Field of the South-East Research Institute of Russian Agricultural Academy

Organisers: Sofit Expo Exhibition Centre

4 August

International Field Day Potato Russia 2017

Venue: Vyalovskaya village, Gorodets district, Nizhniy Novgorod oblast

Organisers: Grimme

7 August

Sibirskaya Niva welcomes the participants of 'Give Way to Milk!' moto rally

Venue: 2, Tsentralnaya street, Payvino village, Maslyanino district, Novosibirsk oblast

Organisers: the DairyNews information agency, Sibirskaya Niva

6-13 August

Trip to John Deere factory for EkoNiva's clients

Venue: Illinois, USA

Organisers: Jonh Deere, EkoNiva-Tekhnika

August

Opening of a new pavilion of the Academy of Dairy Sciences

Venue: GRAD Trade and Entertainment Centre, 3, Parkovaya street, Solnechny village, Voronezh oblast

Organisers: EkoNiva-APK Holding



12+

6-13 August

EkoNiva invites its partners to take part in the educational trip to John Deere factories in the USA. Don't miss this unique opportunity to get to the 'backstage' of farm machinery production, meet the industry experts and learn about the specifics of farming in the USA.

EKONIVA
ЭКОНИВА

Publisher and founder: IA EkoNiva-Media LLC

Registered office:

79A Radishchev Street, 305004, Kursk

Editor-in-Chief:

Ms. Svetlana Ivanovna Weber

Address of the editorial office,

publisher:

79A Radishchev Street, 305004, Kursk,

tel. +7 (4712) 39 26 60

www.ekoniva-apk.ru

vesti@ekoniva-apk.com

The journal «ЭкоНива-Вести/EkoNiva-News» is registered by the Federal Service for Supervision in the Sphere of Communication and Mass Communications. Registered Certificate for Mass Media ПИ № ФС77 - 34820 of 23 December 2008. Signed for printing

According to the schedule: 28.07.2017 at 5 pm,

In fact: 28.07.2017 at 3 pm.

Issue date: 06.07.2017

Translated by the International Projects Department of EkoNiva-APK Holding, LLC

Printed by VIP Publishing House LLC, 51st Mokovsky

lane, 305007, Kursk

The circulation of the issue: 1275 copies. Order №

Distributed free of charge