

# Thank you for the kind words!

Sure enough, an anniversary is a great thing! That is when one can hear many good words about himself without feeling self-conscious, as this is the right time for such acclaim. EkoNiva turns 20! In this issue noted people shared their opinions about us and congratulate us on our Birthday!



**Milk addresses the road problem**

Participants of the “Give Way to Milk!” motor rally covered 1,700 km

**25 years on...**

Stefan Duerr recalls the past and talks about the present

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# Following the publications

On 14th August the German newspaper Die Zeit published an interview with Stefan Duerr on the burning subject of Russia's response to the West's sanctions. The article was republished by almost all the leading Russian mass media, which sought for relevant comments and continuation of the subject. Such a resonance resulted

not only from the provocative title of the article ("I advised Putin to introduce sanctions"), Stefan Duerr was probably the first man who in his answers concerning the sanctions did not restrict himself to official phrases circulating in the press and on TV. Those were outspoken, emotional and quite brave replies of a man who, by a twist of fate, found himself simultaneously

on both sides of the barricades. That is probably why a German national, and also since recently a Russian citizen, sees the situation somewhat differently. To him, it is obvious that the conflict is mutually disadvantageous.

In our newspaper we place extracts from that interview.

By Svetlana WEBER



"I feel hurt that many decisions today are taken rashly. I think that the counter measures will show the West how much the countries depend on one another in many areas."

"I don't believe that the prices (for products, author) will rise. I rather think that the European suppliers of dairy products will be replaced by South American ones. In addition, the Russian share of dairy production will grow. It has long been targeted to increase self-sufficiency in dairy products to 90%. Previously, the economy liberals opposed this objective. But now the discussions are history. Today nobody needs to be explained that food must be supplied exclusively by our own efforts."

"By responding to the West's sanctions, Putin creates preconditions for the parties to sit at the negotiating table down at some point. At the same time, he gives Russian agriculture a chance for development during this transitory period. For example, the ban on imports of cars would not considerably contribute to economic growth as no development of competitive automobile industry is expected in the foreseeable future. However, the situation looks quite different in the farming industry."



"I think it is largely the fault of the West, which keeps adding fuel to the fire. It leaves no other option to Putin. Here, in the Russian province, Putin is criticised rather for being way too soft. He can't just reconcile with the sanctions. If he does, he'll lose in the domestic politics."

"Sometimes I feel like a child whose parents have quarrelled and seek a divorce. I have both German and Russian citizenship. The crisis that has arisen worries me acutely... I rationally support the Russian party, though not for businesslike reasons, but rather because I think that Putin is right. Emotionally, however, I don't want to make any decisions. I want a solution to the Ukraine crisis to be found. I want Russia to become a perfectly normal country in the community of European countries and not to side with China on the other side of the curtain."



# An award for the winner

Last May, the company EkoNiva-Chernozemye, an official John Deere dealer in the Voronezh oblast and winner of the John Deere Dealer 2013 title, officially received their award.

In 2013, sixty members of the jury consisting of heads, leading experts and dealers from the John Deere Corporation, voted

EkoNiva-Chernozemye as their best dealer. The title was awarded to the company with a majority vote of 90.32%.

"The agricultural enterprises grow and operate ever more professionally, using technologically sophisticated equipment," says David Ellis, a John Deere manager supervising the development of the dealer network in Europe, CIS, Northern Africa and the Middle East. "Thanks to such development, customer requirements for us and our dealers have significantly toughened. We thank EkoNiva-Chernozemye for fully meeting our customers' requests."

"With our 170 employees and three servicing centres, we service farms with land assets from 1,000 to 100,000 hectares," says Ivan Vorobyov, EkoNiva-Chernozemye Executive Director. "In October 2013, we opened our third servicing centre, which has reduced our response-for-servicing time to 1.5-2 hours. Our company continues to invest in the future. We plan to open a further 2 servicing centres in the next two years!"

By Yulia SALKOVA



## New achievements ahead!

This year, John Deere opened a new welding and painting facility in Orenburg. Today, the total area of the complex is 11.5 hectares, that of the office 1,500 m2 and that of the new production department 30,000 m2. Four assembly lines turn out 9 models of

seeding and tilling equipment. The personnel exceed 150 people. Yuri Berg, the head of the oblast, noted that John Deere has been the oblast administration's reliable partner for a number of years. He stressed that the new jobs being created by the company are vitally important for the Orenburg region.



*Congratulations!*



**Arne Bergmann, Sales Director for John Deere farm equipment in Russia:**

"We have been working with EkoNiva, now the largest John Deere dealer in Russia, since 2006. The company's responsibilities encompass three geographical regions. Thanks to EkoNiva, the farmers from different oblasts successfully introduce John Deere innovative decisions and technologies. I can safely say that each EkoNiva employee and all of us at John Deere deem it of utmost importance to create the most useful products for our customers and to offer them the most beneficial solutions. It is pleasing to see that the company is developing steadily, improving its customer service, investing in the construction of dealer centres and drawing closer to those working on the land. I would like to cordially congratulate the company on its 20th anniversary. May they have many new discoveries and memorable occasions! And may their customers bring them joy with their successes, achievements and excellent progress!"

**20 years**  
together!

## First BIO products



In the early 90's, EkoNiva started work in ecological agriculture. After a 20-year break the company has returned to what it started. A project has been under way for two years at the Savinskaya Niva (Mosalsky district of Kaluga oblast) aimed at producing ecological commodities. This year, its crop products received the first European BIO certificates.

**T**he certification company ABCERT AG, Germany, has carried out an inspection to recognise that our oats and hay fully meet the European Union's EC 834/2007 ecological standards", says Anatoly Nakaryakov, Savinskaya Niva LLC Executive Director. "The other crops are in the conversion period and are due for certification before the end of 2015. All of the sown crops and the harvest shall be considered BIO grade, from haylage and silage to wheat, oats and barley. This season the farm has sown 211 ha of the Ivory variety of oats. Plans are made to harvest around 400 tonnes, 50 to 80 of which will be for the BIO brand. This is a culinary type, well suited for production of oat flakes and confectionary.

In animal husbandry the chief goal of Savinskaya Niva is the production of biological beef."

"By autumn we plan to complete the formation of the stud stock, bringing

it up to 800 animals. This will enable us to start the conversion process," says Anatoly Nakaryakov. "By 2016 we'll produce only biological beef, up to 200 tonnes of slaughter weight per year.

We shall receive low-yielding Swiss cattle from Kaluzhskaya Niva which will be inter-bred with Aberdeen-Angus bulls to improve meat standard. By 2016 the farm plans to fully switch over to ecological production, increasing the stud stock to 1,000 animals. The observance of ecological standards will assure high quality meat products."

By Yekaterina GALUSHKINA

*Congratulations!*

**Congratulations on the jubilee!**  
**Anatoly Artamonov, Kaluga Oblast Governor:**

*"Over the past 20 years, EkoNiva has proved its competitiveness, becoming a major producer in the Russian agricultural industry.*

*By promoting modern farm equipment and advanced technologies on the Russian market, you have helped the agro-industrial enterprises achieve outstanding results in the different regions of the country. Your work in dairy husbandry is a bright example of efficiency and quality.*

*I am sure EkoNiva's efforts will further boost the dynamic development of Russian farming, including in the Kaluga oblast.*

*I wish you every success in the implementation of your projects, as well as good health and prosperity!"*

**20** years  
together!



## Investment climate has become warmer

**B**ased on the national investment climate rating, the first place was awarded to the Kaluga oblast. The participants of the rating were compared in four segments: regulatory environment, business institutions, resources and infrastructure accessibility and the support of small

and mid-sized entrepreneurs. Kaluga became a leader in the following strategically important nominations: "Efficiency of financial support for small business", "Efficiency of non-financial support for small business", "Quality of organisational, infrastructural and informational

support for small business" and "The level of development of small business in constituent entities of the Russian Federation." The Russian President directed mapping out stimuli for the highly rated regions.

By Anna BORDUNOVA





EkoNiva-APK has been cooperating with Alta Genetics, the world's largest reproducer of horned cattle, for over 4 years. This summer, the key personnel of Alta, headed by its owner Wijnand Pon, visited EkoNivaAgro.

Accompanied by EkoNiva president Stefan Duerr, the guests visited the farms and modern livestock facilities.

The representatives of Alta Genetics noted that the cooperation brings



good results. Today, the average milk yield per dairy cow is 25.5 litres per day. Wijnand Pon believes there is always room for improvement, which is why the two companies put a lot of effort into livestock improvement and increasing of milk production.

"What we need are premium genetic cows and skilful management",

says Wijnand Pon. "Thanks to modern science, farmers have a fine opportunity of using sexed semen and genomic selection. It should be borne in mind that increasing milk production is a sophisticated process calling for investment without which the milk business won't pay."

By Yulia SALKOVA

## Under control!

This year, the Zashchitnoye seed production farm has significantly expanded its variety range. Today it grows 33 varieties of grains, leguminous plants and fodder crops and produces premium class seeds. The seed quality is monitored by a modern seed control laboratory.



"We rigorously monitor the quality of grain, grading, drying and condition of all lots of grain in storage," says Irina Dolzhenko, Chief of the Seed Control Laboratory. "All conditions have been created for this in the new laboratory. A whole complex of modern equipment is operated here, starting from small dedicated

tools, laboratory and analytical balances of three precision grades and ending with professional thermostats for sprouting seeds and determining their germination ability."

The laboratory's equipment is quite impressive, from state-of-the-art German-made express-analysers, microscopes with magnifying powers of 40 to 1,600X, and innovative laboratory grading machine, to a great variety of sieves for all types

of crops. The suite of furniture in the new laboratory is also special, with an exhaust hood and test desks on which seeds are laid out for testing their germination ability."

"All this enables us to obtain premium quality seeds," says Yuri Vasyukov, EkoNiva-Semena Executive Director. "Thus we took our seed production work to a higher professional level."

By Anna BORDUNOVA

Congratulations!



### Aleksey Zolotaryov, Kursk Oblast Deputy Governor:

"The history of EkoNiva began on the Kursk soil, as Stefan Duerr in the 90s had arrived here for practice and in 1993 made the first steps in the development of ecological farming. We are glad that the company actively operates in the region today. The Zashchitnoye seed production farm is a team of real professionals. That is where state-of-the-art technologies and advanced developments make it possible to gather high harvests and produce quality seed. This is very useful to the progress of agriculture in the Kursk oblast. We hope that our cooperation with EkoNiva will strengthen over time. I wish the company every success and wellbeing!"





## Growth rate in the Voronezh oblast is higher than elsewhere in the country

This has been declared by Russian President V.V. Putin during his visit to Voronezh. The country's leader called the oblast's growth rate, including in agriculture, commendable.

“Our meat and milk production grows fast”, said head of the region Aleksey Gordeyev. “The forecasted harvest of grains is 10 to 15% over the last few year's. The oblast will fully supply itself with grain and be prepared to sell it to other regions. The predicted economic growth is 8%.” In early August, around 3.3 million tonnes of grains have been harvested. Cereal crops will be harvested on more than 100 thousand hectares. Accordingly, the total harvest of early grains and cereal crops is expected

to exceed 3.5 million tonnes. The forecasted maize harvest is 1 million tonnes.

EkoNivaAgro, too, contributes to the oblast's food supply. Its milk production has reached 300 tonnes per day (a fourth of the entire milk production in the oblast). In mid-August it had gathered 40 thousand tonnes of grain crops and over 2 thousand tonnes of leguminous plants.

By Yulia SALKOVA

*Congratulations!*

**Aleksey Gordeyev, head of the Voronezh oblast:**

“The company's twenty years of operation has been a period enabling us to impartially sum up what has been done and to evaluate the results of endeavours and progress towards chosen goals.

Stefan Duerr created EkoNiva when Russia's farming was being speedily put on the market track. It wanted courage, optimism and belief in success not only to start working where others gave up hope, but to gather a team of like-minded specialists capable of selfless and assiduous work. In hard times he stretched out a helping hand to the farms unable to establish themselves in new economic conditions. Having formed EkoNiva on the basis of bankrupt collective farms and employing new approaches to crop production and animal husbandry, Stefan Duerr proved that it is possible to build a highly profitable and economically efficient agricultural enterprise.

Today, EkoNiva is Russia's largest milk producer, the leader of agricultural production in the Voronezh oblast. Where EkoNiva operates, new technologies are introduced, advanced equipment used and high standards of environment protection applied. Thus the village not only gets jobs but also massive support from the social segment.

I cordially congratulate the company's employees on the jubilee! I wish the Russian farmer Stefan Duerr and all the EkoNiva team no end of energy so that they may move further on towards new achievements and the implementation of the most daring of their projects!”

*20 years together!*

## Milk addresses the road issue

The “Give Way to Milk!” motor rally broke all the previous years' records, both in terms of participant turn-out and the scale of arranged events. This year over 60 vehicles from 20 regions of Russia used milk to address the shortage of adequate roads.



The dairy producers headed for the regions of the Black Earth Zone, travelling 1,700 km across the Kaluga, Tula, Lipetsk, Voronezh and Belgorod oblasts.

EkoNiva was represented in the motor rally by two experienced crew from EkoNiva-Farm, a supplier of stockbreeding equipment and The

Academy of Dairy Sciences, a supplier of dairy products. The crew was accompanied by a journalist from the EkoNiva-Media.

The motor rally started at the EkoNiva dealer centre in the village of Detchino. Opening the event, the Kaluga Oblast Minister of Agriculture Leonid Gromov wished that the dairy producers' initiative

would be taken up by all and everywhere.

The minister related about a programme to build a hundred robotised farms in the region. Around one billion budgetary rubles have been assigned to implementing this project. This will increase gross dairy production to 270 thousand tonnes by 2016.

Continued on page 18-19





# Pyotr Koltypin: “We are resolved to helping our customers”

The EkoNiva Group of Companies marks its 20th anniversary in unusual economic conditions, incidentally, like all other Russian agricultural producers. We have discussed new development prospects with Pyotr Koltypin, chairman of the Central Black Earth Zone branch of the Sberbank of Russia JSC.

**“How promising is the prospect of crediting the agricultural industry in the Central Black Earth Zone? This is particularly interesting given the latest developments in the Ukraine and the subsequent sanctions.”**

“Today, nearly two thirds of our credit portfolio are investments in agriculture. The current development of agricultural projects and the market situation show that the priorities in business crediting must remain as they are. Thus far it is hard to say how international sanctions and the Ukraine crisis will affect the Russian economy in general and farming in particular. But the problem of food security did not crop up yesterday and won't disappear overnight. So the Central Black Earth Zone must actively participate in supplying Russia with food products. Therefore we are not going to change our priorities. We shall continue to actively help our customers overcome the arising difficulties and move ahead.”

**“Will there be improvements in the decision-making procedure of granting credits to the regional farming enterprises?”**

“Of course, we have certain requirements for our customers which we must maintain in order to avoid excessive risk. The target period of considering applications for meeting the financial need for circulating assets and project investment is 22 working days and for transactions involving project funding it is 40 working days. Step by step, the bank reduces these periods. But in view of the current crises, it is often necessary to analyze the bank's risk detail, which calls for extra time. Therefore, when it looks like the bank procrastinates on a decision, it's a

false impression that disregards many factors.”

**“What is the Sberbank stake on in the Central Black Earth Zone? Dairy products, meat, or crop production?”**

“We operate in different segments of agricultural production. We had started with such “fast-maturing” projects as the production of chicken meat. Then we moved on to pig breeding, dairy production and horned cattle raising. All through this time we continued to credit crop production projects as animal husbandry presupposes an adequate supply of fodder, improvement of productivity and modernisation of the plant industry. The region has built facilities that have produced 1.5 million tonnes of meat and 400 thousand tonnes of milk, over the past seven years, by using the Central Black Earth Zone Bank's credits. Today, we fund large-scale projects to produce horned cattle, erect in-depth processing facilities, build hothouse complexes and grow vegetables. The Sberbank helps develop various productions without staking on a single branch of industry, first, as this hedges our risks and, second, ensures the steady growth of the regional economy.

**“Mr Koltypin, do you personally prefer dairy products produced in your oblast and region? Do you deem the list of brand names on the supermarket shelves sufficient in the Voronezh oblast and the Central Black Earth Zone?”**

“Obviously I prefer local dairy products. There's a great variety of brand names on the shop shelves, but the quality and diversity of products know no bounds.”

*Congratulations!*

**Pyotr Koltypin, chairman of the Central Black Earth Zone Bank of the Sberbank of Russia:**

*“The Sberbank has been working with EkoNiva since 2003. Over this time we have become partners who trust each other and jointly address arising problems. Stefan Duerr is a gifted manager who has formed an efficient team of like-minded colleagues, capable of tackling the most complex of tasks. I sincerely congratulate Stefan and all the company employees on the anniversary. I wish you further dynamic development, new projects and outstanding results. You are sure to succeed!”*



**“Will the Sberbank provide credit for building agricultural produce processing facilities?”**

“Considering the capability of the Black Earth Zone and the unique opportunities that have arisen, primarily due to the protectionist policy pursued by the state in the field of food supplies, the Sberbank is prepared to actively participate in the development of new projects to produce and process agricultural products, including projects aimed at deeper processing. The crediting decisions will be taken on an individual basis with due regard to the market capacity, the borrower's experience, availability of own assets, materiel support, etc.”

By Yulia SALKOVA





# Aleksey Gordeyev:

## “Servicing must be borderless!”

Aleksey Gordeyev, head of the Voronezh oblast, visited the servicing centre of EkoNiva-Chernozemye in the village of Verkhny Mamon. This is the company’s second centre for servicing farms in the south of the region.

Aleksey Gordeyev has visited the company’s servicing centre for the first time. At one of the flagship mock-ups of the John Deere 9510 RT (510 hp) caterpillar tractor he was met by Ivan Vorobyov, EkoNiva-Chernozemye Executive Director.

Ivan Vorobyov pointed out that the opening of the servicing centre has solved the chief problem of providing high quality and prompt servicing for agricultural enterprises. Now the maximum time of responding to customer applications is no more than 2 hours. For the same purpose, the company plans to open another servicing centre, in 2015, in the east of the Voronezh oblast, the largest centre on an area of 3.5 ha in the Liskinsky district on the M4 Don Highway.

The head of the oblast approved such an expansion of servicing geography. “Servicing must be borderless”, noted Aleksey Gordeyev. “The Voronezh agricultural enterprises, the country’s best companies of the farming industry, must receive high quality and prompt support.” Shown to the head of the region were a showroom, spare parts depot and servicing workshops. Today the repair departments of the centre are virtually empty, as this is “the busy period” for Voronezh farmers. Ivan Vorobyov commented saying that the absence

of machines in workshops testifies to the servicing quality. All the machines operate on the fields. The head of the oblast enquired after the company’s economic performance. “While in 2013 EkoNiva-Chernozemye supplied the Voronezh oblast farmers with more than 800 units of equipment, in the first 9 months of 2014 this figure reached about 650 machines” says Ivan Vorobyov. “The

company’s 2013 turnover amounted to 2,740 million rubles. The forecasted turnover in 2014 will be 2,320 million rubles.”

The personnel issue did not go unattended, either. Today, 23 employees work at the Verhnamamonsky servicing centre. But customers are growing, so staff will soon be expanded to 50 employees.

At the end of the visit, Aleksey Gordeyev wished the company further dynamic development both in the supply of farm equipment and the provision of servicing, including to farmers in neighbouring oblasts. To this suggestion Ivan Vorobyov replied that it is possible, but the Voronezh farmers will always be the priority for EkoNiva-Chernozemye.

By Yulia SALKOVA







# The Siberian scale of things



This year, EkoNiva-Sibir participated simultaneously in four Field Days held in the Novosibirsk, Kemerovo, and Tomsk oblasts. The farm equipment was presented on a large Siberian scale. The spotlight was on the product line from John Deere.

## *Congratulations!*

**Sergey Kolesnikov,**  
head of Posevinskaya poultry  
farm CJSC, Novosibirsk oblast:

*"We have been successfully cooperating with EkoNiva in different areas for over ten years. I would like to point out that we would not have experienced such friendliness, carefulness and mutual understanding in any other company. I express my personal respect to and genuine appreciation of Stefan Duerr, a far-sighted leader and remarkable man! I congratulate EkoNiva on their anniversary! I wish for them to move steadily ahead and make excellent further progress!"*



capacity of its 3-point mount reaches 6,500 kg, which expands the tractor's operational capability.

This is an optimum model for small farms.

Looking forward to the autumn sowing, the farmers set their sights on the JD 1890 pneumatic stubble seeder.

Capable of operating in a minimum and no-till mode, this is designed for sowing grain crops with simultaneous fertiliser introduction.

For tilled crops EkoNiva-Sibir recommended the pride of Vaderstad, Tempo precise plant-out seeder. The machine ideally combines two advantages, i.e. high speed of up to 20 km/h and an excellent plant-out precision. Currently operating in Russia is an 8 m grip seeder. Now, the Vaderstad specialists are developing its 12-row model.

The hit of the Field Day in Kemerovo oblast was the John Deere W330 fourth class straw walker grain combine harvester with RE622 reaper. Alexei Burkhovetsky, EkoNiva-Sibir Senior Sales Manager, pointed out that the combine with a 6,000 litre bin

and grain discharge rate of 55 l/s gathers the harvest with a minimum loss.

At the Field Day in Tatarsk, in the Novosibirsk oblast, the JCB 527-55 loader was a huge success. This can lift up to 2.7 tonnes to a height of 5.5 m. Manoeuvrable, agile and compact, it can easily do a great variety of farm jobs.

At the Cattle-Breeder's Field Day, Vladimir Gorodetsky, acting head of the Novosibirsk oblast, noted that 271 thousand tonnes of milk had been produced in the first half of 2014, 7 thousand tonnes more than during the same period of the previous year. This has become possible largely thanks to the introduction of new technologies. Some farmers have started using robotised milking equipment. This subject figured prominently all through the celebrations. The EkoNiva-Farm Company presented a unique Mlone multiple box milking robot, which carefully milks the cows, fully monitoring all the processes. The Mlone machine offers an individual approach to each cow. Once it enters the box, the robot scans it and delivers fodder calculated expressly for this animal. EkoNiva-Sibir came up with its solutions in the field of fodder procurement and farm loading equipment.

By Anna BORDUNOVA





## Hand in hand

Over 30 major producers of farm equipment, machines, seeds, fertilisers and crop protection products came together at the Tula oblast Field Day. The farming holiday took place at the ZhAK peasant farm enterprise, one of EkoNiva-Tekhnika's long-standing partners

### “The greens” on the march

This year witnesses two jubilees for two partner companies. EkoNiva, one of the largest suppliers of farm equipment and milk producers in Russia, marks its 20th anniversary, while Manuk Avetisyan's farm, a leading potato growing enterprise, celebrates its 10th birthday!

“Today we have a fine opportunity to present a wide range of both new equipment and time-tested machines, used on the fields of the ZhAK peasant farm enterprise”, says Vitaly Kozorez, head of the sales department, at the Tula branch of EkoNiva-Tekhnika. “We've been working hand in hand with this farm for nearly eight years. The enterprise actively introduces

modern equipment and advanced technologies, achieving excellent results. We congratulate them on

their anniversary and wish them further progress.”

Over their years of work, the Tula branch of EkoNiva-Tekhnika has supplied the region's agricultural enterprises with more than 1,300 self-propelled and mounted equipment units. The ZhAK enterprise was among the first in the oblast to acquire John Deere series six and seven tractors from EkoNiva. In all, the farm has over twenty John Deere equipment units. This year alone, they have purchased a further 2 grain combine harvesters. Manuk Avetisyan, head of the enterprise, noted that the machines are in good repair at all times as EkoNiva provides excellent servicing.

At the Field Day, EkoNiva arranged a real parade of “the greens”, presenting tractors, combine harvesters, tilling machines and mounted equipment from John Deere. The Tula farmers set their sights on the John Deere 9510RT (561 hp) caterpillar tractor. It moves fine at a speed of 40 km/h in adverse weather when the soil is soft and sticky. In addition, it minimally impacts the soil.

The chief new product among the mounted equipment was the JD 3810

reversible plough. The machine showed itself to its advantage in different experiments in different regions of Russia. The front body is easily installed and removed. The machine is quickly adjusted for field work. The plough has 5 to 9 bodies.

The JD 2720 and 2623 disc rippers have undergone on-the-field trials. The model 2720 appeals with its multi-role capability, including crop residue crushing and distribution, compacted soil crust breaking and loosening, crop residue mixing and embedding and soil surface levelling. All these operations are performed in a single passage.

Having watched the exposition, the Tula oblast acting Minister of Agriculture, Dmitry Milyayev, noted that despite the difficult situation the farmers hold their ground. This year, they have acquired 500 million rubles worth of farm equipment

### Enjoy comfort!

The EkoNiva-Farm has demonstrated its modern animal care equipment to their guests.

“The cows' comfort increases their productivity by 25%,” says Anatoly Nosulenko, EkoNiva-Farm Sales Department Manager. The milk yield can be heightened by a quarter by creating comfortable conditions for animals.”

At the Field Day, the EkoNiva-Farm presented modern stall equipment and comfortable boxes with KRAIBURG soft rubber coating. Animal breeders took interest in the effective cooling technology of mounted ceiling fans, which creates optimum temperature for keeping animals in the cow house.

By Anna BORDUNOVA

#### Manuk Avetisyan, head of ZhAK farming enterprise, Tula oblast:

*“It's easy to work with EkoNiva! You get everything from the same hands: equipment, service, seeds, dedicated consultation, friendly attitude and expert advice. I congratulate our reliable partner on their 20th anniversary. I wish the company further steady growth, new projects and interesting solutions. Prosperity and wellbeing to you, dear friends!”*



*Congratulations!*





# Evolution of technologies



A celebration of new technologies and achievements was held at the Trud agricultural firm, Perm Krai, where the Kirov branch of EkoNiva-Tekhnika demonstrated modern farm equipment and technologies, from a wooden plough to futuristic machines.

The Perm Krai Minister of Agriculture, Ivan Ogorodov, noted that today it is important to introduce innovative technologies on Perm soil to renovate the in-service equipment.

The Agrofirma Trud LLC is EkoNiva's long standing partner. It is not the first time they have hosted the oblast's Field Day. "Today, we operate 37 tractors instead of 130, 8 combine harvesters instead of 40 and 30 agricultural machines instead of 111", says Yuri Yushkov, stub farm's chairman of the board of directors. "The use of such highly efficient equipment in the last five years has trebled our production!"

The highlight of the Field Day was

a parade of farm equipment and a presentation of modern technologies that have been successfully introduced on the farm. More than 30 pieces of equipment have been demonstrated from manufacturers such as John Deere, JCB, Vaderstad, Kverneland, Fliagle, Lemken, Einbock, Degelman and Schulte.

"Gathered here are the best and most advanced of not only what Russia has, but also what the world can offer", noted Gennady Nepomnyashchy, Regional Director of EkoNiva-Tekhnika.

Sergey Zykov, Director of the Kirov branch of EkoNiva-Tekhnika and host of the show, presented the spectators with the century-long history of agriculture

from a wooden plough, to modern smart machines.

Together with EkoNiva the Kama region Field Day was attended by a delegation from the Kirov oblast. Alexander Roslyakov, head of the Oktyabrsky stud farm (Kirov oblast), assured himself first hand that the Rapid Vaderstad seeder from Sweden is currently second to none. "In a single work shift the six-metre seeder handles 60 to 65 hectares. If the soil is treated correctly and organic fertilisers duly introduced, the productivity may exceed 5 tonnes per hectare. Our record in 2011 is 5.2 tonnes!"

The company operates a wide range of JCB loaders from telescopic to front-end. They are all different, but very efficient and multi-functional. The small and agile JCB 175 mini-loader fitted with a sledge hammer could even break granite!

"The demonstration of this equipment is not a window-dressing", says Sergey Zykov. "It is being effectively used by the firm. We are prepared to help with the training of machine operators and experts at all times."

By Yekaterina GALUSHKINA

## Innovative character

The Kaluga Oblast Field Day gathered a record number of participants. Over 120 examples of advanced farm equipment were placed out in the open on a pilot field.

Anatoly Artamonov, the Kaluga Oblast Governor, drew attention to the importance of new approaches and innovative techniques in organising agricultural production. "What matters for us above all is to determine which advanced technologies we must employ today to make our production

most effective and profitable", stressed the head of the region. "Over the last 20 years the Kaluga farmers have used the EkoNiva equipment for tilling, seeding, fodder procuring and harvesting. The company has been operating in the Kaluga oblast virtually since its establishment." EkoNiva brought a John Deere product line to Field Day, from self-propelled machines to towed equipment. Valery Puchkov, head the MosMedynAgroprom OJSC, says of the past years: "EkoNiva never ceases to surprise us. And that's the pledge of their success! We heartily congratulate them on their anniversary!"

By Yekaterina GALUSHKINA

Congratulations!



**Leonid Gromov, Kaluga Oblast Minister of Agriculture:**

"Within two decades EkoNiva has become a leader in Russia's agricultural business in the supply and servicing of farm equipment, as well as in agricultural production. The development of advanced technologies, introduction of the highest quality standards and dedicated personnel training have become the company's outstanding assets. The Kaluga farmers' close ties with EkoNiva are an indisputable advantage making it possible to find bearings and set goals in the field of progressive technologies. It also gives a chance to be among the first to try out the most effective work methods. I am sure that the efforts of EkoNiva will continue to bolster the development of agriculture in Russia in general and in the Kaluga oblast in particular. From the bottom of my heart I wish all the company employees happiness, health, prosperity and every success in the implementation of their plans!"

20 years  
together!





A regular Ploughman's Day was held in the Stupinsky district, Moscow oblast. The best machine operators of the oblast demonstrated their skills, farmers showed their produce, and farm equipment dealers came up with advanced machines and technologies for all segments of agriculture.



# From wooden plough to iTEC Pro

The message of the current exposition of the Ploughman's Day is "From wooden plough to high technologies". The guests were introduced to the evolutionary chain of tilling implements. At its starting point is the gelding Shtrikh "aggregated" to a wooden plough and the terminal is the John Deere 8335 R tractor with JD 3810 reversible plough from EkoNiva-Tekhnika. The tractor was fitted with the iTEC Pro

automatic swivel system. "The iTEC Pro has made the AutoTrac automatic drive system practically perfect" says Dmitry Kostev, EkoNiva-Tekhnika Deputy Director for Sales. "Using it, the machine with an aggregated unit turns independently. The operator is now needed only for monitoring the operations." The Governor of the Moscow Oblast Andrei Vorobyov, who gave a start to the

ploughmen's competition, also tried his hand as "a new operator". After a drive in the tractor with his arms folded, he noted: "It's very important, in introducing modern equipment into farm production, to employ intellectual decisions that ease the operator's work. Then we'll really move far ahead from the wooden plough!"

By Yulia SALKOVA

Farmers from the Smolensk region know the capabilities of the JCB loaders not by hearsay. While working in the oblast, EkoNiva-Tekhnika has supplied over 10 telescopic loaders. The 541-70 (100 hp) loader model can lift up to 4 tonne load to a height of 7 metres. "The increased lifting capability of the loader expands its operational applicability," says Alexander Nikitin, EkoNiva-Tekhnika Sales Department Manager. "The loader can perform not only farm jobs, but also building operations." The JCB 541-70 Agri Loadall loader features three steering control modes, i.e. turning on two wheels, turning on four wheels, and a unique "duck walk", which ensures excellent manoeuvrability.

By Anna BORDUNOVA

## Highlight of the show

At the Field Day in the Smolensk oblast EkoNiva-Tekhnika presented an impressive range of modern farm equipment. The highlight of the show was the JCB 541-70 Agri Loadall telescopic loader.



Congratulations!



**Marco Bercellini, JCB Director General in Russia:**

"We have cooperated with EkoNiva since 2007. They were one of the first companies that started supplying Russia with JCB loaders for farming. EkoNiva has supplied over 800 JCB machines to farming enterprises! We are proud of our partnership with the company as JCB owes its success to its dealers and their employees. Happy birthday to you, our true partner EkoNiva!"





# Best of all in the next 100 years!



The Swedish-built Rapid seeding system has been operating on Russian fields for about 15 years. In 2013, Russian farmers recognised the Rapid as the best seeder. In 2014 the admiring acclaim keeps growing. We publish an opinion of Ivan Kretinin, chief agronomist of Istobnoye LLC, Voronezh oblast, one of the customer farms of EkoNiva-Chernozemye.

**W**e met Mr. Kretinin on 24th July on an ideally smooth field sporting exclusively clean soya. The plants were of a regular height, with

already formed pods.

"I think this is the best possible soya seeder for the next 100 years," says Ivan Kretinin. "I state this quite responsibly since I, as the chief agronomist, am responsible for the harvest and end results."

The seeding began on 6th May. Now soya is in a fine condition, with 30 to 40 pods per stalk. This is a result of impeccable work of Rapid 600C.

We've sown 400 hectares. All the fields look great! Three other seeding machines of famous models worked on the remaining 700 hectares. In no way do they compare to the Rapid!

The soil was only harrowed before seeding. The rest of the treatment was provided by the seeder, which did the job very thoroughly preparing the soil, seeding and subsequently compacting the seedbeds. The degree of compacting is the same to a millimetre all over the field and optimal for moisture retention and seed germination.

The Rapid smoothes down the soil surface rather well. It ideally maintains the embedding depth (5 cm in our case) for each coulter, unlike other machines we've used for seeding.

We couldn't believe our eyes when we saw even and regular sprouts as early as on the seventh day! By comparison, the sprouts from other aggregates

appeared only after three weeks, patchy and irregular. This is a result of uneven compacting.

We've used an all-through seeding technique with a between row space of 12.5 cm. Thanks to this, the first pod came up higher than usual, which will also enabled the reaper to cut it down. Another advantage of the Rapid is the high seeding rate and, hence, higher productivity. In a shift we sowed around 120 hectares while other seeders did 25 at the most.

The seeder bin is spacious, 6,000 litres. It is very conveniently loaded by the manipulator supplying two large bags of seeds and two of fertiliser. The time spent is minimal. In addition, soya needs nitrogen. Therefore we treat it with inoculating compounds. To preserve its properties, it must be protected from direct sunlight. The swift loading does it.

By Yulia SALKOVA



## Congratulations!

**Alexander Anosov, Voronezh Oblast Duma deputy, Liskinsky Agricultural Production Cooperative Director:**

*"To our region EkoNiva means innovation in farming. When EkoNiva-Chernozemye first appeared in the Voronezh oblast, none of the farm equipment suppliers could offer the farmers such a range of advanced farm machines and a level of servicing as they could. To this day, EkoNiva remains the leader in this respect. As for the agricultural production methods employed by EkoNivaAgro, they are an excellent model for our farmers."*

*I wish EkoNiva further growth in its production and at all times to remain a company with open-hearted people, not robots. From the bottom of my heart I wish everyone fine health, high spirits and optimism!"*







# AGI: seven years in Russia, seven years with EkoNiva

The Ag Growth International Company has been operating on the post-harvest equipment market for over 150 years. In Russia, many farmers know this company very well and appreciate it as a manufacturer of reliable and highly efficient equipment, as well as a skilled expert on all issues of saving the precious harvest. We spoke to Shane Knutson, Ag Growth International Director for Foreign Sales, about the progress of this industry in the world and Russia.

### New developments to meet farmers' needs

"We do our best to meet the needs of farmers the world over. They are generally much alike. Whereas previously farmers were concerned exclusively with the grain preservation, today they take the economy of the process seriously. This includes minimisation of grain spoilage and waste and highly productive and careful transportation from the fields at a minimum labour and energy cost. Also, many countries apply highly rigorous air quality standards. We gratify all of the farmers' requests. This is true of both equipment and the materials it is made of".

### Mobile control into life!

"Today we give much attention to the development of software for remote access to the elevator via a computer or mobile phone. In the last 15 years our achievements in the development of software for grain storage facilities have moved 50 or so years ahead. Today, it is possible to control grain storage operations hundreds of kilometres away from the facility without leaving the office. For example, there is an option to controlling the climate, effectively mix grain for end buyers in compliance with exact

product specifications and track grain shipment from the field."

### From post-Soviet elevators to real efficiency

"As recently as 10 years ago farmers still adhered to the Soviet method of grain treatment and storage. The basic principle of the system was the drying of grain to packaging and storing it in central elevators that were often rather far from the field. As for the grain that remained on the farm, it was stored mainly in floor-based facilities with inadequate air conditioning and took a huge effort to transship.

However, the Russian post-harvest equipment market rapidly transformed in compliance with the requirements of growing production, effectiveness and competitiveness. The farmers invest in new grain storage facilities, elevators and improved throughput technologies. Our experience of cooperating with the Russian farmers shows that the elevators are also used both as transshipment stations and long-term storage facilities. New port elevators are also being erected for exporting more grain to the world market. This galvanises all market segments. AGI manufactures equipment in compliance with all scales and requirements of the market, such as grain depots for small

farms, commercial elevators and treatment and storage equipment for processing plants."

### AGI plans in Russia

"AGI continues to expand its business in Russia by cooperating both with long-established and newly acquired dealers. We still position ourselves not only as a supplier of hardware, but also as a provider of solutions. Expressly in this aspect we continue to cooperate with EkoNiva. Most of the new projects we jointly undertake presuppose visiting similar enterprises the world over to choose the best equipment and installation technologies."

### Successful partnership

"AGI officially emerged on the Russian market in 2007. That was when we became partners with EkoNiva in the supply of equipment both to the company's farms and EkoNiva-Tekhnika's customers. Some AGI branches supplied the equipment to Russia until 2007, but thanks to the partnership with EkoNiva we have strengthened our position in Russia. We are glad to have such a partner in the Russian business community. EkoNiva helps us to provide first-class customer service, which we would not achieve on our own!"

By Yulia SALKOVA



**Shane R. Knutson,**  
**Ag Growth International Foreign Sales Director:**

*"I first visited EkoNiva over 10 years ago. That was when I was honoured to meet Mr. Stefan Duerr personally. Of all the companies I have dealt with EkoNiva is one of the most professional in terms of both organisation of farming work and business distributing. Practically all the people I have made the acquaintance of ten years ago still work for the company. Such devotion is rare nowadays. I cannot help mentioning that Stefan Duerr is an excellent leader and all EkoNiva personnel are first-rate specialists. It is thanks to them that the company has made such remarkable progress.*

*We cordially congratulate EkoNiva and hope that in the next twenty years cooperation between our two companies will strengthen so that we shall celebrate our 40th anniversary together. Congratulations! Steady as you go, EkoNiva!"*



*Congratulations!*



## Power saving technologies

Many regions of Russia have grown a good harvest of grain crops. The producers are willing to sell at a profitable price. However, the latest forecast of the US Department of Agriculture (USDA) put the 2014 global wheat harvest at 705.2 million tonnes, triggering the price fall on the world market. How can the competitiveness of the Russian grain increase under such circumstances?

### *Congratulations!*

**Georgy Ivashchenko, Novosibirsk Oblast  
Minister of Agriculture:**

*"In 12 years, EkoNiva has done a huge job of re-building agriculture in the region. They were the first in Siberia to start supplying foreign-made equipment, enabling the farmers to work effectively on land. The Sibirskaya Niva agricultural enterprise is one of the leaders in the Maslyaninsky district and a source of modern dairy husbandry technologies. This put the district's farming on a new track of development. I cordially congratulate EkoNiva on the remarkable event and wish their employees health and happiness, together with prosperity, new achievements and large projects for the company!"*



The answer seems to be simple —build up the productivity of grain crops and control spending on their production. Is this possible when on most Russian farms such means of intensification as mineral fertilisers, fungicides, insecticides and herbicides have been minimized? Each climatic and soil-specific zone must have its optimum technology for growing winter wheat.

An essential factor in optimising expenses is the use of modern power saving technology in soil treatment, sowing and stalk management.

By nature, winter wheat does not need a loose soil structure. Deep autumn ploughing before sowing winter wheat in dry conditions results in the seeds' insufficient contact with soil, root system sagging, and drying of the soil upper layer. Power consuming ploughing can be substituted with less costly soil treatment by disc or

cultivator type of implements.

The first soil treatment after harvesting a predecessor crop (stubble shelling) is performed at a very small depth of 5 to 7 cm in order to embed the weed seeds and fallen fruit of the preceding crop and to improve the contact between plant residues and soil micro flora. Here it is very important to thoroughly distribute all of the plant residues. The most economical tool is the Strawmaster 700 spike tooth harrow from Degelman. Five rows of powerful 16 mm teeth crush and distribute the straw, embed weed seeds in the soil and promote their fast sprouting. At the operating width of 25 m, these are the most productive machines, with the smallest diesel consumption, on an area of 1 ha for primary soil treatment. The even distribution of straw during the first shallow treatment is also obtained in using the Carrier disc harrow from Vadderstad. An adjustable row of teeth in the front part of the Carrier copes with any kind of straw (even in swathes), which makes it advantageously different from other disc headers.





Due to the small disc diameter of 450 mm, it is possible to intensely rip the soil and effectively crush the plant residues, thus significantly improving treatment quality.

For the new season the Vaerestad Company is preparing the Opus system. This new product differs from TopDown in that it has no 450 mm

discs, 610 cm in diameter, solidly treat to a depth of 15 cm. The powerful C-shaped headstocks mounted at an interval of 76 cm in the middle of the system, help rip the soil to a depth of 40 cm. A new hydraulic compacting roller helps the disc ripper 2720 to effectively break earth clods and root clusters, ensuring regular treatment and precise levelling.

Before sowing winter wheat, it is advisable to choose a combined seeder, which treats the soil and sows, simultaneously, introducing the fertilizers and compacting the soil. These operations are best performed by the Rapid seeder from Vaerestad. It has rightly won the The Best Seeder 2013 prize. Its special feature is the very precise planting of seeds onto a solid bed, which improves and regularises sprouting. The second feature is the two-circuit design of the seeder. In the first circuit, main crop seeds are planted out with a between-row space of 12.5 cm, while in the second circuit a complete dosage of fertilisers is introduced at a distance of 6.25 cm from the crop. Despite the high initial cost of the seeder, it is very economical

in that it performs 4 technological operations at a time (tilling, seeding, fertiliser introduction and compacting). The efficiency of the Rapid seeder manifests itself also in that due to the increased field sprouting, the seed introduction dosage can be reduced by 10%, while the local fertiliser introduction into the rows improves their accessibility to the plant's root system.

The John Deere 730 pneumatic seeder is also a combined system, which provides pre-seeding treatment by a cultivator type of implement with simultaneous introduction of fertilisers under the blade, while the seeds are planted out by the two-disc coulter with a precise seed placement. The seeder's advantage is that the cultivating blade cuts perennial weeds better than the disc operating devices. The John Deere 730 seeder is manufactured with an operating width of 8.7, 11 and 13.4 m and between-row spaces of 15 and 19 cm.

The use of new multi-role systems performing 3 to 4 operations in a single passage essentially reduces the number of passages across the field, cutting the amount of tractors, implements and personnel on the field. The performance of all technological operations in a single passage not only reduces power consumption, but also significantly increases the grain crop harvest.

Willy DREWS,  
doctor of agronomy, EkoNiva adviser



discs in front (stubble must be shelled with the help of Carrier right after the combines leaves the field). The system width for John Deere series 8 tractors can be 5.75 and 6.75 m. Such a design reduces its cost compared to TopDown and cuts spending on soil treatment.

Less costly is the basic soil treatment at a large depth to break soil compaction with the John Deere 2720 disc ripper. Two rows of whole spherical

operations are best performed by the Rapid seeder from Vaerestad. It has rightly won the The Best Seeder 2013 prize. Its special feature is the very precise planting of seeds onto a solid bed, which improves and regularises sprouting. The second feature is the two-circuit design of the seeder. In the first circuit, main crop seeds are planted out with a between-row space of 12.5 cm, while in the second circuit a complete dosage of fertilisers is introduced at a distance of 6.25 cm from the crop. Despite the high initial cost of the seeder, it is very economical

Congratulations!



**Alexander Roslyakov, Oktyabrsky stud farm Director General, Kumensky district, Kirov oblast:**

"In 20 years the company has brought about revolutionary changes. EkoNiva is one of the best suppliers of farm equipment in the Kirov oblast. They do not only sell equipment but also provide adequate servicing. They do their best to reduce the cost of our agricultural products. As they mark their anniversary we wish EkoNiva steady development and successful progress. We also wish happiness, good health, high spirits and optimism to all of their employees!"







# Milk addresses the road issue

## Congratulations!

**Yevgenia Uvarkina, Trio Agricultural Firm Director:**

*“Heart-felt congratulations to EkoNiva on their 20th anniversary!*

*We are very glad that the founder of EkoNiva, Stefan Duerr, lives and works in Russia and, like a real patriot, has been successfully developing the Russian farm industry all through these 20 years. EkoNiva is a leading milk producer in our country. They set an example for other dairy enterprises to follow via their innovative approaches.*

*We wish this company steady development and are genuinely proud of cooperating with them in the different areas of agriculture for the attainment of our common goals.”*



Beginning on page 7

Alexander Venglinsky, Executive Director of EkoNiva-Farm, said that next year the first robotised rotary milking machine, DairyProQ from GEA Farm Technologies, will appear in Russia. EkoNiva-Farm plans to supply it to agricultural enterprises in the Kaluga oblast.

Following a cordial reception at EkoNiva, we paid a visit to MosMedynagroprom, the company’s long-standing partner. Valery Puchkov, director-general of the enterprise, carried out an excursion for us of his assets. Over 2,800 forage-fed cows are kept over 7 stockbreeding farms.

Here an automated microclimate system is used for animal comfort. The animals are fed based on a special method using high-energy fodders. All this enables a daily production of more than 50 tonnes of milk, processed on own facilities. The dairy plant produces about 100 milk products to many tastes under the Long Break brand.

In the evening, we headed for the Tula oblast. At the InterCross Centre livestock facility we were met by Pyotr Bocharov, head of the enterprise. We watched how a herd of 4,800 dairy cattle is cared for, using the advanced dairy production techniques. In a day, “the family farm” cow (that is how Pyotr Bocharov modestly refers to his enterprise) yields 120 tonnes of natural milk.

### On Yevgenia Uvarkina’s hayloft

The second day started with a visit to the Tula Dairy Plant. Alexander Shirinkin, chairman of the board of directors, pointed out the importance of the rally for strengthening the dairy production chain from production to processing to consumption. We went to see how products are turned out at the complex. Each day it processes around 280 tonnes of raw milk. Its state-of-the-art equipment produces unique dairy products with sophisticated recipes. The complex’s latest development is the VitaMilka curd drink. In terms of protein content (7%) it is similar to usual curds but due to special production technology it reaches the consistency of a beverage. In terms of protein content it is second to none on the Russian market. Having tasted “the natural milk stuff”, we left for the Lipetsk oblast.

Towards lunchtime, we arrived at the Trio farming enterprise. This is incorporated by the East-European Dairy Alliance, which also encompasses the companies Voshchazhnikovo, EkoNiva,

and Zelyonaya Dolina. The Alliance has a total of 40 thousand fodder-fed cows yielding 600 tonnes of milk per day. This accounts for 6.5% of the dairy market in the Central Federal District and 1.5% of all merchandisable milk in Russia.

On a very symbolic hayloft, we were greeted by Nikolai Tagintsev, Deputy Governor of the Lipetsk oblast, and Yevgenia Uvarkina, head of the enterprise.

“Today our country is acutely short of milk”, noted Nikolai Tagintsev. “The motor rally must draw the public’s attention to this problem.”

Yevgenia Uvarkina continued on this subject, noting that the motor rally is a great idea to unite milk producers who must together foster production relations between the officials and the businesses, as well as between production and processing.

The excursion of the animal farm passed in no time and everyone was treated to quite a few surprises. Yevgenia Uvarkina said that her company’s current policy is aimed at the efficient preservation of young livestock. The cows duly respond to the care with high milk yields. Last year, an average cow’s milk yield was 8,600 litres. This year it will be 9,400 litres. After the tour, Yevgenia Uvarkina invited everyone to a milk break, where we tasted the Lipetsk cows’ milk.

The subject of milk shortages stood high on the session’s agenda, devoted to the development of the industry in the village of Terbuny. Mikhail Mishchenko, DairyNews editor-in-chief, noted that this year Russia has produced 783 million tonnes of milk. The product shortage is 50%.

In her speech, Yevgenia Uvarkina stressed that milk producers must unite themselves to collectively address pressing issues. The establishment of the East-European Dairy Alliance is the first sign of a common effort.

“One of our alliance’s chief tasks is







to jointly work out the dairy industry's strategic development programme," says Yevgenia Uvarkina. "We shall monitor product quality, oppose fake production and support producers."

After the session, we went to the Lipetsk Family Farms. They combine an individual approach with the industrial production process for each cow.

#### Then thunder clapped

We brought the long-awaited rain with us to the Voronezh oblast, which didn't prevent us from touring the Voronezhsky dairy plant, a subsidiary of the Molvest corporation. Each year, it processes 300 thousand tonnes of milk, turning out products under the Vkusnoteyevo brand, as well as cheese and butter. Having tasted the natural products and received farewell gifts, we left for the Admiralty square for a meeting with Anatoly Spivakov, Deputy Chairman of the Voronezh Oblast Government and head of the Agro-Industrial Department.

"For the third year running the Voronezh oblast is the leader in terms of milk production growth, being a milk donor for neighbouring oblasts", says Anatoly Spivakov. "We are second in the region in terms of cattle herd growth."

At a work session in the Liskinsky district, its head Victor Shevtsov said that last year 100 thousand tonnes of milk had been produced. This year it is planned to produce 110 thousand tonnes. The EkoNivaAgro Company

accounts for 75% of all of the district's milk.

Among other things, the session dealt with the issue of building an inter-regional milk production cluster in the Voronezh oblast which would incorporate producers and processors of milk. Oleg Lakhov, head of the animal husbandry section of the Voronezh Oblast Department of Agriculture, said that work is now underway on the programme Organisation of Dairy Cluster on the Territory of the Voronezh Oblast in 2015 to 2020. As a result, by the year 2020 milk production would increase by nearly 200,000 tonnes per year, while the yearly milk yield would rise to 1,600 kg per head."

Stefan Duerr, EkoNiva Company President, believes that the dairy cluster offers a number of advantages.

"More attention will be paid to this industry, which will improve the internal coordination and the personnel supply situation", Stefan Duerr summed up by inviting everyone to his farm.

At EkoNiva we were met by heroes from the Academy of Dairy Sciences. This project seeks to create the best image for milk in Russia.

"We show children and adults how milk is born" says Stefan Duerr. "We want the consumption of milk and dairy products to become a part of life in Russia."

We also attended a livestock facility where we watched cows being milked using rotary milking machines. The farm keeps a total of 13,410 fodder-fed cows

that yield 320 tonnes of milk daily. We were also shown exhibits from the Milk Museum, the only establishment of its kind in Russia!

#### There is a chance!

Our motor caravan entered the Belgorod oblast to learn sensational news – President Putin had signed a decree banning the import of certain agricultural products into Russia.

Stanislav Aleinik, Deputy Chairman of the Belgorod Oblast Government, head of the Department of Agriculture, noted that the ban of imports will also create favourable conditions for the development of the country's dairy industry.

"The Belgorod oblast is the third largest milk producer in the Central Federal District, supplying 353 kg per capita," says Stanislav Aleinik. "In 2014 the oblast will get 580,000 tonnes of milk."

We visited the farms of the Avida group companies and the company's dairy plant with an output of 300 tonnes of milk. This produces over 60 items of dairy products. After tasting the desserts we left for the Zelyonaya Dolina. Sergey Altukhov, the company's Director General, said that the agrarian holding operates in seven districts of the Belgorod oblast, bringing together nine major enterprises. Its daily milk output is 160 tonnes.

In conclusion of the motor rally, the organisers summed up the event, singling out the best crew. The cup of the "Give Way to Milk!" rally went to the company Zelyonaya Dolina.

By Anna BORDUNOVA



#### Alexander Shirinkin, chairman of the board of directors, Tula Dairy Plant:

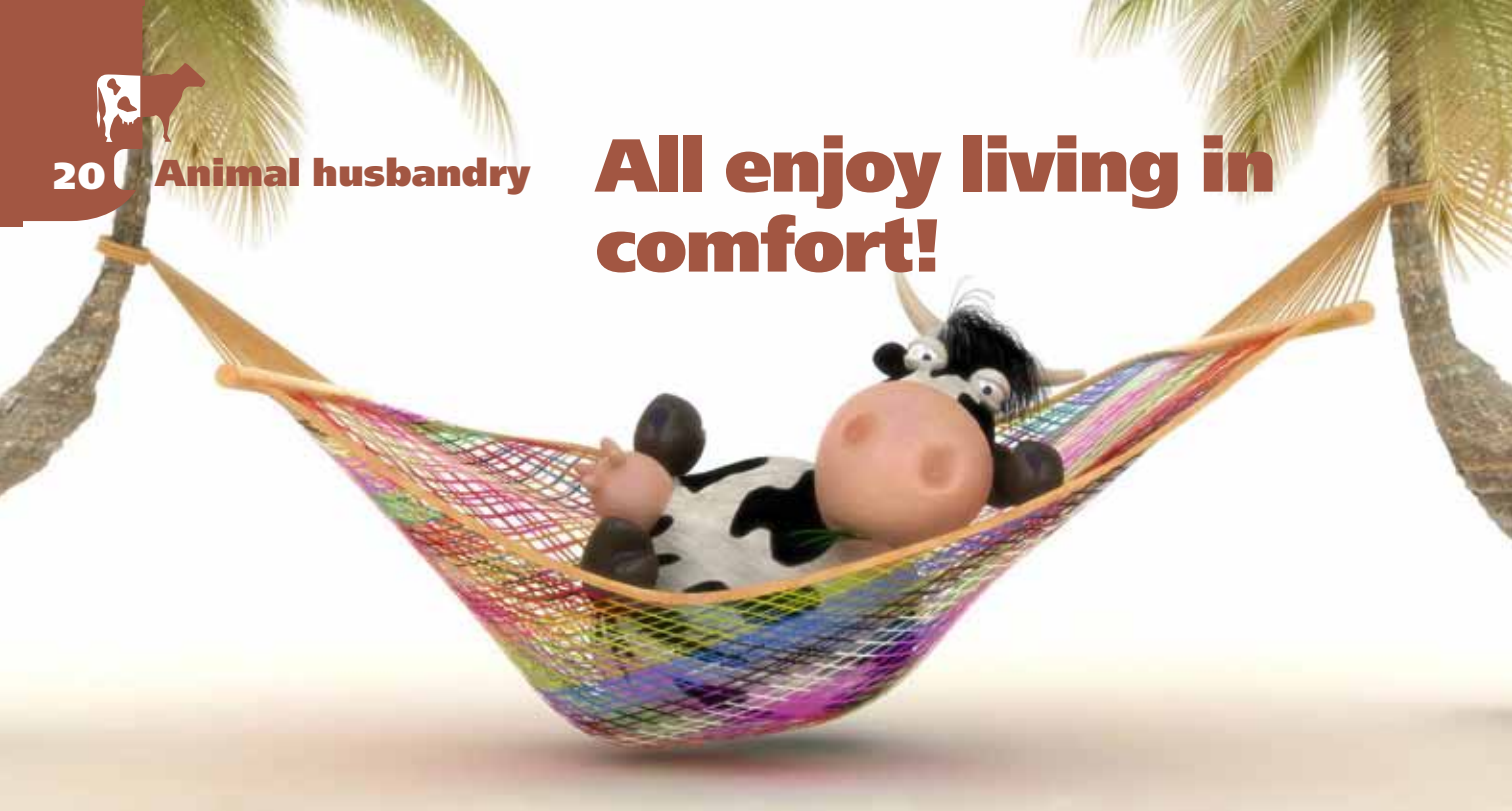
"I am very glad that over the years we have been cooperating with this company so fruitfully and beneficially. This is a wished-for partner of any modern enterprise primarily concerned with dairy product quality. The company turns out European standard raw milk. For its processors this is a pledge of high quality of the end product. Your reliability and professionalism are invaluable! In a complex time like today, you are doing a very important and difficult job. Your personnel's superior skills and respect for your partners makes our cooperation attractive and mutually advantageous. I wish the company's employees every success in what they do and whatever new projects they take up in the future!"



Congratulations!



# All enjoy living in comfort!



A cow's health largely depends on their care within dairy farms. The EkoNiva-Farm offers complex solutions from GEA Farm Technologies to better care for the animals.

## Cleanliness contributes to health

Mastitis is one of the leading causes of cows' early culling. In the case of this disease, productivity falls by 10 to 60%. The risk of the disease heightens, among other things, from inadequate udder care, as teat channels remain open for around 30 minutes or, with some animals, up to 2 hours, after milking. To prevent mastitis it is necessary to treat the udder with a special antiseptic dip compound after milking. The GEA Farm Technologies sanitary protection products include different dip compounds. For instance, the SensoDip 50 R complex with a chlorhexidinum content of 5,000 ppm, quickly and effectively fights mastitis activators. Due to a special formula, it remains on the teats for a

long time. The compound ensures sparing

disinfection, while glycerine and lanoline help keep the teat skin clean and healthy, preserving the teats' elasticity and protecting them from drying.

## Like walking on air!

Hoof conditions are also the cause of cow culling. Hoof diseases are often aggravated as animals are transferred from tethering to loose housing. Injuries and cracks cause pain and discomfort, reducing the cow's time at the manger, which reduces milk production. To avoid this, the hooves must be treated regularly. GEA Farm Technologies proposes addressing the problem by using the Walkease™ system. A stock of foam material from ethylene vinyl acetate (EVA) is attached to the sound part of the hoof by special, instantly solidifying, cyanoacrylate glue. It features excellent resilience and outstanding anti-wear properties. Unlike the wooden variety, EVA stocks are soft and wear evenly, with no need for frequent replacement. Fastening the stocks takes less than three minutes.

## Legs, wings... But the tail is more important!

Trimming the tail helps to keep the hind area of the udder clean. This reduces milking preparation time and assures milk quality. Usually, the cows' tails are trimmed on the farms using scissors, but this is a painstaking job. The Tailwell trimmer from Shoof International Ltd is fitted on a standard manual 14 vault drill and a rotation speed of 1,200-1,750 rpm. The device enables trimming a tail within a mere 3 to 4 minutes, thus improving the hygienic environment on the farm.

## A-Okay!

GEA Farm Technologies also offers new generation scraper systems, with an extra channel under the alleys. The new systems such as the Channel Under Alley, Deep Slot and Tube Scraper are created specifically for keeping cowshed passages dry. This ensures the whole area is perfectly clean. The Deep Slot and Channel Under Alley systems clean alleys of 1.8 to 5.5 m wide.

By Anna BORDUNOVA

*Congratulations!*



**Pavel and Svetlana Demidov, Dominant group's President and Vice-President:**

*"With infinite respect and genuine appreciation we personally congratulate you, Mr Stefan Duerr, and EkoNiva on its 20th anniversary and offer our heart-felt greetings. The superior professionalism, indisputable leadership and an outstanding contribution to the development of agriculture in the Voronezh oblast as well as all over Russia are a pledge of our enduring and fruitful cooperation in dairy husbandry. We are proud to be your partners! We wish you more success in your important work, the achievement of new ambitious goals and the attainment of excellent results!"*







# Super high-tech harvesting

The newest high technology John Deere T-series combine harvesters have reached Russia at last. The first lucky owner of these machines is Znamenskoye agricultural enterprise in the Tula oblast, where the company has supplied two of the latest products of our market, JD T670 combine harvesters.

**A**t the very height of the harvesting season we headed for Znamenskoye to see the new products in operation and to better familiarise ourselves with the farm. An old friend and partner of EkoNiva. The first to introduce innovative crop production technologies, which made them the regional agriculture leader. Today, 8,500 ha of arable land produce brewing barley, wheat and soya. The farm has long started using Vaderstad equipment in tillage and sowing. John Deere tractors of various power provide exclusive draft and universal applicability. One of the latest acquisitions is the John Deere 4940 self-propelled sprinkler, the largest in its class, with an operating width of 36 m. The farmers compare it to an aircraft.

Until this season, the harvesting on the farm used to be done by three John Deere 510 hp rotary combine harvesters. However, once two series T straw walker combines appeared, harvesting became much faster and more effective. Mikhail Yevlanov, Znamenskoye LLC Director General, is very pleased with these super high-technology machines. Mikhail Yevlanov: "The combine

harvester is simple and highly efficient. It threshes grain practically without loss. You won't find a single grain left out. In a shift, one combine harvests more than 150 tonnes. The fuel saving is 20% compared to rotary machines. Ideal harvesting of all crops!"

Such a result is assured by a new improved straw-walking method. In T-series combines, following the threshing drum, 660 mm in diameter, is a straw-walking transfer beater. Thanks to the upper delivery of the mass by the transfer beater, the straw separator grasp angle is 165°, which increases the extra separation area to 1.56 sq m, while the total separation area reaches 3.3 sq m. The grain bin capacity is 9,000 litres.

"Such a design of the threshing system increased the combine productivity by 15-20% compared to the John Deere series W single drum combines", says Aleksey Priskoko, head of the post-sale servicing department, Tula branch of EkoNiva-Tekhnika. "Together with powerful

## *Congratulations!*

**Mikhail Yevlanov, Znamenskoye LLC  
Director General, Tula oblast:**

*"Today, EkoNiva is an innovative idea and technology giant. The company encompasses a spectrum of different cultures such as communication skills, corporate behaviour and a personal and businesslike relationship. I am glad we have been friends with them for over 12 years. It is always easy and pleasing to deal with EkoNiva! Marking their anniversary I want to thank them and wish their personnel to remain optimistic and continue introducing advanced technologies."*



engines (460 hp), the combine harvests up to 25-40 tonnes per hour at a grain loss of less than 1%." The Znamenskoye operators put a high value on the combine in terms of convenience and operational comfort. The large cabin with excellent visibility and automatic control make the John Deere T-series combines still more perfect. Using such equipment, it is easy to harvest even in the most adverse conditions.

*By Yekaterina GALUSHKINA*

## 25 years on...

Personally for Stefan Duerr, the founder and president of EkoNiva, the company's 20th year proved to be rich in remarkable anniversaries. It was in 2014 that the figures (or stars?) came so significantly together that Stefan's 50 years of life became evenly halved, i.e. he had given 25 years to Germany, devoting another 25 to Russia.

**W**e accidentally came upon a curious artefact, an interview given by Stefan Duerr to the German newspaper *Top Agrar*, published as long as a quarter of a century ago following his first visit to the USSR. This is a really unusual interview. After six months' work on the "50 years of the USSR" state-farm in the Moscow oblast, the young trainee shares his thoughts about agriculture and the problems of our economy that had taken the path of reconstruction and transformation. Also, he airs his views on the Russian people he had dealt with during his work. Today we decided to learn how the farming situation has changed and take the opportunity to inquire on his outlook on the passage of 25 years. So here is what it used to be like and what it's like now...

**Top Agrar:** The pessimism over farming sits deep in the Russian mind.

The massive escape from the village to the city deprives the state-farms of their future. People regard farm work as punishment. This is accounted for by the monotony of farm work, the empty shelves of village shops and the scarcity of social entertainment.

**Stefan Duerr:** Today it is still believed that life in the city is more prestigious. Over recent years, however, we have observed an opposite attitude. Many do not consider living in Moscow the chief goal of their life. People enjoy living in smaller towns, or in villages. Nowadays, the bulk of agricultural enterprises are modern farms employing high technologies, creating favourable work conditions and paying adequate wages. Whereas people in the village previously lived off their domestic produce, keeping cows, pigs and vegetable gardens, today, where jobs are available, the role of the own

farmstead has become insignificant. Anything can be bought at the shop so long as one has money to pay!

**TA:** One of the largest problems of the Soviet era is the fixed salary. Work is paid for based on rates established in thick logbooks at the state's planning agencies. Executives' work is hardly paid better, often even worse than that of a grass root worker. As bonuses go, they depend not on the personal contribution of a specific worker, but on the achievements of the entire enterprise. For instance, a veterinarian's wages are determined by the results achieved by the pig breeding complex in general. In the course of reconstruction special attention must be paid to the payment system so that during intense work periods a higher salary would be paid to workmen, in order to motivate them more effectively.







“Complete cost accounting”, this is the magic formula by which Gorbachev tries to overcome the crisis. Thus far, however, it’s unclear whether Gorbachev will attain his goals. The situation is complex, the food supply is deteriorating. If the coming winter proves severe, the population will, most likely, take to the streets. However, there are other gifted people and knowledgeable experts in the Kremlin. At the moment one thing is clear: there will be no more stagnation in Russia.

**SD:** Did I really speak so? Regrettably, what happened after Gorbachev was not the best of options. In the 90’s much had been broken and little created. In 2000 normal policy began to be conducted. However, the transition ought to have been made less painful for the people and the economy. Now, just like then, I am sure there will be no stagnation. Over the past 14 years the market economy has been developing fairly well. However, in the wake of the latest developments I would not make any predictions for the foreseeable future. Frankly speaking, I have never feared the future as much as I do now.

**TA:** I was often asked: “What can one learn in Russia?” Quite a few things, actually. For instance, I have learned how to work on land and how to manage people from our agronomist Petrovich. In addition, I have met in Russia no end of kind-hearted people and never once regretted having come here for practice.

**SD:** I am very glad I have acquired expertise as a trainee here. At that time I had learned a lot, namely, how to operate on large-scale farms. Here, in the West, they did not teach us any such things as there were no large farms in West Germany. Today, Russia has very large, modern, successful agricultural holdings that are among the world’s leaders. can learn everything from them!

As for Russians, they are people known, as always, for their hospitality, benevolence and open-heartedness. One cannot help but appreciate this!

By Svetlana WEBER

**SD:** The issue of correct payments for work in large agricultural holdings is to date one of the most important. We experiment quite a lot in this field, to permanently improve the payment system. We also register payments in a dedicated book called the “Wage calculator”. Our attitude to this problem is as follows: in order to form a professional team, it is necessary to pay well, especially to the specialists and executives who largely determine the work process.

**TA:** An ordinary worker bears no responsibility, he just complies with instructions. So workmen see no point to their work, which is why their working day seems boring and monotonous. Most foremen have not gotten used to independent work either. To work as an executive, one does not require so many skills, but the ability to adapt.

**SD:** Unfortunately, on many farms this situation prevails to date. I am sure however, that today the key to success is in changing this attitude. It seems to me that EkoNiva are on the right track. We want people to think more and be able to work on their own. At the

same time, major companies do need to maintain some organisational processes and observe standard work patterns.

**TA:** One cannot do without connections here. The Russians are remarkably talented organisers. The shop shelves are empty, but the citizens’ refrigerators are packed full. The state-farm is perceived as a supermarket from which one can take anything out without paying. Not everything recorded as drying and shakedown loss disappears without trace. It subsequently crops up on private farmsteads. The experience of fattening 600 pigs showed that within eight weeks 26 animals went missing for unaccountable reasons.

**SD:** True, the problem remained, but the situation has improved. We tackle it using carrot and stick motivation, i.e. on the one hand we pay a good salary to people not to entertain evil thoughts, on the other, the farm security service does its job. Unfortunately, one cannot do without this.

**TA:** The *perestroyka* must make the country economically prosperous.

**Victor Shevtsov, head of the Liskinsky municipal district:**

“EkoNiva is a unique company. Thanks to the active development of the Russian villages, they offer not only jobs with comfortable work conditions, but also kick-start the construction of new houses, roads and kindergartens. They also urge reconstruction of monuments and plenty of other cultural and economic assets. Over the years of EkoNivaAgro’s operation in the Liskinsky district, it has never once failed its principle of being responsible both for the land it works on and each person who lives on it and cultivates. From the bottom of my heart I wish EkoNiva many more successful twenty-year periods, the growth of output and steady progress not only in production, but also in the social sphere. May it succeed in the future as it does now!”



Congratulations!



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**September. John Deere Field Day.**

**Venue:** APK Soyuz LLC, Vyatskopolyansky district, Kirov oblast.

**Organisers:** Kirov branch of EkoNiva-Tekhnika.

**7-10 October. All-Russian Exhibition of Farm Equipment Agrosalon 2014.**

**Venue:** Crocus-Expo International Exhibition Centre, Moscow

**Organisers:** Russian Association of Farm Equipment Manufacturers Rosagromash

**8-11 October. 16th Russian Agro-Industrial Exhibition Golden Autumn 2014.**

**Venue:** All-Russian Exhibition Centre, Moscow

**Organisers:** Russian Federation Ministry of Agriculture, Mezhdunarodny Vystavochny Complex VVTs CJSC

**28-30 October. Agro-Industrial Exhibition AgroSib.**

**Venue:** Novosibirsk

**Organisers:** Novosibirsk Oblast Administration

**11-14 November. International Exhibition for Animal Husbandry and Management EuroTier 2014.**

**Venue:** Hannover, Germany

**Organisers:** Deutschen Landwirtschaftsgesellschaft (DLG)

**11-14 November. Agricultural Exhibition Selmash-Expo 2014.**

**Venue:** Kemerovo

**Organisers:** Russian Federation Ministry of Agriculture, Kemerovo Oblast Administration

**19-21 November. Agro-Industrial forum of the Black Earth Region VoronezhAgro 2014**

**Venue:** Voronezh

**Organisers:** Voronezh State Agrarian University Exhibition Centre, Voronezh Oblast Department of Agrarian Policy

**November. Training seminars on John Deere equipment for specialists of agricultural enterprises.**

**Venue:** Tula, Kaluga, Ryazan and Vladimir oblasts

**Organisers:** EkoNiva Company



**11-14 November**

We invite you to attend the EkoNiva display stand No. 27-C45 at the EuroTier 2014 International Exhibition. We look forward to seeing you there!

**EKONIVA**  
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