

The palms of Russia

In all fairness, milk is in short supply in Russia; production is not growing significantly and consumption is stagnant. Meanwhile, the market is witnessing surplus. How come?

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Loans turned into real actions

Dmitry Patrushev, Rosselkhozbank Chairman of the Board visits EkoNivaAgro

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New technologies pave the way for new achievements

Roman Shkaraput, head of the Voskhod farming enterprise, on the current situation

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The palms of Russia

Today much effort and time is spent in the dairy industry to replace imports. However, an adverse factor came into play that turns the struggle for domestically produced milk into a hopeless business.

Objectively, milk is in short supply in Russia. Its production is growing insignificantly, if at all, and consumption is stagnating. Yet, there is a surplus of milk on the market. How come?

Obviously, if dairy products are produced from palm oil, a surplus can't help appearing. And the milk content in the milk (excuse the tautology) is declining. Under such circumstances it looks like there's no point in increasing dairy production.

Unfortunately, fake products today are on sale everywhere. I know of some milk processors who previously assured me they would never falsify dairy products. Today, however, even they say they can't compete without falsification.

So, what have we got? In order to be competitive the processor must make his products cheaper. Thus he adds palm oil to them and honestly writes in the label that his product contains vegetable fat. To this effect, however, the commercial chain people tell him: why write that your product contains vegetable oil since nobody would then buy it!? What is left for the producer to do? He then writes that his product is natural. What threat is in this for him? Just some fine that is not

very burdensome in terms of its amount. To sue him, one has to take a whole lot for analysis. In the meantime the court will decline to consider the case because there is no subject for dispute as the lot was withdrawn and what was the subject of consideration is now eaten.

Information recently emerged in the mass media about a major oil and fat production plant in the Voronezh oblast that had concluded a contract with a dairy factory in Altai for supply of dairy oil substitutes. One hundred thirty tonnes was delivered in June alone, while each month the factory utilises a total of 350 tonnes. I visited the site of this dairy plant which unequivocally writes – natural products, made exclusively from milk. One is tempted to buy them! However, if their products are all that natural, why do they buy such a quantity of dairy fat substitutes? And this is just one case of many.

The use of palm oil for producing dairy products and concealment of this fact irreparably ruins the dairy industry. A conscientious processor of dairy products can't compete against products made with addition of cheap vegetable oil. As it happens, today it is added to everything – cheese, yoghurt, curds, baby food... Cheese from palm or any other vegetable oil may be harmless but if I want cheese from milk, I pay the respective price for it, 500 rubles. If I'm happy with "a cheesy product" from a palm, then I pay 250

rubles. However, today I pay 500 and only at home do I discover that the cheese doesn't taste very much like cheese...

I'll never stop repeating that no subsidies from the state, no incentives for the consumer will help unless food falsification is resisted. I think that at least 20% of dairy products on our market are fake stuff with addition of vegetable fat.

In order to protect the market against fake products, the current legal leverage is in all likelihood insufficient. Or maybe the authorities just don't wish "to tighten the screws." Probably, the falsification is knowingly allowed by so-called "silent consent" in order to curb inflation in the food prices and thus manage public discontent. It should be borne in mind, however, that such a situation not only fails to foster the dairy industry, but actually destroys what has already been created.

I propose fining such breaches, initially exacting 1% from the enterprise's proceeds. Alternatively, it would probably make sense to introduce criminal liability for manufacture and sale of falsified products. Then the company would consider what it pays for them, making money on falsification or losing part of its profits.

If no serious responsibility is introduced for falsification, the sizable subsidies being provided may be considered wasted and under such circumstances Russia will never get natural milk.

*Stefan DUERR,
President of the EkoNiva Group of Companies*



Turning loans into real actions

During a working tour, Rosselkhozbank OJSC Chairman of the Board Dmitry Patrushev visited large farming enterprises of the Voronezh oblast. Among them was the EkoNivaAgro LLC dairy facility under construction in the village of Verkhny Ikorets, a project which is financed by Rosselkhozbank.

The guests looked over the first stage of the facility to accommodate 2,800 cows, i.e. a cowshed for more than 900 cows, a small “herringbone”

milking parlour with 16 places and a young stock site.

President of EkoNiva Stefan Duerr explained that the daily output of

the facility is 20 tonnes of milk. Commissioning of the second stage is scheduled for Q4 2015 and the plan is to reach full production capacity by the end of 2016. The new facility will increase today’s daily milk yield of 350 tonnes at EkoNivaAgro by an additional 65 tonnes.

The total cost of the livestock facility project exceeds 1.2 billion rubles, of which more than a billion rubles were taken on loan from Rosselkhozbank OJSC.

“This is our sixth livestock facility built from scratch in the Voronezh oblast,” Stefan Duerr tells us. “We’re developing rather fast. Here we feel very strong support from the local authorities and a friendly attitude to every farming enterprise.”

Leaving the facility, the head of Rosselkhozbank noted that he is really impressed by the agricultural production in the Voronezh oblast. He considers it crucial to pay such visits and see how money given out on loan, projects and business plans become a reality.

By Yulia SALKOVA

A dedicated talk

The management of the John Deere Company has held a business meeting with representatives of EkoNiva, one of the largest dealers of John Deere in Russia. The partners analysed the situation on the agricultural machinery market and discussed the strategy of further cooperation.

Among the John Deere representatives were Chris Wigger, Vice President for Sales and Marketing of Agricultural and Horticultural Equipment in Region 2, Esa Laensitalo, Director for Dealer Network Development in Region 2, Felix Free, Director General of John Deere Finance in Russia and the CIS, Stefan von Stegmann, Second Vice President for Sales in Region 2, and Arne Bergmann, head of John Deere in Russia. At the session with Stefan Duerr, EkoNiva President, they discussed further cooperation in a difficult situation on the market of agricultural machinery with low consumer demand. Heads of the leading farming enterprises of Kaluga oblast joined in the talk. Among them were representatives of the Remputmash-Agro LLC, Dashkovka farming enterprise

and the Azbuka Vkusa supermarket chain. The farmers noted that they are gripped by financial constraints preventing them from acquiring modern, highly efficient equipment while abandoning such acquisitions is tantamount to voluntary reduction of both crop and animal production. In this connection, it is imperative both for agricultural machinery

manufacturers and dealer companies to create more flexible conditions to acquire modern equipment.

Towards the end of the meeting, the guests tasted locally produced products and inspected the servicing centre, noting its high technical capabilities.

By Anna BORDUNOVA





“We treat foreign investors as equal members of Russia’s business society,” Aleksandr Tkachyov says. “Some companies have been working here more than ten years now, and they believe in the sustainability, predictability and stability of our economic development. They invest in mega projects which set the framework of the country’s food security. And we consider all projects implemented on the territory of Russia and aimed at meeting the needs of our residents as ours,” the Minister stressed.

Stefan Duerr commented upon the results of the meeting:

“Aleksandr Tkachyov completely understands the business and supports it with real actions. I’m 100% sure that by supporting large farming enterprises we foster rural development – new jobs will emerge, and the social sphere and infrastructure will develop further as well.”

The Minister gave his assurances that such meetings at the Ministry of Agriculture will be held on a regular basis at least twice a year.

Equal partnership

Stefan Duerr, President of the EkoNiva Group of Companies, took part in a session where Russian Minister of Agriculture Aleksandr Tkachyov met with the foreign investors working in the domestic agribusiness.

About 30 representatives of companies from various countries gathered in the Ministry of Agriculture. They discussed ways of

improving Russian farming legislation, state support mechanisms, key problems in different sectors of the agroindustrial business.

Novosibirsk Oblast Governor Vladimir Gorodetsky visits the Sibirskaya Niva livestock facility for 2,500 heads in Borkovo village, Maslyaninsky district.



100 tonnes and it's not the limit!

During the governor’s working visit to the newly built cowshed for 400 heads, Mr. Gorodetsky noted that “one more cowshed” speaks of the sustainable and planned work of the Company better than any reports.

EkoNiva-APK Director for the Siberian Region Sergey Lyakhov told the guests that from March to July the facility increased daily milk yield from 20 to 36 tonnes. This helped the farming enterprise to produce over 100 tonnes of milk a day. By the end of 2016, when the facility will operate at full production capacity, they plan to get about 70 tonnes of high quality milk there.

“100 tonnes a day is not the limit for Sibirskaya Niva!” Vladimir Gorodetsky says. “This facility serves as an excellent

example of state programmes that work and honest farmer’s labour. By increasing the milk output, we’ll successfully solve the problem of import substitution in the Novosibirsk oblast.”

Sergey Lyakhov observed that investment in the facility amounted 600 million rubles and was provided by Rosselkhozbank as a loan.

“We’re proud to have such an advanced enterprise working in our district,” says the head of Maslyaninsky district Liudmila Ishimova. “Sibirskaya Niva is supporting the village, providing new jobs and delivering fresh milk products to our table.”

The governor particularly appreciated the fresh milk products. The proprietary dairy

plant has already been working three years, making various products under the Academy of Dairy Sciences brand.

“It’s good that Sibirskaya Niva doesn’t only produce milk but also processes it, and that they aimed at expanding their production capacities,” Vladimir Gorodetsky remarked. “This will contribute to increasing the gross regional product.”

The governor’s visit came to an end at the improvised helipad situated on a foundation for another cowshed. Making his farewells, the head of the oblast asked about future plans of the farm.

“As soon as you fly off the foundation, we’ll start the construction,” said Sergey Lyakhov with a smile.

By Yulia SALKOVA

Like an open book

Each farmer having a fleet of the most up-to-date agricultural machines can't help pondering how to make them work still more efficiently. John Deere has an answer to this, offering a range of smart solutions referred to as the John Deere FarmSight.

John Deere FarmSight will help farmers see the entire production process like "an open book," enabling them to evaluate and optimise the efficiency of work processes and improve logistics. As a result, this will increase the efficiency of each working unit and raise the profits.

"This year we presented the John Deere FarmSight system to all the farmers of the world," says Chris Wigger, John Deere Vice-President for Sales and Marketing of Agricultural and Horticultural Equipment in Europe, Africa and the Middle East. "It helps to monitor the operation of farming

equipment and field work in different aspects, including agronomy, engineering and economy."

Also, Chris Wigger pointed out that this system is applicable to all the models of agricultural machinery and includes around twenty smart components.

For example, by using the JDLink component it is possible to remotely monitor the equipment operation and learn how efficiently the fuel is consumed. This will substantially reduce the largest input of the operating costs, i.e. those on fuel and lubricants.

The John Deere FarmSight system also will help to calculate the required amount of equipment to perform one or another farming operation. The smart application will independently calculate how many trailers are needed for carrying the harvest so that the harvester will not stand idle pending the unloading.

Another component, Harvestlab, tracks in real time all the essential factors of the harvested crop. The John Deere FarmSight package also includes the AMS precision farming system. It is from this that Russian farmers started to learn about the John Deere smart solutions. Today farmers can't imagine their full scale work without AMS navigation functions.

By Yulia SALKOVA



Female tractor driver marks her 100th birthday

On 10 June 2015, resident of Ryazan oblast Klavdia Dmitriyevna Yarkina, a woman tractor driver with a 45 year record of active service, turned 100.

On her birthday, Dmitry Filippov, Ryazan Oblast Deputy Minister of Agriculture and Food Supplies, congratulated Klavdia Yarkina. He handed the heroine of the day a Certificate of Appreciation of the Regional Ministry of Agriculture and "a basketful of rations." EkoNiva-Tekhnika also joined in the numerous congratulations, awarding the woman, who had worked almost half a century as a machine operator, a scale model of the modern John Deere tractor.

"If I worked on one like this, I wouldn't retire to this day," said Klavdia Yarkina with a smile.

The hero of the anniversary thanked the guests for their attention and

called on the young to honestly work in agriculture as she had done for much of her long life.

Klavdia Yarkina was born during WWI and survived a total of five wars. In a sense, her biography is a chronicle of Soviet Russia's farming.

After completing four classes in a local school, she worked on a collective farm. In 1936 she finished a tractor driver's course and was employed at the machine and tractor station. She was in a team of 6 young women. During WWII, she supported the initiative of Daria Garmash, working day

and night up to 20 hours at a stretch. She remembers everything: women sobbing over death notifications, waiting for news from the front during the work pauses, the thrilling announcement of victory on 9 May 1945, and the men's return from the front. Wounded, crippled, but – most importantly – alive!

Since 1957, Klavdia Yarkina worked on the 8 March State Farm in the Klepikovskiy district. She was among the first to operate the Fordson-Putilovets and KhTZ wheeled tractors. To this day her biggest source of pride is that the first MTZ-50 tractor in the district was entrusted to her!





Vasyukov greeted his colleagues at the variety testing plot where they test over 1,000 domestic and foreign varieties of 15 different crops.

“Seed growers should look five years ahead and today foresee what will be in demand tomorrow,” Yuri Vasyukov says. “We collect species with the best genetics from all over the world and search for varieties that will bring profit in the future.

The guests looked over 80 varieties of winter wheat. They particularly praised Ukrainian and Hungarian varieties which wintered well. They were also pleased at how the Canadian soybean OAC Prudence, record holder in terms of protein content, looks. The farm specialists shared plans for start testing of Austrian soybean varieties.

“I’d been to Russia 20 years ago,” head of an Austrian seed growing company Franz Weber says. “My vision fell far behind what Russian agriculture is now. EkoNiva has just made a revolution in my way of thinking. I’m really astonished at how fast Stefan Duerr has established an advanced agricultural company with high farming standards and all the conditions for efficient work.”

By Anna BORDUNOVA

A revolution in thinking

Austrian seed growers visited EkoNiva farms in the Kaluga and Kursk oblasts. Most of them came to Russia to familiarise themselves with the country’s agriculture for the first time. Some were here long time ago, in the 1990s...

Stefan Duerr, President of EkoNiva, met the guests at the livestock facility of Kaluzhskaya Niva in Bebelevo. The guests watched robots milking cows. The daily output of the facility exceeds 50 tonnes of milk.

Currently eight GEA robots operate here, and another twelve are under installation.

On the next day, the Austrians moved to the Zashchitnoye seed growing farm in Kursk oblast. It produces 25,000 tonnes of seeds annually. Head of the farm Yuri

Farming without borders

A group of German farmers and consultants from the Syngenta and Agravis companies came to see EkoNivaAgro in the Voronezh oblast.

The guests attended an 1,800 head dairy facility in the village of Zaluzhnoye and saw the nursing and housing conditions of the Holstein adult and young animals. They also watched milking in the rotary milking parlour.

The German farmers noted that 11 to 12 tonnes of milk a year from a single milch cow is a telling indicator, showing not only the cows’ productivity but also the professionalism of those who care for them.

The guests also visited a 32,000 tonne elevator and a seed production plant with an output of 12 tonnes per hour.

“Most of our fields are used for animal husbandry, given that we produce all the fodders ourselves,” said Valery Palamarchuk, chief agronomist of the EkoNivaAgro-Pravoberezhnoye farm.

“However, we grow commercial crops in this area.”

The foreign guests were interested to know what worries the farm’s agronomists most of all. Valery Palamarchuk answered that the burning issue of recent years is the shortage

of precipitation. However, modern equipment and advanced agricultural technologies make it possible to obtain rich harvests.

“Today the attitude to Russia in the world is varied,” said German farmer Karsten Wigger. “But we, the farmers, just work on our land and love what we’re doing. What we’ve seen today is really impressive. It’s interesting that all this has been done by our compatriot with a team of Russian colleagues. This proves again that farming is a business without borders.”

By Yulia SALKOVA





On the path of new technologies

The Voskhod farming enterprise, though small (around 4,000 ha) is nonetheless one of the best in Russia in terms of efficiency. Each year it is achieving excellent results in crop production. Roman Shkaraput, director of the enterprise, believes that success in working on the land is attained thanks to recourse to new technologies.



Small but outstanding

The enterprise has been engaged in crop production since 2006. It grows grains, peas, soybean, white lupine and buckwheat. The enterprise's fleet of machinery is small, but, as Roman Shkaraput put it, "outstanding." It contains several series 7 and 8 John

Deere tractors, and a John Deere M732 sprayer. This year, Roman Shkaraput became the region's first owner of John Deere's newest product, the 6135B tractor.

"Over the years of using the John Deere equipment, we assured ourselves of its reliability," says Roman Shkaraput. "It's no secret that this is no cheap brand. However, its acquisition fully justified all our expectations. Now

we do all the jobs on time, meeting all the target dates prescribed by agricultural science. Work efficiency has dramatically increased. True, sometimes equipment breaks down. And John Deere is no exception. But, all things considered, such as the final proceeds, the servicing quality, the spare parts delivery time and everything else, John Deere equipment is the best possible acquisition."





“When a need arose for a low power tractor to drag the sprayer we didn’t hesitate over which brand to buy. The EkoNiva-Tekhnika experts helped us choose the right model, recommending a new “six.” And this proved to be an excellent choice. The tractor made a fine start in the seeding and operated just as successfully in sprinkling. This is a versatile and manoeuvrable machine that is fit for various functions.”

“We also plan to use this tractor for transportation,” Roman Shkaraput adds. “Initially we acquired it without a compressor. But now we’ve ordered extra equipment from EkoNiva-Tekhnika for carrying grain from the fields to the granary.”

Work in comfort

Shkaraput’s team is also small, just 20 workmen. For the company’s leader, it is essential that his people, especially those working on the field round the clock, should do so in comfort. Super comfort is one of John Deere tractors’ fortes. This is another important factor that made Roman Shkaraput’s choose expressly these machines.

“Recently I approached one of my machine operators in the field and asked him to stop so we could discuss further work,” Roman Shkaraput told us. “He replied that he wouldn’t leave the cabin because of the heat outside. So we had to discuss all the matters over the portable radio. He did it in the cabin while I stayed on the field! Once he told me that he wouldn’t climb into any other tractor except the one he now works on, the John Deere 7830, though it’s already 8 years old!”

Roman Shkaraput said that the John Deere 7830 tractor is a real hero of the fields. Not long ago, they shipped the tractor to another farm where it worked with a disc cutter on an area of 200 ha. Another tractor of the same class but different brand worked together with it. Following the field work, even the machine operator from another farm noted that John Deere outperformed it both in productivity and reliability.

The right team!

The Voskhod farm gets assistance in technical equipment from the Ryazan

division of EkoNiva-Tekhnika, with which it has established not only reliable business links, but also genuinely friendly relations.

“The right organisation of team work and careful personnel selection are a pledge of EkoNiva’s success,” says Roman Shkaraput. “Today the company is one of the strongest dealers in our region. I wish to direct attention to the work of the spare parts supply department. Whenever I turn to them for advice, their manager is always on the line and ready to provide help within 5 to 10 minutes. Their servicing department also operates professionally. We know all their engineers by name now. The important thing is that with this excellent team our work also is excellent!”

Roman Shkaraput isn’t building very big plans in the current difficult economic situation. However, he has set his sights on yet another John Deere tractor. With a smile, he notes that he does so for his machine operators to stand by for action!

By Anna BORDUNOVA





Let John Deere plough!

Over 300 guests from the Voronezh oblast and neighbouring regions came together in the Liskinsky district for the Fashion-Farmer function. Though the field work was in full swing, executives and specialists of the farming enterprises found time to familiarise themselves with the new products of the season and the top models in farming equipment.

EkoNiva-Chernozemye had arranged fair festivities for the guests. With boyish enthusiasm, the adults were shooting a catapult, tried to master walking on stilts, drove nails and controlled toy tractors.

After the fun-making, the guests were in for an ice cream and cooled milk from the Academy of Dairy Sciences cafeteria.

A holiday for the soul rapidly turned into a field day of technologies. Fifty-five farming machines were in motion at the “catwalk” for viewers and later on the field, demonstrating their capabilities.

On this day, the farmers were greeted by executives of EkoNiva, representatives of the farming equipment manufacturers and official guests.

“Thank you for your sizable contribution to the future harvest and for doing the seeding job on time,” said Alexander Vinnikov, head of the Division of Innovative and Technological Development in the Voronezh Oblast Department of Agrarian Policy. “Thanks to your work, we are moving still farther away from dependence on imports. Now Russians believe that we can provide enough food for ourselves! I wish you all a good rain! They say it always comes after the Fashion-Farmer and it’ll surely come this time. Let’s hope this will happen without fail!”

The Fashion-Farmer guests got personalised predictions. For instance, the prediction for Yevgeny Rogozin, Director of Avangard CJSC, Kamensky district, Voronezh oblast, ran thus: “So help you God! Peace for people! More rest and fun

and may John Deere plough for you!”

“That’s very true!” noted Yevgeny with a smile. “We do have John Deere tractors and they do a fine ploughing job. I’m here to have a look at the John Deere 1890 drill. Colleagues praise it so highly!”

The demonstration started with tilling. Lovers of the classical technologies could watch the John Deere 3810 plough in action. The machine has a steel frame and is adapted to operation off the furrow with either a tracked tractor or with a twin-wheeled tractor.

Special praise went to the John Deere 2310 mulch finisher. In the Voronezh oblast, it has become particularly popular, especially in conditions of difficult tilling in autumn.

The machine has three operating zones. The first crushes crop residues and mixes them. The second cuts the weeds and levels out the field surface. The third uses a 5-bar coil-tine harrow and a roller to crush the “hard” lumps of soil and finally smoothes out the ground.

The second stage of the demonstration showed off seeding implements. The guests were invited to evaluate “a duet” of the John Deere 1745 and John Deere 1780 inter-row drills. The John Deere 1745 16-row model on a single frame is designed for seeding maize and sunflowers. It has an impressive weight of some 11 tonnes, expressly for seeding by means of minimum or no-till technology. For those who also sow sugar beetroots, the John Deere 1780 will be just what they need. Both drills boast pin-point precision due to the unique MaxEmerge planting unit.

Major agrarian holding companies were attracted by the John Deere 4030 sprayer with a 36 m boom. This is fitted with the BoomTrack system that holds the boom in a permanent position regardless of the speed of movement. On encountering an obstacle, the boom automatically deflects.

Everybody was delighted with the John Deere R450 self-propelled mower. This is the fastest fodder harvester. The mower is very manoeuvrable and can turn around on the spot. The operating speed is 25 km/h, as compared with 12 km/h of trailed implements. So the John Deere R450 mower cuts the fodder reaping time by half!

The John Deere 569 round baler has long shown itself to advantage on the fields worked by Voronezh farmers.

“We’re using around 30 units of the John Deere 569 balers,” says Victor Lutsenko, Chief Engineer of Zarechnoye LLC. “The machine is reliable. It turns out one bale in a minute and a half to two minutes. Using the net saves 30% on the winding.”

The guests also could see machines that had run thousands of hours of operating time and still keep running.

“We’re glad our event has brought in so many guests,” said Ivan Vorobyov, Executive Director of EkoNiva-Chernozemye LLC. “The farmers decided to spend their virtually single day-off together with us to have a little rest and rub shoulders with their colleagues. We too have done our best to make this holiday both useful and entertaining. We wanted everyone to find a solution here to improve his work.”

By Yulia SALKOVA



EkoNiva-style

This year, the traditional Field Day of EkoNiva in Tula oblast was held in a new format supported by Michelin. What awaited the guests were not only the latest models of agricultural equipment and bestsellers, but also test drives on machines with demonstration of a variety of technologies, unprecedented promotions and discount sales.

For a start, EkoNiva-Tekhnika prepared for the guests some entertainment in the Wild West style. The guests plunged into the life of cowboys and Indians. They participated in rodeos, archery and tomahawk throwing, and could even deal with a real shaman.

The official part was opened by Gennady Nepomnyashchy, EkoNiva-Tekhnika Executive Director:

"Despite the economic crisis, we and our partners, manufacturers of agricultural equipment, are not standing idle," said Gennady Nepomnyashchy. "We are seeking new technological and financial solutions which would help the farmers find a way out of the current situation and start to work efficiently on the land."

Roman Antropov, John Deere Regional Manager, and Svetlana Petrova, JCB Agricultural Machinery Sales Director in Russia, spoke about unique proposals. Now John Deere tractors and JCB telehandlers can be acquired under a lease with 0% appreciation! A special offer applies to a range of series 6B, 7030, 8R, 8RT, 9R, and 9RT John Deere tractors with hp varying from 95 to 560. The leasing term is 24 months, with an advance payment of 25%. In addition, subsidies are available from the dealer and the manufacturer. The series 500 JCB telehandlers can be taken on a lease for 13 months on an advance payment of 49%.

The good financial news was followed by a demonstration of agricultural machinery. It was opened by the bestselling tractor John Deere 6110B (110 hp) with a power

reserve of up to 30%, which enables its use in heavy duty conditions. Another popular model, the John Deere 6150M (150 hp) tractor will soon get a "partner", a new 6170M model due to appear on the Russian market in 2016.

The John Deere 7030 tractor is a reliable, highly efficient and time-proven machine. EkoNiva has been supplying series 7 tractors to the Russian market for over 5 years. Today 300 such tractors operate in various regions, including Tula. The unique transmission makes it possible to operate at a speed of up to 40 km/h at a low engine rpm.

The new track tractor, 8345 RT (345 hp) is at the top of technologies in the track tractor segment. Having the longest track and a unique suspension, this is a matchless machine capable of following terrain features in two planes.

The John Deere 9470RT is a high-end product among the track tractors with a powerful engine, unique suspension and fuel tank which makes it possible to perform a 10-hour operation without refuelling.

The farmers were introduced to the updated John Deere 9510R (510 hp) tractor. An upgraded engine and reinforced axle make it possible for the tractor to operate in different climates.

On the eve of harvesting, the farmers were interested in grain harvesters. The John Deere W 650 (300 hp) harvester is one of the best selling rotary combines not only in Russia, but also in Europe. Featuring an automatic unloading capability, it is fitted with the largest bin in its class, 11,000 litres.

There was another welcome piece of news for farmers. Starting this year, the basic component package of the John Deere 7030, 8R, and 9R tractors listed in Domodedovo, as well as that of series W and S grain combine harvesters and self-propelled fodder procuring combines, includes the JDLink telematic system. This is additional knowhow from John Deere making it possible to monitor machine operation in on-line mode.

The final phase of the parade was a demonstration of unsurpassable JCB telehandlers. Today the JCB share of the Russian telehandler market is 75%. The most popular telescopic handler 531-70 Agri with a 7 m lift height and lifting capacity of 3 tonnes displayed its capabilities to the farmers. The manufacturer showed off a new bucket made from strong steel that doubles the service life of the implement.

The 434S model, a giant among front end loaders, was developed expressly for putting silage in the trenches. The highly agile and efficient machine loads and unloads in a record time of 9 seconds!

Meanwhile, Michelin demonstrated agricultural tyres with unique Ultraflex technology that reduces the pressure on soil and saves fuel thanks to low skidding. The guests took part in an experiment in which the fuel consumption was measured using different types of tyres. It was established that the Michelin tyres exert 20 to 40% lower pressure on the soil.

"Each year I attend the Field Day of EkoNiva," says Alexei Medyntsev, Director General of Rassvet OJSC, Tula oblast. "They don't advertise the equipment here just to sell it. They instruct, giving advice on how to work correctly and which technologies to use for ultimate economy."

By Anna BORDUNOVA





“Now is the time for unique leasing offers of the John Deere 6135B (125 hp) and John Deere 8335R (335 hp) tractors, the most popular models in our region,” says Ivan Glebov, chief of the sales department in the Ryazan branch of EkoNiva-Tekhnika. “The manufacturer and the dealer offer such preferences as a zero percent appreciation, a 20% down payment, an

Leasing wanted

Farmers of the Ryazan region came together at the oblast Field Day held at the facilities of Malinishchi LLC. They all were seeking advantageous offers of farming equipment. And they found them at the Ryazan division of EkoNiva-Tekhnika.

option to set a 12-month funding limit with an open list of equipment and other services. This is affordable and really profitable for the farmers in the current difficult situation!”

The John Deere 8335R is a versatile tractor suitable for integration with sowing and cultivating implements, including broad-gang types. The John Deere 6135B is quite popular with vegetable growers. This is a convenient and economical tractor with a superior hydraulics system of 105 l/min.

On the EkoNiva site, the farmers also got interested in the JCB 541-70 Agri telescopic loader. A powerful 7 m long boom and outstanding lifting capacity make this machine a perfect aid on livestock farms in loading, transportation, and even in snow removal during winter. The JCB loaders pay back fairly fast

due to their year round operation. And now an unprecedented leasing scheme is under way for JCB Loadall 500 telescopic loaders with 0% appreciation. The advance payment is 49% with a leasing term of 13 months. A minimum package of documents is required for participation while the permit is issued within three days.

“Giving the farmers the opportunity to acquire farming equipment on affordable terms is obviously the correct move,” says Nikolai Mitrokhin, head of the SPK Vyshgorodsky farming production cooperative. “Despite all the sanctions, foreign equipment manufacturers see a potential in Russia’s agricultural complex. We’re pleased to get support in the form of various discounts and advantageous leasing offers.”

By Yulia SALKOVA

From the fields to the exhibition and back!

Field Day 2015 in Yaroslavl became one of the first regional summer exhibitions. For agrarians this is probably the chief event of the year at which they can pick up advanced technological solutions from the leading machinery manufacturers and watch them in real life.

The Field Day was hosted by the Voshchazhnikovo farming enterprise, OJSC, one of the largest farms in the Yaroslavl oblast and a long-standing customer of EkoNiva-Tekhnika. Practically all the machines displayed at the company stand arrived from the fields of Voshchazhnikovo.

The EkoNiva stand was visited by Sergey Yastrebov, the Yaroslavl Oblast Governor. The head of the region, just like the farmers, took an interest in the John Deere 8310R tractors (310 hp) built in Domodedovo. He noted that the location in Russia of John Deere’s largest production and spare parts storage facilities is a guarantee for farmers against protracted idle time and stoppages in farm work.

Sergey Yastrebov noted that the machines had come right from the fields.

“It means that they really work and are in demand, not just exhibits at a show. This solidly confirms the authority of both the manufacturer and the dealer.”

Good words of appreciation of the John Deere equipment also came from Sergey Ivanov, Director General of the Agrofirma Pakhma CJSC. This has cooperated with EkoNiva from the first days. Over twenty percent of the equipment inventory at

Pakhma comes from John Deere.

“Good equipment, excellent servicing, interesting purchase offers,” says Sergey Ivanov. “It’s important that the John Deere equipment appeals not only to me, a chief executive, but also to those who directly use it. These smart machines are adapted to the precision tilling methods which makes it possible to use them round the clock and to maintain the work record.”

By Yulia SALKOVA





A real tractor

In the Ivanovo oblast, the farmers have marked a Field Day. This year forty dealers came up with their most advanced agricultural machinery. Ever more guests from the neighbouring oblasts are coming to celebrate this holiday. At this event, the Kostroma branch of EkoNiva-Tekhnika directed attention to the John Deere 6130B tractor.

And why not, after all? The company's customer from the Ivanovo oblast, SPK Dzerzhinsky Stud Farm, kindly put its tractor John Deere 6135B (135 hp) on display. On the farm, it is used for fodder preparation and distribution.

"We maintain the tradition of displaying agricultural equipment used in work on the farm," says Kirill Tagantsev, chief of the sales department in the Kostroma branch of EkoNiva-Tekhnika LLC. "This is a tractor in every sense of the word, simple and reliable. Machines of this

series cope very well with such jobs as tilling, cultivating, fertiliser distribution and pest control."

The John Deere 6135B tractor's reliable PowerTech engine operates without fail in the most difficult of conditions. The torque resource of up to 29% enables the machine to easily carry the heaviest loads even across a very rough terrain.

The guests of the Field Day were also keenly interested in the fodder procurement and distribution systems. The Kostroma branch of EkoNiva-Tekhnika has offered the stockbreeders its V-Mix fodder mixers from BV.L. The chief advantage of this model is its "adaptability" to the stockbreeders' individual needs. V-Mix vertical trailed fodder mixers can be chosen from among more than 1,000 versions, depending on customer needs and requirements. So their capacity may vary from 6.5 to 46 m3 and the design can be of one-, two- and three screws with a single- or double-sided unloading. The machines are of different heights (starting from 2,280 mm upward). They feature an unloading sleeve for distributing the litter straw and rear, frontal or lateral unloading conveyers. In a word, the customer has plenty to choose from!

By Yulia SALKOVA

A trip to the future

At the Field Day in Kaluga oblast, EkoNiva-Tekhnika arranged a test drive of the latest John Deere tractors. Anatoly Artamonov, the head of the region, personally tried out the new machines.

The John Deere 8345RT tracked tractor, steered by Anatoly Artamonov, was demonstrated to Kaluga farmers for the first time. "This is the latest generation tractor," said Andrei Klimenko, sales manager of the Kaluga division of EkoNiva-Tekhnika. "Driving it is like riding a futuristic machine."

The PowerShift transmission with 16- and 5-gear systems of forward and backward movement respectively can operate automatically. The unique AirCushion suspension enables the driver to precisely follow the terrain in two planes. The powerful hydraulic system plus three-point front and rear suspensions, withstanding up to 18 tonnes, make this tractor an indisputable leader in its class. The JDLink system enables round-the-clock tractor monitoring. Incidentally, starting this year, the JDLink is included in the tractor's basic component package.

Anatoly Artamonov appreciated the capabilities of the 8345RT tracked tractor and noted the cabin comfort. Indeed, the operator really enjoys his work on this tractor. The John Deere Command Seat absorbs the vertical vibrations of the machine. Other amenities include the air conditioning system, automatic

temperature control and 360 degree illumination.

The farmers also were agreeably surprised by special offers of John Deere tractors under a lease with zero appreciation. Today this is a fine chance to acquire equipment advantageously.

By Anna BORDUNOVA





A high profile bird

On the Field Day in Bryansk oblast expressly for the potato growers of the region, EkoNiva-Tekhnika presented the Fliegl ASW 271 multiple purpose trailer with the Pom-Over potato transfer conveyor.



EkoNiva-Tekhnika has been a Fliegl dealer for the third year in a row. Over this time, it has supplied more than 200 units of equipment to different regions of Russia.

“This year we supplied Bryansk farmers with close to one hundred ASW 271 trailers and extra platforms for carrying Fliegl bales,” says Dmitry Kostev, chief of EkoNiva-Tekhnika sales department for the Moscow oblast. “The leaders of both large agrarian holdings and farms have put a high value on the quality of the Fliegl equipment, noting that these machines have altogether changed their attitude to organising the work processes.”

The Pom-Over conveyor, a new product on the Russian market, significantly expands the ASW trailers’ capabilities. This technological duet increases the rate and efficiency of operation. The potato digger picks up potatoes and transfers them to the ASW trailer. Once the trailer is full, it discharges the potatoes via Pom-Over to the truck. A big advantage is that the machines now operate without pauses and stoppages.

Potato growers displayed an acute interest in this equipment. They were particularly concerned about the careful transfer of potatoes. The Pom-Over facilitates adjustment of the potato fall

height and this is why the tubers do not get damaged. Passing over the belt, the potatoes are sorted out by size and get cleaned.

As Dmitry Kostev said, EkoNiva-Tekhnika supplies a complete range of the Fliegl equipment. This includes tipping trailers, organic fertiliser transportation barrels, manure distributors, batching devices and various discharge transmission systems. All the equipment is manufactured in Germany. The company specialists are constantly improving their machines, offering multifunctional equipment adapted to specifically Russian conditions.

By Anna BORDUNOVA

“I recommend this!”

Bigger, mightier, stronger! That was the motto of EkoNivaSibir’s exhibition at the Field Day in Tatarsky district, Novosibirsk oblast. The Company presented an updated range of the most powerful John Deere Series Nine tractors.

The new “nines” family with powerful engines ranging from 451 hp to 616 hp includes four wheel tractors and three track tractors. One of them, the John Deere 9460R tractor, attracted a lot of attention among Siberian farmers.

“This tractor is among the best in its category,” says Aleksey Burkhovetsky, senior sales manager at EkoNivaSibir. “The 13.5 l PowerTech engine, increased (up to 9,072 kg) payload capacity of the trailer hitch, optimised PowerShift transmission with automatic new generation drive, reinforced

hydraulic fluid intake system, — all these features allow the tractor to manage heavy duty farming work without losing performance.”

The John Deere 9460R tractor drew attention to its “brainpower” during the field test drive while showing off the capabilities of the iTECPro system. This makes possible to perform turns in automatic mode. Novosibirsk Oblast Minister of Agriculture Vasily Pronkin himself took a ride on the “series nine” and praised the iTECPro capabilities. After a test drive, he said to farmers: “I recommend it!”

In addition, starting this year there is a special offer to acquire big tractors in three year lease with 0% appreciation.

By Anna BORDUNOVA





No secrets

Together with EkoNiva specialists, Siberian farmers made a trip to Austria to visit the main Pöttinger manufacturing plant in Grieskirchen engaged in the manufacture of tilling and fodder procuring equipment.

Some farmers have used the Poettinger equipment for quite a long time. For example, Vladimir Selikhov, director of the Letyazhye farming enterprise, Tomsk oblast, was one of the first in his region to acquire the Jumbo loader wagon. His farm has used it for the fourth season in a row to procure haylage, hay and straw and he is quite pleased with the machine. This year he purchased the Novacat mower and EuroTop rake. He has come to the plant to see how the machines he likes are manufactured. Sergey Ivanov, director of the Sibirskoye Zerno LLC, has long set his sights on the Jumbo. To him, the visit to the plant was a golden

opportunity to dispel his doubts and assure himself of the outstanding quality of the Poettinger machinery. Following the tour of the manufacturing facilities, the Siberians satisfied themselves that no nut is tightened here by hand! Practically all the processes, from incoming metal acceptance to unit assembly, are automated. The farmers noted that the most important thing is that the specialists of the plant make no secrets of their work. The guests saw for themselves all of the production stages and the equipment of the workshops. They expressed strong approval of how the painting process is organised.

Each year the plant turns out around 20,000 units of machinery which is tested at its own Poettinger testing centre, one of the most advanced in its class across the globe. The farmers pointed out that after such a test the equipment is destined to operate faultlessly.

The guests also visited the Raumberg-Gumpenstein Research Institute dedicated to animal husbandry and fodder production. They toured the Hofmolkerei Staufer farming enterprise, which is equipped with a wide range of Poettinger machines and is engaged in milk production and processing.

By Anna BORDUNOVA

Big plans

Key personalities of JCB, including Guy Robinson, the Company's Director General, Carlos Hernandez, Regional Sales Director, and Marco Bersellini, head of JCB in Russia, make a working visit to EkoNiva.

Today EkoNiva is among three largest JCB dealers in Russia. Over the period of our cooperation, the Company has supplied 921 JCB loaders to different regions of Russia.

Stefan Duerr, President of EkoNiva, met the guests at the Company's biggest dealership in Detchino. At the session, the partners discussed the situation on the Russian farming equipment market and a number of issues related to further cooperation.

The representatives of JCB noted that the Russian market is strategically important for their company. JCB plans to expand its presence in Russia and to present new machines on the market. Today

the Company's share on the telescopic loaders market in Russia is 75%.

EkoNiva specialists pointed out the achievements of the JCB Finance programme, which enables farmers to acquire the loaders on advantageous terms. Particularly popular with the farmers was a special offer to acquire telescopic loaders under a lease with

a zero percent appreciation. This is particularly attractive in conditions of strained funding from Russian banks. Soon it is planned to launch a similar scheme for the front end and mini loaders. The colleagues said that the unprecedented promotions will be available on a permanent basis.

The session touched on the development of farming in general. The JCB executives invited Stefan Duerr to visit their organic food production farm in Roster. Located on 200 ha, it grows beef cattle. They also discussed the joint celebration of significant events in the life of the two companies in 2016. These include the tenth anniversary of cooperation and the sale by EkoNiva of the 1,000th JCB loader!

By Anna BORDUNOVA





Everything possible with John Deere!

Danilovka Farm LLC is an advanced seed production enterprise in the Kaluga oblast which is constantly introducing modern technologies and carrying out experiments. This year was no exception. For the first time the farm used the No-Till technology, employing the John Deere 1590 drill.

It is interesting to note that the No-till technology does not climatically fit the peculiarities of the Kaluga region, which is subject to more frequent precipitations and has a soggy soil. This technology is mostly used in the steppe regions of Western Siberia and in some districts along the Volga River where moisture is acutely short. However, the farm managers decided to have a go at it. After all, nothing is impossible. Expressly for this experiment, the Kaluga division of EkoNiva-Tekhnika acquired the John Deere 1590 mechanical box drill.

“We’ve sown 250 hectares of rapeseed,” says Victor Gulov, the farm director. “We’ve sown over the previous lea-land. Of course, the weather forced corrections and the sowing was not very fast. There are some nuances we must work on together with EkoNiva and John Deere experts for updating the drill

and adapting it to our conditions. All this notwithstanding, the drill operated fine and yielded excellent sprouts.”

The John Deere 1590 mechanical drill was expressly developed for seeding grains and leguminous plants using the No-till and minimum till technologies on fields with a large amount of crop residues. The drill bin is separated into two sections. Delivered from the second compartment to the same row is the initial batch of fertilisers. For sowing small seed crops, the drill is optionally fitted with an extra bin from which rapeseed or fodder crop seeds can be additionally introduced to the main crop at a seeding rate of 5 to 30 kg per hectare.

“The machine has such features as a large disc measuring 46 cm in diameter fitted at an angle of 7 degrees for aggressive tillage, a wide wheel finder and an active hydraulic system providing hold-down

pressure of up to 181 kg onto the seeding section and ensuring precision seeding,” says Andrey Klimenko, head of the sales department, Kaluga branch of EkoNiva-Tekhnika. “Thanks to volumetric batching, the John Deere 1590 drill is suited for sowing a variety of crops with low or high introduction rate. The electronic introduction rate control enables the operator to adjust the introduction rate without leaving the tractor cabin. Due to such a simple function, it is possible to sow without stopping.”

The John Deere 1590 mechanical drills have an operating width of 3, 4.6 and 6 m. On all the models, it is possible to increase the between-row space to 15, 19 and 25 cm. The drill can be fitted with a standard 2,500 l capacity grain bin (for the widest 6.1 m model) or a combined bin for simultaneous seeding and fertiliser distribution.

By Anna BORDUNOVA





Not to stand still

Over thirty farmers of the Moscow oblast came for a seminar on the introduction of modern technologies held at the facilities of the Barybino stud farm. Specialists of EkoNiva-Tekhnika also participated in the event.

Very interesting things awaited the seminar participants on the fields and at the livestock facility. The Barybino stud farm is one of the best in Russia. It has much to show off and to teach. The guests visited a high-

tech facility with loose housing of more than 4,000 cows. The stud farm has pioneered this method of cattle care in Russia. The facility uses the modern parallel type of milking equipment.

The farm steadily seeks to build up the

genetic potential of the herd and improve its selection work. The agrarians were told that in 2004 the farm registered the Barybinsky breed of black-spotted cattle which, pursuant to a decision of the Russian Federation Ministry's State Commission, was entered in the federal registry of selection achievements.

The guests were introduced to a fodder procurement facility and a fleet of modern farming equipment. Over the last few years it has been fully updated. The farm operates self-propelled and towed equipment from the world's leading manufacturers, much of it acquired from EkoNiva. The specialists of the farm pointed out that the state-of-the-art equipment optimises spending and makes it possible to cope with field work in the shortest possible time.

“Over the years, we have cooperated successfully with the Barybino pedigree livestock farm,” says Sergey Matveyev, EkoNiva-Tekhnika senior sales manager. “The farm doesn't stand still. It moves ahead, picking up advanced technologies and winning leading positions in milk production both in the oblast and the country.”

By Anna BORDUNOVA

Business cooperation

Representatives of the Canadian Embassy have paid a working visit to EkoNiva's servicing centre in Detchino and to its agricultural facilities in Voronezh oblast.

The foreign guests were greeted by Gennady Nepomnyashchy, Executive Director of EkoNiva-Tekhnika.

He spoke about his company's work and took the guests on a tour of the servicing centre. There they saw servicing workshops capable of simultaneously servicing up to 16 machines, two spare parts depots fitted with modern storage systems, a showroom, and a demonstration site with samples of farming equipment. The outfitting of the dealer centre deeply impressed the guests. They noted that all the equipment they had seen were state-of-the-art machines.

At EkoNivaAgro, the largest division of the company, in the village of Zaluzhnoye the embassy officials inspected a 30,000 tonne grain processing facility using Canadian-manufactured equipment. They also visited the company's largest livestock facility for 2,800 animals now under

construction in Verkhny Ikorets. This year a mega rotary milking parlour for 71 milking points will be installed. The guests looked over the crops on the fields and noted their high agricultural standard. At a meeting with Stefan Duerr, his Canadian colleagues discussed the burning issues of further business cooperation.

“We're very pleased to have visited EkoNiva,” said Les Coumor, agricultural consultant. “The company is an influential operator on the Russian agricultural market, actively cooperating with the Canadian exporters of farming equipment and pedigree livestock. We look forward to further cooperation.”

By Anna BORDUNOVA





This year, EkoNiva-Semena has arranged a series of Field Days devoted to new varieties of crops and modern techniques of growing them at the Zashchitnoye farm in Kursk oblast. Over 80 agricultural producers from 15 regions of Russia took part in the field events.

Without respite

Yuri Vasyukov, Executive Director of EkoNiva-Semena, said that today 24 varieties from selection centres of Russia, Ukraine, Europe and North America are being developed and are undergoing tests.

“Seed production tolerates no respite,” said Yuri Vasyukov. “We are constantly seeking new, highly efficient varieties which can be profitably grown in Russia.”

Today one of the burning issues for crop growers is the lack of intense varieties of winter wheat. Having tested 100 odd varieties of winter wheat from different selectors on its own pilot plots, EkoNiva specialists established that the Russian and Ukrainian selected varieties are at the moment the best in terms of winter-hardiness and productivity. After doing a lot of research, the EkoNiva seed producers have formed a batch of general purpose varieties that will secure high and consistent harvests in different regions of Russia.

Sceptre, a highly adaptive and flexible variety of wheat, is one of the best in terms of winter-hardiness. It withstands winter very well at the stage of sprouting and pipping. It effectively resists spring frosts. The grain quality is high, corresponding to premium grade wheat. Last year, the productivity on the pilot plot reached 10 t/ha.

The winter wheat variety Astet currently is undergoing state tests in Russia. This is a short-stemmed variety, resistant to lodging. A unique mix of winter-hardiness, drought endurance and outstanding immunity to diseases ensures high harvests in extreme production conditions.

The farmers liked the look of the Ukrainian selected variety Rozkishna on the field.

“It winters fines, even in frost without snow,” said Andrei Zvyagin, selection agronomist of Zashchitnoye LLC. “The variety is undemanding. It can be grown on different predecessors. Nor is it exacting about cultivation conditions.”

The farmers were introduced to new products from Hungary, Nador and MV 37-14 winter wheat varieties. Nador is a highly productive and thickening-out type. Its ear is large, featuring high grain content. The crops look like ears of six-row barley. Last year, on the variety testing plot, Nador yielded 12.5 tonnes per hectare.

According to Andrei Zvyagin, Nador’s winter-hardiness is of the medium grade, but on the fields of Zashchitnoye it has resisted frosts successfully for the second year in a row.

The winter-hardiness of MV 37-14 is similar to that of Lgovskaya 4, considered as standard. The variety brings in excellent harvests in different climates, yielding a large vitreous grain.

As usual, the gem of the spring wheat, Trizo, looked fine on the sown areas. Second to none across the globe, this time-tested variety is grown all over Russia. It can be sown on any predecessor. The variety does not fall down, withstanding gusts of wind and heavy rain.

The farmers got interested in Odisseo, a unique variety of hard spring wheat with gluten content of up to 34%. This variety is grown expressly for producing Barilla, Italian premium class spaghetti. It is drought-proof and suited for growing

in the regions with rainfall during the vegetation period varying from 200 to 250 mm.

Among the barleys, Calcule was worthy of attention. This short-stemmed universal plant variety from France is one of the most productive in Europe. It can be used both for brewery and as fodder.

The new oat, Max, is very widely used in Europe for production of flakes and cereals. Max had come to replace the famous variety Ivory. It is highly productive, yielding up to 8 tonnes per hectare.

From the spectrum of lodging-resistant barbate peas, the farmers pointed out Jackpot, a food producing variety. Its beans do not crack. The protein content in the grain is 25%.

This year the farm has increased its sown areas of its favourite variety of Canadian soybean OAC Prudence to 3,000 hectares. This is an early-ripening plant with a vegetation period of up to 105 days. Its protein content in the grain, up to 40%, surpasses that of all varieties available on the Russian market.

The new variety of lentil, Redcliff, thickens out intensely. Now it is undergoing national acceptance tests. It resists drought and steadily yields a high harvest.

“We’ve cooperated with EkoNiva for quite some time,” says Alexander Sivtsev, Director of Spasskaya Niva CJSC in Kursk oblast. “The winter wheat Biryuza and barley Calcule easily take root on my fields. Thus far they haven’t once let us down with the harvest. It’s good the company arranges such Field Days, providing an excellent opportunity to see the varieties we plan to grow.”

By Anna BORDUNOVA



Alfalfa is a forage rich with protein and vitamins. But managing the crop requires a lot of agronomic skills. EkoNiva-APK Holding has reached good results – 8.5 tonnes of dry matter per hectare. Still problems do exist.

Alfalfa is a food for cows, not for weevils!

One of the problems is the snout beetle. No type of chemical protection has defeated this pest. Its larvae sit deep in the soil and to reach them using any traditional means is rather difficult.

In order to retain alfalfa as a food for cattle not for weevils, chief agronomists of EkoNiva went to New York state in the USA, to the laboratory of professor Elson Shields. He has been fighting weevils for 29 years. Mr. Shields suggests combating this beetle using insect-eating nematodes, i.e. roundworms. They eat not only the beetles but their larvae hidden in the soil as well. Indeed, this method has showed good results.

Another fighting method is a short-term crop rotation. One needs to sow alfalfa on a particular field for a maximum of three years in a row.

"I've talked with my colleagues from EkoNiva and understood that weevil populations are not that large-scale as

on our farms," Elson Shields says. "This means that the pests are exterminated by their natural enemies. I recommend performing soil analysis to know who they are. And then to introduce these natural enemies along with the short-term crop rotation. If this doesn't help, we can think of fighting using nematodes."

At the end, EkoNiva specialists visited farms where both short-term crop rotation and nematodes are used. The agronomists were satisfied with the alfalfa condition.

"We have problems with snout beetle in two regions," says Roman Ratnikov, Deputy Director General for Plant Growing at the EkoNiva-APK Holding. "Not all the fields are infected, but on those with weevil we lose about 20% of sown alfalfa. We've tried all the methods we know

but the effect was insignificant. Now we'll implement the ideas of professor Shields."

The next "stop" of the delegation was the world largest alfalfa breeding centre, S&W Seeds, in the state of Wisconsin. The

agronomists visited the cross pollination laboratory and plots with plants.

The breeding centre specialists explained that a variety should be not only high-yielding but also resistant to pets,



diseases, abiotic stress and increased salt content in the soil as well.

In addition, the Russian agronomists visited one of the farms in the state of Colorado which grows beetroot using the strip-till system to better preserve moisture in soil. The specialists remarked that, keeping in mind the frequency of droughts during the last few years, this technique will become very popular among Russian farmers.

By Yulia SALKOVA





A master of hoof treatment

A cow limp is as serious a problem as poor feeding or inadequate care. For over four years, EkoNiva-APK has cooperated with Karl Burgi, an expert on hoof trimming, head of Comfort Hoof Care Inc. A training session has been held for hoof treatment specialists at the facilities of EkoNivaAgro, Voronezh oblast.



Fifteen specialists from the regional divisions of EkoNiva have taken part in a five-day seminar.

“Karl Burgi’s recommendations and the specialised benches he has developed are a great help for us,” said Sergey Kupriyanov, head of the EkoNiva-APK Holding’s Department of Veterinary. “We’ve started to perform prophylactics more often, three times in the lactation period. Previously we did it about once

during the same time span. So in three years the limping rate on our farms has fallen by 10 to 12% and keeps falling.”

Karl Burgi made a positive assessment of the condition of EkoNivaAgro cow hooves.

“Some two years have passed since my last visit. Over this time, the condition of the cows’ hooves has markedly improved,” said Karl Burgi. “For example, cases of digital dermatitis

have become very rare whereas previously it was one of the most common diseases. We liked it very much that the specialists don’t stand still. They seek advice on how to improve their work and prevent illnesses.”

Due to the transition from the straw to sand litter, Karl Burgi advised trimming the cows’ soles as sparingly as possible, since in the new conditions it wears off much faster.

The leading expert on hoof issues also shared the results of some rather interesting investigations carried out by his company. One showed that if during the mating period a heifer sustained some hoof disease, its reoccurrence probability is 99%. Therefore these animals, and not fresh cows alone, should receive special attention.

By Yulia SALKOVA

The genetic capacity



Really Russian festivities took place at the fifteenth Kursk Korenskaya Fair. Its participants greeted the guests with songs, dances and ... new solutions to their agricultural problems. The Zashchitnoye stud farm brought calves to the fair that delighted children and adults alike.

“**W**e have presented two Simmental heifers and two bull calves aged six to nine months,” said Vladislav Skorodumov, chief livestock expert of Zashchitnoye LLC. “These are the best pedigree

calves from highly productive elite class thoroughbred cows.”

The Zashchitnoye farm has been in pedigree husbandry for over eight years, selling premium quality young pedigree animals. They are all pure-bred

specimens of their race with high body weight and outstanding genetic potential.

On completion of the event, the Zashchitnoye farm was awarded the Korenskaya Fair laureate diploma.

By Anna BORDUNOVA



24 hours of practice give more than a year of studying theory in classes

The EkoNiva-APK Holding Company is working vigorously not only to improve its specialists' professional skills, but also to look after prospective recruits. For four years, it has sponsored the EkoNiva-Student scholarship programme. This spring it launched a new educational project, the Spring Academy of Animal Husbandry, arranged at the facilities of EkoNivaAgro LLC in Voronezh oblast.

Fourteen second- to fifth-year students from the leading agrarian higher schools of our country participated in the project. For four days, the future veterinarians and livestock experts familiarised themselves with advanced animal breeding technologies under the supervision of EkoNiva's leading specialists.

"This is a pilot project, but I think that the Spring Academy of Animal Husbandry will become an annual event," said Natalia Zvereva, EkoNiva-APK Holding HR manager. "We've noticed that the future experts are keenly and genuinely interested in modern husbandry and are eager to see everything in real life. We're glad we helped them satisfy their eagerness."

In the four days, the project participants plunged into the daily life of the EkoNivaAgro livestock facilities. They studied herd management, learned the feeding and fodder procurement technologies and familiarised themselves with how to operate the milking equipment and to milk correctly. They also were briefed on dairy product control techniques and the methods of cooperating with dairy plants. And this is just a partial list.

As the training was nearing completion, many participants delightedly noted that the project had substantially expanded their professional outlook. In the 24 hours of studies, they had learned, seen and tried in practice more than they could have done over a classroom desk in a year.

After a time, we telephoned the first participants of the Spring Academy of Animal Husbandry to learn their considered opinion of the project. We wish them successful completion of the training and good luck in their profession!

Oleg Fefelov, 5th year student of the Bashkiriya State University of Agriculture, future veterinarian:

"What interested me above all was the seminar on cow feeding entitled 'Milk is on the cow's tongue.' Other interesting aspects were familiarisation with the Selex and Dairy Plan software and the practical session on hoof treatment. My general opinion of farming changed dramatically. Previously I thought the industry held no promise, but what I saw at EkoNiva persuaded me that the future belongs to farming!"

Yulia Poltavskaya, a student of the Volgograd State University of Agriculture, a future livestock expert:

"I liked that the bulk of the time was devoted to practice. I learned a lot about the daily work of a livestock expert on a modern farm. My opinion about farming has dramatically improved. As it happens, the farming industry is crying for good specialists. I'll

recommend this training to all the students of our University. The seminar was breathtaking! What we've seen is not to be found in textbooks!"

Valentina Bormotova, 5th year student of the Kostroma State Academy of Agriculture, future veterinarian:

"On some subjects we had just a perfunctory knowledge. We had many questions and got the answers at the Academy of Animal Husbandry. It's very good that both veterinary science and animal husbandry were presented together, since in real work on the farm these things are inseparable. We liked very much the organisation of the training and the EkoNiva specialists' attitude to us. They did everything for us, not as a matter of form, but because they really wanted to teach us all they know themselves. We could see that and truly appreciate their efforts."

By Yulia SALKOVA





Practical training at EkoNiva – it's really great!

Hands-on practice is a must for a student... But even if he enters a traineeship the eager student will not necessarily obtain what was promised. A trainee on the job is often an errand boy or gets a credit for practice just as a matter of form. Nobody bothers to introduce him or her to the ropes. This, however, is not the case at EkoNiva.

Here the prospective specialists are immersed in the thick of real work. The trainers teach them everything they themselves know and treat their trainees as prospective colleagues.

EkoNiva cooperates with agricultural higher schools of Volgograd, Novosibirsk, Voronezh, Kostroma, Tyumen and other cities. In a year, more than a hundred beginner specialists have taken practical training on the company's farms.

In three months, the students are fully immersed in the working life of EkoNiva, familiarising themselves with livestock farms' operations and learning by work the basics and subtleties of veterinary practice, animal husbandry, stock management, fodder procurement, pharmacology and much more.

"We introduce the young people to a modern farm and create the right conditions for their studies, work and daily life," says Natalia Zvereva, EkoNiva-APK Holding HR Manager. "We don't conceal the fact that farming is a sophisticated, but exciting business! We show them that rural life is not a waste of time. It's a really great experience! It implies an interesting job and financial independence and imparts confidence in the future. We're really glad when many students, after their first training experience, come to us again and don't think of their life without farming."

At a team-building session, which had become quite a surprise, the trainees themselves eagerly told about how they work and get along at EkoNiva. As it happens, they haven't much time now for merry-making.



Nikolai Krikunov, a 4th year student of Volgograd State University of Agriculture, is a future veterinarian

Nikolai can safely be defined as "an animal doctor." He has had his practice at EkoNivaAgro for the second year in a row. This year he substituted for a veterinarian at the facility. The instructors say he coped with the job perfectly. An offer was made to Nikolai to continue his career on the farm, combining work and study.

"I don't care for anything except animal husbandry! Being 'a white collar' worker is not for me! I hail from the countryside; my father is a vet, too. This is a hard job, but each disease of a cow is not just a problem, it's an exciting challenge crying for a solution. And I'm very glad when I find it all on my own. I love working at EkoNivaAgro, since this farm has everything you need for work with animals."



Kseniya Ogorodnikova, a 4th year student of Volgograd State University of Agriculture, is a future expert on animal fodder

All of Kseniya's family members and her close relatives are livestock experts, but exclusively by virtue of education. None of them has worked in the profession they had been trained in.

"I decided to break the established tradition, becoming a real livestock expert. Once I entered the building of the Academy of Agriculture, I realised that this was my vocation. The same is true of EkoNiva. What I like most of all about the training is that the specialists of the facility not only completely 'plunge' us into work, but also clearly define our targets and help us achieve them. Yes, they can be 'pretty tough' at times, but all for the sake of giving us more skills and knowledge. Their attitude to us is that of a friend and a trainer. I'd willingly start my career at EkoNiva. It seems to me that I just can't live without it!"



Artyom Petrin, a 4th year student at Voronezh University of Agriculture, is a future livestock expert

"I've been on farms before, but this is my first practice at EkoNiva. I was involved in the Spring Academy of Animal Husbandry pilot project. That's when I learned about practical work."

"I come from a village that has farming enterprises. But the scope of farming work at EkoNivaAgro is absolutely incomparable. I've learned a lot of new stuff that is not taught at the University. We worked with such things as DairyPlan, Selex and 1S Accounting: Farm Management. We liked the specialists of the farm very much. They helped us fit not only into the work process but also into the team. The very working style is such that one quickly learns self-discipline. You become more organised and communicative. In short, you become not only a better specialist, but a better person, too."



All for healthy living!

The Workout athletics movement festival has come to Voronezh! Over 1,000 residents of Voronezh attended this festivity. Sports imply healthy living and this is just what the Academy of Dairy Sciences strives for!

Seventy workout athletes of the Black Earth Zone demonstrated inhuman stamina and outstanding abilities in controlling their bodies. This, however, is what all of us can obtain through training. The Academy of Dairy Sciences, a general partner of the event, treated all the guests to its milk. Following their performance, the participants of the Workout eagerly headed for their glasses of milk. "It's very tasty! Indisputably genuine milk!" Aleksey Mazayev, leader of the Workout

VRN team, said with a smile. "I've drunk five glasses. And it's not often that I drink so much milk at a time! One shouldn't forget its high content in protein, calcium, vitamins, nutrients and what not! This is the best drink for all!"

While workout enthusiasts competed in performance of such elements as "God's walk," "The spear" and "The flag," the little ones of Voronezh did their best to enjoy the Academy of Dairy Sciences treats. With fixed attention, the

children were helping one another to yoghurt and competed in skipping, hula hooping, playing charades and turning somersaults. Many of the young took part in the creative contest "Draw your favourite cow."

"Our milk is not just nutritious," says Christine Frank, the Academy of Dairy Sciences project manager. "Judging by the shining eyes of our little participants, it brings joy, too. And that's what matters above all else."

By Yulia SALKOVA

Watching the milk

This summer, the Academy of Dairy Sciences has expanded its geography. The Kaluzhskaya Niva farm (Kaluga oblast) has held its first tour for children.

"In the Voronezh oblast, the Academy of Dairy Sciences is quite popular with young people," says Christine Frank, the Academy of Dairy Sciences project manager. "Last year, more than 3,000 guests attended it. We hope that the residents of Kaluga and Moscow will continue familiarising themselves with life in the country and dairy production."

Young people from Kaluga, i.e. children aged 2.5 to 15 years, made a tour of a robotised livestock facility of 750 cows in the village of Boldasovka. Seeing the cows being milked by real robots was quite a surprise for the children.

"One of the cows misbehaved herself, refusing to yield milk," said Sonia Makshanova (2.5 years). "But the robot is such a gentleman! He persuaded her to give in!"

The children learned that the robot knows all the cows and approaches

each of them individually. Today four robots are installed at the facility to run eight milking stations.

During the tour, one of the cows was carefully licking over its newly born calf. Many children saw cows and calves up close for the first time in their lives. But this does not apply to Valentin Kartsev (aged 9), a son of one of the facility's livestock experts. He told the children how much a newly born calf weighs and what it should eat to grow strong and gain weight fast.

The children watched the animal fodder procurement,

observing one of its essential stages – curing the flattened grain. The children called this process a real show. It's such fun to see the flattened grain go through machine-aided packaging whereby the grain is placed in a sealed polythene sleeve up to 60 m long.

In conclusion, the children tasted "the milk from the Academy." They noted that they liked the milk better because they had seen its production.

By Anna BORDUNOVA



**5 September
Harvest Day**

Venue: Kostychev Ryazan State University of Agricultural Technologies stadium, Ryazan oblast
Organisers: Ryazan Oblast Ministry of Agriculture and Food Supplies

**11-13 September
Kaluga Autumn 2015 annual agro-industrial exhibition and fair**

Venue: city of Kaluga
Organisers: KalugaExpo Exhibition Centre of the Kaluga Chamber of Commerce and Industry

**8-11 October
17th Russian agro-industrial exhibition Golden Autumn 2015**

Venue: All-Russia Exhibition Centre, Moscow
Organisers: Russian Federation Ministry of Agriculture, International Exhibition Complex of the All Russia Exhibition Centre

**28-30 October
AgroSib agro-industrial exhibition**

Venue: city of Novosibirsk
Organisers: Novosibirsk Oblast Administration

**8-14 November
Agritechnica 2015 international agricultural exhibition**

Venue: Hannover, Germany
Organisers: German Agricultural Society DLG

**13-15 November
VoronezhAgro 2015, the biggest agro-industrial forum in Russia's Black Earth Zone**

Venue: city of Voronezh
Organisers: Exhibition Centre of the Voronezh State University of Agriculture, Voronezh Oblast Department of Agrarian Policy



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



8-14 November

EkoNiva invites you to attend the Agritechnica 2015 international agricultural exhibition. We'll be glad to see you at our stand 13C60 in pavilion 13



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