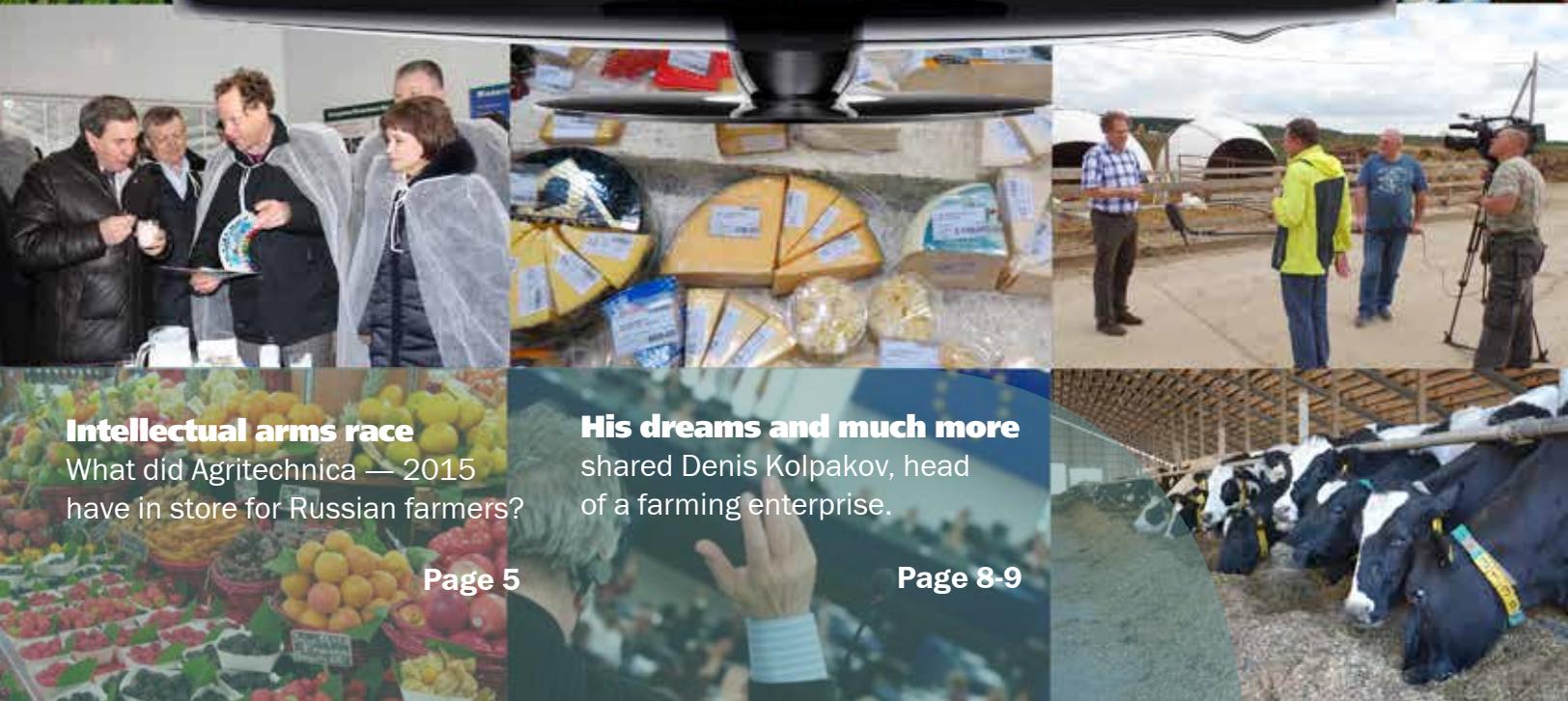




# In the limelight

The departing year has become a new frontier for agricultural producers. The farming sector has found itself at the heart of the events happening in Russia. The industry has not known such close attention, so many field reports and TV coverages since the Soviet times. While the politicians were balancing the sovereign interests, the farmers were taking care of the vital problems, they were doing their best to feed the country. Read the whole story in our journal.

**ЕКОНИВА**  
**ЭКОНИВА**



**Intellectual arms race**

What did Agritechnica — 2015 have in store for Russian farmers?

Page 5

**His dreams and much more**

shared Denis Kolpakov, head of a farming enterprise.

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## We have become stronger and more confident

**F**or agricultural producers, this year has passed under the sign of sanctions and counter-sanctions. Now it is possible to say for certain: Russia has not fallen on its knees, it has survived and become more responsible in relation to its farming sector.

Access to the shop shelves has given a strong impulse for the development of the processing industry. A lot of new brands have been launched into the market, and even small-scale processors find it easier to get into the retail chains. We also have made the first steps in milk processing this year and we think that it has worked out quite well.

Agricultural products are in the highest ever demand. However, since we exist within the framework of the open market, the benefit from the embargo on cheese

from the Netherlands is 'eaten up' by New Zealand, Argentina and Belarus which supply milk powder and butter to Russia in huge volumes. And which is worse, the market has been flooded with dairy products adulterated with palm oil. It is impossible to compete with these products. If the government does not take strict measures against the 'palm products', milk producers are going to have a hard time.

Nevertheless, generally speaking, farming enterprises have earned quite well in this farming season and feel much more confident than at the beginning of the year. Collapse of the ruble has also made a positive effect on agricultural products: they have become more competitive.

The good news is that the market of farm machinery has finally started recovering.

Everybody understands that despite all the difficulties, it is impossible to work without modern machinery and smart farming solutions. However, now farmers have become more selective in their choice of machinery: loans have become more expensive and less available, and the hard-earned money is much more difficult to part with than borrowed funds.

On the New Year's Eve, I would like to wish everybody peace and well-being, good health and confidence in your business. May your children bring you joy and happiness.

This year has made us stronger, and we hope that next year, the farming sector will develop more consistently, and we will not have to lose in one area by winning in another.

*Stefan DUERR,  
President of EkoNiva Group*



## At full capacity!

Kaluzhskaya Niva has finished construction of the robotic dairy for 1,800 cows with a 32-stall milking parlour in Boldasovka. This unique facility is one of the largest robotic farms not only in Russia but also in Europe.

The event has been anticipated for two years. In 2013, when the company commissioned the first phase of the dairy, Stefan Duerr, President of EkoNiva, still had some doubts whether the robots would be able to cope with so many dairy cows. 'Despite all hesitations', says Stefan Duerr, 'we have reached the full production capacity and demonstrated that robotic milking could be used at large scales.'

The robots made a perfect fit for the imported Holstein cows, which arrived from Germany, and also increased their milk performance – up to 25 litres per cow. The milk quality and the microbiological parameters have significantly improved. Anatoly Artamonov, Head of the region, who was the first to offer his congratulations, also commented on this in his speech.

'The Kaluga oblast is headed for robotic farms construction because the farmers must produce high-quality milk', says Anatoly Artamonov. 'By using robots, we improve all milk characteristics. I congratulate Kaluzhskaya Niva on being the largest farm in the region and encourage them to think about construction of a milk processing plant in the Kaluga oblast!'

*Read more on p. 20*



## Viktor Logvinov: 'Top performers never quit!'

Viktor Logvinov, the new Vice-Governor of the Voronezh oblast, visited EkoNivaAgro in the course of the working trip to the Liski district.

Viktor Logvinov has recently been appointed Deputy Chairman of the Regional Government. Prior to his appointment, he had been working as the Head of the Ramon district of the Voronezh oblast. In his new position, he coordinates the farming sector of the region. Therefore, almost every day for him starts with visiting farming enterprises of the Voronezh oblast.

Viktor Logvinov, accompanied by Viktor Shevtsov, Head of the Liski district, Stefan Duerr, President of EkoNiva, Alexander Rybenko, Director of EkoNivaAgro and the leading specialists

of the enterprise, took a tour of the modern livestock facilities and the new high-tech grain elevator with a capacity of 50,000 tonnes.

With a keen interest, he went into the details of all production aspects of the farm. He was interested in the feeding technologies used at the modern free-stall dairy as well as the reconstructed farms. He asked to demonstrate the Dairy Plan herd management software in action.

The Vice-Governor asked about the future plans of the company. Stefan Duerr shared that one of the main tasks

is to launch the company's own dairy processing under the Academy of Dairy Sciences brand. Next spring, EkoNiva is planning to put its own milk processing plant with a capacity of 30 tonnes per day into operation in the Liski district.

'I cordially wish further development to EkoNivaAgro', says Viktor Logvinov. 'This enterprise has undoubtedly joined the ranks of top performers both in the oblast and in the Central Black Soil region. And the top performers never quit! This is not the time to retreat. Now is the time to build up capacity.'

*By Yulia SALKOVA*



**E**koNiva will supply the full range of Murska equipment: roller-crushing mills and disc mills equipped with an elevator or a tube-packing machine as well as the Bagger bag-filling machines designed to pack the harvested fodder grain into airtight plastic tubes or loading hoppers.

‘Rapid development of dairy farming imposes its own conditions on agricultural machinery market’, says Gennady Nepomnyashchy, Executive Director of EkoNiva-Tekhnika. ‘Livestock farmers are looking for efficient and low-cost technologies for the complete production cycle including feed production. Since this year, we have started providing Russian agricultural producers with Murska equipment which will allow the farmers to prepare high-quality cheap fodder from crushed kernels. Moreover, agricultural producers display a keen interest in the equipment manufactured by this company.’

By Anna BORDUNOVA

## Playing by Finnish rules

This year, EkoNiva replenished its range of farm machinery brands. The company has started cooperation with Aimo Kortteen Konepaja Oy, the world’s leading developer and manufacturer of Murska equipment for corn and forage grain crushing and ensiling.

## When will the ‘Academic Milk’ be available?

The ‘Academic Milk’ and other healthy delicacies from the Academy of Dairy Sciences are not always displayed on the shelves of the Voronezh shops. Why is that if our dairy products are regularly delivered to 250 sales points both in the city and in the region? The shop assistants reply that the products are selling out fast.

**T**he ‘Academic Milk’, yoghurt, sour cream and cottage cheese from the Academy have already become part of the daily rations of the residents of Voronezh and the Voronezh oblast. Among the buyers are people of different ages and social categories.

The shop assistants say that the buyers praise the Academy for the quality of its products and the traditional taste of milk. If the customers cannot find the ‘Academic’ products on the shelves, a lot of them ask, ‘When will the ‘Academic Milk’ be available?’

The ‘Academicians’ are happy that their products have found way to the buyers’ hearts. This should be credited to the cows from EkoNiva farms, which produce 350 tonnes of milk a day in the Voronezh oblast only. This is enough to produce natural dairy products without any

vegetable fat or milk powder.

‘The “Academic Milk” and other products from the Academy will surely appear on the shelves, we are increasing production volumes and expanding the range of products’, stated Alexey Ilyinsky, Head of the Sales Department of the Academy of Dairy Sciences. ‘The number of sales points offering our products will be growing. We are trying to bring the products closer to our buyers so that they could be

available at the shop next door, as they say. Next year, our products will hit the shelves of the well-known retail chains.’

By Yulia SALKOVA





## Effacing the boundaries

The workers of the agricultural and processing industries were honoured in the Liski district of the Voronezh oblast. At this event, by way of tradition, the past agricultural year was reviewed and summed up, and the advanced enterprises and their employees were congratulated.

**V**iktor Shevtsov, Head of the Liski Administration, opened the event by thanking the rural workers without forgetting to 'report' on the production results.

'This year, we have harvested about

ninety thousand tonnes of grain', says Viktor Shevtsov. 'We are increasing our cultivated area of fodder crops year by year as we specialise in beef and milk production. By the end of this year, we will have produced 110 thousand

tonnes of beef and 115 thousand tonnes of milk. Under the present import substitution conditions, we are especially happy with the milk figures. We produce 24% of the total milk output in the Voronezh oblast.'

Aleksey Gordeev, Governor of the Voronezh oblast, also congratulated the workers of the agricultural and processing industries.

'The Liski district has effaced the boundaries between the city and the village,' says Alexey Gordeev. 'The standards of living and working are equally good all over the district. This should be credited to the enterprises operating in the rural area and their socially oriented approaches.'

EkoNivaAgro is one of such companies. The enterprise has been awarded a certificate for the victory in the economic contest among agricultural workers of the Liski district as well as for increasing production efficiency and work quality.

The enterprise is one of the top performers of the district: 320 tonnes of milk per day speak for themselves. This year, fifty-five out of one hundred and fifty best workers represent EkoNivaAgro.

'I am grateful to the land I live on, to my farm I have been working on for many years', says Nikolay Litovsky, Deputy Director of the Right-Bank Operation of EkoNivaAgro, who was awarded a certificate for labour achievements by the Liski Administration. 'I am grateful that every morning I want to go to work and every evening I want to return home!'

By Yulia SALKOVA

## John Deere strengthens its positions

John Deere has signed the agreement to purchase Monosem, the European leading manufacturer of precision planters. The company's assets to be acquired include four production facilities in France and two in the USA.



**'B**y this acquisition, we intend to strengthen our leading positions in precision planters', said John May, President of Agricultural Solutions & Chief Information Officer at John Deere. 'Monosem is highly valued for its innovative approach and modern

solutions in precision planters.'

Monosem will continue its operations as a separate legal entity. Mr May said that the company will function under the same trademark and the same brand. John May noted that Monosem acquisition will help them to expand the engineering expertise for further development of sowing

machinery technologies.

Gennady Nepomnyashchy, Executive Director of EkoNiva-Tekhnika, congratulated the partners on such a worthy acquisition and remarked that this will let them provide agricultural producers with more technical solutions for efficient farming in the future.

EkoNiva-Chernozemie honoured farmers and farm workers of the Buturlinovka district on the Day of Agricultural Workers.



## Working together – having fun together!

As usual, the celebration started with honouring the most advanced farms. The banner of the winner of the economic contest was transferred to Nizhnekislyaysk Sugar Beets Seeds. This is one of the first clients of EkoNiva-Chernozemie. The company thanked the farm and its CEO Aleksandr Evstratov for the long-term cooperation.

'We are glad to wish a happy holiday to the agricultural workers of Russia', says Aleksandr Kirichenko, Sales Manager of

EkoNiva-Chernozemie. 'We appreciate it that our clients choose modern technologies and efficient farming machinery and take care of their employees. On this day, we want to award gratitude certificates to them.

Dmitry Matuzov, Director of Buturlinovsky Agrokompleks, and the young staff of the company won the nomination 'Confidence of Tomorrow'.

EkoNiva-Chernozemie thanked Kredit Agro and its Director Petr Bocharov for 'Unfailing Efficiency Policy'. The

company consistently prefers John Deere to any other tractor brand.

Nikolay Tkachev, Head of a farming enterprise, has just started working with EkoNiva-Chernozemie. He is planning to expand his production, therefore Nikolay won the nomination 'Expanding Horizons'. 'The Best Choice of Machinery' (namely, JCB loaders) award was granted to Tisma and its Director, Sergey Tiftulov. Leonid Sagunov, Head of Agroedinstvo, was awarded 'For Professional Approach'. Certificate 'For Loyalty to the John Deere Brand' was granted to Agro-Zarechye and its Director Mikhail Ponomarev.

In their answering speeches, the nominees promised to justify EkoNiva's trust and achieve even better results next year.

By Yulia SALKOVA

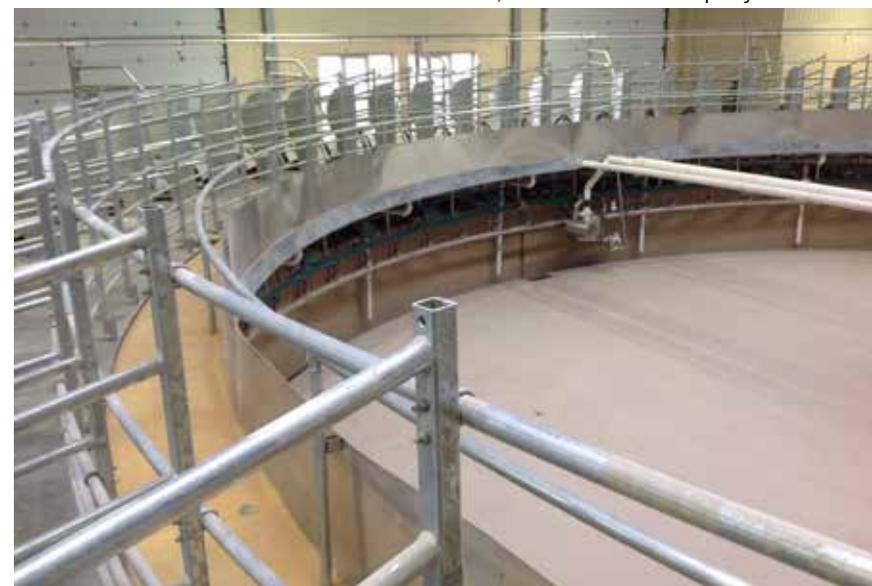
## The new start

As planned, EkoNiva is finishing 2015 with the launch of a mega-dairy for 2,800 cows at EkoNivaAgro, (Voronezh oblast).

This is the first livestock project in Russia included into the Investment Projects Support Programme based on project financing. The total investment volume amounted

to 1,265 million rub, of which 1,006 million rub was granted by Rosselkhozbank OJSC as a loan.

EkoNiva's eleventh dairy will produce 26,000 tonnes of milk per year.



The dairy has two milking parlours: a big 72-stall rotary and a small 16-stall herringbone parlour (for fresh and problem cows) with cooling tanks holding 90 tonnes of milk. Cow barns for 900 and 1,050 head, a 10-stall maternity barn, a young stock facility with individual hutches and group igloos have already been commissioned. EkoNiva imported 2,000 Holstein heifers from the Netherlands, Hungary and Germany to the new dairy.

EkoNiva-APK is not going to stop at this. Next year, the company is planning to build another dairy and expand milk processing.

'Next year, we are planning to enhance milk processing in order to increase the added value of the processor', says Sergey Lyashko, Commercial Director of EkoNiva-APK Holding. 'Milk processing is essential to diversify our markets.'

By Yulia SALKOVA



## Dreams and reality of Denis Kolpakov

Kolpakov farming enterprise is comparatively young. In 2010, Denis Kolpakov decided to come out from under the wing of his father, a well-known farmer Mikhail Kolpakov, and start his own business. The young farmer established a potato growing farm which is now standing firmly on the ground. Last year, Denis' farm entered the list of the largest potato producers in the Tomsk oblast.

### At the top level

Now, the potatoes grown on Denis Kolpakov's farm are well-known not only to the residents of Tomsk: their quality and excellent taste are highly praised by the residents of the Novosibirsk and Kemerovo oblasts as well as the Krasnoyarsk and Altay areas. This year, Kolpakov's potatoes have been sold even in the Khabarovsk area. The geographic expansion of sales became possible due to the rich harvest of the 'second bread', as potatoes are called in Russia, — 4,000 tonnes, which is twice as much as the last year.

The 200 ha of fields are used for growing both domestic and western varieties of potatoes. The most popular of them are Tuleevsky and Nevsky. The consumers also took a liking to two 'foreigners': Rosara and Gala. Denis' farming enterprise is an active participant of the governmental programme aimed at providing the public sector with agricultural products. His potatoes are supplied not only to the shop shelves but also to schools and kindergartens.

### The union of science and technology

The excellent quality of the farm's products at each stage is achieved due to the union of science and technology. Denis Kolpakov graduated from the Mechanization Department of the Agricultural College and later — from the Department of Production and

Processing of Agricultural Products of the Tomsk Agricultural Institute. The young farmer keeps on mastering the art of farming, this time giving more preference to practice. He visits European farms and trade shows where he learns a lot about the specifics of various potato growing technologies and the latest technical achievements. Talking to his foreign colleagues, Denis Kolpakov has come to the conclusion that one can receive decent crops even in risky farming areas by strictly observing the technology.

'My first visit to Agritechnika in Hannover, Germany, was with EkoNivaSibir', says Denis Kolpakov. 'I saw so many innovations and specialised potato farming machinery that I was impatient to try it all in my fields!'

However, Denis Kolpakov does not have much to complain about in terms of technological infrastructure. The farm uses only cutting-edge imported machines: over forty self-propelled and trailed machinery units. Among them, a large line of John Deere tractors, Grimme potato equipment and Lemken trailed implements. All the machines were bought from EkoNivaSibir.

'When we were just starting the farm, EkoNivaSibir helped us to establish a high capacity machinery fleet', says Denis Kolpakov. 'After that our cooperation grew only closer. The company provides reliable servicing support and spare parts. There can be different situations, but EkoNiva always finds a way out of any difficulty and



young countrymen change their attitude to farming and prove with their work that agriculture is not a 'black hole', as it is widely believed, but one of the important and promising areas of activity.

## A glance into the future

This is not Denis' only dream. The farmer is planning to turn his enterprise into a seed growing facility and supply basic seeds of potatoes across the whole of Siberia and outside the Siberian region as well. To achieve this, he will have to study the technology of growing new varieties, purchase pre-basic seeds and establish a laboratory. Denis is also planning to increase the sown area for potatoes and widen the product range by growing cabbage, carrots and sugar beets. The young, ambitious and responsible Denis Kolpakov hopes that he will be able to do a lot to create the farm of his dream and maybe pass the work of his life over to his son Ilya one day. We have no doubts about that! He will surely manage to fulfil all his plans.

By Anna BORDUNOVA

never leaves us in the lurch.'

Denis Kolpakov is especially proud of his latest acquisition, a John Deere 6150 M tractor (150 hp). The tractor was engaged in all the stages of the potato growing process and helped to increase the work efficiency.

'The machine operators were happy to get behind the wheel of the new machine', says Denis Kolpakov. You bet! The John Deere tractor has become even more comfortable and operator-friendly, to say nothing of its high performance and cost efficiency.

Nevertheless, the farm still has to work on the storage systems. Currently, the company has three potato storage facilities, however, that is not enough considering the growing production volumes. Denis Kolpakov is planning to build a 4,000-tonne automated potato storage facility and purchase an automated sorting line. Denis hopes to receive governmental support for implementation of these plans, but in his work, he relies only on himself and his team.

## 50 x 50!

No doubts, he has the right people to rely on! The farm's staff consists of twenty employees: 50 % of them are young people, and 50% - 'the old guard'. They all work as one team. The more experienced specialists are happy to share their expertise with the younger generation, which, in its turn, helps the older colleagues to master the modern technologies.

'Of course, it is quite challenging to find the right staff in the rural area', says Denis. 'Young people prefer working in the cities. However, it is possible and

necessary to motivate people to work on the land. Young people must see the actual advantages of modern crop farming technologies. We are doing our best to provide this opportunity to the young specialists.'

During the busy field season, Denis solves the staff issue by the rotation method, for which he largely relies on the residents of the nearby villages. The construction of a two-storey hall of residence for the employees working on the rotation schedule is coming to completion today. Denis Kolpakov's dream is that the time will come when his





# Agritechnica – 2015: Intellectual Arms Race

The interest of our agricultural producers to the international exhibition and the state-of-the-art achievements of the farming machinery industry turned out to be huge. Over ninety Russian producers and specialists visited Agritechnica together with EkoNiva.

As it appears, cutting-edge equipment is not the only thing farmers are seeking.

‘Of course, there is a demand for reliable, high-performance tractors and versatile implements’, says Gennady Nepomnyashchy, Regional Director of

the dealer, which enables the Servicing Department to receive all information on errors and estimate what spare parts are required and when the maintenance should be scheduled remotely. Moreover, the Engineering Service of the dealer will assist a tractor operator in making settings remotely using the JDLink.’

the dealer, which enables the Servicing Department to receive all information on errors and estimate what spare parts are required and when the maintenance should be scheduled remotely. Moreover, the Engineering Service of the dealer will assist a tractor operator in making settings remotely using the JDLink.’

‘The company’s continuous investments in the research work have brought a big number of various awards’, explains Chris Wigger, Vice President, Sales and Marketing, Europe, CIS, North Africa and Middle East for the Agriculture and Turf Division. ‘We are particularly proud of our partners and dealers putting appreciable effort into achieving significant results in the area of

equipped with new software with the fourth generation processors and displays, a new transmission and a more spacious cabin.

Among intellectual management systems, the Russian guests distinguished NivaControl, a Russia-designed system for control, monitoring and analysis of farming machinery operation.

‘Our system makes anything — from mere monitoring to fully automated operation of a farm — possible’, says Denis Dudkin, Director General of NivaControl. ‘No matter how efficient a machine is, NivaControl can always enable it to perform better’ (see more details on page 17).

Poettinger, an Austrian manufacturer well-acknowledged in the forage harvesting machinery segment, debuted a new line of IMPRESS balers. This series includes fixed camera balers and variable round balers.

The innovative LIFTUP rotor feeds the crop forward and upwards to the bale chamber. The crop flows over the LIFTUP rotor as opposed to conventional balers with the flow under the rotor. This method promotes a flow that conserves the crop with very low disintegration losses, and the bale chamber is fed more uniformly across the whole width.

JCB, celebrating the 70<sup>th</sup> anniversary



EkoNiva-Tekhnika, ‘but today producers are also interested in intellectual systems capable of optimising costs and improving production efficiency.’

In this respect, the Russian producers are in global trend, as they say. Three Agritechnica Gold Medals were awarded to John Deere intellectual solutions for forage harvesting, high-precision fertiliser application and plant protection.

‘The John Deere JDLink system was first supplied to Russian producers as integrated in tractors last year, and it has been further developed. It provides data on the location, fuel consumption and other technical parameters of tractors as well as trailed implements’, says Nikolay Buravlev, Deputy General Director of EkoNiva-Tekhnika Holding.

‘A customer can share this data with

integrated technologies.’

As for the novelties, John Deere added two new 6 Series tractor models with increased horsepower in its range. The John Deere 6170M (170 hp) is already available for ordering, and the John Deere 6195M (195 hp) will access the Russian market in the summer of

the next year. The John Deere 8370 (370 hp) also deserves the attention, as it provides the highest horsepower among the 8 Series range available in Russia. The machine is





increasing their efficiency just fascinate', says Anatoly Anisimov, Director General of FGUP Poima. 'I think that development of mechanization is reaching its pinnacle.'



It is the time of systems that will make farming machinery think and work more effectively and farming processes more cost-efficient. It is the future. Nobody is willing to operate an old DT-75 tractor. At the same time, a 400 hp John Deere is expected to work at its fullest capacity. Currently, we are upgrading crop production, and now we are considering machinery selection in combination with intellectual systems. Thank you, EkoNiva, for guiding us in this boundless sea of Agritechnica innovations.'

EkoNiva-APK Holding specialists also attended Agritechnica to choose farming machinery and equipment for livestock and crop farming and seed production.

'We have had quite a number of business meetings with both current and prospective partners', says Sergey Lyakhov, Regional Director of EkoNiva-APK Holding in the Siberian region. 'We have looked into interesting options of post-harvest equipment. Active-ventilation storage systems for perennial grasses, peas and sunflowers have been in our special focus. We have also considered offers on tilling equipment for cultivation of long-fallow lands. The trade fair has been very productive and has given us a deeper understanding of current issues of our enterprise.'

By Yulia SALKOVA, Svetlana WEBER

this year, presented the highest capacity telehandler, the JCB 560-80 Agri with the 5 m<sup>3</sup> bucket. It is a real asset to large agricultural holdings. Besides, the leading loader manufacturer excited medium-sized agricultural producers by announcing the launch of the new JCB 526-56 Agri with the 3.6 t lift capacity and the 5.6 m lift height.

According to Svetlana Petrova, Business Manager for JCB Agricultural Machinery in Russia, the Loadall of lower than standard capacity is fitted with an 80 l/min gear pump, which makes the JCB 526-56 Agri more affordable. All other assembly blocks and elements are the same as featured by higher-capacity models.

In addition, JCB handlers were acknowledged as the most fuel-efficient. Within two years, the performance of 4,267 loaders that completed 2.5 million engine hours in the aggregate was analysed using the JCB LiveLink monitoring system. The average fuel consumption amounted to 5.97 l/h. Moreover, the JCB LiveLink helps to keep track of other handler parameters: location, load, number of engine operation hours, etc., and provides routine maintenance information and alerts.

Vaderstad delivered good news to EkoNiva customers unveiling the 16-row Tempo L planter.

'Tempo planters have got quite positive feedback in Russia', says Philip Westman, Export Area Manager of Vaderstad. 'Therefore we designed this model with more row units. Due to the unique drilling mechanism, it can sow at the speed of up to 18 km/h with unsurpassed precision like its predecessor. The 16-row model can sow 240-260 ha a day. No other planter, even the 24-row one, is capable of it. Vaderstad was awarded the Silver

Medal of Agritechnica for the Automatic Crossboard system, which all sowing machines will feature soon. The Crossboard helps to control distribution of harvest residues, prevents the planter from raking them up. This process used to be tracked only based on the tractor engine load, whereas now the system 'senses' the residue flow and lifts the Crossboard automatically.

The interest of many EkoNiva guests was drawn to the Spirit 900C seed drill with a fertiliser tank. At present, drill models with the working width of 3 and 4 meters are already operating in Russia but without fertiliser application. Unlike other drills with double discs,



this machine has a very sharp angle of attack and the discs are positioned in an X-shape, which enables a double disc to work as a single one and cut the surface of soil of any density perfectly well. Therefore, the drill will show excellent performance on various soils and with any technology.

Electronic services are also in the limelight. Vaderstad offers the E-service ensuring a more efficient management of farming implements. This software enables you to use tablets instead of standard displays, which makes the settings of sowing and tilling equipment more convenient.

'The scope of the trade fair, the number of machines and the diversity of solutions

# Long live the old-timers!



Barybino CJSC, Moscow oblast

On the eve of the anniversary of EkoNiva-JCB cooperation, we continue publishing the reviews of our partners on the first JCB machines which keep on operating at Russian farming enterprises and surprising us with their capabilities.

## Any work is just a piece of cake!

David Gulko is the irreplaceable Head of Barybino stock breeding farm and an honoured farmer of the Russian farming sector, whose name has been entered into *The Best People of Russia Encyclopedia*. David Mikhailovich has been working as the Head of Barybino stock breeding farm, one of the best farming enterprises in Russia listed among the largest milk producers in our country, since 1960. In 2006, the company started purchasing modern machinery.

### David Gulko, Director General of Barybino CJSC, Moscow:

'That is the time when we started working with EkoNiva. We have purchased a lot of modern machinery including two JCB loaders from the company. These veterans are keeping very well and go on operating on the farm. Such powerful, reliable and multi-functional machines! They cope with all the livestock farming work very well. We use the loaders not only for farm work but also for construction. They can do the roofing, mix concrete and repair the wiring. I am happy with their work. JCB is always open to dialogue with farmers and respects our requests. There was a time when we urgently needed to replace some parts, and then the Vice-President of JCB came to our farm to take this matter under personal control. I would like to say a special thank you to EkoNiva for the reliable machinery and a well thought out servicing system which, to my mind, is the best not only in the Moscow oblast

but in the whole country. The company is very pleasant to work with: understanding management, attentive staff, prompt solution to any issues. My congratulations to EkoNiva and JCB on the anniversary! I wish the companies to keep it up and move in step with the time and hand in hand with the Russian farmers!

## Happy New Year!

MosMedynagroprom OJSC, Kaluga oblast, is not only a business partner but also a friend of EkoNiva. At the beginning of the 2000s, both companies were making the first steps in implementation of modern machinery in the Kaluga oblast. Now, MosMedynagroprom is one of the largest milk and dairy products producers in the region. In 2008, the company launched its own School Nutrition dairy processing plant which produces dairy products for children under the Noon Break brand. The plant supplies dairy products to the schools of the Moscow and Kaluga oblasts, it is the first dairy plant specialising in products for school nutrition. MosMedynagroprom is a pioneer in terms of using state-of-the-art machinery, the company was the first to bring the JCB telehandlers into the region.

### Dmitry Leonov, Deputy Director General of MosMedynagroprom, Kaluga oblast:

'We first got acquainted with the JCB telehandlers in 2007, and we have not parted with them ever since. We have two telehandlers: JCB 531-70

and JCB 535-95. Both machines have done over 9,000 engine hours. They work on the farm around the clock performing a wide variety of tasks. We are largely using them in crop farming with a number of various implements. In winter, they do not stay idle either: they remove snow replacing the snow removal machine. Once we even used a loader to decorate the Christmas tree! The loader did a great job! Now it has become a good tradition for us! This is another example of the boundless talents of JCB loaders. EkoNiva and JCB are reliable partners, it is a pleasure to work with them in all areas. We are happy to congratulate the companies on the anniversary of their cooperation and wish them an intensive development for the benefit of the Russian farming sector!'

By Anna BORDUNOVA



# Anything is possible with JCB!

We keep on publishing the best photos of JCB loaders at work and not only within the framework of the Anything is Possible with JCB photo contest dedicated to the celebration of the anniversary of JCB-EkoNiva cooperation! Let us remind you that the contest was

launched in October, 2015 and will last until 1st February, 2016. You still have time to take part in our photo contest. Send creative photos to [vesti@ekoniva-apk.com](mailto:vesti@ekoniva-apk.com), and, who knows, maybe, your photo will become the best!



**A business talk**  
held by the visitors of the JCB booth at Agritechnica — 2015



**A little goes a long way!**  
The JCB mini loader has coped with the most challenging task!  
Voronezh oblast



**Under the roof of JCB!**  
EkoNiva's partners at JCB plant in England



**Both calves and children know JCB from the cradle!**



## 14 Technical inspection

This year, the Tomsk agricultural producers have a lot to be proud of. The farmers of the Tomsk oblast were among the first to complete the harvesting, and they got one of the best crop yields in Siberia. The producers told about their achievements at Golden Autumn: Harvest — 2015, an annual trade fair of the agricultural industry.



## Proud of the region, happy for the farmers

**A**ndrey Knorr, Deputy Governor of the Tomsk oblast, congratulated the agricultural producers on successful completion of the agricultural season.

‘Due to the exhausting labour of the Tomsk oblast farmers, our region has been recognised as one of the highest performing in the agricultural industry’, notes Andrey Knorr. ‘Notwithstanding the fact that the Tomsk oblast is a risky farming zone, we have made the top three by the harvesting rate, harvested a worthy yield, and got back to the first place by milk yield per cow in the Siberian district.’

This year, the Tomsk oblast farmers have threshed 332,000 tonnes of cereals. The potato yield, about 40,000 tonnes, is also the reason for being happy. At the same time, the crop capacity of the ‘second bread’ (as the potato is called in Russia) is 17 tonnes/ha, which is 30% higher than last year.

According to the producers, the worthy performance is the result of well-coordinated teamwork of people and machinery. This year, the exposition of farming machinery at the trade fair was 1.5 times bigger. EkoNivaSibir displayed the John Deere 7180 forage harvester and the John Deere 6150M wheel tractor

that was brought directly from Denis Kolpakov’s potato-growing farm. The head of the enterprise shared that the tractor had been involved in all kinds of works related to potato growing and had fully completed its first season.

‘I am very satisfied with my John Deere 6150 M tractor’, says Denis Kolpakov. ‘The machine is quick, reliable and high-performing.’

Aleksandr Zuev, Head of the Kemerovo subdivision of EkoNivaSibir, added that several John Deere 6150M tractors were operating in the region, and there had not been any complaints about them.

*By Anna BORDUNOVA*

## A little can go a long way

As Voronezhagro — 2015, the 20th interregional trade fair, demonstrates, agricultural producers of the Black Soil region have high demand in multifunctional tractors.

**E**koNiva-Chernozemie quite satisfied this demand by debuting the John Deere 6135B tractor (135 hp) on its exposition site. This

model turned out to be popular with the visitors of the trade fair, which is quite easy to understand. Dairy and beef farming has been rapidly developing in the Voronezh oblast. So, the farmers need a compact and versatile assistant.

‘The model has been positively acknowledged by the livestock farming enterprises of the region’, says Yuri Maslov, Sales Department Manager of EkoNiva-Chernozemie.

‘Large farms of the Voronezh oblast acquire several John Deere 6135B tractors at once. This

machine is the most suitable solution for operating on farms and open livestock sites. It can trail a variety of forage harvesting attachments, such as cutters, balers and swathers. As an option, the tractor can be fitted with a hydraulic reverse box, which enables it to scrape manure and push snow. To recap, the tractor only looks “little”.’

After test-driving the John Deere 6135B, the progressive farmers remark that this tractor is a perfect replacement for older machines in this category and at a quite reasonable price especially taking into account its level of reliability, technological capabilities, operation convenience and comfort.

*By Yulia SALKOVA*





# Due North!

AgroSib trade fair in Novosibirsk proved a great success. The agricultural producers' spirits were lifted both by the good prices for grain and by the great number of technical novelties showcased by the exhibitors of the trade fair. EkoNivaSibir was one of them.

**T**he trade fair has shown that agricultural producers have dramatically changed their attitude to the market', says Vill Bagautdinov, Sales Director of EkoNivaSibir. 'If last year we had a slack period, this season agricultural producers are oriented towards the technical re-equipment and are actively selecting the necessary machines.'

The new John Deere 6110B tractor with the John Deere 740 trailed sprayer has been introduced to the Siberian farmers for the first time. The new 6 Series tractor is a versatile and reliable machine with flawless quality and an attractive price.'

'Despite its low power rating of 110 hp, the John Deere 6110B tractor is very efficient and multifunctional', says Aleksey Burkhovetskiy, Senior Sales Manager

of EkoNivaSibir. 'It can cope with tillage, cultivation and fertiliser application. It is equally suitable for the work in the field and on the farm. The 6B tractor has a lifting capacity of 3,170 kg, which allows the operators to install heavy-duty implements. For example, the new 6 Series machine can operate with a fertiliser spreader filled to repletion.

The agricultural producers liked it that the 6B tractor can work with virtually any implement due to the special features of the hydraulic system. And the two-package options, Standard and Premium, enable farmers to choose a tractor to their liking and within their budget.

The agricultural producers appreciated yet another novelty. EkoNivaSibir showcased the John Deere HarvestLab, a unique system of crop moisture and nutrients content analysis performed

directly during harvesting. The John Deere representatives demonstrated the instant analysis reports produced by the system which turned out to be exactly the same as those received from stationary labs.

The HarvestLab has become very popular with dairy producers because it helps to prepare higher quality feed and formulate a balanced ration. According to the specialists, the system is user friendly and suitable for operation in different conditions. It performs a detailed crop constituents analysis, determines accurate moisture level, and records and documents all the crop and harvesting parameters. Mounted onto the forager spout and taking crop readings 17 times per second, the system automatically – without the operator's intervention – sets up the cutting length depending on the moisture level! A lot of farmers expressed a desire to purchase the HarvestLab sensor system.

By Anna BORDUNOVA



## There is no limit to perfection

If previously EkoNiva supplied spare parts only for the machinery brands it was selling, then this year, the company has begun supplying spare parts for the machines produced by other manufacturers.



**N**ow, farmers can buy spare parts of such brands as Amazone, Claas, Case, New Holland, Deutz-Fahr, Kuhn, Horsch, Krone, Vogel & Noot and others from EkoNiva. Moreover, the company offers both original spare parts and more affordable generic parts of European quality.

'The expanded spare parts line-up is our response to the requests of agricultural producers', says Lyudmila Artemova, After Sales Project Manager of EkoNivaTekhnika-Holding. 'We keep on working towards perfection and now we can fully satisfy our customers' needs.'

By Anna BORDUNOVA



## In LEMKEN's homeland

A delegation of EkoNiva's customers has visited manufacturing facilities of LEMKEN, one of the leading producers of farming machinery, in Alpen, Germany.

The LEMKEN family business has been operating since 1844. It started with production of ploughs. Nowadays, the company produces one of the most extensive line-ups of soil tillage, sowing and crop protection machinery. The LEMKEN factories operate all over the world including Russia. About 15,000 implements come off the manufacturing lines in Alpen every year.

Two years ago, the manufacturing facilities underwent a substantial upgrading. The visitors were shown the new assembly shops as well as AKCA, a huge processing centre (length 12 m, width 4.86 m, and height 3.90 m), which is used for all kinds of milling and grinding works.

The robotic welding shop for manufacture of working implements particularly stuck in the farmers' memory. The visitors also observed hardening of the assembled units in the burners. According to the factory staff, it is due to these shops and

wear resistance. The guests also visited the automated cathodic dip-paint coating and drying shop.

'All our farmers are well-acquainted with LEMKEN implements', says Denis Povalikhin, Executive Director of the Ryazan branch of EkoNiva-Tekhnika. 'The attachments first appeared in Russia as early as in the 80s of the previous century, they are still in high demand today. But seeing the process of manufacturing of the machinery which operates in your field with your own eyes is always rewarding! It is very

useful to assess the manufacturer's facility and experience the new technologies.'

As it turned out, LEMKEN is working not only on the quality of the implements but also on the expansion of their intellectual capabilities. The company has been awarded two silver medals at Agritechnica — 2015. The first one — for automatic calibration process, the second one — for the unique OptiLine adjustment system for semi-mounted ploughs, which serves to



the most stringent steel quality control that the LEMKEN soil-tillage implements acquire unprecedented strength and

optimise the draft line and minimize the lateral pull.

By Yulia SALKOVA





Today, farming machinery mechanization is at its highest. As Agritechnica — 2015 demonstrates, intellectual systems boosting machine performance and farm work efficiency are coming to the forefront.



# NivaControl: Farming machinery can perform better!



**N**ivaControl, a system for accounting, monitoring and analysing machinery performance, drew high interest of agricultural producers at Agritechnica. 'We have been working with Russian producers for six years', says Denis Dudkin, Director General of NivaControl LLC. 'Intellectual abilities of our system have already been utilised by farms. Besides, NivaControl possesses some key features that make it stand out among its equivalents. It has been designed for the domestic farming industry with specific characteristics of

Russian agricultural enterprises taken into account and not adopted from abroad or another industry. Besides, NivaControl interacts with the Russian 1C accounting system. At the current time, no other developer of intellectual solutions can offer integration with 1C.' NivaControl interconnects all farming machinery fleet, enterprise departments and production processes delivering, as a result, comprehensive visual information on the farm operation clear to the manager as well as to Finance, Agronomy and Engineering Departments. NivaControl

provides data in a convenient format helping not only control, but also detect strong and weak points of the production, analyse and, based on this, take informed decisions for the next season and plan the costs.

The system can adapt to individual requirements of a farm. One can select only the necessary options. NivaControl is compatible with a number of monitoring devices (Autograph, Galileo, Teltonika, etc.) and can be integrated with the ERP-systems (e.g. 1C, SAP).

'Our customers including large farming enterprises have considerably reduced fuel consumption (by 20-60%), mileage and downtime (by up to 20%), optimised the operation by 15-20% on average and improved performance by 5-10%', says Denis Dudkin. 'Besides, our system has got an excellent feedback from the farms that have already implemented precision farming. On average, they save up to 20% of seeds and fertiliser.'

NivaControl provides a full package of software and equipment including its own ISOBUS supported GLONASS/GPS loggers.

In addition, NivaControl includes a tablet version with an intuitive interface understandable to any operator. As farm managers comment, it is a very convenient tool for data collection and allocation of tasks, which helps save valuable time in the peak season.

By Yulia SALKOVA

# In every corner of Russia

Finding high-yielding varieties and producing high quality seeds are top priorities for EkoNiva's seed production process. Every year, the company sells appr. 20,000 tonnes of seeds of different agricultural crops which are grown all over Russia. In this section, the company's partners tell us how EkoNiva's varieties have coped with the whims of the weather this year.

## Harvesting with pleasure!

**Vladimir Lukashevich, Deputy Chairman of Russia Farmers Cooperative, Pskov oblast:**

'Our acquaintance with EkoNiva's varieties goes back a long way. We have been growing spring wheat Triso for the third year running. This season, we have allocated 100 ha to this crop. The sowing rate was 180 kg/ha. The field lay fallow the previous summer. This year's weather has made us nervous. The sowing took place during a severe drought. The first stages of growth also coincided with a drought. To our surprise, the variety hasn't yielded to the whims of the weather. The emergence was uniform, the tillering - good, and the grain — well-filled. Triso is a lodging-resistant variety. It's a pleasure to harvest it! This cropping season we've reaped a more decent harvest of Triso, 5 tonnes/ha, as compared to previous years. Oats variety Ivory appeals to us a great deal. This year, we planted 100 ha

at a sowing rate of 180-200 kg/ha after wheat as the preceding crop. We applied mineral fertiliser. The variety is drought-tolerant. It looks very good in the stand and does not lodge. The yield was 4.5 tonnes/ha. We have sown barley Margret for the first time. The variety occupied an area of 100 ha. The preceding crop was wheat. It coped with the tricky weather conditions a little worse, which took its toll on the yield capacity resulting in 4.5 tonnes/ha. Potentially, the variety can perform better. I'd like to mention that the varieties which we have bought from EkoNiva in general are suitable for growing in the North-Western region. Next year, we are planning to expand the acreage for them.'

## Universal soldiers

**Karina Beznina, Agronomist in Yaroslavsky Broiler OJSC, Rybinsk district, Yaroslavl oblast:**

'We have been working with EkoNiva in different areas. We buy both machinery and seeds. I can say this unequivocally,

the company supplies seeds of the highest quality. Last year, we bought treated seeds, this season we haven't even bothered to treat them — the seeds were great! We grow all the crops for feed. We sow them after annual grasses. This year, on an area of over 550 ha, we planted a legume-cereal mixture of peas Rocket (40%) and barley Margret (60%) at a sowing rate of 250 kg/ha. We reaped a harvest of 11.2 tonnes/ha at 65% green mass moisture. The silage was top-quality. In the conditions of a rainy and cold summer, Rocket shone. It reached maturity uniformly and without lodging. The field emergence was excellent. And the sufficient protein content in the kernel came in handy. The ear of barley Margret was well-filled and well-shaped. The grain was large. Oats Ivory exceeded all expectations. This year, the climate was very favourable for this variety! It grew over a meter tall! The ear did not shatter. The oats were harvested for straw with a yield of 4.6 tonnes/ha. We purchased the second reproduction of winter wheat Lgovskaya 4 from EkoNiva. It was grown for silage. We received 16 tonnes/ha of green mass at 60% moisture content. And in 2014, we were astounded by winter wheat Skipetr the yield of which reached 15 tonnes/ha! EkoNiva's seeds are amazing. We intend to change our varieties next year. We already have an eye on a new variety of high-yielding peas Jackpot, barley Calcule and peas Max offered by EkoNiva. I think they will also be suitable for growing in our region. The good thing is that EkoNiva offers universal varieties which can be grown in all corners of Russia.'

*By Anna BORDUNOVA*





## Pure genetics

Early generation seeds and basic seeds production is carried out at Zashchitnoe seed growing farm, Kursk oblast. At the farm's disposal are all the conditions essential for this science-based process: advanced genetics, highly skilled personnel, top-notch farming standards and state-of-the-art equipment.

**E**arly generation seed production is the next stage of the seed breeding process the goal of which is to maintain a given variety genotype, varietal purity and economically important traits in the framework of mass propagation.

In the course of basic seed production, varietal qualities of the seeds decline with each subsequent generation, which produces an extremely adverse effect on the reproductive capacity of the plants. In other words, varietal genetics created by plant breeders gradually disappears. However, varietal genetics is exactly what ensures consistently high yields and profit for the farming business under the challenging production conditions.

Genetic deformation is induced by such factors as mechanical and biological impurities in the seeds and the sown crops, variety split, emergence and accumulation of mutations, reduced disease resistance and ecological depression of the varieties.

Therefore, large-scale programmes of early generation seed production

(production of foundation seeds) are employed in basic seed production in order to maintain pure genetics of the variety. As a rule, basic seeds production is performed by breeders or owners of a certain variety. However, the experience shows that, unfortunately, foundation seeds of commercial in-demand varieties sourced by individual owners when replanted may fail to meet the demands set for a certain generation and demonstrate non-uniformity, varietal and species impurity and variety-type non-conformity by the time of the variety assessment. In this case, only early generation seed production can help to improve the situation and preserve the genetic purity of the varieties for the future years.

To solve these vital tasks of basic seed production, such as elimination of the inter-varietal and inter-species contamination, EkoNiva has established early generation seed production of winter wheat varieties. Production of basic seeds begins at the very first stages of seed production, when the specialists evaluate the progeny based on a set of essential characteristics and traits inherent to the variety and carry out selection of the best and culling out of the worst generations ensuring preservation of all

the valuable characteristics of the variety. Currently, trial nurseries for assessment of the 1<sup>st</sup> and 2<sup>nd</sup> year progeny as well as propagation nurseries for the 1<sup>st</sup> year progenies have been established for each variety. Early generation seed production process consists of selection of the parent material represented by the best true-to-type ears and plants in the selection nurseries, progeny trials and preliminary multiplication. These stages include first-year (P1) and second-year (P2) progeny trial nurseries as well as seeds from the first-year progeny multiplication nurseries (R1). A thorough varietal and species hand weeding and removal of low-productive untypical, stricken with disease or pests progenies take place in all the nurseries of early generation seed production during the vegetation season. Starting from the first-year progeny multiplication nursery, varietal purity is controlled by means of variety survey. This seed production procedure enables farmers not only to purchase seeds of premium quality ensured by EkoNiva's own quality control laboratory but specifically acquire the genetics of the variety created by plant breeders to provide consistently high yields of quality grain across multiple cropping years.

*By Andrey ZVYAGIN, Seed Production Agronomist of Zashchitnoe LLC*



*First-year progeny multiplication nursery*



*Second-year progeny trial nursery*





## At full capacity!

*Beginning on p. 4*

By the way, since this year, the Academy of Dairy Sciences, EkoNiva's project dedicated to milk image promotion, has been launched in Kaluzhskaya Niva. The specialists of the Academy organise farm tours for children and adults, tell the visitors about cattle housing and feeding and show all stages of milk production.

Leonid Gromov, Minister of Agriculture of the Kaluga oblast supported the proposal of the Head of the region and observed that milk production volume had increased by 15% in the past year, and it is expected to keep on growing.

'The program aimed at construction of one hundred robotic farms launched in 2014 will be continued', says Leonid Gromov. 'It opens new possibilities for the farmers and shows the right way of development of the modern dairy farming. Currently, twenty-six robotic farms have been commissioned in the region. We will have launched five more farms until the end of the year.'

The guests from Germany came to congratulate EkoNiva on this significant event. Among them, Matthias Platzek, Chairman of the German-Russian Forum, who has been maintaining business and friendly relations with Russia for several decades. He noted that he was impressed with the scale of production as well as the innovative technologies used on the farm.'

More than one hundred guests came to the celebration from different regions of Russia. Among them, the leading milk producers and processors. Many people wanted to see with their own eyes how the robots operate at a large dairy. The

guests visited three cow barns (two for 600 and one for 440 head) and also looked at the maternity barn for 160 head and the young stock facility. The most interesting sight awaited them at the milking parlour where the Mlone robot manufactured by Gea Farm Technologies was literally taking care of the cow: it disinfected the cows' teats, attached the milking units, milked the cow and then disinfected its udder again. Many guests noted that the robots have created a new milking philosophy. There are 12 robots at the dairy: 8 three-box robots and 4 two-box ones. Every robot is under the watchful eye of the EkoNiva-Farm Service Department. This company supplied the farm with the milking equipment.

As Vladimir Kavin, Executive Director of Kaluzhskaya Niva, shared with the guests, the plan is to receive 40 tonnes of milk daily at this robotic dairy.

Currently, the daily output of

Kaluzhskaya Niva amounts to 50 tonnes of milk, all this milk is normally sent to the Tula milk processing plant. Alexander Shirinkin, Chairman of the Board of Directors of the Tula milk processing plant, congratulated EkoNiva on the launch of the milking robots.

'The long-term partnership with your company makes me confident that we will continue our cooperation with EkoNiva producing high-quality products and supplying them to people.'

At the end of the event, the hosts treated all the guests to fresh milk from the robotic farm and informed that in 2016, the company is planning to build another dairy for 2,800 cows in the Peremyshl district and in 2017, a similar dairy will be launched in the Ferzikovo district. The company's plans also include the purchase of a bankrupt farm in Koltsovo with an unfinished dairy and turning it into a well-run enterprise.

*By Anna BORDUNOVA*





The Academy of Livestock Farming, an educational project of EkoNiva, has been launched this spring. From various Russian agricultural universities, the initiative has received massive positive feedback and a big number of insistent requests to continue the project.



## Targeting global experience!

So, there, in the open spaces of EkoNivaAgro and its dairies (Voronezh oblast), the Academy of Livestock Farming has opened its door once again for sixteen prospective veterinarians and herd managers from agricultural universities of Volgograd, Kostroma, Kursk, Voronezh, Smolensk, Tyumen and Bashkiriya.

'Within only one working week, we tried to plant the global dairy knowledge accumulated by our specialists within a number of years in the heads of the future vets and herd managers', says Sergey Kupriyanov, Head of the

Veterinary Department of EkoNiva-APK Holding and one of the instructors involved in the project. 'This is the main goal of our Academy of Livestock Farming. Besides, we give students an opportunity to take part in the real production process.'

The students tried hand in practical work at the dairy-based trainings. They learned how to manage fresh cows and young stock, identify cow mastitis, feed cows and check forage quality. They also tested their skills in hoof trimming, ultrasound pregnancy checking, cow breeding and other areas of livestock farming. This is by

far not a complete list of what the young specialists have learned.'

'The practical training in hoof trimming using the chute sticks in my memory best of all. I was impressed with the lameness reduction percentage observed at the dairies after regular trimmings', says Yulia Chistyakova, a fourth-year student of the Kostroma State Agricultural Academy and a future veterinarian. 'I liked the way our training was organised. It was not only informative but also interesting. This is a unique programme and a unique company. I will be greatly pleased to return here for my internship.'

By Yulia SALKOVA

## Let's get behind the 'school desk'!



The EkoNiva Academy, a corporate personnel development programme, has been run for a couple of years already. Another session has been opened at EkoNivaAgro (Voronezh oblast), and young specialists have got behind the 'school desks'.

If one can call a dairy and an 8-hour working day filled with practical training a 'school desk', of course. Eleven herd managers and veterinarians from different regional farming enterprises of EkoNiva will be mastering the fundamentals of modern livestock farming for two months.

'The point of this programme is not only to upgrade the qualification and teach advanced herd management and veterinary practices', says Viktor

Pisarenko, Cow Nutritionist of EkoNiva-APK Holding. 'It is important that the programme is adapted to working at our dairies and with our cows. It helps the young specialists go deeply into the production process.'

The training includes several levels. The zero level involves mastering such processes and routines as hoof trimming, cow breeding and heifer raising. At the first level, the young specialists move on to the

basics of operating Dairy Plan, a herd management software, and Selex, a genetic breeding software, and also look into the milking process at modern parlours. The second level introduces them into fresh cows management and reproduction.

After a young specialist has completed all the levels, he or she continues training with a focused specialisation in one of the selected areas.

By Yulia SALKOVA



## Never too late!

It is never too late to start something new and succeed in 'trying on a new role' if you have enormous work and life experience, professionalism and such valuable human qualities as responsibility, reliability and vigour under your belt.

**V**ladimir Maryin, Sales Manager for Grain Equipment of the Kirov branch office of EkoNiva-Tekhnika, was born in a village and knew farming firsthand from an early age: he loved working in the field to help his family. One can say that his career was predestined.

After graduating from the Vyatka Agricultural Academy, he worked as a machine operator, after that — as an engineer on a farm nearby his home village. For twenty-five years, Vladimir held the position of a Chief Engineer at Oktyabrsky stock breeding farm, one of the leading farming enterprises in the region. In 2011, he joined the engineers team of the Kirov branch office of EkoNiva.

'I got familiar with EkoNiva in 2005 when I was employed by Oktyabrsky. We were considering purchase of the machinery and opted for this company', says Vladimir Maryin. 'We were drawn by an honest and sincere attitude to customers and a competent approach to servicing.

Besides, the people on the team were so open, we contacted a lot for business purposes, and, it may be said, we made friends. But for EkoNiva, I wouldn't have dared to change the job when I was approached with the offer, but here, I haven't regretted once taking such a turn on the career path.'

The management of the company and Vladimir's colleagues comment that such a seasoned pro, who knows the whole farming process inside out and can identify any machine malfunction by the sound of it, is a real catch for the company.

'As a rule, huge professional experience kills the inner drive to keep on developing and open your mind to innovations', says Lyudmila Zykova, Deputy Sales Director of the Kirov branch office of EkoNiva. 'It has nothing to do with Vladimir though. Apart from his direct responsibilities, he has put together our Engineering Service and dealt with a number of issues related to servicing. He should be largely credited for the fact that our service centre has been completed, we are about to move in and invite all our customers. Vladimir undertook the toughest construction tasks such as obtaining permits and connecting to utility lines. Those who have handled construction at least once do understand how hard it is and how much patience and tenacity it requires.'

Fifteen grain handling facilities operating in the region are the result of Vladimir Maryin's mind open to innovations. He is actively involved in both sales and installation of grain handling equipment. In 2015 alone, six facilities have been commissioned.

'It was not easy to find yourself on the other side of the professional "barricade" though', says Vladimir, smiling. 'I had been operating and maintaining farming machinery all my life, but I hadn't been involved in sales

before. It took some time before things worked out. However, I have realized that when the manager of a farm sees that you are not just trying to "flog" some equipment to him but competently offer exactly what his operation really requires, you start having a productive conversation. Someone might consider me a "wrong" salesperson, but a sales manager must not only have in-depth knowledge of the equipment but also understand all the production processes at the customer's enterprise and trends in our agricultural industry.'

Vladimir's great patience and tenacity can possibly be explained by his hobbies: hunting and fishing. In these activities, he has an even longer experience than in farming.

'We hunt elks, wild boars and gamebirds. We go fishing in winter and summer. It is not about the bag of game or the catch though, it is about communication, rest and peace of mind. There is usually a big company of us consisting of six-seven people. My father, he is seventy-six, and my son, he is thirty, accompany me. I get satisfaction from the process itself. Apparently, it is the same for me at work.'

Vladimir's son Dmitry is a mechanical engineer like his father. His elder daughter Alyona is a nurse, and the middle daughter Viktoria is also a sales manager.

'I did not plan my children's future careers', shares Vladimir with particular warmth. 'I wanted them to become good people, in the first place, and this wish did come true. Besides, I am a happy granddad with three grandchildren! I dote on them! The elder Ulyana is a "busy bee", a third-form schoolgirl. She has a keen interest in my work and has "assisted" me in work a number of times. She knows everything. Once she sees John Deere tractors out in the fields, she shouts, "Granddaddy, your tractors are running there again!"'

By Yulia SALKOVA





The Workout festival of athletics and a healthy lifestyle has taken place in Voronezh once again! For the second time, the strongest sportsmen from Russia, Belarus and Ukraine have impressed the viewers with their incredible talents.

## Voronezh is for milk and a healthy lifestyle!

By way of tradition, the Academy of Dairy Sciences became a sponsor of the event. The main characters of the Academy of Dairy Sciences: Professor Zorkin, Cow Marta, girl Polia and Zhu-Zhu bee were pleased to treat all the guests of the event to milk, sour cream and kefir. Even the strict jury members, among which were Denis Minin, leader of the Workout movement, and Oleg Bazilevich, unequipped powerlifting champion, drank the 'Academic Milk' to quench their thirst during the unbelievable athletic feats with great pleasure.

The guests were mesmerized by the performance of the youngest participant of the event, Valentina. Along with the adult athletes, she did the most complicated exercises: one-arm pull-ups, horizontal handstand (keeping the body parallel to the floor while standing on the hands) and pull-up bar pull overs. And Valentina is just six years old!

The youngest taste tester of the 'Academic' products were less than one year old. Young mothers with babies and toddlers in their prams and pushchairs 'pulled up' to the milk stall.

'Do you know what really strikes me when I drink milk produced by the Academy of Dairy Sciences?' asks Lybov Kiseleva, mother of three children. 'After you have emptied the glass, the sides are white. Exactly like the milk I had in my childhood when I visited my grandmother in the village. Now, one almost does not have to wash the glass after milk – it's perfectly clear! The 'Academic Milk' is different. It is very delicious and sweet! One can feel the care of those who produced it.'

School children also came up for refreshments after the end of the school day while representatives of the older generation dropped in for a glass of kefir. Among our constant taste testers was

Aleksey Mazaev, leader of the Voronezh Workout VRN team.

'I drank five glasses of milk at the last Workout event, this time I am planning to break my own record by tasting sour cream and kefir', says Aleksey Mazaev, smiling. 'They are truly delicious products! I am very pleased that the Academy of Dairy Sciences remains our sponsor. This is undoubtedly the best partner for our competition: Workout is about health and the Academy is good for health!'

The guests of the events talked and made pictures with Zhu-Zhu, Polia and Professor Zorkin. Cow Marta, of course, became a firm favourite with the children. How could it have been otherwise? Cow is the life nourisher!

Many residents of Voronezh said that they already buy the products of the Academy of Dairy Sciences at the shops.

'When I go for a walk with my granddaughter, I always buy the 'Academic Milk' at the kiosk near our house', says Evgeny Skudynnikov. 'My granddaughter immediately singled it out from among the other dairy products because of the bright package! And now we come to the supermarket and see the

cow from the package playing with the kids! Good milk! It's only a pity it sells out so quickly.'

While waiting for the resolution of the jury, the guests of the event took part in the fun quiz prepared by the Academy of Dairy Sciences. The event host prompted the correct answers, but the 'academicians' were only glad about that. They were impatient to give out as many gifts as possible!

The participants of the athletic contest had to try out the special 40 kg barbell from the Academy of Dairy Sciences. The Athlete called Kolyan left all the other contestants far behind by doing 40 barbell bench presses, for which he received loud ovations from the viewers and the grand prix from Professor Zorkin!

The winners of the second Workout VRN event were Dima Malakhov (Ukraine), Maksim Chursanov (Russia) and Irina Lvitsina (Russia). Congratulations to the athletes who demonstrated unprecedented body control! And of course, congratulations to all the residents of Voronezh who came to support the athletes together with the Academy of Dairy Sciences!

By Yulia SALKOVA



19-21 January

**Dedicated Livestock Farming Exhibition Agroferma – 2016**

Venue: Russia, Moscow, VDNH  
Organisers: VDNH OJSC and The German Agricultural Society with the support of the Ministry of Agriculture of the Russian Federation

January – February

**Seminar on farming technologies for specialists of the farming enterprises of the Novosibirsk oblast**

Venue: Novosibirsk, EkoNivaSibir service centre  
Organisers: EkoNivaSibir LLC

10-13 February

**BioFach – 2016 international organic food trade fair**

Venue: Germany, Nuernberg  
Organiser: Nuernberg Messe GmbH

February

**Educational trip to the USA for the specialists of EkoNiva-APK Holding**

Venue: farming enterprises of the USA  
Organisers: EkoNiva-APK Holding LLC

29 February – 4 March

**Trip to Kverneland production facilities in Italy for EkoNiva's clients**

Venue: Italy, Kverneland production facilities  
Organisers: EkoNiva and Kverneland

19-20 March

**AgroSeson – 2016 agricultural trade fair**

Venue: Voronezh, exposition centre of the Voronezh State Agricultural University  
Organisers: Department of Agricultural Policy of the Voronezh oblast, VSAU



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**10-13 February**

EkoNiva invites you to visit BioFach — 2016 organic food trade fair in Nuernberg, Germany

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