

Starting the new season with optimism and in full armour!

Just a few more days and fieldwork will be in full swing! Nevertheless, there is still time for the final preparations, especially taking into account that there is a lot to think about. Farming machinery manufacturers have worked a lot on tractors as well as sowing and tillage implements. EkoNiva, as always, has been the first to test the new technologies and is ready to share the experience now. See more details in our journal.



No-till masters

live in the Krasnozerskoye district,
Novosibirsk oblast.

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On the rise

went AgroFarm — 2016
trade show!

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We'd better not push things too far

As they say: if it were not for sanctions, Russia would have no chance to realise that oil is not the only source of wellbeing. Now, Russia has remembered about its unrealised opportunities in the farming sector, processing, machine manufacturing and other areas. The current aspiration to make the economic system of the country strong, stable and immune to external factors is very good. However, there are some apprehensions that we can push things too far in our desire to produce all the goods domestically.

It is wonderful when the country feels confident and no sanctions can affect

it, but will the domestic products be the cure-all for all the problems?

Will the farmers work more efficiently if they have only Russian machines at their disposal? What will the processors feel if they are deprived of an opportunity to partially purchase imported materials? How will the pig or poultry farmers react to the ban to use imported genetics right now?

We will hardly be able to win if we shut the door on all the imported goods and start using only domestic products. At the present moment, it is essential to create an efficient chain every segment of which will be working to produce the best result. To do it, we need to find the

right balance between the goods we manufacture ourselves and the best achievements of the global economy.

There is no doubt that we need our own seeds of the primary crops, genetics of the primary breeds of livestock, the essential farming machines, our own bread and milk. However, this goal cannot be attained within one day or even one year. It takes a lot of time and incessant work to revive the economy and learn to produce competitive goods. In this case, Russia will stop feeling affronted and occupy its rightful place in the global economy.

*Stefan DUERR,
President of EkoNiva Group*



The new start



EkoNiva is finishing the year 2015 with the launch of a mega-dairy for 2,800 head of cattle in EkoNivaAgro (Voronezh oblast).

Alexey Gordeyev, Governor of the Voronezh oblast, Viktor Logvinov, Vice-Premier, Anatoliy Balbekov, Head of the Bobrov district and Stefan Duerr, President of EkoNiva, have put a big 72-stall milking parlour into operation to the strains of Chopin. In this enjoyable environment, milk yields will be higher.

The guests also visited the cow barns and the small 16-stall herringbone parlour (for fresh and problem cows) and talked to the employees of the dairy.

'It is the sixth dairy of EkoNiva in the Voronezh oblast and the largest one', says Stefan Duerr. 'It is also worthy to note that half of the heifers housed at

this dairy are our own replacement stock. And the other half of the heifers have been imported from the Netherlands, Germany and Hungary.'

This is the first livestock project in Russia included into the Investment Projects Support Programme based on project financing. Next year, when the dairy reaches its full capacity, it will produce 26,000 tonnes of milk per year. The total investment volume amounts to 1,265 million rubles, of which 1,006 million was loaned from Rosselkhozbank. EkoNiva is not going to stop at this. Next year, the company is planning to build another dairy in the Voronezh oblast.

The characters of the Academy of Dairy Sciences welcomed the guests. Everyone tasted EkoNiva's products with pleasure and highly appreciated their quality. Stefan Duerr underlined that high quality is the most important thing about the products from the Academy of Dairy Sciences.

Alexey Gordeyev, Governor of the Voronezh oblast, approved EkoNiva's projects and wished the company further development and not only in the area of milk production.

'Currently, EkoNiva produces one third of the total milk output in the Voronezh oblast and, judging by its projects, it will produce even more', says Alexey Gordeyev. 'The company possesses all the necessary resources to launch its own processing.'

Stefan Duerr shared that these wishes of the Governor would come true in March 2016 as EkoNiva is going to open its own milk processing plant in the Liski district of the Voronezh oblast.

By Yulia SALKOVA

LEMKEN in leasing

In cooperation with AO Deutsche Leasing Vostok, Lemken designed a new leasing programme for those who intend to purchase the machinery of this brand.

This programme covers the full range of machinery. The leasing at 3.66% appreciation annually and with 25% down payment is for the period of up to 48 months. The early repayment is possible upon the expiry of 13 months. To purchase Lemken machinery in leasing, you only need to contact EkoNiva, and its specialists will help you to submit a leasing application. The leasing decision will not be long to

wait for: a credit decision is approved in 3-5 days after submission of the full set of documents, and it is valid for six months. The company management

is positive that this programme will be of great assistance to agricultural producers under the complex economic conditions.



Demand for organic food is growing

Savinskaya Niva took part in two trade shows dedicated to organic food production. At ProdExpo, in Russia, the company presented its Grown in Savino organic products while at BioFach, in Germany, Savinskaya Niva was looking for new partners.

In the welcome speech, Aleksandr Tkachev, Minister of Agriculture of Russia, observed that the farming sector is currently playing one of the key roles in the Russian economy carrying out the government's priority tasks.

'The goals set for us by the President of Russia include not only providing the internal market with domestic products', says Aleksandr Tkachev, 'but making our country the largest producer of high-quality organic food.' Savinskaya Niva organic farm presented a wide range of organic products, including

various vegetables and greens as well as grain and groats. All the products are certified in accordance with Council Regulation (EC) No 834/2007 and STO Agrosafia standard. The Grown in Savino organic vegetables and greens are sold at Moscow supermarkets and enjoy popularity with the buyers, which appreciate the authenticity and high quality of the products.

Anatoly Nakaryakov, Executive Director of Savinskaya Niva, told us that the company had launched a new organic beef project for which it

had imported Charolais beef cattle. Currently, Savinskaya Niva is the only producer of organic beef in Russia. The representatives of HiPP, a manufacturer of organic baby food, showed interest in the organic beef produced by Savinskaya Niva since one of the factories of the company operates in Russia, in the Kaliningrad oblast. The management of the two companies held a number of negotiations about supplies of Grown in Savino organic beef for production of HiPP baby food.

By Anna BORDUNOVA



Ice hockey is the game for real men!



It has not been long since a junior ice hockey team was organised in the Maslyanino district. Artem Shevchenko, a professional ice hockey player, has been training boys aged from 5 to 8 years for the first season. Serious training requires serious equipment. Sibirskaya Niva made the coach's dream come true and helped to acquire 14 sets of brand new ice hockey equipment.

'I am convinced that we must develop ice hockey as one of the traditional sports in our region', says Sergey Lyakhov, Regional Director of EkoNiva-APK Holding for Siberian Region. 'We will keep on supporting the ice hockey team to inspire the love of sport and a healthy lifestyle in our children.' By the way, Sergey's son, Fedor, is one of the members of the team. Despite

Sibirskaya Niva is for sport and a healthy lifestyle! The company has repeatedly proved this by organising annual biathlon competitions among the employees and supporting young hockey players.

the fact that he is the youngest player (he is just five years old) Fedor stands firmly on ice skates and uses his club with the confidence of a skilful forward. Sibirskaya Niva also helps the young hockey players to stay strong and full of energy by providing them with natural dairy products from the Academy of Dairy Sciences on a regular basis.

By Anna BORDUNOVA



Together we are invincible!

The Novosibirsk oblast government awarded the best volunteers of the Voluntary Corpus of the 70th Anniversary of the Victory in the Great Patriotic War. The honorary award was also granted, among others, to Olga Lomayeva, Assistant to Executive Director of Sibirskaya Niva, one of the leading farming enterprises in the region.

Mikhail Zhiganov, Minister of Regional Policy of the Novosibirsk oblast, Aleksandr Kuznetsov,

Hero of Russia, and Yakov Osadchy, Veteran of the Great Patriotic War took part in the Award Ceremony.

By Anna BORDUNOVA

Young herd manager course completed!

Training of herd managers within the EkoNiva Academy programme came to an end in EkoNivaAgro. Eight young professionals were awarded certificates confirming that the advanced training course was successfully completed.

The course took four months. The training involved young EkoNiva specialists, including last year's graduates of agricultural universities and also those who combined the graduate year of studies with work on EkoNiva farms.

The course students mastered all the intricacies of livestock farming in theory and practice: breeding, heifer raising, reproduction, nutrition, hoof trimming, milking, cow signals and many-many other aspects of herd management and veterinary medicine. The course material is covered by 36 presentations in total.

Quoting the students, it was tough since they had to balance training and work. That is what the course of young

herd manager is like!

'The training has provided us with lots of practical knowledge', says Ksenia Ogorodnikova, Herd Manager of EkoNiva-Vostochnoye Operation. 'We have developed professional confidence, for which we thank our mentors from EkoNiva Academy.'

The mentors are also quite satisfied with the results.

'We held a few tests for our specialists', says Viktor Pisarenko, Project Coordinator. 'At the start, the average score was 1, at the end, the guys showed the average result of 4.22. Our young colleagues exceeded our expectations. And it was not easy!'

By Yulia SALKOVA



EkoNivaAgro (Voronezh oblast) has summed up the results of the farming year at the Day of Agricultural Workers.



Everything is in our hands!

As Stefan Duerr, President of EkoNiva, observed, the past year was quite interesting although it was challenging. The company managed to do a lot. In 2015, EkoNivaAgro opened a mega-dairy for 2,800 head in Verkhny Ikolets village (Bobrov district). The dairy will reach its full capacity, — 24,000 tonnes of milk per year, — already in 2016. A new barn for 400 head was built on Shchuchye farm (Liski district). The daily milk production volume reached 350 tonnes. This spring, the company is planning to launch its own processing plant.

In the past year, EkoNivaAgro harvested 74,500 tonnes of cereal crops and prepared 400,000 tonnes of forage.

The company put into operation the first stage of the 50,000-tonne elevator in Vysokoye village (Liski district).

One hundred and ten employees received Certificates of Appreciation. One hundred and ninety-five new employees joined EkoNiva's team.

'No other enterprise of the region can boast of so many young people', says Viktor Shevtsov, Head of the Liski district. 'I am looking forward to the construction of a new dairy in Vysokoye and continuation of the construction of the residential houses for employees in Petrovskoye. May EkoNivaAgro increase not only its performance indicators but also the number of families.'

In 2015, employees of EkoNivaAgro gave birth to 61 babies. Many people jokingly challenge the company to break this record in 2016 because this year is one day longer!

'For me, EkoNiva is my whole life', says Vyacheslav Ionov, Chief Herd Manager of EkoNivaAgro Left-Bank Operation. 'I did not expect that at 29 I would be among the top performers. My best reward is the everyday desire to go to work where I am surrounded by my professional colleagues, where my efforts are appreciated and where I have an opportunity to develop my own skills and help others to grow.'

By Yulia SALKOVA

Dreams into reality!

For Sibirskaya Niva, the start of the year was marked by a happy event. The company completed construction of the third stage of the dairy for 2,500 head in Borkovo village.

Vladimir Gorodetsky, Governor of the Novosibirsk oblast, visited Sibirskaya Niva to congratulate the company on completion of the construction on that festive day.

'Sibirskaya Niva is an example of efficient growth of the rural economy', observed Vladimir Gorodetsky. 'The company demonstrates consistent development and keeps pace with the times using cutting-edge technologies at all stages of milk production.'

In 2012, the company launched the first stage of the dairy. At the beginning of 2015, it launched a 72-stall GEA Farm Technologies rotary, the largest in the region. Now, the dairy operates at full capacity and produces over 40 tonnes of milk daily. The total annual output of the dairy in 2015 amounted to 11,870 tonnes of milk.

Vladimir Gorodetsky made a tour of the dairy accompanied by Stefan Duerr, President of EkoNiva and Sergey Lyakhov,

Regional Director for Siberian region. The tour also included the small 16-stall herringbone dairy parlour, the mega-rotary, the milk room and the feed centre designed for storage of 60,000 tonnes of haylage and hay. The investments into the dairy amounted to 600 million rubles with joint financing of Rosselkhozbank.

Currently, Sibirskaya Niva produces over 100 tonnes of milk daily. Part of the milk is used for production of dairy products under the Academy of Dairy Sciences brand. The guests of the festive event tasted the milk and kefir with great pleasure and praised the natural taste of the products.

Sergey Lyakhov emphasises that the farm is going to keep up the intensive milk production growth. The company is planning to build another mega-dairy for 2,800 head in Penkovo village and increase the herd size. Developing at such a pace, Sibirskaya Niva is very likely to turn its dream of building a milk processing plant with a capacity of 250-300 tonnes of milk per day into reality in the nearest future!

By Anna BORDUNOVA





The Krasnozerskoye district bears the well-deserved name of the breadbasket of the Novosibirsk oblast. Every year, the grain growers of the district become the leaders in grain harvesting, and the year 2015 was no exception.

No-till Masters

Last year, the farmers of Krasnozerskoye harvested the biggest gross yield of grain in the region — 246 thousand tonnes with the average yield of 1.77 tonnes per ha. What enables them to harvest more grain per hectare than in the neighbouring regions? The farmers explain the secret of success by adoption of the resource-efficient and moisture-preserving no-till technology. Half of the enterprises in the district operate using no-till technology with great success and harvest sustainable high yields. For a number of years, EkoNivaSibir has been working in close cooperation with a lot of these farms supplying them with specialised machinery. Rubin, the leading agricultural enterprise in the district, and Farm of Aleksandr Weis are among such longtime friends and partners of the company.

From pioneers to leaders

Rubin was the first farming enterprise in the district to take the path of no-till technology. It was Egor Kin, director of the farm, who 'imported' the idea of no-till farming, which he had picked up at an agricultural seminar in Dnepropetrovsk. The farmer did not think long. He bought a specialised John Deere 1895 air drill from EkoNivaSibir and seeded about 10,000 ha of wheat. Contrary to all expectations and to astonishment of those who did not believe that the technology would perform well, the farm harvested a good crop. From then on, Egor Kin has always been happy with the yields even in the leanest years. And in 2015, the farm had one of the highest

cereal crop capacity of 2.9 tonnes per ha and harvested the record-breaking yield of grain and pulses — 30,000 tonnes.

'The deficiency of moisture, especially during the vegetation period, is a feature of our harsh climate on the Kulundinskaya plain', says Egor. 'No-till is the most acceptable option to preserve soil moisture and restore the humus layer. The most important thing is to comply with all the technology requirements rigorously: use cutting-edge seeders, side-dress and protect plants from pests and diseases in a timely manner and harvest the crops with high-performance combines. The farm observes the rules strictly.'

'Thanks to the new efficient technologies we show high results', says Aleksandr Kislykh, Chief Agronomist of Rubin LLC.





'We cooperate with Research and Science Institutes on a permanent basis: analyse soil and test seeds, treat crops with fungicides, herbicides and insecticides regularly, apply nitrogen fertiliser in due time and expand our facilities and resources.'

The fleet of modern farming machinery comprises five air drills, five tractors and eleven John Deere grain combines. The majority of the machinery was acquired from EkoNivaSibir. As Egor Kin remarks, the machines have lived up to all expectations.

'We will keep on upgrading our machines', says Egor Kin, 'since in farming, if you make a stop today, tomorrow already you will make a big loss. Fortunately, EkoNivaSibir team is there for us. The company specialists always provide us with guidance in technical innovations and recommend what fits our conditions best of all.'

Grain handling receives special attention.

The farm has set it as a rule to build a new grain storage facility every year. As of today, the total storing capacity of all the existing facilities is 16,000 tonnes of grain. A few years ago, Rubin became a seed-growing farm, it supplies not only the Novosibirsk region, but also the Omsk, the Tomsk and the Tyumen oblasts with basic seeds of wheat, pea and rapeseed.

'Why are we among the leaders?' asks Egor. 'Because we're passionate about our work, keep up with the times and trust science and modern technologies.'

None but the brave deserve stable yields

Farmer Aleksandr Weis also put his trust in no-till technology. He adopted the practices from Egor Kin on Rubin Farm.



'Following the colleague's advice, I acquired a John Deere 1895 air drill from EkoNivaSibir', narrates Aleksandr. 'We seeded 3,000 ha of cereals, then used a number of farming tools, fertiliser and crop protecting chemicals. Our first harvest made me confident that the risk I had taken was not for nothing. Annually, we harvest over 2.6-2.9 tonnes of cereals per hectare. And the last year broke all the records with the harvest of 3.5 tonnes per hectare.'

Currently, Aleksandr Weis' farm is considered one of the highest performing farming enterprises in the district. All crops, i.e. wheat, oats, barley, pea, soybean, chick pea and even sunflower, are seeded no-till on the total of 6,000 hectares.

'Nobody can dissuade me now that no-till is the most progressive technology', says Aleksandr. 'With minimum moisture, no-till farming is the optimal opportunity to have stable yields. For instance, in vastly dry 2014, we harvested 2.1 tonnes of grain per hectare although we had had barely

3 mm of precipitation before 18th July. According to Aleksandr, no-till technology enables the soil to "breathe" freely.'

'Throughout the time that we have been using no-till, the soil seems to have revived, become richer in nutrients', shares Aleksandr Weis. 'It does not suffer from winds eroding the top layer anylonger, accumulates the right bacteria, preserves moisture for plants.'

Aleksandr Weis believes that switching to no-till requires reconsideration of the old concepts of soil cultivation, crop rotation and protection and machinery choice. Only cutting-edge machinery, John Deere drills and tractors, operate on his farm.

'To speed up the seeding process, we needed a higher-performance tractor', says Aleksandr. 'EkoNivaSibir helped us to solve this problem by offering the 9 Series John Deere tractor, 460 hp. Thus, we are "fully armed" for the new season now and we will speed up!'

By Anna BORDUNOVA





From classics to minimalism

In the new season, John Deere offers a wide range of seeding equipment to let any producer pick the machine suitable for his enterprise with the consideration of the implemented technologies, crop varieties and soil and climate conditions.



Timeless classics

If the enterprise uses conventional tillage practices with preliminary soil cultivation, the agricultural producer should consider the John Deere 455 Grain Drill equipped with double-disc openers. The rotating discs cut the soil and the residue. Then they move the soil apart like a wedge, forming a furrow. The active hydraulic down-pressure system maintains constant seedbed depth along the working width of the seed drill. Depth-gauging press wheels work behind the openers and promote the best conditions for the even furrow depth. This versatile seed drill allows simultaneous application of seeds and fertiliser. Working at a speed of 10 km/h, the 10.7 meters wide seed drill reaches a capacity of 10 ha/h.

Less is more

Farming enterprises aimed at efficient use of resources and maximum reduction of costs can choose seed drills designed for maximum number of operations in one pass. In addition, this seeder should have a considerable

working width. The John Deere 730 Air Disc Drill meets this requirement. It can work both as a cultivator and a double-disc drill at the same time. This machine performs surface tillage, seeding and fertiliser application in one pass. Four rugged cultivator ranks are followed by a rank of double-disc openers. This makes the 730 Air Drill ideal for seeding fields with up to 45% residue. The double-disc openers are set up in a chess board position to better penetrate the soil and slice the residue. The depth gauging press wheels are placed behind the openers to control the furrow depth and ensure excellent seed-to-soil contact. This drill will suit both minimum and conventional tillage. This machine helps to reduce machinery, fuel and labour costs.

Laconicism is the basis of style

If the enterprise uses no-till technology, it is very important to make a conscious choice of a seeder. We recommend starting no-till with the John Deere 1890 No-Till Air Drill. It is specially designed for





seeding in no-till conditions. This tool is equipped with two rows of openers. The unique one-disc opener allows achieving ideal depth control and seed packing

on any soil type. The active hydraulic system adds up to 181 kg of pressure to each opener. It ensures the consistent depth of seed packing. This machine can

implement seed and fertiliser in one pass. All drills manufactured at the John Deere factory in Orenburg can be subsidised as machinery assembled in Russia.



The John Deere factory for seeding and tillage equipment assembly was opened in Orenburg in 2005. In 2007, the Orenburg factory expanded by launching its second production site. In 2013, another manufacturing site with a manufacturing area of 30,000 m² was launched. This factory has a complete production cycle. More than 20 welding sectors weld about

a hundred components of different complexity degree. The 350-meter painting shop includes 12 segments and is managed by means of an electronic control system. The John Deere assembly shop possesses four assembly lines at which the most popular seeding and tillage machines in Russia and the CIS are assembled.

By Anna BORDUNOVA



Long live the old-timers!

The legendary JCB loaders operate on the large area from the Black Soil region to Siberia. The universally loved telescopic handlers and front loaders have won the hearts of the Russian farmers with their immaculate quality and reliability. In this column we continue sharing our clients' stories, in which they explain why they love JCB machines.

From vegetable grower to mechanic!

Krasny Mayak was one of the first operations in the Yaroslavl oblast to set off along the path of technical

support worker bringing things, handing them over, loading or unloading. In cow barns, it races around like Schumacher making 360-degree turns. The loader distributes the feed quickly and evenly and removes manure instead of the scraper with striking excellence. The

loader has a powerful hydraulic system and shows a good lifting capacity. We often use the "robot" as a crane or a jack. The machine likes to work as a mechanic and change tractor tyres! This year, we have purchased a helper to our eager beaver — a JCB Robot 155. The machines are very reliable. There is no wearing them out! If any spare parts are needed, EkoNiva always delivers them in due time, therefore

control of the machines provided by the joysticks. And speaking of comfort, there is simply no alternative to JCB!

From loader to cleaner!

EkoNiva has been working with the farm Named After Lenin for eight years. The two companies have joined their efforts in launching modern machines in the Vladimir oblast. The farm has always been in step with the times and has never been afraid to try new technologies.

Valery Barinov, Chief Engineer of CJSC Named After Lenin, Vladimir oblast:

'In 2008, we bought our first JCB 531-70 loader from the Vladimir branch of EkoNiva-Tekhnika. By this time, the machine has already done 27,000 engine hours! Currently, we have five loaders all in all, including telescopic handlers and front loaders. The range of works performed by the machines is immense: from loading to cleaning! The loaders handle the feed, remove the manure and transport bales. Besides, if we need to tidy up some facility, the machines will cope with this task in seconds!'

By Anna BORDUNOVA

modernisation by turning from a derelict collective farm into a modern farming enterprise. Now, the enterprise is successfully engaged in crop, vegetable and livestock farming due to the use of modern machines and technologies.

Vasily Finogeyev, Director General of Krasny Mayak LLC, Yaroslavl oblast:

'Seven years ago, we purchased a JCB Robot 170 mini-loader from EkoNiva. We have been inseparable ever since! I think that a machine like this should always be at hand! On our farm, the loader is engaged in many kinds of works. Due to its compact size and superb manoeuvrability, it can easily operate in tight spaces such as greenhouses, where it works as a

our loaders never stay idle. Our machine operators are excited by the easy



Anything is possible with JCB!

The photo contest Anything is Possible with JCB dedicated to the anniversary of cooperation of EkoNiva and JCB is coming to conclusion.

We are publishing the final set of interesting photos. In the next issue of our journal, we will sum up the results and choose the best photos!



We cannot do without JCB!

Without JCB, the Voronezh farmers feel like they have no hands!



We choose JCB!

EkoNiva's partners at Agritechnica in Germany



Still higher and higher...

JCB loaders demonstrate their unsurpassed talents at the Field Day in the Voronezh oblast



Hey, beauty, let's go for a JCB ride!
At the Field Day in the Voronezh oblast



The dream has come true! Daddy's let me drive!
Sons of Matvey Glok, Head of the Engineering Department of the Krasnozerskoye office of EkoNivaSibir



14 Technical inspection

Despite the fact that the new service centre of the Kirov branch of EkoNiva-Tekhnika is still under construction and the premises are only partially furnished, the company has already held a series of workshops and meetings with agricultural producers from the Kirov oblast, the Udmurt Republic, the Perm area, the Mari El Republic and the Komi Republic.



Modernisation incentive

While welcoming the guests, Sergey Zykov, Head of the Kirov branch of EkoNiva-Tekhnika, announced the exciting news: the official opening of the service centre is planned for this summer.

'We are confident that our new service centre will help agricultural enterprises to reequip', says Sergey Zykov. 'Pre-sales preparation, warranty and after-sales services will move to a new level, logistics will also be improved due to the beneficial location of the service centre at the Kirov-Novovyatsk highway.'

During the workshop dedicated to the strategy of EkoNiva development in 2016, new areas of activity were announced: a turnkey construction of grain drying facilities, supply of manure storage and manure removal equipment and installation of the JDLink, LiveLink and NivaControl software.

Many agricultural producers expressed interest in the new options. Vladimir Sevryugin, Head of Zarechye CJSC, decided to fit his machinery with the John Deere AMS, a precision farming system, pointing out that it is easy and convenient to cooperate with the company as EkoNiva is always

looking for new solutions for efficient performance. Currently, negotiations on grain drying facilities construction are in progress with three enterprises in the Kirov oblast and the Perm area.

During the seminar on potato growing, Andrey Kalinin, Regional Representative of Grimme, shared some secrets of high yields.

The guests from the Perm area thanked EkoNiva for the productive meeting and underlined that there was no alternative to EkoNiva in terms of services diversity and work quality.

By Anna BORDUNOVA

Analyse while harvesting



Receiving high-quality feed for cows requires not only feed quality control but also careful nutrients analysis. The best way to monitor the feed quality is to start straight at harvesting. The HarvestLab system from John Deere helps to perform quality control by turning the Self-Propelled Forage Harvester into a fully equipped lab in the field.

EkoNivaAgro (Voronezh oblast) tried out the HarvestLab during harvesting. In the middle of December, the specialists of John Deere visited the enterprise and helped to customise the settings and analyse the results of operation in the season.

'The HarvestLab sensor can measure not only the green material weight and moisture content', says Dmitry Starostin, Technical Training Specialist

of John Deere, 'but also the dry matter content of sugar, starch, protein, ADF and NDF during harvesting.'

Since we know the composition of the harvested feed, we can adjust it and improve its nutritional value. The HarvestLab from John Deere shows the information and collects the data in order to analyse the feed composition over several years. In addition, the system can

automatically adjust the cutting length.

'The HarvestLab is a very interesting development of John Deere', says Sergey Kapustin, Precision Farming Agronomist of EkoNiva-APK Holding. 'We have had a really productive meeting with John Deere specialists. We have received all the necessary instructions on the operation and the settings.'

By Yulia SALKOVA



No losing productivity!

How can we reduce the costs of potato production and improve its quality? More than 50 potato growers from the Kostroma, Yaroslavl, Ivanovo and Vologda oblasts were looking for the answers during the workshop held by the Kostroma branch of EkoNiva-Tekhnika.

The guests were welcomed at Agrofirma Pakhma, the leading enterprise of the Yaroslavl oblast. Aleksandr Gromov, Deputy Director of the enterprise, told about the activities of the versatile farm pointing out that the enterprise had been engaged in potato production for ten years. A great number of potato varieties is cultivated on the area of 200 ha. In 2015, potato fields were partially drowned because of the heavy rains. As a result, the second cereal harvest amounted to 25 tonnes per ha that year. 'The potato tubers harvested were covered with sticky mud and clay

because of the weather conditions', said Aleksandr Gromov. 'There were cases when 300 tonnes of potatoes were brought from the field together with 300 tonnes of soil! The new Grimme equipment for receiving, handling, grading and loading potatoes helped us to solve this problem and retain the efficiency. Our work efficiency has increased fourfold since we bought this processing

equipment set from EkoNiva last year!' The specialists of the Kostroma branch of EkoNiva-Tekhnika shared the secret of increasing productivity by half when planting potatoes with the agricultural producers! In order to achieve this, a JCB telescopic handler should be used for potato seed loading.

'When a planter runs out of seed stock', says Kirill Tagantsev, Head of Sales Department of the Kostroma branch of EkoNiva-Tekhnika, 'the telescopic handler will rush up to it like an F1 racer and will load the full tank in 5 seconds. In such a way, we plant potatoes twice as fast.'

Andrey Kalinin, Regional Representative of Grimme, talked about working practices of Grimme machinery use aimed at quality improvement, unfavourable weather conditions impact mitigation as well as production costs reduction.

By Anna BORDUNOVA



3.33% from JCB!



JCB launches a new offer. Buy the 500 Series JCB telehandler in leasing for 13 months, at 3.33% appreciation and with 49% down payment.

Hurry up! The offer is valid till the end of March!





Upgrade from John Deere

For the new season, John Deere offers even more innovative machines for efficient farming.

Tractor Revolution

The John Deere engineering team has significantly upgraded the 8R and 8RT Series tractors. The machines have been equipped with the innovative ILS front axles, the new 4100 Command Centre display and the e23 transmission with Efficiency Manager.



The brand new cab with a 40-degree seat swivel ensures maximum operator comfort. The tracked versions can be fitted with 4,500 to 6,500 mm tracks.

The 9 Series tractors have also undergone an upgrade. Both tracked and wheeled tractors have become 10 hp stronger. The powerful hydraulic system allows installation of up to 8 sets of hydraulic valves. The improved e18 transmission with Efficiency Manager 1 can operate in three modes ensuring smooth shifting and optimising field operations. The HydraCushion Suspension mitigates power hop and road lobe to ensure customers get all of the horsepower to the ground for the highest level of traction.

This year, the John Deere 6B Series tractors can be fitted with a carbon air filter set and hydraulic filter protection.

Efficient forage harvesting

The new John Deere F350R Front-Mount Mower-Conditioner (3.5 m cutting width) and the R990R back-mount mower (9.9 m cutting width) are entering the new season 2016.

The mowers' new frame design makes them easier to attach, gives the operator better visibility and improves the floating capability of the machines. The mower cutterbars are equipped with a quick knife exchange system to provide optimum cutting quality and create smooth swaths. The hydraulic

overlapping of the mower units from 30 to 50 cm ensures the best possible performance under all conditions.

The John Deere 7080 forage harvester is equipped with the unique KernelStar processor which cracks the grain while processing it. The unique 'bevel' disc design allows for more intensive treatment of corn kernels, which ensures higher energy feed and makes the harvested material suitable for biogas production.

The 7080 Series forage harvesters allow for a continuous crop flow to the Dura-Drum. After processing, the material is fed through the crop accelerator to the spout and finally, with precise promptness, — to the cart or trailer. Unlike other forage harvesters with large V-shaped drum knives which cause material clogging in the centre, the 7080 Series machines are equipped with the multi-knife Dura-Drum, which ensures uniform distribution of the processed material along the working width. The Dura-Drum system ensures uniform crop flow across the full width of the cutterhead band and into the spout. The combine can be additionally equipped with the HarvestLab system, which performs real-time nutrient analysis and ensures unsurpassed precision of fodder harvesting control.

By Anna BORDUNOVA





No headache about the heads

It is not an uncommon situation: the forages have been harvested and ensiled properly, the most cutting-edge forage harvesting, mixing and delivering equipment has been used, the rations are formulated correctly, and the cows consume the feed willingly, but the production of the dairy herd, nevertheless, does not grow, or, which is worse, decreases. This situation has caused headache to a lot of dairy producers, since the feed accounts for 50%-75% of dairy farm input costs.

NivaControl specialists have designed a very effective 'pill' for that – NivaControl Livestock Farm, an automatic feeding system, which makes the whole process of feed mixing and distribution transparent, accurate and systemized.

'The diet balanced by a computer can be different from the one that is distributed onto the feed bunk', says Lavrenty Plotnikov, Head of NivaControl Sales Department. 'Even the most diligent operator can sometimes fail to dose all the components correctly for this or that physiological group of cows. With our innovation, NivaControl Livestock Farm system, an operator's tablet gets a specification with precise indications of the components, their proportions and locations.

At the same time, a nutrition specialist can control the whole process remotely, and any deviation from the specification is registered. The information is transmitted to the server and can be consolidated in any type of report (production, herd size, milk yields, feeding report, etc.).'

As compared with other equivalent

software systems, NivaControl Livestock Farm is integrated with the 1C: Farm Management accounting system, i.e. feed loading and distribution are registered in the accounting system of the farm immediately, and the remaining amount of this or that diet component is recalculated automatically as soon as it is loaded into a mixer wagon. Thus, the work of the Livestock and Economy Departments is based on the same documents, which eliminates double reporting.

The data on gross milk yields and milk sold is also passed to NivaControl Livestock Farm. It helps to analyse the changes in milk production, monitor diet efficiency and, consequently, find the reasons for growing or decreasing yields.

The specialists inform that NivaControl Livestock Farm has already been fully tested on one of EkoNiva farms. According to the herd managers, implementation of this system has helped to increase milk production by 2 kg per cow a day, on average.

By Yulia SALKOVA





The Danish guests on the Russian land

EkoNiva-Semena is entering the new season with a new range of varieties offering the world's best achievements in plant breeding.

Due to the rapid development of livestock farming, the demand for high yielding spring barley suitable for growing with the help of cost-effective technologies in low or average fertility soils has dramatically increased. Laurikka, a new fodder barley variety developed by Danish plant breeders, successfully meets all these criteria. Spring barley Laurikka (originator: Nordic Seeds, Denmark) is included into the State Register for the Central region (3) since 2016. This is a northern ecotype of the mid-season variety. Growing season: 83-85 days, crop height: 58-62 cm. The variety is characterised by high cold resistance and can be grown in northern areas due to its significant adaptive potential and ecological flexibility. This ensures high yields in various areas of growing. Laurikka is a multi-functional forage crop, ideally suited for cost-effective cropping technologies. The variety tillers well. The yield potential is very high (average yields in 2013-2015 at the Shchigry state variety testing plot, Kursk oblast, reached 7.6 tonnes/ha, the maximum yield in 2014 amounted to 10.0 tonnes/ha). Laurikka is highly resistant to lodging even when high amounts of fertiliser are used, the grains are large, with a low hull content (the weight of 1,000 grains is 47.3-54.7 g). The variety is suitable for food production. Good resistance to root rot and head smut, medium resistance to loose smut. Protein content in grain varies from 11.8% to 13.7%. Nitrogen feedings during the tillering

or grain-filling stages significantly increase the protein content. EkoNiva-Semena offers a new variety of peas developed by Danish breeders and intended for food market — Madras. The genetic properties of Madras allow the growers to achieve maximum yield potential of the variety in the Russian climatic conditions and increase crop yields without incurring extra production costs. Pea variety Madras (originator: Toft Plant Breeding, Denmark) is included into the State Register for the Central region (3) and Central Black Soil region (5) since 2016. Madras is a multi-functional variety intended for food market. This is a mid-season variety, northern ecotype, growing season: 78-82 days, plant height 67 cm. The variety is characterised by resistance to pot shattering, seed shedding



of the ripe grain. The variety is resistant to root rot and Ascochyta blight. Madras demonstrates a high yield



and lodging. The unique genotype of the variety combines outstanding cooking qualities of the grain (tasting assessment: 5 points), high protein content: 27.2%, adaptability and a high yield potential. Besides the high protein content, the merits of the variety include excellent digestibility and amino acid balance as well as the beautiful deep green colour

potential. The average yields in 2013-2015 at the Shchigry state variety testing plot, Kursk oblast, reached 4.8 tonnes/ha, the maximum yield in 2015 amounted to 5.7 tonnes/ha. The weight of 1,000 grains is 195 g, which considerably reduces the amount of seed required for planting.

Madras shows excellent results in the northern regions: the high adaptability and flexibility of the variety ensures high yields in various growing areas.

By Andrey ZVYAGIN, Agronomist and Seed Grower of Zashchitnoye LLC





The Canadian is going east

Soy production is a strategically important area of crop growing in the Far East. For example, this year, the farmers of the Amur oblast have reached the historical maximum by outperforming the sowing plan by 105% and sowing 874 thousand hectares. EkoNiva's seed growers, experts in soy production, set off to the Far East to share experience with the colleagues and discuss the peculiarities of soy growing.

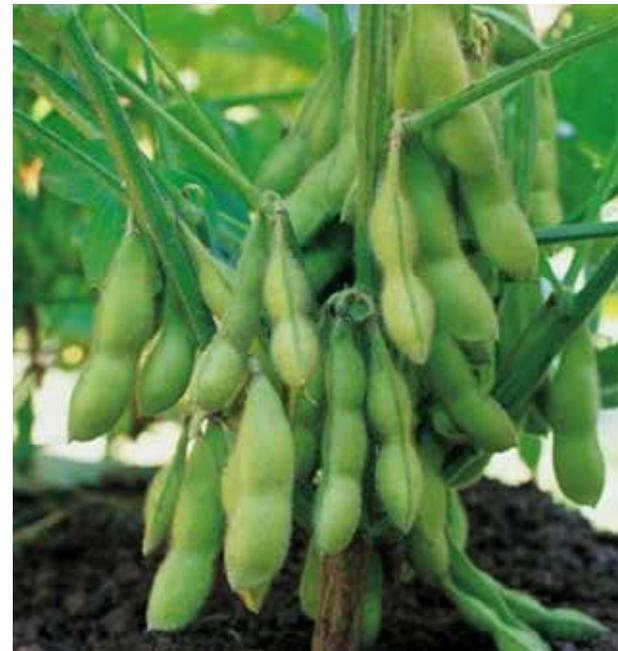
In the process of soy production, the Far Eastern farmers face a number of problems. One of the main issues is the search for high performing varieties producing stable yields and quality seeds. The specialists of EkoNiva held several meetings with the management and specialists of the Primorsk area and the Jewish autonomous oblast which showed willingness to join efforts in the area of testing the new genetics of the world's leading soy breeders in the production conditions of the region since the domestic and imported soy varieties, which are currently grown in the region, do not always guarantee the expected result.

EkoNiva's specialists told their colleagues about a Canadian soy variety OAC Prudence which is grown all around Russia including EkoNiva's fields. The variety is characterised by high adaptability, which ensures reliable increase in yields even in comparison to the best domestic and imported varieties. The variety consistently produces high yields per

years of growing: from 2.5 tonnes/ha in unfavourable conditions to 4.45 tonnes/ha in optimal growing conditions.

'Even this year, in the conditions of soil and air drought during flowering and pod formation, the yield of OAC Prudence at the Shchigry state variety testing plot, Kursk oblast, reached 3.7 tonnes/ha and in production fields — 2.9 tonnes/ha', says Andrey Zvyagin, Agronomist and Seed Grower of Zashchitnoye LLC. 'The unique genotype of the variety combines adaptability, consistently high yields and early maturing (growing period: 103-105 days). In terms of protein content, — up to 40%, — OAC Prudence is one of the leading varieties on the Russian market.'

Farmers observed that early-maturing and high-yielding soy varieties are very important for plant producers of the Far East, especially its northern regions. These varieties give an opportunity to complete harvesting before snowfall and frost with the least possible losses. EkoNiva's seed growers suggested



performing field trial of OAC Prudence. Many farmers showed a keen interest in the proposed trials and decided to sow the 'Canadian' in their fields next season.

By Anna BORDUNOVA





On the rise!

Notwithstanding the complex economic situation, AgroFarm, an international livestock farming and breeding exhibition, has significantly increased the number of Russian and foreign exhibits. For three days, over 360 companies in total from 27 countries worldwide negotiated with industry colleagues, discussed the burning issues of the sector and looked for solutions. EkoNiva participated in the exhibition and told about the solutions it offered for efficient livestock farming.



EkoNiva-Farm specialists welcomed the guests at the booth. Anatoly Nosulenko, Head of Sales Department, notes that this year, producers have set their mind on modernising livestock facilities to boost the milk yields.

‘For the first time in recent years, the exhibition produces an impression that the industry is on the rise’, says Anatoly Nosulenko. ‘The livestock farmers did not just look for the necessary equipment and take interest in novelties, they signed the contracts for complete equipment of the livestock farms right away. Now we are working on several simultaneous projects for both small farms and large-scale dairies in the Kaluga oblast.’

EkoNiva-Farm specialists gave their partners a tour of GEA Farm Technologies booth.

The pioneering solution of the company, the robotic DairyProQ rotary parlour, aroused huge interest due to its fully automated operation. This parlour does not require milkers at all because each stall unit is an individual module equipped with a robotic arm.

Another know-how of the company is the Monobox robotic milking module designed specifically for farms with fewer than 70 cows.

Anatoly Nosulenko comments that today an increasing number of enterprises are moving towards robotic milking.

‘Robots ensure a fully standardised milking process turning a cow’s life into the same routine followed day after day’, says Anatoly Nosulenko. ‘It reduces stress risks considerably, increases production and extends the cow’s lifespan. Automated systems improve the milk quality due to appropriate monitoring of cows’ hygiene and health.’

Livestock specialists of EkoNiva-APK offered for sale its highly productive dairy and beef pedigree cattle of Holstein, Red-and-White, Swiss, Simmental and Hereford breeds. As the specialists told us, the company had been engaged in breeding work on a highly professional level for ten years. Within that time, five farms had been awarded the status of a stock breeding plant, and three farms had received the status of a breeding reproducer.

‘To increase the breeding stock and accelerate the genetic progress of the

herd, we apply artificial insemination, use genomic bulls and imported sexed semen’, says Valeria Serebrennikova, Head of Breeding Department of EkoNiva-APK. ‘The cattle have high genetic potential, live weight exceeding the breed standards, and are defined as belonging to “elite” and “elite-record” classes.’

Valeria Serebrennikova also commented that the cattle had fully adapted to the climatic conditions in Russia as well as management and feeding practices in the commercial dairy environment.

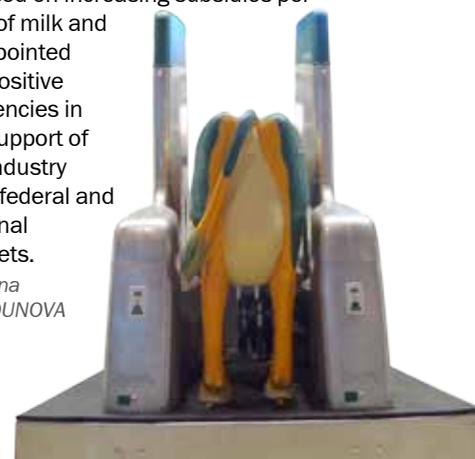
The representatives of EkoNiva-Semena told us what to feed to cows to get higher yields of tasty and healthy milk. They offered seeds of grasses and grass mixtures with high nutritional value and one of the best early soybean varieties available on the Russian market — OAC Prudence.

The exhibition participants discussed the dairy industry issues at the 7th Convention of Soyuzmoloko, the National Dairy Producers Alliance.

Opening the Convention, Aleksandr Tkachev, Russian Minister of Agriculture, remarked that the amount of government subsidies for the dairy industry in 2016 almost doubled, up to 30 billion rubles, and the target is to become up to 90% self-sufficient in milk in the nearest time.

During the discussion, the members of the National Dairy Producers Alliance focused on increasing subsidies per 1 kg of milk and also pointed out positive tendencies in the support of the industry from federal and regional budgets.

By Anna BORDUNOVA





Bed for cows

There are no minor details in dairy production. Even improper bedding can take toll on milk yields. So, which bedding material is optimum for large-scale commercial dairies?

Searching for the answer, the farm directors and herd managers of EkoNiva visited the largest 'dairy' states of the USA: Michigan, Minnesota and Wisconsin. The EkoNiva team toured twenty dairies that milk up to 48 litres per cow.

The farms use different types of material. The straw bedding, so common in Russia, is a thing of the past for American producers. The straw creates favourable conditions for the growth of bacteria that provoke various diseases including mastitis. Rubber mats do not cause problems like that, but cows, as a result of the specific physiology and big weight, often get hurt on the rubber surface, which causes hock injuries. There are softer types of mats, but they are not durable and are much more expensive than conventional mats. So, what do American farmers opt for?

'The sand is the king of bedding enjoyed by cows as well as by farmers', says Lee Kinnard, Manager of Kinnard Farms. 'The sand is an unfavourable environment for the bacterial growth. It does not hurt udders and legs of the cows. Cows feel comfortable lying on it. And when a cow is lying,

the blood flow to the udder increases, and more milk is produced. We have found out that sand bedding adds 4.5 kg of milk per a lactating cow.'

Sand can be recycled and used by cows for several years. The only thing needed is a recycling system.

EkoNiva's specialists were demonstrated various sand recycling systems: from simple sand-settling lanes, in which the manure is separated, and the sand further is piled to dry on a special site, to a multi-stage recycling systems engaging specialised transporting and drying equipment.

'I would agree with our foreign colleagues that the sand is the king of bedding', comments Sergey Lyakhov, Regional Director of EkoNiva-APK Holding for Siberian Region. 'I think we will take the experience of American livestock farmers home. By preliminary estimate, the sand recycling system is about 10% of the dairy construction

costs. It is quite reasonable, especially taking into account the growing yields and the decreasing bedding costs.'

The EkoNiva livestock specialists also visited farms bedding separated manure. After the processing, it becomes low-moisture, odour-free, high-quality compost without pathogenic microflora.

The American herd managers state that with such bedding, the mastitis and other disease risks are minimised as this microflora is native for a cow. However, the system can be successfully adopted only in warm and dry climates; besides, the processing equipment is quite expensive.

Therefore, US farmers go for the sand and manure removal with a self-propelled vacuum tank. It just sucks manure in like a vacuum cleaner.

The water flush flume system is also interesting. However, the majority of American large-scale commercial dairies use skid steer loaders to remove the cows' waste products, just like EkoNiva. According to livestock specialists, it is the only effective way to clean stalls at low temperatures.

By Yulia SALKOVA





Valentine's Day... for sport-lovers!

EkoNiva's specialists toed the start line of the All-Russian ski race together with Voronezh residents once again. More than 4,000 people from 3 to 73 years old participated in this race! This year, the date of the race coincided with St. Valentine's Day. Our skiers underlined that it is also the Day of Sport-Lovers!

They are right! Only the true love of sport and a healthy lifestyle can make the busy agricultural specialists spend their day off outside the house. The majority of them took part in the ski race not for the first time. Regular attendees say that they enjoy the energy boost and the drive they get from the race!

Straight A for the final straight

The team of our skiers took part in the most popular 5-kilometer race, which gathered three thousand people! We were so proud to see Alyona Romanova, Deputy Chief Herd Manager for Young Stock from EkoNivaAgro-Levoberezhnoye in the first hundred of skiers finishing the race!

'As a school and university student, I used to ski a lot', says Alyona. 'Now I cannot go skiing as often as I would like



to since I have an interesting job and many other things to take care of. The All-Russian Ski Race is a good opportunity to put all the problems aside and remember the youth! While running this race, I

decided to participate in the All-Russian Ski Race every year! I will find some time for a ski run at least once a week!'

No regrets about the lost vacation!

Svetlana Krivoslykova, Agronomist of EkoNivaAgro, is a regular attendee of this race. She had been looking forward to this



competition and training in her free time. For this race, Svetlana did not spare even one day of her long-awaited vacation.

'I would not regret losing all of my vacation for this event!' says Svetlana with enthusiasm. 'Next year, I am going to participate too! The race charges me with positive emotions! Everyone here is trying to win over themselves! I've also beaten my last year's record improving my own time by 20 minutes! It helps a lot in my everyday life.'

A hockey club is no hindrance to skis!

Ivan Kostyrkin, Assistant to Deputy Executive Director for Capital Construction of EkoNivaAgro, is an amateur hockey-player. He goes out to the ice rink to kick the puck with

his friends once or twice a week. Ivan agreed to take part in the All-Russian Ski Race at once despite the fact that he had not skied for twenty years! Even the weather was favourably disposed to Ivan! Due to the two-day rain, the skiing track looked more like a skating rink!

'Any kind of sport activity is good, so I decided that a hockey club is no hindrance to skis', says Ivan recovering his breath after finishing the race. 'One should try to be bigger, faster, and stronger both in real life and in sports. Do not look at someone else's results, just do your best, that is it! Here everyone is running as best they can, but the most important thing is that people are running instead of lying around on the sofa!'

Returning home, our sportsmen literally made a vow to take part in the All-Russian Ski Race next year. They asked what competitions EkoNiva was planning to participate in in the nearest time. The nearest competition turned out to be a chess tournament. After a moment's



consideration, they replied with a smile, 'We cannot play chess but we can try!'

We thank all the participants of the All-Russian Ski Race! Next time we will all join you, guys!

By Yulia SALKOVA



Why does a cow need a heater?

The Academy of Dairy Sciences has opened its new tour season two months earlier this year as there are so many applications for visiting the dairy production! The EkoNivaAgro dairy has already been visited by guests from the Voronezh, Moscow and Lipetsk oblasts.

According to the 'academicians', the share of grown-ups and agricultural students among the visitors has increased lately. The former are rather interested in the production chain. A lot of them admit that they have no idea about the 'side-by-sides' and 'rotaries' that milk cows. The latter, apparently, having future careers in mind, rather look into the work environment and livestock farm jobs. It is children, though, who make the target audience of the Academy of Dairy Sciences. They enter a dairy farm as if it were a fairy land!

Konstantin Chernitsyn, a tour guide of the Academy, shares that children are the most attentive, generous and joyful visitors. Their questions raise a smile, put you in a good mood or bewilder you occasionally.

'In a creative contest, our little visitors

drew a cow with a heater on her back and asked me, "Why does a cow need a heater?" recalls Konstantin. 'I tried to explain carefully that cows don't need a heater, but they do come in heat, which means they are ready to become mums. "So, they just want to look hot for the bull!" concluded our little experts without blushing at all.'

'One four-year old girl could not make herself part with a baby calf. When she was invited to drink milk, she murmured with tears in her eyes, "But I can't take my hands off it, I can't help



touching it... So touching it is!" 'Last year, the products of the Academy of Dairy Sciences hit the shelves of Voronezh shops', goes on Konstantin. 'There was a number of promo events held for our customers with participation

of our puppet characters: Professor Zorkin, girl Polia and Zhu-Zhu bee. So, here arrives another group of first-formers at the dairy farm. Everybody including our puppet-academicians welcomes them cordially. Then, one of the boys takes me aside by the hand and tells me in a hushed conspiratorial tone, "Do you know that your Professor works in a shop?" I smile at him and add that he also runs a department at the Academy of Dairy Sciences located at www.akadem-moloko.ru. One can learn a lot more interesting information about milk there. He shakes my hand and replies seriously, "Ok, I'll google it on my tablet on the way back!" These are truly the new generation children!'

By Yulia SALKOVA





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1-4 March

International dedicated trade show Dairy and Meat Industry — 2016

Venue: Krokus Expo Exhibition Hall, Moscow, Russia
Organisers: Ministry of Agriculture of Russia

14-17 March

John Deere Client Day at the factory in Orenburg

Venue: John Deere tillage and sowing equipment factory, Orenburg
Organisers: John Deere

29 March — 1 April

Trip of EkoNiva's partners to the JCB factory

Venue: England
Organisers: JCB and EkoNiva

22-23 March

LEMKEN Field Days for dealership companies

Venue: Germany
Organisers: LEMKEN

6-7 April

Agricultural trade show Agrovyatka — 2016

Venue: Kirov
Organisers: Vyatka-Expo Exhibition Centre

April

Seminars on farming technologies for the sowing campaign — 2016

Venue: farming enterprises of the Novosibirsk, Kemerovo and Tomsk oblasts
Organisers: EkoNivaSibir



12+

29 March — 1 April

In the context of celebration of the anniversary of EkoNiva-JCB cooperation, the companies organise a fascinating journey to the JCB factory in England



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