

Small steps towards vertical integration

Within 10 years, EkoNiva has become the largest milk producer: our farms produce 650 tonnes of highest quality milk every day. And we do care what happens to our milk further, where it is supplied and what is produced from it. Therefore we are setting out on a new path — milk processing.

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Everything in one package

John Deere Full Line concept presented by EkoNiva's specialists.

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Seeds from EkoNiva:

from Tomsk to Crimea.

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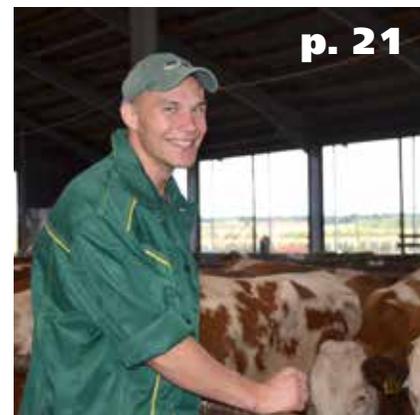
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Small steps towards vertical integration

EkoNiva has gone through a number of different stages throughout the time of its existence. We started our work from advisory services, then we engaged in organic production, after that we started supplying farm machinery, further, we commenced seed growing and crop and livestock farming. Since 2006, milk has become the key business of the company and the main driver for the development of all other areas of activity.

Within 10 years, EkoNiva has become the largest milk producer: our farms produce 650 tonnes of highest quality milk every day. And we do care what happens to our milk further, where it is supplied and what is made from it. Therefore, we are currently setting out on a completely new path for our company — milk processing.

We want to bring the high quality of our milk to the end consumer and

to be sure that neither palm oil nor artificial additives will spoil the initially useful, high-quality product, which is so essential to people. We believe that we will add more value to our milk if we not only produce but also process it ourselves. Being the largest milk producer, we, of course, keep up with the latest trends in milk production. If we look at other farming industries, we will see that pig farming is fully integrated: from feeding to end-product sales (Miratorg, Agroeko, Cherkizovo). Large sugar producing companies (Prodimex, Rusagro) grow a considerable part of sugar beets themselves. On the dairy market, many large milk producers build their own processing plants and vice versa, some large processors, such as Molvest, build their own dairy farms.

The capacities of Russian farmers are so huge that vertically integrated structures have more advantages than

traditional dedicated enterprises. I think in the future, the Russian dairy industry can have a very high degree of vertical integration. We are making the first steps in this direction and process a small part of our milk by ourselves.

We have a great number of ideas but we have not decided yet which way exactly to choose: manufacturing of cheese or dairy products. Therefore, we are taking little steps in order to gain more experience and get a better understanding of the market. Two years ago, we launched a small processing plant in Novosibirsk, and a month ago — a bigger plant in Voronezh. Currently, we are starting the construction of a pilot small-scale cheese factory. We hope that this experience will give us the confidence and the insight necessary to choose the right area of large-scale production.

*Stefan DUERR,
President of EkoNiva Group*



АКАДЕМИЯ
МОЛОЧНЫХ
ПРОДУКТОВ



Celebrating Knowledge Day with 'Academic Milk'

On the first of September, the new dairy plant of the Academy of Dairy Sciences welcomed important guests: Aleksey Gordeyev, Governor of Voronezh oblast, visited the plant in the framework of his business trip to Liski district.

The visit fitted very well into the programme of the Governor's business trip. On the Day of Knowledge, he started his trip with a tour of new schools of the district and continued it with the visit to the Academy of Dairy Sciences. The dairy plant already produces 'Academic Milk' from smart cows, cottage cheese and sour cream. The range of products of the Academy of Dairy Sciences is growing every day. Very soon, the company will launch production of kefir, ryazhenka, yoghurt, snezhok and milk shakes. All in all, 27 product items. Students of Shchuchye comprehensive school and kindergarten prepared a fascinating talent show for the guests. Children are the main consumers of the Academy's products, which are currently supplied to 40 kindergartens and 30 schools of Liski district.

After the talent show, the guests set off for the tour of the 'heart' of the plant accompanied by Stefan Duerr, EkoNiva's President, and the key specialists of the company. Before entering the facility, the guests had to put on overalls and go through the disinfection control room. The plant sets very strict hygienic requirements for everybody, without any exceptions!

The guests saw all stages of milk production: from receiving raw milk to shipping ready goods to retail chains. By the way, the products are already delivered to Voronezh, Tambov and Lipetsk oblasts. The 'Academic' treats can be found on the shelves of large retail chains and small shops.

Watching the colourful packages coming

off the line, Aleksey Gordeyev asked a few questions about the capacity of the plant and its equipment. 'Preliminarily, we expect to start full capacity operation in the first quarter of 2017', says Andrey Pronin, Director of the plant. 'We intend to produce 23 tonnes of ready products daily. The plant is fully equipped with domestically produced equipment. It is cheaper, however, in terms of quality, it is not in any way inferior to its foreign equivalents.'

In the process of the conversation, the guests touched upon the question of quality. Stefan Duerr stated unequivocally that the Academy of Dairy Sciences will always use only natural ingredients for its products. All products are made from milk delivered straight from the dairy of EkoNivaAgro located five kilometres away from the plant.

'Currently, EkoNivaAgro produces 450 tonnes of milk daily', says Stefan Duerr. 'There is no point in deceiving the buyer by replacing milk with vegetable fats. We are not going to spoil the quality of our own milk with artificial components. We also do not meddle

with the package reducing the volume to increase the profit. The price of our products is quite affordable, and the package is standard — 1,000 g.'

Aleksander Belyaev, Head of Processing Division of EkoNiva, also stated that all 'Academic' products have a short shelf life, 5-14 days, and they are produced in accordance with the National Standards or the industry standards in case of yoghurt. The products contain only fresh milk, berries and fruit. No emulsifiers, artificial additives, vegetable fats or dried milk.

The Academy of Dairy Sciences is a natural and open production facility: the plant has a special viewing room where everyone can see the production process in plain sight. The processing facility has already started receiving guests.

At the end of the tour, the guests tasted the 'Academic Milk' and other 'Academic' products. Viktor Shevtsov, Head of Liski district, recommended that the Governor should try the cottage cheese, which tastes 'the same as it did in the Soviet times'.

Aleksey Gordeyev highly praised the taste of all the products and drank one more glass of the 'Academic Milk' with pleasure.

'Opening of the company's own processing facility is a logical step forward', observed Aleksey Gordeyev. 'I am happy that this plant is just the beginning because in the future, the company is planning to build a larger dairy plant and a cheese factory. It means that along with a larger amount of natural products manufactured in our region, we will also receive additional working places in the rural areas and, considering the tours held by the Academy of Dairy Sciences on a regular basis, an increased number of tourists.'

After the tour, Aleksey Gordeyev had a meeting with the local residents. They thanked the government of the region and the district and the management of EkoNiva for opening the production facility in the village and unanimously named the dairy plant 'the pearl of Shchuchye village'.

By Yulia SALKOVA





Reliable heart of John Deere

EkoNiva's clients visited three manufacturing facilities of John Deere, the leading producer of farm machinery, in the USA.

Russian farmers received a warm welcome at the 'backstage' of John Deere manufacturing facilities for tractors, combines and engines in Waterloo (Iowa) and East Moline (Illinois). 'Last time, we organised a similar trip to these factories for our clients almost nine years ago', comments Gennady Nepomnyashchy, Regional Director of EkoNiva-Tekhnika. 'Even at that time, they seemed to us unparalleled masterpieces of technical perfection. However, time is not standing still! Today, one would hardly recognize these factories! Ninety per cent of all working processes are automated. I think, after this visit no one would question the

quality of John Deere farm machines.' Indeed, speaking about the trip, all participants agree that the level of technical sophistication is really impressive! 'The most remarkable part of the trip for me was the visit to the engine manufacturing facility', shares Nikolay Lozhkin, Director General of Mukhinsky stock breeding plant (Kirov oblast). 'To be more specific, I was impressed by the fact that the assembly is performed completely without the participation of people. All the stages, from passing screws to putting together large sub-assemblies, are carried out by robots. The "human factor" is completely excluded. I more than ever agree with the expression "a picture is

worth one thousand words". I have seen for myself that John Deere machines have the most reliable heart!'

At the facilities for manufacturing tractors and combines, the guests saw several stages of conveyor assembly. Everyone was mesmerised by the painting chamber which is also operated by robots.

'It is very interesting to watch the assembly of a harvester similar to the one working in your fields', says Aleksands Stebnyuk, Head of Stebnyuk farming enterprise (Voronezh region), 'or follow the movements of the robot which paints every millimeter of the machine with super-human precision, covering inaccessible areas and then scanning the paint layer. Watching this is as exciting as watching the harvesting of crops grown on your own farm.'

Our farmers also commented on the highest level of work organisation. 'One can watch the conveyor for hours', says Vyacheslav Kabanov, Head of Pobeda CJSC (Ryazan oblast), smiling. 'Each worker is responsible for his own assembly part, all components are at hand, the movements are precise and efficient. I think even if their eyes were closed, the result of their work would not be the worse for it! As for the factories themselves, I wish ours were as effective! Everything is clean and in absolute order. The facilities for production of high-power tractors and harvesters are very compact, each working area is well-organised from the point of view of working process efficiency and time saving. Everything is very concise, prompt and precise!'

By Yulia SALKOVA

Governor of Tyumen oblast visits Mezhdurechye

Vladimir Yakushev, Governor of Tyumen oblast, visited Mezhdurechye, one of farming operations of EkoNiva. In the context of the working visit, the Head of the regional government was primarily interested in milk production and herd performance increase.

The guests arrived at the modern dairy for 1,800 head in Plekhanovo village (Yarkovo district). The operation has already commissioned a barn for 200 head, a maternity barn, a small 16-stall herringbone milking parlour and a young-stock facility for 1,000 head of heifers imported from the USA.

At the end of this year, Mezhdurechye is planning to launch a large rotary and next spring, the dairy will start operating at full capacity. The investment

volume amounted to 1,160 million rubles. The loan funds were provided by Rosselkhozbank OJSC.

Currently, the operation occupies the leading position in Yarkovo district in terms of milk production. Mezhdurechye produces 18 tonnes per day, which is 3%

of the total milk produced in the region.

'We are looking forward to the time when Mezhdurechye constructs another dairy', says Vladimir Yakushev. 'We have all the necessary conditions for that: timely subsidies, governmental support of milk production in the amount of 2.5 rub/litre and lack of milk on the market. I think there is only one plan — to increase production volumes!'

Stefan Duerr thanked Vladimir Yakushev for creating beneficial conditions for the development of milk production in the region.

By Yulia SALKOVA,
IA EkoNiva-Media





A glass of milk to international friendship!



A jubilee 45th German-Russian Young Leaders Forum has taken place in Kaluga oblast as agreed last year at the opening of the robotic dairy in Boldasovka.

Stefan Duerr invited the participants of the forum to visit Kaluzhskaya Niva and see the cutting-edge technologies operating in the Russian farming sector. The discussion was

dedicated to the search of investment opportunities and implementation of investment projects during the crisis. Aleksandr Avdeyev remarked that Germany is the leader in terms of foreign

investments into the economy of Kaluga oblast, providing one quarter of the total foreign trade turnover of the region.

At the dairy, the German guests were welcomed by Vladimir Kavin, Executive Director of Kaluzhskaya Niva. He told the visitors about the benefits of working in the farming sector of the region. The participants of the forum were interested in the federal programmes aimed at the support of companies operating in the farming sector, opportunities for agricultural producers in Russia, measures of support for young specialists implemented by employers and the government, HR policy of the region and many other questions.

After the tour, the participants of the forum raised glasses with milk produced by the Academy of Dairy Sciences to long-term cooperation and friendship not only between the countries taking part in the forum but in the whole world.

By Ekaterina VORONKOVA



Farming the land is prestigious!

The impressive potential of the farm machines of the region was demonstrated at Kaluga Field Day.

Fifty-two companies, including EkoNiva-Tekhnika, displayed farm machinery in the field of the Kaluga Agricultural Research Institute in Peremyshl district. All in all, the exhibitors showcased over 110 machinery units. EkoNiva brought the machines which have already gained the trust of the clients.

'The John Deere 6170M tractor is comparatively new on the Russian market but it is already very popular.

Farmers value it for ease of operation, performance and affordability', enumerates the advantages Andrey Klemenko, Head of Sales Department of Kaluga branch of EkoNiva.

The JCB 531-70 loader is the smallest in its class. Its chassis is designed for stability and load bearing. And the Fliegl 120 manure spreader made farmers simply fall in love with it due to the ADS push-off system. The machine can operate in the toughest conditions both in the fields and in the forest. This is a high-capacity machine, very durable and requiring minimum maintenance.

Detchinskoye farming enterprise (Kaluga oblast) was very interested in the advantages of the manure spreader. The company is engaged in dairy farming. The current herd size is 2,000 head. The manure

spreader will allow the enterprise to save on fertiliser considerably.

'Since we operate a dairy farm, we, of course, have excessive amounts of manure', says Stanislav Goryansky, Director of the enterprise. 'We separate it into liquids and solids and then spread it in our fields easily and evenly with the help of the manure spreader.'

The farmer has been working with EkoNiva-Tekhnika for many years and he is 100% sure of the quality of the machines.

'Last year, we purchased a John Deere 8 Series tractor from EkoNiva. We had a lot of offers but we chose EkoNiva since prompt servicing is top priority for us', says Stanislav Goryansky. 'In farming, delay is tantamount to death. Currently, EkoNiva is repairing our John Deere 9670 STS grain harvester. Very soon, we will need it to harvest winter wheat.'

By Olga ATANOVA





Victorious tractors

Vladimir branch office of EkoNiva-Tekhnika has taken part in the regional Field Day. As usual, the company impressed the guests with superior machinery.

Reliability is what the John Deere machinery is valued for', says Mikhail Muravenko, Director of Vladimir Branch of EkoNiva-Tekhnika, 'so we have brought the most dependable models.'

The 7830 and the 6135B tractors, the 7250 combine harvester and the W110 self-propelled windrower aroused great interest among the farmers. The highlight of the display was the 6135B tractor.

'Customers like the tractor for its compact size and affordability', says

Mikhail Muravenko. 'For the display, Enterprise n.a. Lenin, Sobinskiy district, kindly furnished us with one of the two recently acquired machines.'

The enterprise loves and values their John Deere equipment. It constitutes the core of their machinery fleet. They were able to appreciate the benefits of the 6135B model, when Belarus tractors with similar specifications broke down.

'We bought four Belarusian tractors, but we practically didn't use them, we had to

repair them every other hour,' complains Natalia Yershova, Director. 'We gave up and decided to sell them. Instead, we bought two John Deere 6135B tractors, a cheaper alternative to constant repair works, besides the company sold them under leasing conditions. We have two more 6 Series tractors which have already operated over 2,000 engine hours each without any failures.'

EkoNiva and Natalia Yershova have a common reason for pride: a John Deere 8430 operator from the enterprise became the runner-up at the tillage competition. And Sergey from Ilkino, (Melenkovskiy district) earned his well-deserved victory also driving the John Deere 8430.

Svetlana Orlova, Governor of Vladimir oblast, congratulated the contestants.

'Thank you for your tremendous, laborious work,' said Svetlana Orlova with gratitude. 'Together we will successfully implement all the plans for the development of the agricultural sector.'

Aleksandr Tkachev, the Minister of Agriculture of Russia, joined in her congratulations:

'The labour of a tractor operator is one of the most honourable and hardest in the rural area,' continued the Head of the Ministry of Agriculture, 'grain growing requires incessant and extremely high-precision work notwithstanding any bad weather.'

By Olga ATANOVA

Green light to plant breeders!

Guests from all over Russia came to the Field Day arranged by Zashchitnoye seed-growing farm in Kursk oblast.

The Field Day has traditionally showcased new varieties.

'We cooperate with various Russian, Ukrainian, European and American plant breeding schools', says Yuri Vasyukov, Executive Director of EkoNiva-Semena. 'We are constantly expanding and renewing our variety range. Today, varieties of 24 plant breeding institutes are being produced and tested.'

For several years, the company has been developing its own winter wheat breeding programme.

'The project is an excellent growth point both for EkoNiva and for the entire Kursk oblast', says Vitaly Voloshchenko, Chairman of the State Variety Testing Committee.

All day long, the guests were touring the commercial seed production fields getting to know the new varieties: spring wheat varieties Sonore, Licamero, Duragold and Duranegro and lentil variety Redcliff. These varieties are currently undergoing the process of the state variety testing. The Sonore and Licamero soft wheat demonstrate stable yields, lodging

resistance, and fungal disease resistance. Duragold and Duranegra durum wheat varieties show, among other benefits, high pasta quality traits. Redcliff lentil also combines excellent commercial and cooking qualities which exceed those of the reference variety.

The guests paid a visit to the variety testing plot located on the territory of Zashchitnoye LLC. Around 800 variety trials of 14 crops are being carried out there.

The guests took a keen interest in the grain farm. They visited the seed plant and the grain storage system. According to the specialists, another seed plant with a rated capacity of 15 tonnes/h for cereals and 12 tonnes/h for pulses is currently at the stage of design development.

'The technical system of the plant has already been approved', says Vitaly Polyakov, Process Engineer of the farm. 'We are also considering building a corn

seed handling facility.'

This group of guests of Zashchitnoye included a number of current customers. For example, Bunyatino Farming Company, the core enterprise of Dmitrovskiy Ovoshchi Group of Companies, Moscow oblast, has been buying spring crop seeds from EkoNiva for three years now. At the Field Day they looked into winter crops as well.

'Every year, we try to close the contract for the purchase of basic seeds as early as possible,' says Vladimir Kopylov, Agronomist and Seed Grower of Bunyatino, 'or they will sell out like hot cakes!'

By Olga ATANOVA



From Voronezh with love!

The Academy of Dairy Sciences celebrated another City Day with Voronezh residents as many times before.

This year, Voronezh has celebrated its 430th anniversary. On this milestone birthday, the city looked like a wonderful country abundant in gifts, games and delicious treats.

The booth of the Academy also generously offered all the above-mentioned entertainments. The children and their mothers took selfies with Cow Marta and Zhu-Zhu Bee. Very often, the Academicians joined the family portraits.

Professor Zorkin and Polya kept a strict eye on the Dairy Olympic Games. Ball throwing,

car racing, cow construction and fast riddle solving made up the list of sport disciplines.

Adults were watching the little 'Olympians' from the cozy cafe, where they were tasting the 'Academic Milk', cocktails, kefir, sour cream and yoghurts and listening to the latest news from the Academy. The residents of Voronezh were very happy when they heard about launching of the dairy plant, expansion of the product line and opening of new sales points. Many people had already taken a liking to the dairy products from the Academy of Dairy Sciences.

'We all love the Academy, especially Masha, our youngest daughter, the chief expert', says Yelena Perepelkina, mother of a large family. 'She didn't use to drink milk before. But now she drinks kefir, yoghurt and the 'Academic Milk' every day! We first learned about the Academy at one of similar events. Professor Zorkin treated everybody to kefir! The children played with the characters of the Academy with such joy! They are so cute and kind! As for Cow Marta, we have all simply fallen in love with her!'

By Yulia SALKOVA



Quality is our top priority

Farmers from different regions came to Field Day held at Pakhma farming enterprise (Yaroslavl oblast) to see the machines and 'to be seen' as they say.

Kostroma branch of EkoNiva-Tekhnika displayed both novelties and time-proven models. The JCB 536 can rightfully be called a long-timer: it has been operating on the farm hosting the exhibition for four years. The loader can turn around even on the tiniest piece of land, it is a sort of farming 'drifter'. It does not need a clutch pedal: the gears can be switched simply by pressing a button.

'EkoNiva has a well-developed network of servicing centres', says Sergey Ivanov, Director General of Pakhma. 'They have well-equipped repair shops and a professional team of engineers. They always come at first call. In this respect, EkoNiva is unrivalled.'

Kirill Tagantsev, Head of Sales Department of Kostroma branch of EkoNiva-Tekhnika explains that this

both John Deere and JCB have their own production facilities in Russia. If a client calls before 12 pm, the parts will be delivered during the nearest night, and in the morning, a service engineer will come to the client and solve the technical problem. All machines presented by EkoNiva arrived at the exhibition straight from the fields to return back to work after the end of the show.

The John Deere 6170M, a new-comer on the Russian market, has gained a very good reputation. The tractor arrived at the show from the fleet of Krasny Mayak farming enterprise where it is used with both corn and grain planters. The company is planning a four-fold herd size increase, therefore, it needs to increase the feed volumes as well. This year, Krasny Mayak has invested over 100 million rubles into farm machinery. The major part of the

level of promptness is achieved due to the fact that

machines have been purchased from EkoNiva, including two of the above-mentioned John Deere 6170M tractors, a John Deere 6150M also displayed at the show, a JCB 53170 loader, a John Deere 7480 harvester and other machines.

'The machines are very reliable', shares Nikolay Shumilov, machine operator of Krasny Mayak. 'They are well worth the money.'

Poliekt Podgornov, Director General of Krasny Oktyabr, agrees with him.

'Let's put it this way: John Deere offers the best value for money.'

Machines offered by EkoNiva raised interest of many visitors. Activist farming enterprise started enthusiastic negotiations of the purchase of a JCB 536 loader, the John Deere 7180 also attracted several buyers. On the whole, EkoNiva's representatives unanimously agree that the Field Day is bearing its fruit.

By Olga ATANOVA



Law on organic production: impetus for development or obstacle?

Sergey Belousov, First Deputy Chairman of the Council of the Federation Committee for Agrarian and Food Policy and Environmental Management, has held a round table dedicated to manufacture and turnover of organic products.

The Senator noted that the draft Federal Law 'On manufacture and turnover of organic products' has been under development in the Ministry of Agriculture for four years already. According to the parliamentarian, it is important for our and foreign legislations to be on the same page in organic product related matters to ensure the validity of the western certification on the territory of the Russian Federation, which will provide our farmers with an opportunity to have their products recognised in accordance with the requirements set by the International Federation of Organic Agriculture Movements (IFOAM). Invited by the German-Russian Agrarian and Political Dialogue Project, Stefan Dresmann, Representative of the Ministry of Food, Agriculture and Consumer Right Protection of Lower Saxony, joined the meeting. He talked about organic farming in Germany which started to evolve rapidly in the 90's. Currently, it is a significant and stringently regulated part of the German economy. The terms 'ecological' and 'biological' are clearly defined by the law, and the products recognised as such bear a special logo unified for all the EU countries.

The round table was also joined by Russian manufacturers of organic products. They shared their perspective on the situation and expressed the opinion that the draft law in its current

version was still half-baked.

'The Russian state GOST standard for manufacture and processing of organic products has not been fully verified and harmonised with international regulations on organic production, although the focus is on the opportunity to export the products manufactured under such regulations to world markets without additional international certification', says Anatoly Nakaryakov, Executive Director of Savinskaya Niva organic farm. 'Now, it would be better to devote more time to meticulous preparation of the main documents, which will form the foundation for the whole industry further on, to avoid the necessity to correct our own mistakes later.'

Savinskaya Niva delivers organic products not only to Russian, but also to European markets, therefore they have firsthand knowledge of all the specifics of this issue.



'Currently, a lot of Russian organic farms are certified by European companies, and these enterprises mark their products by 'Euro-leaf' logo, which will become illegitimate in the Russian Federation as soon as the law has been passed', continues Anatoly, 'but we don't have our own organic logo as it has not been designed yet. It is apprehended that after the law is enacted, with no Russian organic logo available, our farms will simply not be able to mark their products.'

In addition, in accordance with the law, organic operations will also have to go through the certification procedure and another two-year transition period stipulated in the GOST standard, which will cause Russian organic products to hit the shop shelves with a two-year delay. Development of organic industry will be inevitably slowed down also due to the unavailability of accredited certifiers since registration and establishment of the certification system and production control requires time.

Enactment of certain articles of the law could be deferred, of course, until the relevant tools have been designed, but the main question on everybody's mind today is if the legislators will agree to such measures and how soon the whole system will be established to ensure smooth work of organic production and certification.

By Olga ATANOVA



Ten years of constant progress!

Voronezh Field Day, the largest farming trade show of the Black Soil Region is celebrating its 10th anniversary this year. For EkoNiva, it is also an outstanding event: the trade show has taken place on the territory of EkoNivaAgro for the first time.

In the opening speech, Viktor Logvinov, Deputy Head of Voronezh Government, dwelled on the significant progress the trade show had made throughout the time of its existence.

'Ten years of constant progress is a considerable achievement!' asserted Viktor Logvinov. 'Within this time, the trade show has been building up power and demonstrating the most innovative developments. The first show had only 23 exhibitors, now there are over 160 of them. Each company presented a wide range of solutions for modern farming. Thanks to these solutions, our region is one of the top five in terms of farming production growth rate!'

EkoNiva-Chernozemie also remembered its first participation in the exhibition: in 2006, it brought four machines to the trade show. This time, the company showcased over 30 John Deere machines for all types of field work.

Among the innovations was the John Deere 8400i self-propelled forage harvester (540 hp) with an updated 'appearance' and a new cab developed by Porsche designers. Engineers of EkoNiva observed that the new design had made the sub-assemblies easier accessible. The combine is equipped with intelligent systems that automatically adjust the cutting height on the go. The machines have a lower fuel consumption: 15-18% less compared to the previous generation.

The John Deere 6170M (170 hp) tractor was demonstrated at the Field Day for the first time. This machine is ideal for working with small and medium-cut implements.

'The John Deere 6170M is a fascinating machine', says Aleksandr Vyazovsky, Head of Vyazovsky farming enterprise (Anna district). 'We have both large and small implements. The large ones are handled by the John Deere 8 Series tractor, and the small implements are pulled by the 6 Series machine so that the 8 Series would not have to go unladen!'

Anticipating a rich harvest, the guests demonstrated a keen interest in grain harvesters. The gorgeous-looking John Deere S660 combine (365 hp) impressed the farmers so much that they wanted to take it straight from the exhibition.

'All machines are in demand', says Ivan Vorobyev, Executive Director of EkoNiva-Chernozemie. 'Farmers opt for reliable machinery, reliable supplier and high-quality service. We can offer all of that. Besides, in order to alleviate the severe currency exchange effects, John Deere provides special financial programmes and EkoNiva-Chernozemie offers discounts and sales.'

Fliegl trailers were a unique treat among the exquisite technical novelties displayed at the Voronezh Field Day. The Fliegl ASW 261 two-axle push-off trailer, the versatile Fliegl ASW 4101 four-axle trailer with the FWS weighing system and the lifting capacity of 30 tonnes, the Fliegl ULW 20 FOX transfer trailer and the Fliegl DK 100 two-axle three-side tipper were very popular with the guests.

Over eight thousand visitors of the Field Day enjoyed the performance of JCB loaders. At the end of the day, EkoNiva solemnly transferred a JCB 535-95 to Molvest, its long-time client. This is the 1000th machine sold by EkoNiva in Russia.

The loader will undoubtedly hit it off with the cows living on the farms on Molvest: the machine was painted to resemble a Montbeliarde cow. Svetlana Petrova, Deputy Director General at JCB Russia, observed that the machine would boost not only the quality of service but the milk yields as well!

The new owner received the keys to the machine from Cow Marta, one of the characters of the Academy of Dairy

Sciences. It is the name of the brand under which EkoNiva produces its dairy products. The guests were able to taste the dairy treats at the booth of the Academy, while the children, which are becoming frequent guests of farming trade shows, were driving John Deere toy models.

During the sowing demonstrations, EkoNiva presented 18 varieties of cereal and pulse crops. Among them were both well-known varieties and new genetic developments – the varieties which are in the process of state variety testing. Varieties Sonore, Kalipso and Licamero are the result of joint cooperation of EkoNiva and Secobra, a German seed growing company. The varieties show stable results in terms of crop yields (about 6 tonnes/ha), adaptivity and quality.

Clients of EkoNiva-Tekhnika from different regions of the country visited the trade show.

'EkoNiva organises regular visits to international trade shows', says Valery Tsaregorodtsev, Director General of Bogoroditskoye Agricultural Holding (Kirov oblast). 'After visiting Voronezh Field Day, I am not sure that foreign exhibitions can surprise us any more. The Field Day has demonstrated an extremely high professional level.'

EkoNiva's clients also visited several dairies of EkoNivaAgro. Among them, a modern facility in Verkhny Ikorets for 2,800 head. The visitors saw the best genetic achievements of the farm and the daughters of the best breeding bulls offered by Alta Genetics.

By Yulia SALKOVA and Olga ATANOVA





Everything in one package

John Deere produces a full line of machines for all types of fieldwork. We have discussed the Full Line strategy with those who promote it and those who use it in practice.

John Deere Full Line implies purchase of pulled equipment along with the farm machines. It is a comprehensive solution comprising not only machines but also a wide range of services.

'The John Deere Full Line concept is very convenient for our clients', says Ivan Vorobyev, Executive Director of EkoNiva-



Chernozemie. The farmers receive machines, servicing, maintenance, spare parts delivery, installation and integration of precision farming and machinery control systems in one package. They also have an opportunity

to benefit from John Deere Financial programme allowing to purchase the machines on favourable conditions.

John Deere Full Line can be called a 'one-desk' system. There is no need to go to different suppliers for service, spare parts, machinery or anything else. John Deere Full Line comprises it all.

Maksim Trineyev, Head of Chernozem farming enterprise (Voronezh oblast) and a long-term client of EkoNiva-Chernozemie, considers the John Deere Full Line concept very interesting and, in a way, unique on the farm machinery market.

'It is very convenient to purchase machinery and service at the same place', says Maksim Trineyev. 'It facilitates both service and spare parts delivery and ensures well-coordinated work of the intelligent systems. On the other hand, the choice of machines and equipment is a matter of taste for each farmer. Many factors influence this choice: cost, test-drives, special offers, etc. I hope that in the nearest future, John Deere will take that into account while working on their new Full Line concept. Then the competitors will have no chance.'

By the way, this year, Chernozem farming enterprise has purchased an innovative machine — a John Deere



8370RT track tractor (370 hp). The tractor will be delivered to the enterprise straight from the conveyor at the beginning of next year. Three tractors of this series already operate in the fields of Chernozem. The company is happy with the quality of the machines and their technical parameters. Now, the new track tractor will join the existing fleet. The specialists of the company observe that it is the best solution for soil tillage and sowing in the shortest time, besides, the John Deere 8370RT has better towing capacity and moves on moist soil easier without damaging it.

By Yulia SALKOVA

* John Deere Full Line — John Deere concept — production of full line of machinery and equipment.



Fliegl in vast Russian fields

Fliegl is the long-established European leader in trailed farming machinery manufacturing, but the company has no time to rest on its laurels, it is moving on and expanding its product lineup every year.



This summer, Fliegl machinery was showcased at Russian farming trade shows by EkoNiva-Tekhnika. The latest developments in trailed machinery manufacturing could be seen at Field Days in Oryol, Voronezh, Tula, Kaluga and Ryazan oblasts.

‘We always have something to show and bring only novelties’, says Dmitry Kostev, Head of Sales Department of EkoNiva-Tekhnika.

This year, the team presented the ASW 373 Tiger push-off trailer for spreading filter cake of different structure and transferring sugar beets. The advantage of this trailer is its robust Fliegl push-off system. The system pushes the cargo to the backboard evenly. The heavy-duty structure is ideal for transportation of heavy goods such as filter cake. The 4-mm thick side panels are made of wear-resistant 400 HB steel, the floor is 6 mm thick. The trailer features a

high-capacity spreader with a milling tool made of 400 HB steel, a protective grille to prevent ingress of foreign bodies and a high-performance gearbox and cylinder.

The ASW 373 was debuted at Fliegl Field Day in Germany last year. Since then, the machine has shown excellent

performance when tested at a number of Russian operations and has attracted great attention of Russian farmers.

The ULW 30 chaser bin with a weighing system and transfer auger is also impressive. The chaser bin came in very handy at Vyshgorodsky farming operation in Ryazan oblast, which acquired three machines at once.

‘Without a chaser bin, one can’t do much on the farm,’ says Nikolay Mitrokhin, Head of Vyshgorodsky Farming Enterprise. ‘A chaser bin

is needed in the field during forage harvesting, besides we use it for loading silage corn, which enables us to optimise transportation and cut the costs significantly.’

One of EkoNiva’s farms is also thrilled with its newly acquired VFW 18000 Tandem manure tanker equipped with a high-power vacuum pump, as it removes liquid manure on the farm in no time. The slurry is moved to the centre by side wings of the hydraulic scraper and sucked up by the vacuum tank. Two top gates, one of which is pressurised, ensure convenient and quick discharge to a storage lagoon.

‘For several months already, we have been removing manure only with this vacuum tanker and it is a fast, low-cost and quality equipment’, says Pavel Ashikhmin, Engineer of Verkhny Ikorets Dairy. ‘Besides, with a higher-performing compressor, the Fliegl tanker is not nearly as expensive as the equivalent model of a Canadian brand. A vacuum-tanker is simply indispensable at large farming operations for fast, thorough and efficient cleaning of facilities.’

By Olga ATANOVA





Is it really a loader?!

This question immediately comes to your mind when you see the endless possibilities of JCB loaders. The huge variety of mounted implements it can be used with make these loaders infinitely versatile.

Everyone is well aware of the reliability, efficiency and high quality of machines manufactured by JCB. However, few people realise that these yellow 'farm hands' have lots of functions beyond loading and transportation.

Miniloader with maximum functions

These quick and compact machines successfully operate in poultry housing systems, cow barns, grain storages and other facilities with limited space; they are also used for removal of manure and feed push-outs and transportation of bales and rolls.

However, over three dozen attachable implements expand the conventional concept of functions performed by loaders. The list of implements includes hydraulic hammers, tree planters, vibrating rollers and screw conveyors. All these implements are currently available in Russia.

Stump cutters, mulching heads, brush breakers and landscape rakes easily turn a mini loader into a field development and levelling machine. JCB also provides a set of brushes and sweeping equipment. For example, a mini-loader operating on a livestock farm can also clean the territory between manure removals.

In winter, the compact 'farm hand' is indispensable for snow removal. The loader has everything necessary for that: dumps, snow pushers, ploughs and buckets. By the way, the range of buckets offered by JCB can suit any taste. The company offers buckets for handling lightweight materials, buckets for landscape design, soil diggers, multi-purpose buckets and the versatile '6 in



1' buckets. In response to the increasing responsibilities of loaders on livestock farms, the range of implements has been expanded to include manure forks and silage cutters.

The others are keeping up

The range of mounted implements for telescopic and front loaders has also been completely upgraded. The new products are made of Domex700MC steel, which is 50% more durable than the steel used by other manufacturers and stands out for its increased corrosion protection.

Agricultural buckets (for grain, potatoes and other loads) became 17% stronger than the previous generation. They are lighter and have a higher wear tolerance.

The design of top clamp forks has also been improved: their capacity has been increased from 1.3 cm to 2.5 cm.

The forks are supplied with a kit of the required hydraulic hoses and quick couplings, so they are ready to use straight after delivery.

Many livestock farmers will be interested in the folding silage forks specially designed for the JCB 434S front loader. Their side panels can be hydraulically folded, which is not only very convenient for road transportation but also very efficient for ensiling feed along the bunker walls.

The sweeping brush installed right on the standard bucket is another interesting and convenient solution. The heavy-duty brush is used for sweeping and cleaning the surfaces from mud, grain residues, wastes and manure.

'Due to the diversified range of mounted implements, JCB machines have already gone beyond the functions of a simple loader', says Evgeny Manzhurin, Head of Order Department of EkoNiva-Tekhnika. 'It is a reliable and versatile machine, which will help you in every step you take. The loader can transform into the tool you need in a second, no matter what you specialise in: crop farming, livestock farming or both. This machine will find something to do at any farming operation.'

By Yulia SALKOVA





Moving forward

The International Potato Field Day in Tula oblast gathered a great number of guests. The exhibitors displayed a wide range of innovative farm machines, including John Deere units provided by Tula branch of EkoNiva-Tekhnika.



ZHAK farming enterprise, a long-term partner of EkoNiva, was hosting the event. It is one of the largest potato producers in the regions. The enterprise farms 11,000 ha of land and

'The 8 Series tractor is the most popular model in all farming enterprises in the world', says Aleksey Priskoko, Head of After-Sales Service Department of the

possesses 25 John Deere machinery units. Pavel Avetisyan, Engineer of the enterprise, told us what he values about John Deere machines.

'Our company was established in 2004, and we purchased a John Deere 6 Series tractor straightaway', says Pavel. 'Twelve years have passed, but the tractor is still as good as new.'

Two John Deere beauties, an 8 Series tractor and a 4940 sprayer, displayed at EkoNiva's booth were provided by ZHAK farming enterprise.

Tula branch. 'The machines are famous for their unsurpassed reliability, time-proven transmission and extremely powerful 9-litre engine.'

The 4940 self-propelled sprayer simply took everyone's breath away! It is the largest model in the world, the boom length approximates 36 metres. The working speed can reach 35 km/h. Besides, it is a completely automated machine. The operator just controls the work and turns the machine around. The sprayer can apply from 10 to 1,000 litres of chemicals per hectare. The performance can reach 800 ha/day.

The new John Deere 8400i forage harvester displayed at EkoNiva's booth was just what was needed for the harvesting campaign. The harvester has a wider crop channel and an adjustable cutting length: from 7 to 52 mm.

'This range of cutting length is necessary', says Aleksey, 'since the length has to be adjusted depending on the moisture content.'

Stefan Duerr, President of EkoNiva Group, congratulated the farmers on the 'potato field holiday'.

'In these challenging times, the weak players leave the market, and only the strong ones persist', stated Stefan Duerr. 'Despite the relatively low market prices, I wish all of you a good year and a good yield.'

By Olga ATANOVA

The one-man show

Farmers from all over Siberia came to visit the Field Day in Tatar district. Farm machinery dealers demonstrated machines specially for them.

EkoNivaSibir presented the JCB 531-70 loader.

'It is one of the most compact loaders', says Aleksey Burkhovetsky, Senior Sales Manager of the Sales Department. 'However, despite its small size, the loader stands out due to its versatility, functionality and unique telematics system.'

The chassis of this series ensures stability even on unstable ground. Additional advantages include an increased ground clearance, a four-wheel drive option and maintenance and servicing ease. Two enterprises in Novosibirsk oblast are already looking forward to the demo-show at their operations.

'I have seen the JCB 531-70 at work',



says Aleksey Sukhanosov, Director of Agro-Flora farming enterprise, 'but I would like to try it for myself. Certainly, the final decision on the purchase will be based on the results of the current harvesting campaign, so we will come back to this question after it is finished.'

Dubrovinskoye farming enterprise is coping with the help of two dozers so far.

'I have seen this loader in action on other farms and I like it very much', says Anatoly Klain, Director of Dubrovinskoye. 'It is very reliable and removes the manure very well.'

Anatoly also has an experience of working with EkoNiva: a John Deere 9420 has been operating in his fields since 2007. Until now, replacement of the rear axle and general maintenance have been the only repair works performed on the tractor. The tractor operates almost 24 hours per day performing sowing and fallow land preparation every spring and summer.

By Olga ATANOVA



Versatile assistant

Manufacturers of farming machinery, equipment and food products and livestock breeders presented their best goods and developments at a large agricultural industry trade fair in Kostroma oblast.

Kostroma Branch of EkoNiva-Tekhnika unveiled the versatile John Deere 6135B tractor.

'The John Deere lineup used to lack tractors of 1.4 -2 pull classes', said Kirill Tagantsev, Head of Kirov Branch Sales Department. 'Thus, we could not offer any product within 80-130 horsepower range. After a thorough examination of farmers' needs, John Deere released three 6B tractor models on the Russian

market, each available in Standard and Premium configurations.'

The machine is designed for harvesting vegetables and industrial crops. Mounted, semi-mounted or pulled implements enable it to plough, harrow, cultivate, plant, sow, harvest forage, till inter-row, haul loads, spread fertiliser and serve as a source of power for stationary units. Moreover, its utter simplicity —

minimum electronics and maximum reliability — makes it affordable.

The unit displayed at the trade show belongs to Mechta Farm (Kostroma oblast). As the enterprise grows potatoes and open-ground vegetables, versatility was the decisive factor for acquiring the John Deere 6135B', shared Stepan Lazutin, Chief Engineer of the farm. 'We opted for this machine because John Deere and EkoNiva are always a better choice. In EkoNiva, specialists at all levels are very competent, and the company always has attractive offers.'

Another local farmer, Vadim Kurbanov, is also satisfied with the work of Kostroma branch office which cooperates with his Agroproduct Farm.

'The guys are on duty twenty-four seven', notes Vadim Kurbanov. 'We can call them at any time day or night and they invariably provide us with the most detailed advice, then, a service engineer arrives in the shortest possible time and fixes the problem. Understandably, I am not the only one who values such attitude.'

By Olga ATANOVA

At the regional Field Day, Kirov branch office of EkoNiva-Tekhnika equipped local farmers for the next season.

The company presented about twenty machines designed for different farming works and the most efficient technological strategies.

The John Deere 2720 Disc Ripper (working width — 5.3 m) aroused great interest among the farmers. This model and its predecessor — John Deere 512 are very popular with the agricultural enterprises of the region, where mini-till practices are quite common.

The John Deere 2720 sizes and manages residue, penetrates and shatters soil, buries and mixes residue and levels soil profile with excellence — everything in one pass.

'The unit is very robust and efficient', says Sergey Gulin, Sales Manager of EkoNiva-Tekhnika Kirov Branch Sales Department, 'It operates at 10-17 km/h with the working depth of up to 40 cm. It actually substitutes a plough. After the John Deere 2720, the soil is prepared for



sowing and does not require any other tilling, which considerably saves costs!'

The display of forage harvesting machinery also attracted quite a number of farmers. Willi Drews, Professor of Agronomy and EkoNiva's consultant, talked about principal rules of forage harvesting.

'The most important thing is not to extend the cutting period too much, especially with grasses', advises Willi Drews. 'Ten days is the maximum period recommended for cutting, the nutrition value will be decreasing every day further on.'

The company's specialists demonstrated fast cutting speed of the John Deere A400 self-propelled windrower coupled with a 9-metre harvester. The machine was literally flashing across the field at 32 km/h allaying any doubts the farmers could have had about its performance.

They just complained jokingly that thereon the forages would be harvested too rapidly.

The John Deere 7350 forage harvester with a 4-metre baler ran alongside the John Deere A400 windrower at the event.

This machine also proved to do an excellent job of maize and grass harvesting. The harvester produces high-quality forage thanks to optimised speed and length of cut, great performance of the cutting unit and automatic control of the main operation parameters.

Operating on farms in the region for several years, the John Deere 7350 harvester has earned great feedback. The farmers note that the machine produces over 800 tonnes of forage per shift, which exceeds the performance of the competitors by 1.5-2 times.

By Yulia SALKOVA



Seeds from EkoNiva: from Tomsk to Crimea

EkoNiva sells approximately 30,000 tonnes of seeds of field crops per year. After selling the seeds, the company always asks its clients to give their feedback on the performance of the varieties in different climatic conditions.

Beregovoye Farming Enterprise, Kemerovo oblast



Jackpot peas

Leonid Polikov, Deputy Director:

'We planted the peas after oats. The variety demonstrated very good performance: it emerged excellently and we were able to harvest 3.6 tonnes/ha. The weather caused no inconvenience: it was somewhat hot in June but then the rains in July softened the effect.'

Letyazhye Farming Enterprise, Tomsk oblast

Rocket peas, Skipetr soft winter wheat

Vladimir Selikhov, Head of Letyazhye Farming Enterprise:

'We've been growing Rocket peas for years and we have no doubt that it is a great variety. As for Skipetr wheat, we are still sizing it up since we have only been growing it for two years. This season, we sowed 300 ha. Since the weather was favourable, we reaped a good crop — as much as 5.3 tonnes/ha. In autumn, we pretreated the seeds. In spring, we applied 2 l/ha of nitrogen and performed some weed control, after that we applied fungicides. The preceding crop was peas.'

Gubin Farming Enterprise, Volgograd oblast

Astet and Rozkishna soft winter wheat

Andrey Gubin, Head of the Enterprise:

'We purchased three varieties of winter wheat at the same time: Astet, Rozkishna and MV Nador. The preceding crop was also wheat. The crops emerged well and produced a good yield. As to MV NADOR, it even exceeded 7 tonnes/ha. And that in spite of the weather. The grain was filling during the drought, and it rained incessantly during the harvest. We hope to be favoured with good weather next year.'

Rassvet Farming Operation, Saratov oblast

Jackpot peas, Max oats

Alexey Leukhin, Director:

'The farm possesses 6,000 ha of land. We planted 280 kg of peas and 140 kg of oats. Before blooming, we sprayed the oats with insecticide, and treated the oats with herbicide. We are quite happy with the result: the yield of peas was 3 tonnes/ha and the oats produced 3.4 tonnes/ha. Next year, we are planning to grow more peas. As for the oats, currently, we have made a decision to stop growing oats on our farm. We might replace this crop with winter wheat. The peas were preceded



by flax, the oats — by sunflower.'

Slobodskoye Farming Enterprise, Kirov oblast

Triso soft spring wheat, Margret spring barley

Tamara Sitnikova, Head of Slobodskoye Farming Enterprise:

'Our company is a part of Zarechye Holding. The cultivated area is 10,000 ha. We have been cooperating with EkoNiva-

Semena for the past three seasons and intend to continue our cooperation. This year, we sowed Margret barley and Triso wheat after rapeseed. We performed the same field operations on both crops: one herbicide treatment followed by one fertiliser application. The barley produced an excellent crop of 3.8 tonnes/ha despite the drought! The regional average was 2 tonnes/ha. Now that it has started raining, and we have around 10 ha of barley still unharvested in the field, we can see a beautiful stand - not a single ear shattered - waiting to be reaped. The wheat crop yield turned out to be around 2.5 tonnes/ha. Again, keep in mind that it has been a dry year, usually the yield is higher.'

Zemledelets-2002 LLC, Saratov oblast

Skipetr soft winter wheat

Aleksey Yegorov, Director:

We farm 10,000 ha of land. Alongside wheat, we also grow barley and sunflower. The weather was very hot this year but it did not have a significant impact on the yields. The wheat yielded 6 tonnes/ha. We performed fungicidal top-dressing three times. The preceding crop was oats.'

Zemledelets LLC, Tambov oblast

Rocket peas

Valery Yerofeev, Director:

'I bought seeds of Rocket peas from EkoNiva, and I simply love this variety! We reaped 4.9 tonnes/ha. All in all, I planted 3 varieties of peas after spring wheat this season. The first two lodged, whereas Rocket stood beautifully until the harvesting time.'

Malashin Farming Enterprise, Orel oblast

Biryuza and MV NADOR soft winter wheat varieties

Sergey Malashin, Director:

'We sowed winter wheat after peas. The harvested crop was great: Biryuza produced 6 tonnes/ha, and MV NADOR — 8 tonnes/ha. We'll sow these varieties again!'



Nazaryevskaya Sloboda LLC, Ryazan oblast

MV NADOR soft winter wheat

Evgeny Nikulshin, Chief Agronomist:

'We grow cereals, pulses and potatoes. The overall sown area exceeds 7,400 ha. Our company has been developing a dairy project for two years. Currently, we have 200 head of cattle and we are planning to increase the herd up to 1,200 head. We planted 400 ha with MV NADOR winter wheat after annual grasses. It produced a fair yield of 5.7 tonnes/ha. The cold resistance



was good although the temperature in winter sometimes approached -30 °C. During the vegetation season, we performed two fungicidal treatments.'

Ovoshch-Prod-Holding, Voronezh oblast

Odisseo durum spring wheat

Vasilii Filimonov, Investor:

'The wheat is awesome, we have harvested 7 tonnes/ha, with 86% vitreosity and 25% gluten content. The wheat was planted after potatoes.'

Bogomaz Individual Enterprise, Bryansk oblast

Rocket, Belmondo, and Jackpot pea varieties

Nikolay Kotlyarov, Chief Agronomist:

'The enterprise operates on an area of 16,000 ha. We grow soy beans, winter wheat and maize. This year, we planted a total of 120 ha of peas, 40 ha for each variety. On average, we have reaped a good crop of 3.5 tonnes/ha. Belmondo was the last to harvest, so it lodged somewhat and produced a slightly lower result, 2.8 tonnes/ha. The preceding crop was potatoes.'

Rassvet LLC, Tula oblast

Astet soft winter wheat, Jackpot peas

Tamara Gorshkova, Agronomist:

'It is an excellent wheat variety. Despite the rain, we have harvested a good crop, almost 5 tonnes/ha. We sowed 26 ha after fallow. The crops were treated three times. At first, we pretreated the seeds with fungicides and insecticides, then performed the first herbicide and fungicide treatment of the sown crops,

and after that — the second one. We have been working with EkoNiva for a long time. Wheat is not the only crop our farm grows, so every year, we come back for one crop or another. This year, we bought basic seeds of Jackpot peas. The yield exceeded 4 tonnes/ha.'

Nagolenskoye Farming Enterprise, Belgorod oblast

Rocket and Belmondo peas

Gennadiy Kuznetsov, Director:

'The enterprise farms around 4,000 ha of land, we grow oats and soybeans and we have also resumed growing peas. Some time ago, we bought variety Phoenix from EkoNiva-Semena, this year we purchased Rocket and Belmondo varieties. The preceding crop was oats. We are happy with the varieties. The yield of Rocket averaged 3.2 tonnes/ha, the yield of Belmondo — 2.8 tonnes/ha. Out of the 5 tonnes sown, we have harvested 79 tonnes of Rocket and 50 tonnes of Belmondo. We carried out four treatments of the crops: one herbicide treatment, one fungicide treatment and two insecticide applications.'

Yudanovskie Prostory CJSC, Voronezh oblast

Margret spring barley

Aleksandr Bezotosny, Chief Agronomist:

'The company's farmland area amounts to 10,000 ha, 8,000 ha of which is arable land. We are engaged in livestock farming and crop production. We operate our own dairy processing facility. We have been working with EkoNiva-Semena LLC for many years. We have been buying alfalfa, oats and peas, and we have always been satisfied with the result. We will come back for more peas and for Margret barley, which we have tried out this year. The yield was 5 tonnes/ha. A fair amount, considering that the grain was filling during a severe drought followed by rain. We had another barley variety planted nearby — its heads fell off, whereas Margret remained intact. The barley was preceded by sugar beets.'

Niva Agro LLC, The Republic of Crimea

Belmondo and Jackpot peas

Andrey Komarov, Director General:

'We planted Belmondo and Jackpot peas. Both varieties were sown after winter wheat and both performed excellently. The peas emerged in a very beautiful, uniform manner. The weather this year let us down, many farmers lost as much as 30% of the crops, whereas we managed to avoid losses. The yield of Belmondo amounted to 3.4 tonnes/ha and the yield of Jackpot was 3.8 tonnes/ha.'

Perstkov Individual Enterprise, Krasnodar area

MV NADOR and MV 37-14 soft winter wheat

Vitaly Perstkov, Director:

'We purchased two varieties of winter wheat: MV NADOR and MV 37-14. The preceding crop was sunflower. Both varieties emerged well, without lodging. The difference in yield was insignificant: 6.6 tonnes/ha — MV NADOR, and 6.7 tonnes/ha — MV 37-14. Frankly speaking, MV 37-14 was more pleasing to the eye: it emerged uniformly, all the ears well-matched. We are going to sow this



variety again to make sure that this yield was not just random luck. We treated the crops with herbicides and fungicides. First we applied Granstar and Impact, then sprayed Falcon against diseases, and then added mineral fertilisers.'

Andrey Zvyagin, Head of Variety Trial and Early Generation Seed Production Department:

'The varieties of farm crops offered by EkoNiva-Semena are successfully grown in virtually all agricultural regions of Russia: from the Republic of Crimea to Western Siberia, enabling farmers across the country to achieve high and stable yields. What provides the means for achieving such results? First and foremost, it is the genetics of the variety: the set of the best economic traits in the genotype of the variety that provides a consistently high performance every year. The company works closely with more than 20 leading global plant breeding institutes to find the best genetics and pass it on to Russian farmers. As a result, the company not only sells premium class seeds to the customers but also offers varieties with the best genetics available across the globe, which ensures their successful growth in various regions of the country. The positive feedback of our new and long-time customers despite this year's challenging weather conditions are yet another testament to that.'

By Olga ATANOVA



In great dairy shape!

For a day, EkoNivaAgro dairy in Verkhny Ikorets, Liski district, turned into a showcase of the latest genetic achievements — Alta Showcase.

Over 100 record keepers, dairy cows of Holstein, Simmental and Red and White breeds, whose yields exceed 30 litres per day, demonstrated golden standards of milk performance at the showcase. Some of the 'exhibits' produce as much as 50 litres per day. Seventy-two of the cows demonstrated at the event are daughters of Alta Genetics breeding bulls.

The showcase has been held in Russia for the first time. The elite cows underwent serious preparation before the event: specialists of EkoNivaAgro washed them with shampoo, trimmed and brushed them and cleaned their udders with baby oil.

The preparation efforts were well rewarded: the event aroused great interest among Russian cattle breeders and brought a lot of positive feedback. More than 120 guests from 30 regions attended the showcase to see the results of the genetics research performed by

EkoNiva and Alta Genetics.

The guests accompanied by Ramon Schenk, Deputy Director General for Livestock Production, headed straight for the backside of the stalls where they had a better opportunity to assess the cows' exterior type and genetic potential.

Mikhail Shcheglov, Genetics Specialist of Alta Genetics, told the guests about each contestant of the showcase.

The clearly defined dairy characteristics of the first-calf cows — daughters of Alta Genetics bulls, the cup-shaped udder, the balanced body and the straight set of legs, made a strong impression on the guests. The showcase participants specifically paid attention to the parameters demonstrated by the local Red and White cows: their yields and exterior type were almost on par with those of the high-producing Holstein cows.

The guests studied the major herd management protocols implemented at the

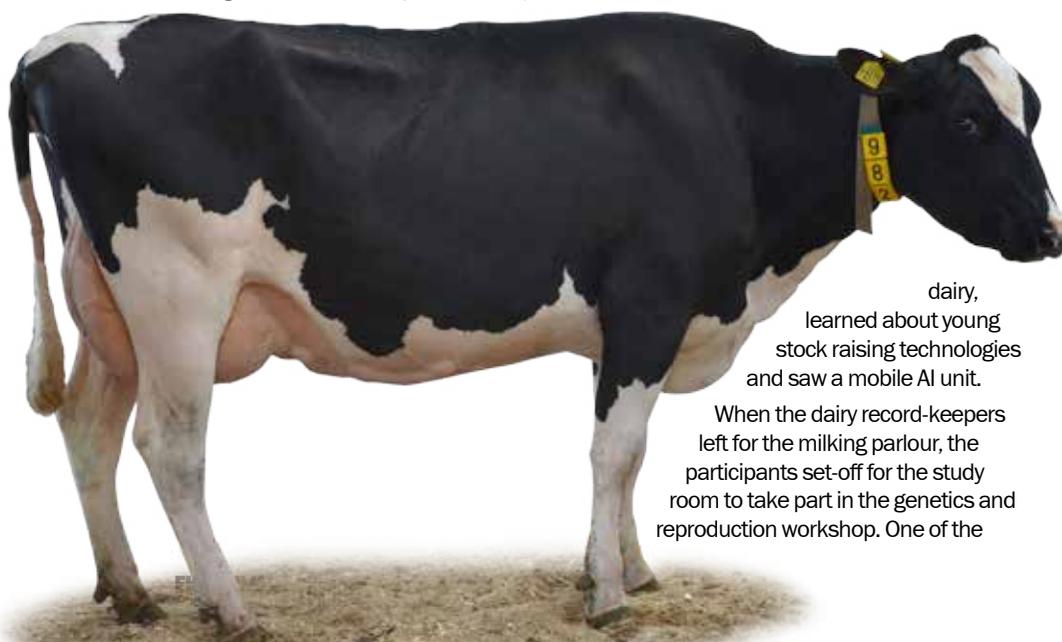
main topics of the workshop was creating a uniform herd in terms of body condition and dairy performance. It facilitates milking, feeding and housing processes management.

The participants of the workshop also made a tour of the dairy farm together with Ramon Schenk who told them about milk production and genetic achievements of the company.

'Milk yields exceeding 650 tonnes per day speak for themselves', says Ramon Schenk. 'It would be impossible to reach this level of yields without highly productive cows and professional breeding work. EkoNiva has been engaged in pedigree cattle breeding for over 10 years. Currently, we sell pedigree cattle all across Russia and abroad. Our cattle meet all requirements necessary for commercial milk production. Due to the use of semen from the same bulls, we get a uniform herd in terms of exterior type and milk production, which makes herd management easier. We are happy that today our joint efforts have attracted attention of the participants and become a reason for further cooperation.'

All cows taking part in the contest were perfect dairy queens; however, the guests selected those which had the best dairy shape. They were two Holstein cows named 1906 and Kolba with annual milk yields of 12,300 and 9,300 kg respectively. Experienced cattle breeders made a special point of their exterior characteristics: a massive cup-shaped udder, strong parallel legs and a well-balanced body. AltaDONNIE, the father of Kolba, was named the best bull for semen quality.

By Yulia SALKOVA



dairy, learned about young stock raising technologies and saw a mobile AI unit.

When the dairy record-keepers left for the milking parlour, the participants set-off for the study room to take part in the genetics and reproduction workshop. One of the



Connecting to future

A lot of us remember tales of the older generation about their trips to Soviet collective farms across our vast Motherland where they helped rural toilers. Russian Youth Public Organisation 'Russian Student Troops' (RST) carries on this tradition nowadays.

The RSTs work in most different areas. The troops total 240 thousand young people from 72 regions of our country. This summer, the Russian Student Agricultural Troop 'MOST' ('milk standard' abbreviated in Russian) has 'disembarked' at EkoNivaAgro (Voronezh oblast). Twenty-seven students of agricultural universities from 15 country regions are working at the company's modern dairies now. Before the commencement of the working shift, the students were welcomed by Stefan Duerr, President of EkoNiva, and leading livestock specialists of the company, which were also joined by representatives of DMK, one of the largest German milk processors. They

thanked the troopers for their willingness to work in such a difficult industry and wished them luck.

'The troop is called 'MOST' (which is translated as a *bridge* from Russian) for a reason', comments Ramon Schenk, Deputy Director General for Livestock Production of EkoNiva-APK Holding. 'This bridge connects both us and the troopers — prospective livestock specialists — to the future. Perhaps, some of them will come back for work later, inspired by the romantic appeal of dairy production. We are looking forward to it.'

Irina Shcherbakova, Chairperson of RST Kostroma Branch Board, who came to entrust the young toilers to EkoNiva's reliable hands, thanked the company.

'I am positive that our students will provide a real support to your production', says Irina, 'and they will gain good experience which will definitely prove to be very useful in their future careers.'

After the formal opening of the working shift, the MOST troopers admitted EkoNiva's representatives to their ranks by putting green RST overalls on them and sang their hymn to the guitar.

We will ask the RST troopers to share their impressions at the end of the shift, but judging by the enthusiastic sparkle in the eyes all the difficulties of the working life will be overcome triumphantly.

By Yulia SALKOVA





The art of being a farmer

‘Being a farmer is an art of producing food while keeping your own wallet full’. Representatives of DMK (Deutsches Milchkontor GmbH), the largest milk processor in Germany, remembered this old Bavarian saying while visiting EkoNivaAgro (Voronezh oblast).

The most important thing is that EkoNiva has mastered this art perfectly’, says Otto Lattwasen, Chairman of DMK Supervisory Board. ‘The enterprise we have visited today is not only a model of cutting-edge farming production but also a company providing



over two thousand working places to the residents of the rural areas. In this case, not only the farmer is keeping his wallet full but the whole community is well-provided.’

The guests were primarily interested in milk production. The first destination on the itinerary was the largest dairy farm of the holding with a capacity of 2,800 head in Verkhny Ikorets (Bobrov district). Currently, the daily output of this farm exceeds 80 tonnes of milk. Ramon Schenk, Deputy Director General for Livestock Production, told the visitors about the production technologies and the management protocols. The guests were especially interested in the mobile breeding unit and manure removal by means of a liquid vacuum

tanker. Thomas Sturtz, Chairman of the Management Board of DMK, tried milking cows on a rotary and even earned the approval of the milkers. By the way, the dairy farm in Verkhny Ikorets delivers 50 tonnes of milk to Bobrov cheese factory every day. Just before the visit, Deutsches Milchkontor GmbH successfully completed the negotiations on purchasing this factory.

Continuing the milk topic, the German guests visited the construction site of the seventh dairy farm of EkoNivaAgro in Vysokoye (Liski district) with the capacity of 2,800 cows. The company is planning to launch the first phase of the dairy at the end of 2016.

On the way to the dairy objects, the guests had an opportunity to watch forage harvesting, which was in full swing in the fields. The visitors were also interested in looking at sugar beet fields since there were some representatives of crop-growing farms in the group. The crop specialists shared some advice on soil moisture conservation and fodder harvesting

with the agronomists of the enterprise. After that, the group visited one more ‘baby’ of EkoNivaAgro — the milk processing plant in Shchuchye (Liski district) launched just one month ago. In the future, the plant will produce over two dozen types of natural dairy products on a daily basis. The visit to the milk processing plant finished on a delicious ‘note’: the key milk processors of Germany gave an unchallengeable A to the products for their taste and highly praised the state-of-the-art production facilities of the plant.

‘It is not the first time that I have visited EkoNivaAgro, and each time I can see the increase in production volumes and technical sophistication’, says Thomas Sturtz. ‘Year by year, the enterprise is becoming more and more advanced and high-tech. Currently, it has reached the level of the most cutting-edge entities in Europe. No matter what is said in the world, we can see that farming business in Russia is developing and receiving a strong support from the government.’

By Yulia SALKOVA





Someone has to breed cows

Young age may be associated with lack of experience, but enthusiasm and desire to learn and develop professional skills can bring quite considerable results very soon.

Aleksandr Demyanov, a twenty-two-year-old AI technician of EkoNivaAgro (Voronezh oblast), is a vivid example of what enthusiasm and will to improve can achieve. This summer, he won the first prize in the regional contest of AI technicians despite the fact that he is just 22 years old! Sixty AI 'gurus' took part in the 5-step contest.

'I did not expect to take the first prize in this contest', says Aleksandr. 'The most I hoped for was the second or the third place. And here I am - the winner! However, even a greater surprise for me was that my more experienced colleagues believed in me and sent me to the contest! I am very grateful to them for their help and support!'

Aleksandr noted that this parental protection of all young 'troopers' is very characteristic of EkoNivaAgro. There is none of that 'my way or the highway' attitude. Yes, you can get a telling-off — or a praise — but only if you really deserve it! It has been a year since Aleksandr started working for EkoNiva. Before that, he studied at a veterinary college and served in the army. He confesses that the army divided his life into 'before' and 'after'. Having completed the service, Aleksandr had a hard time finding a job: there is very limited opportunity for inexperienced candidates.

'Some companies do not employ young specialists, some take only 'well-connected' people, others give you a job but treat you scornfully as if you will never be equal to them', says the young specialist sadly.

The period of uncertainty ended when Aleksandr met his university friend, who already worked in EkoNivaAgro.

'My friend gave me the phone number of the Director for Livestock Production of the enterprise', relates Aleksandr. 'I called and then came for an interview and told about my skills and experience. The next day, I was already working on the farm! Of course, I am not a genius, but they must have seen some potential in me!'

At first, the young specialist started working as an assistant vet on Shchuchye farm. His supervisors noticed his professional intuition and the willingness to work even though the working conditions were far from comfortable. Several months later, Aleksandr was transferred to a larger operation — a dairy for 1,400 head.

'He immersed himself into work with the enthusiasm one can only find in young people, and not even all young people, unfortunately', commented Mikhail Gurnov, Director for Livestock Production of EkoNivaAgro Right-Bank Operation. 'I am happy that his enthusiasm has not faded with time. Now he has shown himself well in breeding! And this requires talent!'

Any talent needs development. Aleksandr combines work with studying at the Veterinary Department of the Volgograd State Agricultural Academy. Further professional development was his own decision. Aleksandr enjoys working with animals.

'I have been dreaming to become a vet since the first form at school. I thought I would treat cats, dogs and guinea pigs', recalls Aleksandr happily. 'The cows, frankly speaking, did not impress me much although we had thirty of them on our small family farm! But as I was growing up, I got more and more

interested in farm animals.'

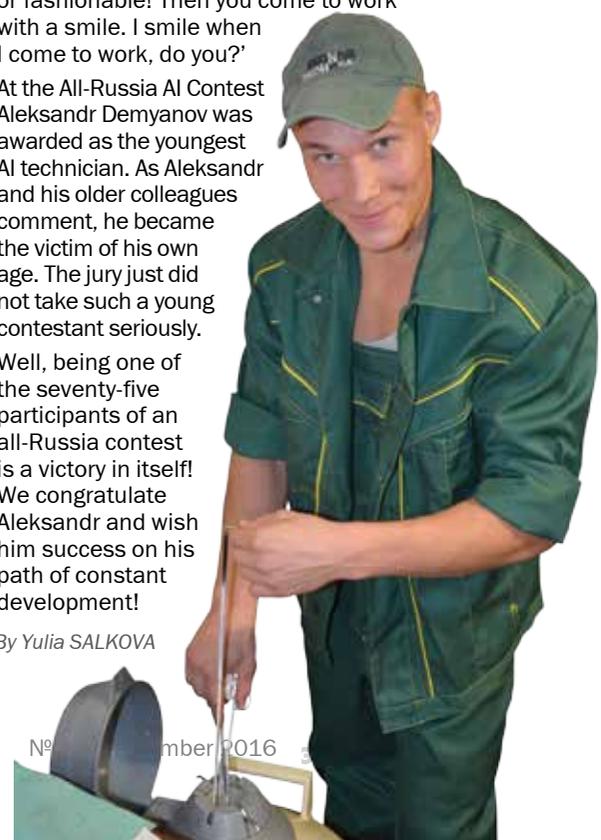
Aleksandr is planning to keep on working and gaining experience. As he says himself, jokingly, he is not afraid of the hardships of livestock farming. His physical condition is very good thanks to the army. Even now, Aleksandr goes to the gym whenever he has free time, although his work allows to keep the muscles in a good shape even without additional exercise!

'Yes, someone has to breed the cows', says Aleksandr, smiling. 'Someone also has to treat, milk and feed them! It is very important to do what you enjoy doing and not just what is prestigious or fashionable! Then you come to work with a smile. I smile when I come to work, do you?'

At the All-Russia AI Contest Aleksandr Demyanov was awarded as the youngest AI technician. As Aleksandr and his older colleagues comment, he became the victim of his own age. The jury just did not take such a young contestant seriously.

Well, being one of the seventy-five participants of an all-Russia contest is a victory in itself! We congratulate Aleksandr and wish him success on his path of constant development!

By Yulia SALKOVA



Milky way around Volga region



This year, the annual Give Way to Milk motor rally covered Samara, Saratov and Volgograd oblasts — all in all 1,506 km. Representatives of EkoNiva also took part in the event. The participants of the rally visited large dairy farms and processing plants and held workshops on milk quality improvement.

Samara oblast was the first to welcome the guests. 'We want to show our best enterprises operating in the dairy sector of the region', says Alexey Popov, Minister of Agriculture and Food Supply of Samara oblast, 'share our experience and achievements in dairy cattle farming and discuss the problems we face.' Indeed, the region has a lot of achievements to share. For example, Samara oblast is implementing a governmental programme aimed at support of cattle breeding farms. All in all, in 2016, the regional budget provided over 1.18 million rubles under the programme, and the funds granted by the federal budget exceeded 2.7 million. Besides, the farmers of the region established an association of Holstein cattle breeders, which is already included into the European Holstein Association. 'The region has established a local Holstein Association based on the right principles, pursuing the right aims and headed by the people aspiring to develop dairy cattle breeding', observed Evgenia

Uvarkina, Head of the Agricultural Committee of the Civic Chamber of the Russian Federation.

After the meeting with the local government, the rallyists had a tour of Radna farming enterprise in Bogatoye district. It is the only robotic dairy in Samara oblast. The guests learned about the peculiarities of robotic milking and the specifics of breeding Ayrshire and Holstein cows.

The participants of the rally also visited a small private cheese factory. The factory currently produces about 280 kg of hard cheese per day and is planning to expand its product range.

Further, the rallyists headed for Saratov oblast. The first destination point there was Engelsky Dairy Factory. The factory demonstrated the complete production cycle: from milk receiving to packaging of finished goods. The guests were impressed with the innovative cottage cheese production facility launched just this year and the fresh dairy products.

'We can see how well the teamwork is organised here', says Mikhail Mishchenko, motor rally project

coordinator, 'it strikes you as soon as you enter the factory.'

Saratov Dairy Factory also treated the guests to dairy products. The specialists of the factory are currently installing modern equipment, and improving production technologies.

'This is the only way for those who want to keep the competitors out on the dairy market and produce high-quality natural products', comments Vyacheslav Prostyakov, Head of Quality and Processing Department of EkoNiva-APK Holding.

The rallyists finished their trip with the tour of the two largest milk processors in Volgograd: Mikhaylovsky and Elansky cheese factories.

'We hope to introduce some of the technologies on our farms', says Irina Kolgunova, Milk Quality Manager of Sibirskaya Niva. 'I loved the idea of installing a shower for cows to keep them cool in hot weather.'

The participants have a whole year to bring these ideas to life. In 2017, they will set off for Altai in search of new impressions.

By Olga ATANOVA





A group of explorers from AgriEcoTourism of Russia has ‘disembarked’ in EkoNivaAgro (Voronezh oblast) for the second time. The explorers were driven by the growing demand of Russian tourists desiring to spend holidays in their native country.

meadows and steep ravines permeated with marvellous pre-fall scents of the steppe. At the end of the visit, the guests enjoyed an exceptionally beautiful sunset over the Don. The members of



the ‘expedition’ confided that they were a little tired, but it was the most pleasant fatigue they had ever felt!

‘This is the first time a large farming holding is taking part in the development of a tourist product’, says Ekaterina Shapovalova, Head of AgriEcoTourism of Russia Project. ‘EkoNiva is an open company, which has a huge number of fascinating areas of activity. I am convinced that our compatriots will be happy to visit it!’

By Yulia SALKOVA

Agrisafari — a patriot’s way to relax!

The number of the people who prefer non-traditional leisure activities is also growing day by day, as well as the demand for one or two-day outings. The creative group of AgriEcoTour developed Agrisafari project specifically to satisfy this growing demand.

First of all, the participants of the ‘expedition’ headed for the Academy of Dairy Sciences. By the way, this project has been successfully operating for four years. Over 13,000 children and adults have visited the dairy facility within this period.

The guests had a tour of EkoNivaAgro dairy farm in Zaluzhnoye village. During the tour, they had a little chat with smiling milkers, met the manager of the facility and visited the calves.

The cuteness of the little tenants of the farm made the guests’ hearts melt. However, they were surprised even more when they learnt that each calf is placed into its own hutch during the first hours of life and that the ‘earrings’ in the calves’ ears are not just simple tags: in a way, they are the animals’ biometric passports containing all information about the calf, which can be read by means of herd management software.

This time, the Agrisafari schedule included a new destination point - EkoNiva’s milk processing plant in Shchuchye. The guests watched sour

cream and milk packaging process through the glass wall of the viewing room and tasted the fresh products straight off the conveyor line.

Andrey Pronin, Dairy Plant Director, said that the production technology absolutely excludes any use of artificial components. For example, sour cream recipe does not contain any emulsifying, stabilising or preservative agents, which have become so common in our days. The milk used for EkoNiva’s dairy products is supplied fresh from nearby farms. The guests also learned that in the nearest time, the company is planning to launch new lines for production of cottage cheese, kefir and 11 types of yoghurt.

Further, the agritourists toured some of the local historic places. They visited the Shchuchye Bridgehead, the Victory Park and the Mass Grave in Shchuchye. The visitors were listening about the honourable milestones of the Great Patriotic War with hearts full of sadness and patriotic pride. The guests commented on the great benefit of including important historic landmarks into the itinerary along with modern farming facilities. It will undoubtedly boost the patriotic feeling of Russian people.

The final destination of the tour was EkoNiva’s cow-calf project. The road to the feedlot ran through the picturesque



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9-11 November

Agrosib 2016

Venue: Novosibirsk, Novosibirsk
Exhibition Centre
Organisers: ITE Siberia under
the auspices of the Ministry of
Agriculture of Novosibirsk oblast

14-18 November

EuroTier 2016

Venue: Hannover, Germany
Organisers: DLG (German
Agricultural Society)

16-17 November

VORONEZHAGRO 2016

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Soil Region**

Venue: Voronezh, Exhibition Centre
of the Voronezh State Agricultural
University
Organisers: Exhibition Centre of
the Voronezh State Agricultural
University



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12+

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EkoNiva is inviting you to visit EuroTier 2016, world's leading animal farming trade show. We will be happy to see our clients and partners at our booth E59 in hall 13.

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