

EkoNiva's big launches

EkoNiva started the new year with big launches in Voronezh oblast: four dairy farms for 2,800 cows each at one stroke. Some more farms are to be launched soon. By the end of the year, the number of new farms will have increased by 16. We are growing as never before!

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Heading towards Argentinian innovations

No-till enthusiasts from Russia set off for Argentina to adopt the best ideas and avoid the common mistakes.

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Successful debut

EKONIVA dairy products have won a gold medal and the Best Product award at Prodexpo 2019.

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Strong cooperation for a strong industry

Election as the Chairman of the National Association of Milk Producers came as a surprise to me. I appreciate the trust and will do my best to live up to it. I understand that it is not going to be easy.

In the first place, it is of crucial importance to the Association to bring together all the players of the dairy market so that we could join our efforts. I have been dreaming of a united and strong dairy association for a long time. Now, the key dairy producers have joined us, which means that the National Association of Milk Producers has grown stronger, and our voice will definitely be heard. The next goal is to make our Association attractive for medium- and small-sized milk producers and processors.

All dairy producers of our country and I as the Chairman of the Association are facing serious challenges. The most pressing issue is adulteration. We need stricter measures to counteract it. The dairy industry has been developing

rapidly over the past years, a lot of dairies have been built, but if we do not solve the problem of adulteration, all the efforts invested in the industry development will be in vain.

Honest dairy producers will be able to compete with almost any country of the world. However, we cannot compete with those who make milk from palm oil. The advocates of adulterated dairy products not only undermine the credibility of Russian dairy producers — their activity has a negative effect on the price of real milk. I am convinced that not only producers but also retail chains must be held responsible for selling adulterated products. It has an adverse impact on their image as well.

I consider it absolutely necessary to continue the work of the Ministry of Agriculture aimed at further development of the cooperation with the Republic of Belarus. Currently, Belarus is the largest exporter of dairy products to Russia. In the Russian market, Belarusian milk is sold at a price lower than the cost

to produce, which has a considerable effect on the demand: the milk offered by Russian producers is losing the battle. It is extremely important to find a solution to this problem.

President of the country Vladimir Putin has given a strategic task to the agricultural producers of Russia: to increase agricultural exports. I am confident that we can do it! Our country has the necessary capacity and resources. Very soon, we will start exporting our dairy products to China.

I keep saying that we can make our milk even more delicious and we are doing it every day. My ambition is to make the taste of milk matter to people. This product is a kind of miracle in itself. It is something genuine, healthy, coming from a real cow. I want to help people form a habit of drinking only natural milk. The members of our Association and I will do our utmost to make it happen.

*Stefan DUERR,
President of EkoNiva Group*



EkoNiva sets a record every day

EvoNiva started the new year with big launches in Voronezh oblast — four dairy farms, 2,800 cows each, at one stroke.

A unique event took place at EkoNivaAgro, the largest enterprise of the holding. The new dairies started operating in Liski and Bobrov districts of Voronezh oblast on the same day.

Popular team sports — football, hockey, basketball and volleyball — were the theme of the official opening ceremony, which is no accident as EkoNiva actively promotes a healthy lifestyle and team work. The special guests of the event had a blast kicking balls into the gate, shooting pucks into the hockey net, hitting the basket and playing volleyball with EkoNiva's team.

'It is an extremely rare case that one company launches four dairy farms simultaneously', says Aleksandr Gusev, Governor of Voronezh oblast. 'Today, the dairy industry is the focus of the state government attention, so we will

also keep supporting EkoNiva and other agricultural producers of the region.'

Each of the new dairy farms in Bodeyevka, Dobrino (Liski district), Korshevo and Bobrov II (Bobrov district) has three barns, a feed storage area, a calf area with individual hutches and a young stock lot. The milking parlours are equipped with 72-stall rotaries and 16-stall herringbones.

In addition to natural and healthy milk, EkoNiva's dairies have supplied the districts with 480 new jobs thus contributing to fighting local unemployment.

EkoNiva will keep hiring people in the district. According to EkoNiva Group President Stefan Duerr, dairy farms in Peskovatka (Bobrov district) and Petropavlovka (Liski district) are at the final stage of construction now and

are expected to be commissioned this spring. Besides, the commission of Staraya Chigla dairy (Anna district) is scheduled for this summer.

'We are launching four more dairies in the second half of the year', says Stefan Duerr. 'They are going to be standard dairy farms. Each farm will have 2,800 milking cows and cost 2.5 billion rubles. In 2020, it is planned to put into operation two more dairies in Divnogorye (Liski district) for 1,000 cows each. Those enterprises will be certified as organic productions, that is why they will start operating later.'

The implementation of these projects will set a record: no other company has ever built seven dairies of such a scale in a single year.

By Viktor BARGOTIN



of the Russian Federation to develop the farming sector and increase agricultural exports by 2.5 times by 2024. Potentially, milk export can reach from 800 million to one billion dollars by 2025.'

The Minister observed that financial support is just one of the factors essential for the development of the dairy industry. It is also important to boost the demand for dairy products by improving the quality and introducing measures against dairy product adulteration.

Stefan Duerr thanked the members of the presidium and the management board of Soyuzmoloko for their trust and support.

'We intend to strengthen our team and make it more professional', stated Stefan Duerr. 'It will allow us to enhance our performance and ensure that we carry out our current tasks promptly and efficiently. In this regard, we really appreciate the invaluable support of the Ministry of Agriculture.'

The newly elected Chairman believes that his priority tasks are to enforce measures against adulteration, promote dairy product consumption and make the team even more aligned. See p. 3 for more details.

By Tatyana IGNATENKO

Stefan Duerr – Chairman of Soyuzmoloko

At the 10th convention of Soyuzmoloko, the National Association of Milk Producers, it was announced that Stefan Duerr, President of EkoNiva Group, had been elected Chairman of Soyuzmoloko replacing Andrey Danilenko who had been leading the association for 10 years.

Traditionally, the meeting was held as part of AgroFarm trade show at VDNH Exhibition Centre. The convention was attended by Dmitriy Patrushev, Minister of Agriculture of the Russian Federation.

'I am convinced that Stefan Duerr will continue the initiatives undertaken by Andrey Danilenko and succeed in implementing them', asserted Dmitriy Patrushev. 'Dairy production is crucial for achieving the goals set by the President

Team of excellence

Well-deserved awards for those who know the ropes! JCB has held the annual dealer conference and awarded the top-performing dealers of 2018 from Russia and the CIS countries.

EkoNiva-Tekhnika was recognised in several categories including the Most Outstanding Growth of Skid Steer Loader Retail Sales, the Highest Increase in Spare Parts Sales per Unit and the Breakthrough of the Year in JCB Finance.

'Business partnership with JCB was really successful and productive for us in 2018', says Gennadiy Nepomnyashchiy, Regional Director of EkoNiva-Tekhnika. 'We have implemented large-scale projects and improved our after-sales service. We put a special focus on our demo shows and successfully marketed new attachments and implements. As a result, the sales plan has been exceeded by 25%. We have excelled in certain things, but there are new challenges for us. One of them is the expansion of the trade-in system, which is of interest to our clients.'

EkoNiva-Chernozemye was acknowledged in the Biggest Market Share in Retail Sales category.

'Our collaboration with JCB was very fruitful in 2018', says Eduard

Ivanov, Sales Department Manager of EkoNiva-Chernozemye. 'Eighty-nine units were sold in 2018, the JCB 531-70 telescopic loader being the top-seller as the most popular model in our market. This model can tackle almost any handling job on a farm, which makes this reliable machine indispensable to our clients. In 2019, we are going to develop our partnership with JCB, increase the sales of wheeled loaders, extend

the trailed implement line and keep expanding our market share.'

JCB praised EkoNiva's team efficiency and thanked individually everybody who had worked hard in 2018. Ivan Glebov, Sales Department Manager of Turlatov Subdivision of EkoNiva-Tekhnika, was awarded as the Best Sales Manager of JCB Finance, and Kirill Tagantsev, Sales Department Manager of Kostroma branch of EkoNiva-Tekhnika, was lucky to win a trip to London.

By Darya DENISOVA





The board session of the Regional Ministry of Agriculture has taken place in Kaluga. The participants of the session summed up the results of the development of the farming sector in 2018 and discussed the plans for the future.



Top-level agriculture

Agricultural producers of Kaluga demonstrated superb results! They proudly offered meat and fish delicacies and natural dairy products produced in the region to the board session participants. The variety of local foods was pleasant to the eye. However, it was the quality that impressed the visitors most. Anatoliy Artamonov, Head of the Region, and Leonid Gromov, Minister of Agriculture of Kaluga oblast, praised the achievements of the farmers. 'Our region is one of the leaders in the development of smart farming', emphasised Leonid Gromov. 'State-of-the-art technologies are widely implemented in agricultural production. There are 36 robotic farms in Kaluga oblast. Our performance indicators keep growing day by day. For instance, the annual milk yield per cow has increased to almost 7.5 thousand kg.'

The dairy industry has become a

pioneer in embracing innovations. The implementation of major investment projects, the increase of genetic potential of the cattle and the application of cutting-edge technologies account for excellent annual figures: 346 thousand tonnes of milk, which is 18% higher than the previous year's performance. The dairy herd has increased by 6.2%. On average, the annual milk yield per cow has reached 7,358 kg, which is almost 710 kg more than a year ago. The region ranks second in the Central Federal District in terms of annual milk yields. 'The gross agricultural production has increased by almost 10% and exceeded 41.3 billion rubles', observed Leonid Gromov, Minister of Agriculture of Kaluga oblast. 'The volume of investments in agriculture in 2018 grew by 16.7 billion rubles and approached 76 billion rubles.'

The professional work of EkoNiva Group

did not remain unnoticed: the Ministry of Agriculture granted awards to the top performers. The president of the agricultural holding Stefan Duerr received a first degree award for his outstanding contribution to the development of Kaluga oblast. The governor Anatoliy Artamonov personally attached it to the jacket lapel of the famous businessman and shook his hand. The following employees of Kaluzhskaya Niva also received honorary awards: Olga Semikolennykh, Calf Tender, Lyudmila Makshanova, Accountant, Sergey Terekhov, Deputy Executive Director, and Yuliya Shavel, Herd Manager. Vladimir Kavin, Executive Director of Kaluzhskaya Niva, received an award for many years of conscientious work and invaluable personal contribution to the development of the regional farming sector.

By Darya DENISOVA

Zashchitnoye: a threefold growth

EkoNiva is to invest more than 12 billion rubles in the construction of three dairies in Kursk oblast.

Zashchitnoye, one of the agricultural enterprises of the holding, has been operating in Kursk oblast for 17 years. This year, it has significantly expanded its presence in the region by increasing its land assets from 16,500 hectares to 45,500 hectares.

Acting Governor of Kursk oblast Roman Starovoyt held a working meeting with Stefan Duerr, President of EkoNiva

Group. The highlight of the meeting was the short-term development programme of EkoNiva in the region. 'Kursk oblast has impressive land resources and a lot of competent specialists. These factors give us an opportunity to increase the region's agricultural production', stated Roman Starovoyt. 'We welcome such investors as EkoNiva in our region and promise to provide all necessary support on our part. I am ready to be personally involved in the project and run a working group.'

The 12 billion investment project will significantly increase the milk output in the region. Three dairy farms will be built in Solntsevo district. The construction of the first farm will start in April, 2019. The company is intending to launch it in October.

'We are planning to have all the three dairies reach their full capacity by 2025', said Stefan Duerr. 'One dairy will produce

100 thousand tonnes of milk annually. Plant breeding is another important aspect of our investment project. The construction of a cutting-edge plant breeding centre and seed processing plant is already underway in Shchigry District.'

The future of the sugar plant (Kommunar village, Belovskiy district), which passed to EkoNiva together with the acquired land, was among the topics discussed in the meeting. It was resolved to keep the production running so that the people would not lose their jobs. Currently, the plant is preparing for the new season and optimising the raw material storage system. EkoNiva's investment in agricultural production will go hand-in-hand with the development of the social infrastructure in the region. The company is planning to build a new residential block with modern and comfortable apartments for its employees.

By Tatyana IGNATENKO





Reaping awards

Ekosem-Agrar, a parent company of EkoNiva Group, has received a prestigious Otto Wolff von Amerongen award.

The Russian-German Chamber of Commerce awards small- and medium-scale businesses for outstanding achievements. It is a unique accolade which is granted exclusively to innovative enterprises in the Russian-German economic cooperation. 'German companies are actively engaged in Russian business creating new jobs, implementing state-of-the-art

technologies and making a substantial contribution into the wellbeing of Russian citizens', says Matthias Schepp, Chairman of the Russian-German Chamber of Commerce. 'Russian companies operating in Germany play an important role in our economy. The Russian-German Chamber of Commerce cannot leave their achievements unnoticed. We grant Otto Wolff von

Amerongen award to the best and the most innovative enterprises.'

Ekosem-Agrar was recognised in the Russian Companies in Germany category. In the online voting, Ekosem-Agrar won over 5 other nominees by a wide margin.

'The company has grown a lot within the past several years', says Yekaterina Duerr, Deputy Marketing Department Manager, EkoNiva-Food. 'We build new dairies, constantly improve our performance and hire more staff. Currently, our company employs over 9,000 people. Our rapid development draws attention and inspires respect of the business community and common people. This award means a lot in terms of recognition of EkoNiva's work for the benefit of the Russian dairy industry.'

The economic and political relationships of the two countries have been challenged lately. However, we want to believe that the accolade will enhance the cooperation, communication and development of business relations between Russia and Germany.

By Viktor BARGOTIN

Setting mind on new markets

The 10th convention of the National Association of Milk Producers summed up the results and outlined high-priority tasks for the future.

'Further development of dairy industry is one of the priorities in the state agricultural policy', said Dmitriy Patrushev, Minister of Agriculture of the Russian Federation. 'In 2018, the total milk production in the country was 30.6 million tonnes. According to the expert forecast, in 2019, this value will further increase by 0.5 million tonnes.'

The Minister named expanding into new markets one of the top priorities.

'We should focus on looking for new markets', said Dmitriy Patrushev. 'China and other countries in Southeast Asia will become the target of our foreign trade.'

The first export deliveries of the Russian dairy products to the Celestial Empire are expected to start within the first 6 months of 2019.

Another important goal is to intensify the fight against counterfeit products. Starting from July 2019, all Russian stores will be obliged to display dairy

products containing vegetable fats separately from real milk products. Merkuriy, a digital veterinary certification (DVC) system, is helpful to bona fide dairy producers. Most dairy producers have already switched to this system. Now it is time for the processors to follow their lead.

'Our processing plants employed the system at the beginning of the year', said Stefan Duerr, President of EkoNiva. 'And we immediately

encountered problems with retailers. However, we need to proceed with implementing the system since it exerts discipline not only over processors but retail chains as well.'

The whole range of dairy products is going to be included in the DVC system by the end of 2019.

The executive board of the Association welcomed new members. The newly elected Chairman Stefan Duerr said that he was happy to see prominent dairy producers join Soyuzmoloko.

'In fact, two dairy associations have merged', highlighted Mr Duerr. 'We have grown stronger. And now we can deal with challenges even more efficiently'.

By Tatyana IGNATENKO





Yet more investments!

The meeting of the governor Aleksandr Gusev and the president of EkoNiva Group Stefan Duerr took place at the Government of Voronezh oblast. In the course of the meeting, they discussed the issues related to the company's current activities and long-term plans.

The governor congratulated the head of the agricultural holding on his recently celebrated anniversary and awarded him with the badge of honour 'For contribution to the development of agriculture of Voronezh oblast'. Aleksandr Gusev also thanked Stefan Duerr for his active investment policy in the region.

From 2006 to 2018, EkoNiva's total investment in the livestock farming sector of Voronezh oblast exceeded 27 billion rubles. The head of the region expressed confidence in further successful implementation of the company's projects in the region. Stefan Duerr informed the governor that a cheese plant with the processing capacity of 60 tonnes of milk per day is scheduled to be commissioned in

Shchuchye village, Liski district, in autumn 2019. The investment volume will exceed 800 million rubles. Currently, EkoNiva is carrying out a major modernisation of the milk processing plant in Anna. As part of this investment project, the processing capacity will be increased to 440 tonnes of milk per day. Besides, the plant will be equipped with new curds production sections with the aggregate capacity of 20 tonnes per day. Construction works for a large processing plant in Bobrov district are to begin in the nearest future. The new plant with the expected processing capacity of 2,000 tonnes of milk per day will produce baby food, whole milk, fermented milk products and desserts. The estimated project budget exceeds 20 billion rubles.

The company is also ramping up its raw milk production capacity: several dairy farms for 2,800 head each will be put into operation in Bobrov, Liski and Anna districts this year. Besides, the construction of two new dairies for 3,300 head each is to commence in Bobrov and Buturlinovka districts.

Stefan Duerr told the governor about the development of EKONIVA dairy brand.

'We offer the customers our field-to-shop shelf concept. We have our own land, feed, cows, specialists, processing facilities and, as a result, our own dairy product. It makes all the difference', emphasised the president of the company.

By Yana RYABINSKAYA



During the exhibition, hundreds of current and potential customers of EkoNiva from all Russian regions visited EkoNiva-Semena's booth. Veniamin Kondratyev, Governor of Krasnodar area, was among the honoured visitors of the booth.

From seeds to harvest

EkoNiva-Semena has taken part in the 25th International trade show YugAgro held in Krasnodar.

Specialists of the company told him about EkoNiva's breeding programme for soft winter wheat: three new varieties — Sheratan, Alioth and Cepheus — will soon be launched onto the market. The Governor of Krasnodar area wished EkoNiva good luck in implementing the challenging but important strategic plan of developing its own breeding programme.

The exhibition guests demonstrated a keen interest in soybeans. The crop is becoming increasingly popular in many regions of Russia, including Krasnodar area.

'Our company offers an early maturing soybean variety OAC Prudence', says Willi Drews, Doctor of Agronomy, EkoNiva's crop farming advisor. 'We also recommend our customers a Swiss soybean variety Turmalin. Turmalin showed good results in our trials in Ust-Labinsk: the yield approximated 2.3 tonnes per hectare.'

Farms in 12 Russian regions trust EkoNiva-Semena and buy its seeds without any hesitation.

'We have been working with EkoNiva-Semena for four years already, and we are very pleased with the results', says Dmitry Filonov, Manager of a farm in Kursk oblast. 'We usually purchase spring and winter wheat and OAC Prudence soybeans. This variety gives amazing yields — 3 tonnes per hectare. We have 360 hectares of soybeans this year, and we are planning to increase the sown area to 450 hectares.'

Fodder grasses, including clover and alfalfa, are the specialty of EkoNiva-Semena. The company not only sells seeds but also assists farmers in every aspect: from selecting the right varieties to harvesting.

By Tatyana IGNATENKO



Partnership with China

'Before we came here, China had been a terra incognita to us, and we hadn't had any idea about Chinese seed breeding and production. But since our company is active in this industry, we are keen on enlarging the number of our international partners, which is beneficial from both commercial and scientific points of view.'

During the visit to Harbin, representatives of EkoNiva-Semena concluded agreements with four Chinese companies on testing soybean genetic material.

'Soybean is one of the world's major crops, since it is one of the main sources of protein', continues Vladimir Chirkov. 'And China is one of the world's top five in soybean production. We were favourably impressed with the diverse genetic material exhibited at Harbin fair. We are ready to work with the Chinese companies, and they show a genuine interest in cooperation with us.'

Ten Chinese soybean varieties have been chosen for testing in the Russian climatic conditions. The required documents are being processed now. Chinese soybeans will undergo trials in the Far East and Kursk oblast. Upon completion of the trials, the partners will determine if these varieties are a good choice and if it is possible to commercialise them within the licensed territory in Russia.

By Tatyana IGNATENKO

EkoNiva-Semena is planning to enter into partnership with Chinese companies. The respective draft agreement was concluded at the 24th Harbin International Seed Expo, which was held in Heilongjiang Province, the agricultural centre of China and one of China's business gateways to Russia.

The large-scale exhibition held at Harbin International Exhibition Centre featured the best seeds and new seed varieties, as well as commercial fertiliser, pesticides and appliances for seed testing and treatment. Seed Expo

welcomed more than 1,200 exponents and 150,000 visitors.

'It is our first industry-specific exhibition in China, and we have already had some successful meetings', says Vladimir Chirkov, Executive Director of EkoNiva-Semena.

Stefan Duerr in the media spotlight

Stefan Duerr, EkoNiva Group President, has been nominated as Media Person of the Year in Black Soil region. The award ceremony took place in the course of the annual Press, Business and Government Ball.

The chairman of Lipetsk City Council Igor Tinkov and the State Duma Deputy for Voronezh oblast Andrey Markov also entered the shortlist of the prize granted to businessmen and politicians for their open and honest position in the media. But the award found a deserving winner in Stefan Duerr, who, thanks to his vigorous activity and a dynamic outlook on life, has created an impressive media space around himself, attracting the attention of both the media and ordinary people.

2018 proved to be an extremely busy year for EkoNiva and Stefan Duerr providing a significant number of newsworthy events and reasons for press releases and TV interviews. Mass media covered the

construction of numerous dairy farms and a cheese-factory and, of course, the launch of EKONIVA dairy brand, featuring the face of Stefan himself. Besides, Stefan Duerr was the first businessman to conduct live broadcasts on social networking sites, giving honest answers to the trickiest questions.

It was Stefan Duerr's frankness, willingness to communicate and productive work that played the decisive role in forming the jury's opinion to award him the title of Media Person of the Year in Black Soil region.

By Viktor BARGOTIN





Heading towards Argentinian innovations

A group of enthusiasts practicing no-till farming has visited Argentina. The managers and specialists of farming enterprises from Kemerovo, Novosibirsk, Tomsk, Tula and Voronezh oblasts that have converted to no-till cropping system invariably turn to EkoNiva for equipment, seeds and best practices.

For the growers, it was their first trip overseas dedicated specifically to the studying of no-till farming practice.

The itinerary included arid southern parts of Buenos-Aires province, which were formerly considered unsuitable for crop farming, with beef and dairy cattle as predominant farming types. Introduction of no-till system in the 70s gave an impulse to the development of crop production, with the cultivation of such crops as soybeans, maize, wheat and spring malting barley. Very few forage crops were included into the crop rotation as the cows were grazing on pasture year round.

The extraordinary approach of Argentinian agronomists to sowing rates of all crops — they are 2-4 times lower than comparable values in Central Russia — came as a complete surprise. For example, the sowing rate of maize, which is the major crop for areas with good water availability, is 32 thsd seeds/ha. However, when maize is sown into a stubble (planting in December and the poor water availability), the sowing rate decreases to 23 thsd pcs/ha. All the maize hybrids are GM, glyphosate group resistant. To control

weeds in such a thin stand, glyphosate is applied to the crop up to three times during the growing season.

The main export crop in Argentina is soybeans, the country being the third largest producer of the crop worldwide. The climate is suitable for growing varieties reaching maturity in up to 180 days. The seeding rate of soybeans is 250 thsd seeds/ha. Owing to the good branching of the crop, the yield amounts to 2.5-4 tonnes/ha.

Long-time use of the active substance has resulted in the evolution of 25 glyphosate resistant weed species. Thus, the glyphosate-based herbicides have lost their efficacy in controlling these kinds of weeds. The practice of rotation of the herbicides with different modes of action and the use of combined herbicides are suggested as possible strategies for preventing

or slowing down the evolution of weed herbicide resistance.

The Siberian farmers wondered at the spring wheat and malting barley growing practice. The low sowing rates and the high tillering rate did not match their expectations. For instance, spring malting barley variety Shakira was sown at the rate of from 60 up to 100 kg/ha (it exceeds 200 kg/ha in this country). Thanks to the tillering rate of from 5 to 6, the farmers manage to achieve an optimum stand of 700 heads/sq. m by harvest time, with subsequent yield amounting to 5.5 tonnes/ha.

Another discovery was the unbelievable low water consumption rate during spraying, averaging 60 l/ha. The agronomist of one of the farming enterprises visited by the guests from Russia has been working at a sprayer application rate of 6-8 l/ha (from 100 up to 300 l in this country) for a number of years now. The use of oil-based adjuvants is critical to the success of this practice. The oil coats the small water droplets, preventing their evaporation. As the adjuvant hits the leaf, it lowers the droplet surface tension, enlarging the leaf area of liquid coverage.

The group visited National Institute of Agricultural Technology (INTA) near Bordenave, 47 extension units of which support farmers. The work is financed by the government.

The know-how exchange of the adherents of no-till agriculture went very well. The key takeaway from the trip is that some mistakes, which have been made in Argentina, such as an intensive use of GM varieties and hybrids and creation of glyphosate-resistant weeds, are possible to avoid in Russia.

*By Willi DREWS,
Doctor of Agronomy,
an advisor of EkoNiva*





New plant varieties to farmers' benefit

On the premises of Zashchitnoye enterprise in Kursk oblast, EkoNiva has been developing new highly adaptive varieties of soft winter wheat to meet the growing demands of domestic farmers.

In the framework of the plant breeding project, new high-yielding varieties of winter wheat with a high grain quality and resistance to environmental stress factors are being developed.

The plant breeding work has been targeted at combining such economically important traits as winter hardiness, draught resistance and high yielding capacity and good quality in the new varieties to enable farmers to produce consistently high yields of food-quality grain even in the regions with harsh growing conditions.

The first results of the plant-breeding programme are already available. They are nine new food-grade varieties, which are unique in their economically and biologically valuable traits. Alioth, Cepheus and Sheratan are currently undergoing the second year of variety trials. Albireo, Avior and Taygeta are in the first year of trials. Another three varieties, Trigor, Mars and Foton, have been submitted for entry into state trials in 2019. In terms of baking performance, the varieties correspond to Group 1 and Group 2 wheats.

Every year since 2016, EkoNiva-Semena has been submitting three winter wheat varieties, whose performance exceeds the standard in terms of yield and economically important traits, for state variety trials. Due to the significant progress of the plant breeding programme, a continuous system for the development of winter wheat varieties and their transfer into state trials has been established in EkoNiva-Semena.

Also a joint plant breeding project with IG-Pflanzenzucht, a leading German plant

breeding company, is underway in the fields of Zashchitnoye. The goal of the cooperation is the development of new intensive winter wheat varieties, whose genotype will combine the top yielding potential and grain quality of German cultivars with the unrivalled winter hardiness and resistance to other environmental stress factors of domestic varieties.

To date the new genetics created in the fields of Zashchitnoye with the expertise of EkoNiva-Semena is among the best soft winter wheat varieties not only in Russia but also abroad.

All the new varieties bred by the company have passed the test in the naturally occurring harsh winter conditions in 2018 in the Shchigry variety trial plot. For several days, the below-freezing temperatures fluctuated from -15°C to -28°C , with no snow cover on the ground. The varieties exhibited high cold resistance and exceeded the yield of the standard, Lgovskaya 4, as well as the domestic genetics of both new and propagated varieties of research institutes of the Southern, Central Black Soil and Central regions to a varying degree. As for the imported varieties, most of the stands were damaged by winterkill, with only individual plants surviving.

The highly adaptive food-grade varieties are capable of maintaining stable yields even in unfavourable conditions. At the same time, they respond to high input with full potential unlocking and efficiently use medium input. All these traits make the new varieties economically sound for the agricultural production of the region and the country on the whole.

Soft winter wheat varieties Alioth, Cepheus and Sheratan will go on sale in small quantities already this season, whereas the first commercial lots will become available to our partners in 2020.

*By Andrey ZVYAGIN,
Head of Plant Breeding and Early Generation
Seed Production Department
of Zashchitnoye*





Care for the people and the planet!

Such was the keynote of BioFach 2019 International Organic Food Trade Fair held in Germany.

This large-scale event shows that the world organic production has taken a huge step forward and makes the visitors think about the matters of global importance. The philosophy of BioFach lies in the care for the future generations, human health and natural resources.

At BioFach 2019, Russian producers showcased their unique organic products: natural sea buckthorn juice, Siberian pine nuts and cedar milk, Altai tea and honey. These products are yet unparalleled in the global market. The exposition was unveiled by the delegation headed by Aleksey Gordeyev, Deputy Prime Minister of Russia for Agriculture, Natural Resources and Ecology.

'Russia possesses a huge amount of land and fresh water', points out Aleksey Gordeyev. 'We can make a significant contribution to the development of organic farming and wholesome food production.'

It is the second time that Savinskaya Niva organic farm has showcased its products at Biofach. The enterprise specialises in beef cattle farming and organic crops growing. The president of EkoNiva Group Stefan Duerr and the director of Savinskaya Niva Anatoliy

Nakaryakov told Aleksey Gordeyev about the development and prospects of the company's organic production.

'Savinskaya Niva is embarking on a new organic milk production project in Kaluga oblast', says Anatoliy Nakaryakov. 'A farm for 250 milking cows of Simmental and Ayrshire breeds is currently under reconstruction. We are planning to equip it with a robotic milking parlour.'

The cows will graze on pastures, so there will be fresh grass in their diet. This milk is definitely going to be delicious and healthy!

In Orenburg oblast, the company is planning to launch Severnaya Niva Bio project aimed at the development of organic fodder production and beef cattle farming. EkoNiva is also considering developing organic production in Voronezh oblast.

Aleksey Gordeyev thanked the Russian exhibitors and expressed hope to taste organic milk and beef of Savinskaya Niva at the next Biofach Trade Fair.

A panel discussion devoted to the prospects of Russian organic production was held in the course of BioFach. Of special interest was the

Organic Products Law coming into force on 1 January, 2020.

'The law provides for a state support system, and the order of granting subsidies is currently being developed', says Ivan Lebedev, Deputy Minister of Agriculture of the Russian Federation. 'There is a lack of specialists in organic farming and, consequently, there are not enough competent organisations which could certify farmland as organic. Today, 54 agricultural universities of the country have made changes in the curriculum in order to train specialists in organic farming starting from 2019.'

Another important issue is bilateral recognition of the Russian and European quality standards. Stefan Duerr, President of EkoNiva Group, shared his views on the subject.

'It may take three or four years before we reach an agreement on bilateral certification. I believe the countries of the European Community should be interested in it because the organic food market in Russia amounts to 160 million euros and most of the goods are imported. Currently, importing organic products to Russia is relatively easy, however, the situation might change starting from 1 January, 2020. For example, western producers of muesli will have to undergo certification in Russian regulatory authorities to be able to sell their goods under the label 'bio' or 'organic' in Russia. In order to reach a common understanding as soon as possible, there must be a mutual interest.'

While the parties were discussing the terms of future cooperation, a huge cake made from only organic products was brought in to celebrate the 30th anniversary of BioFach. Aleksey Gordeyev and the charming Julia Kloeckner, Minister of Agriculture of Germany, were the first to taste the culinary masterpiece.

By Darya DENISOVA





SIMA 2019 in Paris: unveiling innovations

Paris-Nord Villepinte exhibition hall has housed the 78th SIMA trade show.

The customers of EkoNivaTekhnika-Holding visited the trade show to see cutting-edge farm machinery presented by the world's leading manufacturers.

'The scale of the trade show just takes your breath away!' shares Dmitriy Tokmakov, Sales Representative of EkoNiva-Chernozemye. 'We are particularly impressed by John Deere's novelties.'

The attention of the most demanding farmers of the world was focused on the new generation of HarvestLab Constituent Sensing Tool providing real-time data on basic feed quality parameters and allowing automatic adjustment of the necessary inoculant amount based on the current dry matter level.

The HarvestLab 3000 is customised for the Russian market and can be used as a mobile lab when mounted on a harvester. Real-time data recording helps farmers to control silage quality and improve ration management. This, consequently, results in stable milk production and higher cost efficiency.

Alongside the novelties, John Deere displayed the well-known and time-proven S780 grain harvester. This time, the harvester featured a HydraFlex Draper header with improved ground following and smoother crop flow.

'The low-cut headers are ideal for harvesting such crops as soybeans, peas or lentils', says Willi Drews, Doctor of Agronomy, EkoNiva's adviser. 'The cutterbar ensures perfect ground following allowing the farmer to receive high-quality harvest with minimum losses.'

Vaderstad also showcased a number of new solutions. The Vaderstad Tempo L16 precision planter was in the spotlight. The Tempo L features a large fertiliser hopper with high capacity fertiliser metering and a pressurised seed unit capable to adapt the seed meter rate to the varying field conditions.

The managers of V.P. Kotov farming enterprise (Voronezh oblast, Bobrov district) had been considering buying a



new planter from Vaderstad even before coming to SIMA 2019. The final purchase decision was made at the trade show: the new reliable and efficient machine would be irreplaceable on the farm.

'We have concluded an agreement for the supply of two Vaderstad Tempo L16 planters', says Andrey Cherednikov, Deputy Director of V.P. Kotov farming enterprise. 'We have been operating a Vaderstad 8-row Tempo planter for two years, and we are very happy with its performance. We expect even more output from the new machines.'

Fliegl machinery demo shows also generated a keen interest at the show.

'We were particularly interested in transfer trailers and liquid manure handling technology, which is not in common use in Russia yet, but our clients are already considering this option', comments Dmitriy Tokmakov. 'A wide range of telehandler attachments, including saws, buckets and brooms, appeal to our customers. They are becoming increasingly popular in the Russian market.'

MICHELIN demoed the new tyre pressure calculator. The online tool calculates the optimal air pressure depending on the agricultural machine type and its tasks. Calculating the optimal pressure helps to reduce soil compaction and considerably cut on fuel consumption.

In addition, MICHELIN exhibited its updated Auto Inflate system, a solution allowing automatic tyre pressure

management. The system helps to reduce the service time and switch between different tasks maintaining optimal tyre pressure.

EkoNiva's partners were satisfied with their visit to the trade show. They saw the latest innovations in farm machinery building, asked the representatives of manufacturing companies a lot of



important questions and learnt about new special offers and discounts.

'The trip has proved to be very useful! Now, I am well-informed about the features of the new tractors and grain harvesters', says Vladimir Levchenko, Chief Engineer of RusAgro. 'Our company has an extensive fleet of machinery: more than 1,000 units. Efficient machinery is essential on any farm, and a trustworthy dealer can always help to make the best choice.'

By Tatyana IGNATENKO



AgroFarm: generating new ideas

EkoNiva has presented its booth at AgroFarm 2019, the 13th international trade fair. This time, around 400 companies from 30 countries introduced their products and services at Hall 75 of VDNH Exhibition Centre.



Dynamically developing livestock farming was the limelight of AgroFarm this year. Machinery, technologies and their efficient use play an important role in the improvement and further development of dairy farming. 'We always offer farmers the most cutting-edge equipment and service', says Bjoerne Drechsler, First Deputy Director General of EkoNiva-Tekhnika. 'For example, we



cannot do without forage harvesters and mixing wagons in dairy farming.' Today, EkoNiva-Tekhnika Holding in cooperation with BvL offers an exciting solution to optimise the cattle feeding process — the V-DAIRY Feeder system.

'This is an outstanding innovation allowing to monitor all feeding-related processes', says Ivan Balakhontsev, Sales Department Manager of Kirov branch office of EkoNiva-Tekhnika. 'For example, it adjusts diets as soon as the forage quality changes. All you need is an electronic device which has Internet access.'

Two large farms in Kirov oblast have already been using the system in test mode, and we have the first positive reviews. No doubt, it is the system of the future. And it should be noted that the ability, willingness and capacity to offer state-of-the-art solutions are exactly the reasons why clients and partners value EkoNiva so much.

Krasny Mayak farm (Yaroslavl oblast) is engaged in dairy and crop farming. It is a progressive enterprise determined to expand and upgrade. EkoNiva-Tekhnika has supplied over 80% of its machinery. The fleet consists mostly of John Deere and JCB machines. The farm managers explain that the choice of the dealer is caused by three factors: service quality, genuine partnership and the company's credibility in all respects.

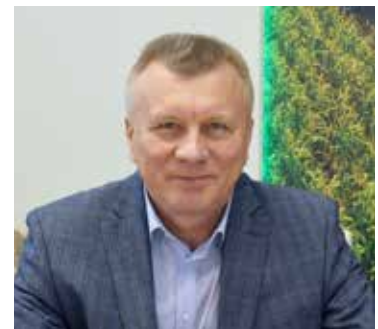
'In our fields, we sow only EkoNiva's seeds', says Vasily Finogeyev, Farm Manager. 'We have been purchasing cereal seeds from EkoNiva for many years and have always been content with the result. Next season, we are also going to try forage grasses — alfalfa, in particular. We hope to succeed as the seeds are of high quality, indeed.'

EkoNiva-Semena puts a lot of effort into searching and studying new varieties. Varieties from over 40 plant breeding centres are currently in production or undergoing trials.

'Now maize is one of the prospective markets', says Evgeniy Kucheryavenko, Deputy Executive Director of EkoNiva-Semena. 'At the moment we have an agreement with a few distributors, and we are planning to work on 10 hybrids simultaneously.'

EkoNiva-Semena is known all over Russia, from Kaliningrad to the Far East. The company offers an impressive seed portfolio: cereals, pulses, perennial and annual forage grasses. Positive feedback from numerous clients is a testament to the prominent quality of the seeds.

'We have been working with EkoNiva-Semena and EkoNiva-Tekhnika for many years', says Nikolay Kharkin, Manager of Agrofirma Sredneivkino (Kirov oblast). 'We have a large farm with a 90-year history. We constantly



purchase and upgrade our machinery, we buy quality seeds. We value only reliable partners and we are satisfied with our partnership with EkoNiva.'

By Tatyana IGNATENKO



Successful debut

Prodexpo 2019, the 26th international exhibition for food, beverages and raw food materials, has been held at Krasnaya Presnya exhibition centre. It was the first dedicated exhibition for EkoNiva and it proved to be a real success.

Prodexpo visitors enjoyed delicious, healthy and affordable products of the new brand EKONIVA. The company booth with delicious dairy products made with natural milk drew the guests from Moscow and other cities of Russia like a magnet. EKONIVA dairy brand entered the federal market just last autumn and has already won a universal acclaim.

'We offer not only our products but the entire brand concept', says Stefan Duerr, EkoNiva Group President. 'The major difference between us and other producers is the strict quality control from the field to the shop shelf. We want people to see that we have our own cows, fields, feedstuff, processing facilities, and eventually produce our own product. I personally guarantee the quality.'

Taking part in Prodexpo-2019 is an important step for the company. Their main goal is to attract attention to the brand and expand the range of business contacts.

'We are newbies at this renowned exhibition', continues Stefan Duerr. 'However, we have something to show and to offer. We produce a complete dairy line: from milk to flavoured

yoghurts and quark desserts. We expect to achieve success and win the recognition of customers because we offer natural products.'

Dairy ingredients are the first and



the main thing that Olga Petrova, an individual entrepreneur, pays attention to. The businesswoman chooses dairy products not just for herself and her family. At Prodexpo, she traditionally searches for novelties to add to the product range offered at her shops.

'We have 4 shops in Moscow oblast', says the businesswoman. 'Our shops are not big, and we value our customers' loyalty, that is why we choose the best for them. I always make sure that the dairy products we sell are made from natural milk and, of course, I taste the products myself. I am glad that the raw materials used in EKONIVA products are produced in Russia. Besides, the dairy treats are really delicious, and the brand name is lovely.'

Alla Sergeyeva came to the exhibition from the Far East. She could not help stopping at EkoNiva's booth to take part in the entertaining workshop: culinary experts showed how to make sweets from curds.

'The recipe is interesting and easy, and the taste is excellent', comments Alla, a resident of the most remote district of our country. 'I liked EKONIVA butter a lot. And the milk reminded me of the taste I have known from my childhood. Unfortunately, in the Far East we mostly drink reconstituted whole milk.'

Nowadays, it is hard to find products containing no preservatives or, at least, a small amount of them. Special food additives allow to extend shelf life significantly, and many producers use them to excess.

'It is very important to me that EKONIVA products have a short shelf life', says Vladimir Alfyorov, a visitor of the exhibition. 'That means they are natural and tasty. I have been buying

only EKONIVA products lately, and I recommend them to all my friends.'

EKONIVA brand won the Best Product contest and was awarded a gold medal at Prodexpo.

By Tatyana IGNATENKO



VÄDERSTAD

Vaderstad unveils Universal Control Protocol

Precision farming, a crop production management system based on the use of GPS and GIS technologies, is being actively developed and adopted all over the world. Growers have started tapping into its emerging potential. Unlike conventional farming, which lacks exactness in operation, the current technology offers an insight into the required amount of seeds, fertiliser and other resources with precision down to each square metre within the field.

‘Variable-rate seeding is one of the most popular precision farming management practices currently in use’, says Roman Logunov, Sales Representative of EkoNiva-Chernozemye. ‘It enables growers to automatically apply variable sowing rates via external field maps containing the information about soil fertility and other factors influencing the yield. This makes it possible to improve the efficiency and reduce the costs, which results in the highest returns.’

To allow the farmers to take advantage of modern precision farming solutions, Vaderstad, a Sweden-based

manufacturer of tillage, drilling and planting equipment, has introduced the Universal Control communication protocol which enables the company’s Rapid pneumatic seed drills to apply a variable-rate output of seed and fertiliser by communicating with third-party suppliers of field-mapping services.

‘Rapid is a seed drill that carries out seedbed preparation, levelling, drilling and reconsolidation in one pass’, continues Roman Logunov. ‘It offers a reliable seeding result at high working speed.’

The Vaderstad Universal Control communication protocol enables routine drill control instructions to

be transmitted and allows automatic seed and fertiliser rate adjustment. With Universal Control, after wirelessly connecting to a seed drill’s gateway, a third-party supplier can provide farmers with the information related to variable seed or fertiliser rate based on the seed drill’s field position.

Vaderstad is making its new Universal Control communication protocol initially available with its Rapid A 400-800S series and Rapid A 600-800C/J series of pneumatic seed drills. The first compatible field-mapping services will be iSoyl by Soyl and ControlMaster by Datavaext.

By Darya DENISOVA





Universal solution from John Deere

According to academic economists, demand creates supply. The new John Deere 8245R tractor, which has become available to the customers of EkoNivaSibir, is a testament to that.

The model has been developed by the best engineers of the company to fill the niche of versatile tractors.

'The machine is a true multitasker', says Vil Bagautdinov, Sales Director of EkoNivaSibir. 'The decision on its development has been driven by the demand of farmers for a sturdy and reliable machine for both hauling and fieldwork.'

The John Deere 8245R has a rated capacity of 245 hp delivered by the 6-cylinder PowerTech Plus 9.0 I engine and demonstrates an overall efficiency rating of up to 93%. Environmental compliance is also there: while providing a high performance and cost savings, the power unit meets Tier 2/Stage II emission requirements.

The engine allows a boosted output of up to 10% and a 40% torque rise for demanding PTO and transport conditions. Maximum torques are achieved at optimum rpm within the wide consistent power range, thus guaranteeing a high pulling capacity.

The model is equipped with the e23™ PowerShift transmission. With the widest gear selection on the market and automation capabilities, you can improve machine efficiency and operator productivity. One of the key advantages of e23™ is significant cost saving on machine maintenance, which is proved by the product use experience at modern farming enterprises.

'The PowerShift enables the operator

to choose the gear which is optimum for specific application needs out of the 23 gears available', comments Vil Bagautdinov. 'The e23™ delivers the strength to handle sudden, high-torque power loads while maintaining responsive, quick, and smooth shifts. The maximum speed of 40-50 km/h is available at low rpm, with the automatic gear choice via the Efficiency Manager function.'

Thanks to the heavy-duty chassis, independent link suspension designed for additional towing power and responsive link arms to maintain ground contact and traction, the machine delivers an exceptional performance even in Siberian weather conditions.

John Deere understands operator comfort is critical to productivity, that

is why the model comes standard with several features to make the operator's job easier. Inside the cab of the John Deere 8245R, the operator will appreciate the spaciousness, ergonomics and comfort. The improvements include a virtually unrestricted view with the 40-degree right-hand seat swivel, the CommandARM console incorporating all the key machine functions and controls within easy reach and efficient noise reduction, thus decreasing operator fatigue and increasing productivity.

Give the John Deere 8245R a try and let it improve the efficiency of daily practices and overall financial performance of your enterprise!

By Aleksandr KUTISHCHEV





John Deere harvesters: powerful and graceful

For many years, the John Deere combine harvesters have been No. 1 in the farming machinery market.

Having once seen the John Deere equipment carrying out fieldwork, Dmitriy Miroshnik, Director of a farming enterprise in Krasnoyarskoye district, Novosibirsk oblast, decided once and for all to use only the high-performance and reliable machines manufactured by John Deere. Today, five self-propelled and six trailed John Deere machinery units are used at the enterprise. The units which form the basis of the enterprise's machinery fleet are rotary combine harvesters of three generations, STS 9670, S660 and S760. 'The main advantages of John Deere combine harvesters are reliability and failure-free operation', says Dmitriy Miroshnik. 'Even the older generation units demonstrate exceptional quality. They are suitable for multicrop harvesting.'

The main crops cultivated at Miroshnik's farming enterprise are wheat, peas, barley and canola. Besides, the management is planning to go into linseed and soybean production. They have achieved good results in harvesting virtually any crops with the John Deere 630X header, which is compatible with the John Deere S760 and S660 harvesters. Equipped with a rigid

cutting platform, the header offers high throughput enabling the operator to run the combine harvester at maximum capacity the whole time. The excellent performance of the header is achieved through the use of innovative solutions and advanced technologies as well as high production quality.

'The John Deere 630X header has been used at our enterprise for 2 years now', says Dmitriy Miroshnik. 'Initially, we purchased it for harvesting canola, but it also proved to be good for harvesting cereals and pulses. In my opinion, the key feature of the header is its extendable table.'

Dmitriy Miroshnik considers the quick changeover between crops, taking no more than 5 minutes and requiring no extra tools, to be another important advantage.

'At our enterprise, we use no-till cropping system, which requires uniform distribution of residue throughout the field', continues Dmitriy Miroshnik. 'It is widely known that preparation for next year's crop begins with sensible harvesting in the current year. Everything counts when it comes to determining the future crop: harvesting patterns, the quality of the

cut and so on. A good harvester is a guarantee of uniform stubble spreading. No combine harvester compares to a John Deere in doing this job.'

An undisputed advantage of the machines is their reasonable quality-price ratio. Due to high reliability, increased wear resistance and enhanced performance, ready spare parts availability and ease of operation, the products deliver a good value for money.

'What is important to me is that EkoNivaSibir provides top-level after-sales service and maintenance', says the farmer. 'The service centre, which has been operating in Krasnoyarskoye district since 2012, is within a walking distance from our farm. In case of a breakdown, we can always count on timely assistance.'

But the businessman also has quite a reasonable request to the service support team — to organise biannual training sessions on prevention of machinery breakdowns due to misuse for the enterprise's machinery operators. The preliminary agreements for workshops in 2019, held both at the service centre and on-farm, have already been reached.

By Tatyana IGNATENKO



What can be better than a JCB telehandler? – Two JCB telehandlers!

A telescopic handler is an indispensable assistant on any farm. This machine comes in handy all year-round and 24/7 due to its manoeuvrability, compactness, capacity and versatility.

The JCB 541-70 Agri telehandler appeared at Alyans farming enterprise (Novosibirsk oblast) almost a year ago and immediately proved to be a great choice. 'The JCB telehandler copes with any task with excellence', says Sergey Khritankov, Manager of the enterprise. 'Now we are so much used to the fact that our telehandler can tackle any job that it is hard to imagine how we did without it before.' Reliability and high performance are inherent features of the JCB

541-70 Agri. The machine is highly manoeuvrable even in restricted spaces and difficult ground conditions. 'A telehandler operated by one person and doing a huge variety of jobs saves the farm lots of money', emphasises Sergey Khritankov. 'It virtually replaces five different machines. We use the JCB 541-70 to handle and haul silage, haylage and manure, push the feed up and out. We cannot manage without it during construction works and snow cleaning either. Moreover, our electrician uses the telehandler as a

lifting platform to change light bulbs. The telehandler is good at everything!' The JCB 541-70 Agri is an efficient tool meeting the needs of industrial farms. Besides, it comes with a wide range of attachments available. Alyans has 4,000 hectares of cropland, a herd of 1,300 cows and bulls for fattening. Founded only four years ago, this young farming enterprise is progressive, ambitious and determined to expand. The farm managers realise that two telehandlers on the farm are, no doubt, better than one. 'We are planning to buy one more unit', shares Sergey Khritankov, 'as we are facing quite a problem: different services of our enterprise literally tear the handler to pieces. Everybody needs such a "man-of-all-works"!'. The JCB 541-70 Agri has gained popularity with farmers in no time, since the machine is an indispensable helper at any farming enterprise.

By Tatyana IGNATENKO





A perfect match!

Every year, the farmers of Kudryashovskoye enterprise in Novosibirsk oblast harvest an abundant crop. They have a secret ingredient in their recipe for success, and they do not mind revealing it. It is the reliable and efficient John Deere W650 combine harvester with the 630F header.

The John Deere W650 combine harvester entered the global agricultural market in 2007 replacing the WTS Series machines.

John Deere engineers had completely redesigned the previous harvester series by modifying all the key elements: from the threshing system to the cab, and, in fact, created a brand-new John Deere W650 combine with a number of improved features.

Compact dimensions, advanced features, prolonged time between overhauls and productivity make the John Deere W650 grain harvester the first choice of both small and large-scale farming enterprises.

‘Our farming enterprise has 57,000 hectares’, says Anatoliy Ketta, Director for Crop Production of Kudryashovskoye farm. ‘Our core business is beef farming and we grow our own forage for the herd. Large-scale production requires reliable machinery, and we find the John Deere W650 combines completely trustworthy. Currently, our fleet includes 19 JD W650 units.’

The John Deere W650 is driven by the 9-litre PowerTech 6-cylinder engine, 320 hp. The engine is also available in a 6.8-litre version, 305 hp.

‘The unique feature of the engine is that the power output increases when the engine rpm drops’, says Aleksey Burkhovetskiy, Senior Sales Representative of EkoNivaSibir. ‘The power boost ensures that forward speed can be maintained while harvesting non-stop and enables on-the-go unloading while maintaining top performance.’

The 11,000-litre grain tank is a clear advantage in achieving the highest throughput. It is equipped with an electrically operated cover that opens wide for maximum capacity.

The managers of Kudryashovskoye farm purchased new 630F headers to increase the output of their John Deere W650 combines.

The header was indispensable for harvesting soybeans growing on 9,000 hectares in 2018, but it was also useful for gathering other crops.

The header is equipped with the HydraFlex™ Cutting Platform featuring a hydraulic float system with a 15-cm float range. The unique HydraFlex system hydraulically controls the float of the cutterbar by a simple turn of a knob in the cab. The John Deere 630F platform header is a perfect solution for cutting low-growing crops.

‘The John Deere W650 combine with the John Deere 630F header can harvest up to 4.5 thousand tonnes of crop during the harvesting time’, continues Anatoliy Ketta. ‘We are quite happy with such good results.’

Another important feature of the combine is a comfortable operator cab. The spacious cab loaded with a host of smart details helps operators to stay focused and perform at their best, even on long working days and under the toughest harvesting conditions. Thanks to the tinted glass around the entire cab, the slimline cornerpost and highly ergonomic control elements, the operator always has a clear view.

‘Apart from the John Deere W650, we have six John Deere S660 combines’, summarises Anatoliy Ketta. ‘The first ‘green’ machines appeared in our fields a long time ago, and we have never regretted choosing EkoNivaSibir to be our dealer. The company offers professional service, comprehensive financing solutions and, of course, it sells reliable machinery. We are going to expand our farming enterprise soon and get new machinery. We won’t think twice before choosing a dealer — EkoNivaSibir is the choice we never doubt.’

By Viktor BARGOTIN



John Deere R4040i: fast, precise, reliable

The new John Deere R4040i self-propelled sprayer is becoming more and more popular with Russian farmers.

The machine is manufactured in the Netherlands where a sophisticated quality assurance system controls every stage of production. Assembled in the EU, the sprayer has compact dimensions. One of the features setting the machine apart from its competitors is the carbon fibre boom.

Light, robust and durable, the boom ranging from 24 m to 36 m in length was developed by John Deere in cooperation with King Agro, a company with over 25 years of experience in manufacturing carbon fibre structures for racing yachts.

The tests confirmed that the state-of-the-art carbon fibre boom is 6 times stronger and 5.5 times lighter than its steel counterpart.

The boom is non-corrosive and durable. It can bend without incurring any damage under reasonable load.

The low-inertia carbon fibre serves to reduce boom swinging and facilitate boom control making it possible to develop the speed of up to 25 km/h during spraying.

The carbon fibre booms are damage-resistant and easy to fix: all repair works can be done directly on the farm.

Another important advantage of the boom is its resistance to chemicals and liquid fertiliser. Besides, the light carbon fibre boom reduces the overall weight of the sprayer, thus reducing ground pressure.

The anti-yaw suspension system ensures vertical and horizontal boom breakaway protection.

The Terrain Control Pro and John Deere Terrain Command Pro systems, replacing the BoomTrac Pro option, provide automatic boom height and tilt adjustment on challenging

terrain. The sensors control the boom position against the soil and plants preventing it from lowering on the areas with lodged crops.

The John Deere R4040i Sprayer features the efficient and powerful PowerTech PVS 6.8-litre Tier 2/Stage II engine. The engine manufactured in France is fitted with a variable-geometry turbocharger and air-to-air aftercooling system which delivers consistent power over a wide range of engine rotations.

The rated capacity of the engine (235 hp) is enhanced by intelligent power management in challenging conditions. The fuel tank has the capacity of 290 litres.

The optimised design of the polyethylene solution tank allows increasing the actual volume by 5% up to 4,200 litres. Tank filling is facilitated by the unique double-pump PowrSpray system. The first pump with the capacity of 1,200 litres/min fills the tank with water and liquid chemicals. The second one — with the capacity of 1,000 litres/min — does the spraying. The Power Agitation system can operate in a manual or automatic mode.

Another cutting-edge feature is QuadControl Transmission with the Hydrostatic drive system and Sauer-Danfoss fully variable wheel drives. The QuadControl transmission allows for better traction, reliability and cruise control at speeds ranging from 13 km/h to 40 km/h.

The automatic overload protection system enables speed control in challenging conditions.

Transmission enables individual wheel slip control for maximised traction.

The hydraulic track adjustment for front and rear tyres enhances versatility and

makes it possible to match the track to the row width. The track can be adjusted in the range from 1.87 m to 2.86 m depending on the adjustment type and the size of wheel and tyre. John Deere R4040i allows unsurpassed manoeuvrability without any risk for the crop.

Flexible use of two-wheel, four-wheel or crab steering modes provides for delicate crop handling.



Like all John Deere machinery, the sprayer is exceedingly user-friendly. Besides the 360-degree visibility, the cab features an air-cushioned seat and a multifunctional hydro handle, which allows the operator to keep all the key functions under control.

The sprayer features the GS3 2630 display with integrated AutoTrac, Section Control and Documentation, while the cornerpost display provides the key machine information.

The new self-propelled R4040i sprayer offers farmers a unique opportunity to enjoy the benefits of John Deere's intellectual solutions and the reliability of the cutting-edge carbon fibre boom.

By Aleksandr KUTISHCHEV





ВСЕРОССИЙСКИЙ КОНКУРС
«МОЛОДОЙ ПРЕДПРИНИМАТЕЛЬ РОССИИ»



Embracing future career

The joint project of EkoNiva and Voronezh State Agricultural University — Training 3.0 — has earned a prestigious award in the Talent Pool category at the Trajectory, Nationwide Youth Career Guidance Programme Competition

The Trajectory competition has taken place for the 4th time to facilitate the implementation of efficient youth career guidance as one of the priorities of the state youth policy.

Unfortunately, a lot of university graduates take up jobs completely different from their qualification, which results in a considerable lack of workforce in many industries.

However, the unwillingness of graduates to pursue careers according to their qualifications is not the only cause of the problem. Companies in the sector fail to create the training environment for students and ensure they have opportunities to gain on-site experience in their respective fields.

EkoNiva, unlike others, brings prospective young employees into sharp focus. For more than five years, the company has been developing an internship programme improving its efficiency and inviting the best industry specialists and academic researchers. The training 3.0 project has become the result of this long-term work. Its goal is to support students' interest in their field of studies when it is necessary, provide them with hands-on experience and introduce them to cutting-edge practices in dairy farming.

A survey looking into the problem of low percentage of agricultural university graduates employed by farming enterprises shows that students become disengaged in their studies and get bored with tons of theory and no practice in the third year of studies. Therefore, the Training 3.0 project targets sophomore students who still have an ardent interest in their field of studies and are eager to practice the most progressive technologies.

The training programme comprises several stages. First, students spend 14 days at one of EkoNiva dairies learning about daily operations, milking and feeding basics and breeding process. The second week is focused on nutrition and baby calf care. The students do the daily ration adjustment for feeders and mix the fodder themselves. Moreover, sophomores measure forage dry matter, feed calves and work with fresh cows supervised by experienced colleagues.

'Training 3.0 has turned out to be a really interesting project', says Boris Morev, Personnel Training and Development Department Manager of EkoNiva-APK Holding. 'The project targets sophomores to make them aware of job prospects at production enterprises.'

According to the programme creators, they have managed to achieve their

initial goal. The students show interest in their field of studies after they have experienced cutting-edge practices in dairy farming. Training 3.0 has allowed students to gain experience in all areas of modern farm operations and break the old stereotypes about farming.

'Our cooperation project with EkoNiva has been running for several years', says Natalya Derkanosova, Vice-Rector for Education of Voronezh State Agricultural University. 'Two years ago, tailor-made ongoing training programmes and on-site internships all year round seemed impossible. But now, we have individual internship plans for our students and we are able to implement them. EkoNiva shares its best practices with us, which is not common nowadays. We hope that our joint projects will ensure that the modern agricultural sector of our region and the country has skilled workers and consumers have tasty and high-quality dairy products on their tables.'

In 2018, over 1,100 students from 50 Russian colleges and universities took internship at the holding enterprises. And these figures are increasing year by year.

By Viktor BARGOTIN,
Boris MOREV,
Dmitry TERTYCHNY





Ardent hearts and brilliant minds

Despite the frost, wind, and raging snowstorm, it was hot at Vysokoye dairy in the morning of 21 January. Indeed, the cold winter weather could not stand a chance against fifty young people with truly ardent hearts. Students from 15 regions of the country arrived at the opening ceremony of the 5th winter session of the Russian Nationwide Student Team MOST 2019.

The students will have two exciting months of hands-on training at the dairies of EkoNivaAgro helping veterinarians and herd managers with their work.

'MOST is one of the most promising youth projects in the agricultural industry', says Alina Savinova, Deputy Head of the non-governmental organisation Russian Student Teams. 'I'd like to congratulate the participants on joining this initiative. Moreover, I would like to express my gratitude to EkoNiva for providing guidance to the students in the process of their professional formation.'

Aleksey Blyumin, Head of the Student Team Association of Perm State Agricultural University, was one of the speakers addressing the young enthusiastic members of the student team.

'This year, we are celebrating the 60th anniversary of the student team initiative in Russia', observed Aleksey Blyumin. 'It is pleasant that the honourable traditions continue. MOST is a strong driving force for the development of the national agricultural sector and the economy of our Motherland. Participation in this project is a great opportunity for challenging yourselves, gaining new experience and becoming professionals.'

For the fourth year in a row, the students engaged in the project have been learning the basics of livestock farming in both theory and practice with the help of EkoNiva. It is no coincidence that every year EkoNiva demonstrates buoyant production growth. This dynamic development is achieved, among other things, through recruiting and development of young specialists in conjunction with the implementation of an effective mentorship system.

'We are always happy to see young and proactive people who aspire to



fulfil their potential at modern dairies', asserts Roman Sorokin, Manager of Vysokoye dairy. 'I wish the guys to become the best in their profession! And we will always be there to support them with our experience and advice.'

Aleksey Andreyev, Acting Rector of Perm State Agricultural University, greeted the students with a welcome letter. He highlighted that for several years, EkoNiva and the Perm University have been joining their efforts to prepare qualified veterinarians and herd managers.

'Students of our university have been doing internships at the enterprises of EkoNiva Group with invariable success, receiving up- to-date knowledge and gaining invaluable experience', says Aleksey Andreyev. 'EkoNiva opens truly unique opportunities for professional development!'

By tradition, at the end of the ceremony, each participant of the student team touched the project flag.

By Aleksandr KUTISHCHEV



Stefan Duerr:

'Even without sleeping a wink, I feel fresh and inspired!'

Stefan Duerr has hosted the second call-in show for consumers of EKONIVA's dairy products.



We got first-hand information that very soon the company's products will fill the shelves of the retail chain Carousel in Moscow oblast, and in about six months, residents of Saint Petersburg will also be able to purchase the delectable products. The honest litre of milk will not lessen by a single gram. The processing plants are undergoing extensive modernisation in order to enable product range expansion. By the new year, a cheese novelty will be on offer! Nevertheless, the audience was interested not only in the production, but also in agriculture itself and, of course, Stefan's views on various subjects.

What makes Russia appealing to you?

I am absolutely sure that the agricultural business in Russia has bright development prospects. There are lots of fields with fertile soil and strong people who love working and know how to do it. Moreover, the attitude to agriculture is favourable.

I have been to Thailand recently. The situation with milk is not that bad, but the conditions in which the Thais have to work are far from perfect. They lack land, and the climate is very harsh for milk production — it is hot and stifling, all this leads to low butterfat content and grave problems with water. In Russia, we have ample opportunity not only to provide ourselves with milk, but to supply it to half of the world, including Thailand and China.

Milk is what a cow gives you

Requirements for the labelling of milk-containing products have become more

stringent, which is good for us, as we do not add any milk substitutes to our products. Actually, it has become harder for our not very honest competitors to comply with the new rules. A law, according to which milk is what comes from an udder, came into effect on 25 January. It means that none of the rice or soy drinks can be called milk. However, some people think that such drinks are healthier. In fact, processing oats into 'milk' requires milling and diluting it with water, which implies the loss of the most valuable hull properties. Catalysts and a slew of chemicals are added to the remaining liquid. And the derived product is sold as 'milk'. Everyone makes their own choice on what to buy, but I personally prefer to drink natural milk.

Organic milk is coming soon

In Russia, we started our business with organic farming. EkoNiva was the first company in the country that attended an exhibition in Germany in 1996 bringing organic buckwheat and millet. Now, our organic farm Savinskaya Niva produces cereals and beef. We will reduce the beef production and relocate it to Orenburg oblast, where we have constructed an organic farm. The facilities belonging to Savinskaya Niva will be used for organic milk production, cows are already there. In May or June, we will start producing organic milk, which will be processed at the plant in Medyn, Kaluga oblast.

Russia and Germany: what makes the difference?

Germany allows meticulous planning. My brother wonders how I manage to work in Russia without knowing what will happen tomorrow. He has everything loud and clear. Although the flip side of this orderliness is that it is difficult to deviate from the plan.

Sometimes Russia can so to say drop bombshells, but the bad news is always

followed by something good. The country offers excellent prospects for development. In Germany, no one would have managed to build up a farming business of this scale within 15-16 years and break into the market. However, in



Germany there is less chance of facing stumbling blocks and failing.

To treat or send for slaughter?

In America, it works in the following way: if something is wrong with a cow, soon its meat will be on the butcher's shelves. However, our upbringing is different from theirs. If a cow has some disease, we carefully cure it. When cattle are treated with antibiotics, their milk is not used for production. Only if the treatment does not help, in order not to torture the animal, we cull it. On average, cows live on our farms for 6.5-7 years.

Cows strolling peacefully

We have 70,000 cows. In the barn, they move freely, and on many farms the animals are allowed to go outside. Only calves graze in the pastures as cows depend on the milking routine and cannot go far from the dairy.

A strong team is the key to success!

Even if I do not sleep a wink, I still feel vigorous. I am absolutely sure I can trust my team with anything. Back in the day, I was lucky to meet the right people, together with whom I built my team. It is a common mistake to think that Stefan is a business whizz and all the rest are mediocre. I guess many of my colleagues work even better than me. It is just because I am often in the public eye that many people know me.





EkoNiva's Super Power Heroes

Superheroes fighting the corporation of evil? — Not really. In fact, they are employees of EkoNiva-Chernozemye trying to prove that one can be a hero without any super power.

On 16 February, Mitino Landscape Park hosted an extreme sports event Race of Heroes. About three thousand sportive recreation enthusiasts from the four corners of the country came to Moscow to test their physical strength and be listed in the far-famed Hero League.

Race of Heroes comprises two obstacle courses, 5 and 10 kilometres long, on rough terrain filled with various objects and structures to get over, under or through. Year after year, the organisers have been making it even more challenging by way of installing various combinations of monkey bars with an interchange of rings, bars and ropes.

Last year, having completed the herculean course of the winter race, employees of EkoNiva-Chernozemye joined the honorary Hero League. This time, the team decided to raise the bar higher and traverse the 10-kilometer distance together with other corporate teams to determine the winner.

Rays of the early spring sun broke through the dark clouds to lighten the park before the start. The athletes were warming up in the sun and their

fans were supporting them with some spirit-stirring chants in the fan zone.

Ready, Steady Go! The organisers declared the start of the race, and the ten members of EkoNiva-Chernozemye team instantly took off from the start line. Apart from a few new members, the core of the company was essentially the same with Sergey Sidorenko as the captain.

Our team completed the first part of the distance with ease and for a little while we anticipated an effortless victory. However, it was a long and painstaking way ahead.

'It took us several months to prepare for the competition', says Sergey Sidorenko, EkoNiva-Chernozemye Technical Department Engineer. 'We went to the sports centre Olympic to work out on monkey bars and exercise in order to strengthen various muscle groups and be able to run long distances. Every participant of the Race of Heroes was prepared for strenuous physical activity, because one cannot run a distance like this without being fit enough.'

EkoNiva-Chernozemye brought their cheerleaders with them. Loud and enthusiastic, they supported their

heroes with thunderous chants right on the course. It seemed as if they were running ahead of their team to reach the next obstacle to wave the flags and wait for their athletes.

'I'm proud of our team, because there are not many people who can traverse an obstacle course like this', says Anna Deyeva, EkoNiva-Chernozemye Service Division Traffic Supervisor. 'Sometimes our voices became hoarse but it did not bother us much and we went on encouraging our guys. The race left a lasting impression on me and next year I would really like to take part in it to find out what it's like to be in the whirlwind of activities.'

The snow was melting under the feet turning into sludge and making each obstacle still more difficult. At especially hard moments, when muscle cramps made it almost impossible to go on and the energy was at a low ebb, the team members were literally a shoulder to lean on for one another. The friendly support helped to overcome the most difficult obstacles. It all came down to real teamwork which distinguished EkoNiva-Chernozemye from all the other participants, most of whom spread out or just fell out of the race.

The final test was called Elbrus Skiing Piste, and it took a whole lot of effort. After several attempts, the team pulled together and eventually crossed the finish line.

'Such events bring people together to let them show their trust in each other', says Veronika Shurina, EkoNiva-Chernozemye Machinery Ordering Department Manager. 'The team's success was to a large extent prompted by our joint efforts, morale and the incredible support of our cheerleaders.'

Having successfully completed the winter obstacle course, EkoNiva-Chernozemye got on the list of the 15 best corporate teams of the Race of Heroes.

We would like to congratulate our colleagues on their success and wish them new achievements not only in sport, but also in their work. You are the heroes!

By Viktor BARGOTIN





Time for skiing!

A touch of frost, a smooth ski track and good spirits were the main features of the Annual Cross-Country Ski Race of EkoNivaAgro which took place at the skiing centre in Liski, Voronezh oblast.

The second Cross-Country Ski Race of EkoNivaAgro gathered about fifty amateur sportsmen. Employees of all departments of the enterprise and members of their families took part in the competition.

The youngest contestants were the first to run the short-distance race. Right from the start, the participants demonstrated impressive skills and a strong will to win. Very soon Sasha Artemyev entered the final straight and shot ahead of Kostya Kempf and Alisa Petenova by a small margin.

After the youth race was over, the fair part of EkoNivaAgro entered the track. The number of participants has increased significantly in comparison with the previous year, so the rivalry was intense. Liliya Dyorova was the first to cross the finish line, Irina Nikolayeva followed close behind and Natalya Solovyova became the third best female skier of the race.

‘Compared to the blustery wind and rain we had to ski through last year, the weather is just fabulous today’, says Liliya Dyorova, Manager of Laboratory Research Department of EkoNiva-APK Holding. ‘It is the second time I have taken part in these competitions. Last year, I was out of luck but today I have done my utmost to be the first! I am absolutely exhilarated! Without any doubt, the race gave a surge of positive energy to all the participants which is much more important than the victory.’

The competitive spirit demonstrated in the men’s race could only be compared to the emotions experienced by professional sportsmen participating in the World Cup. At the referee’s whistle, the men darted forward and disappeared behind the fir trees. It did not take the winners long to come back: the sportsmen reached the finish

line just a few minutes later to the deafening applause of the audience.

Daniil Savchuk came in first followed by Artyom Stupakov, while the third place was shared by two contestants. Even the photo finish did not help to determine which of them finished first, so Sergey Zharikov and Aleksandr Kazantsev both received the third-place award.

‘I usually go skiing a few times a week’, says Daniil Savchuk, Dairy Equipment Technician of EkoNivaAgro. ‘Since I was a child, my parents have been cultivating a love of this sport in me, so I’m a passionate skier. It is very good that EkoNivaAgro promotes a healthy lifestyle among its employees organising various sports events. I would like to thank our company for the excellent organisation of the ski race and for the opportunity to get together with my colleagues in an informal setting.’

A solemn award ceremony crowned the Cross-Country Ski Race of EkoNivaAgro closing one of the longed for events of the winter. However, the outdoor enthusiasts have another pleasant adventure to look forward to: the traditional winter fishing competition, which is as popular as the race, is to be held very soon.

By Viktor BARGOTIN





Milky way to a healthy life

Yummy, healthy, affordable! Today you can get high-quality dairy foods without retail markup and sample tempting dishes made with the Academy of Dairy Sciences products in Maslyanino village, Novosibirsk oblast, where the ‘academic’ brand has set up a fan shop.

It is an ideal place to spend your downtime with the nearest and dearest and enjoy toothsome and healthy treats, the taste of which you know from childhood, feeling as happy and carefree as a child again. The family cafe The Academy of Dairy Sciences warmly welcomes its guests and promises to treat them to appetising meals in a lovely homelike atmosphere.

‘Our menu offers cheese puddings, syrniki (quark pancakes), pancakes, omelettes and many other palatable and healthy dishes’, says Irina Tverdokhlebova, Fan Shop Manager. ‘All the recipes were developed by the best cookery experts and, of course, the natural dairy products supplied by the Academy of Dairy Sciences are the irreplaceable ingredients of all the dishes we serve. That is why they taste so delicious and homey.’

Moreover, all the visitors will be pleased with first-rate service, reasonable prices and hearty portions. The cafe decorated in the brand tones of white and blue is always light and cosy. Besides, the art space for the little ones encourages a very special warm-hearted and joyful atmosphere. Here children can both have a tasty bite and demonstrate their artistic abilities.

‘In Maslyanino, our cafe is the only place where you can drink delicious coffee made to cater to the most fastidious tastes’, goes on Irina Tverdokhlebova. ‘We have been receiving the most positive feedback since the day the cafe was opened. It



makes us very happy and inspires us to look for new ways to make our little cafe even more attractive!’

For those who are eager to please their loved ones with home-made healthy culinary delights, there is a shop where they can buy everything they need. A classical range of dairy products manufactured from the milk produced at EkoNiva’s own dairies is supplied directly from the local plant. Milk, kefir, sour cream, curds, butter, and yoghurt are on offer. It is worth mentioning that the shelf life of the dairy products does not exceed 14 days, which is another evidence of their authenticity and health benefits.

‘Our cafe is always ready to please even the most demanding customers with our delicious products’, says Elena Myrzak, EkoNiva-Food Project Manager. ‘A dairy bite is the best and the lightest option of all. Even those who are on a diet can indulge themselves with dairy treats. Moreover, our products are unrivalled in terms of their health benefits for our youngest visitors. We are always happy to see you in our fan shops!’

The Academy of Dairy Sciences cafe is looking forward to welcoming its guests at 27, Kommunisticheskaya street, Maslyanino.

By Tatyana IGNATENKO

March

Launching of Elban dairy

Venue: Elban village, Maslyanino district, Novosibirsk oblast

Organiser: Sibirskaya Niva

11-12 March

AgroComplex 2019

Venue: VDNH-EXPO, Ufa

Organiser: Bashkir Exhibition Company

13-15 March

AgriTek/FarmTekAstana 2019

Venue: Korme Exhibition Hall, Astana, Kazakhstan

Organiser: TNT Productions, LLC

17-24 March

Trip to John Deere factory

Venue: China, Tianjin

Organiser: EkoNivaTekhnika-Holding

21-22 March

AgroTekh-Mordovia 2019

Venue: MORDOVEXPOCENTRE, 24, Rossiyskaya street, Yalga village, Saransk, Republic of Mordovia

Organiser: the Ministry of Agriculture and Food of the Republic of Mordovia

23 March

Volleyball competition between employees of EkoNivaAgro

Venue: Lokomotiv sport and recreation centre, Liski

Organiser: EkoNivaAgro

April

Launching of Nesterovo dairy

Venue: Nesterovo, Pitelino district, Ryazan oblast

Organiser: OkaMoloko

13 April

Competition 'We are a sporty family'

Venue: Lokomotiv sport and recreation centre, Liski

Organiser: EkoNivaAgro



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17-24 March

Visit China with EkoNivaTekhnika-Holding! Don't miss the chance! Informative and exciting tour to the John Deere plant in Tianjin.

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