

## Dairy Land EkoNiva

expands its borders. The nation's largest dairy for 6,000 head of cattle has been launched in Siberia. Dmitry Patrushev, Minister of Agriculture of the Russian Federation, attended the official opening ceremony in Ryazan oblast

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## Beauty starts with milk

Miss Universe and a mother of two children Oksana Fyodorova shares her secrets

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## 25 years of innovation and development!

Over 60 units of machinery of the world's leading brands were presented at Fashion-Farmer 2019

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## Breathing new life into Russian villages

When compared to Berlin, the Russian capital definitely stands out as a more advanced and modern city offering endless opportunities. Large regional cities of Germany and Russia – for example, Voronezh and Stuttgart – are quite comparable. At the same time, Russian villages are far behind their well-developed German counterparts. This explains the fact that even those who were born and grew up in the country do their utmost to move first to the biggest town of their district, then to a city and ultimately – to Moscow.

A lot must be done to breathe new life into Russian villages. In the first place, people must have good jobs and salaries at least at

the same level as in the city and maybe even higher. Secondly, people must have two days off per week, even those who are engaged in livestock farming. Finally, villages must offer all necessary infrastructure for comfortable living: kindergartens, schools, high-quality medical services and recreation facilities.

If the Russian village becomes a well-developed, comfortable place for living, I am sure, many young people will choose to live and work there, and some will even move back from the cities because living in the rural area is undoubtedly better! Of course, you can't go to the Bolshoi Theatre or luxurious shopping centres in a village but you can enjoy beautiful nature and clean air, go fishing or take a walk in the forest instead.

I feel a deep respect for people from rural areas. They are more adapted to cope with difficulties. Many city dwellers are like greenhouse plants: the smallest challenge may look like an insurmountable problem to them. They are losing basic survival skills. Rural people are more wholesome, they possess a unique enthusiasm which enables them to move mountains! All we have to do is just help them a little, focus their energy on the right things.

I am very happy that the Russian government is currently paying close attention to the development of rural areas. I consider it extremely important and support the policy aimed at

improving the living conditions in the village. Our company is interested in attracting young people to rural areas so that they could stay there to work and create families. We want them to feel comfortable and happy, therefore, with the support of the government, we build houses for young specialists and kindergartens for their children and develop local community centres. Many young people are happy to give up city life for the beauty and harmony of the countryside.

I believe that this tendency will spread all over Russia to foster the Russian agricultural sector. It will be well worth the time and efforts of employers!

Stefan DÜRR,  
President of EkoNiva Group

EkoNiva Group was represented at two different locations: at the joint stand of the Russian Federation and in an individual booth. In collaboration with Chinese experts, EkoNiva had adapted its brand to the needs of Chinese consumers.

The company started preparing for potential export of dairy products to China as early as in December 2018. Following the market analyses and meetings with the distributors, a Chinese delegation visited the EkoNiva dairy farms and Anna dairy plant in Voronezh oblast. The management of distributor companies expressed their interest in starting the supplies supplies.

First deliveries of dairy products to China are due already in 2019. The volume of supply by the end of the current year may reach 1,500 tonnes.

'Our milk processing plant in Voronezh oblast has been certified as a dairy exporter for

## SIAL China 2019



EkoNiva has showcased the dairy products under EkoNiva brand at 20<sup>th</sup> international food trade fair SIAL China 2019 in Shanghai, PRC.

China. The Chinese market is huge and holds immense opportunity for our company. Compared to the

neighbouring countries, China's demand for dairy products is by far the highest', said Stefan

Dürr, President of EkoNiva Group. 'I think our products will also soon be exported to other Southeast Asian and Arab countries. In the future, Russia may well become a major exporter of dairy products such as cheese, milk powder, baby food and butter.'

Preparation is underway to certify the milk processing plants in Kaluga and Novosibirsk oblasts for export as well.

Stefan Dürr also announced the company's plans to increase the daily output of EkoNiva-APK Holding up to 6,000 tonnes of milk within two or three years and to rely entirely on in-house capacities to process all its milk within another three to four years.

This year, the international food trade fair SIAL China is said to have brought together more than 3,000 exhibitors and 80,000 professionals from all over the world in a total of 11 exhibition halls.

By Yana RYABINSKAYA

## Siberia to open a window into Europe



The President of EkoNiva Group Stefan Dürr has taken part in 7<sup>th</sup> Summer Milk Summit within the framework of 11<sup>th</sup> Dairy Olympics held in St. Petersburg.

What is in store for the dairy industry? How will the export of Russian dairy products develop? These were the issues discussed by the leading industry experts from all over the world and almost 450 forum participants from 26 countries and 32 regions of Russia.

Stefan Dürr points out that inefficient farms are disappearing

from the market leaving room for the development of modern enterprises. In his opinion, the Russian dairy industry will preserve its diversity of economic structures, although each form of production will have to find its place.

'When it comes to commodities for the export market, large enterprises come into play', says President of EkoNiva Group. 'Meanwhile,

production of hand-made delicacies is a niche for small farms.'

However, the expert assumes that the agricultural industry is on the way to aggregation, which is already the case with pig farming. According to the founder of EkoNiva, in two or three years, 10 vertically integrated companies will produce about 15 million tonnes of milk per year.

As for the export potential, Stefan Dürr views it as very promising. Russian milk is competitive in the global market. By way of illustration, Stefan Dürr compared the production costs at modern Russian, American and European farms. The cost of 1 kg of milk in Russia is 20.8 rubles, in the USA it amounts to 21.05 rubles and in Germany reaches 24.75 rubles. To become successful, domestic producers should strive to improve the image of Russian dairy products and develop logistics.

'It will take three or four years to shape up, establish new ties and gain experience', says Stefan Dürr. 'By 2025, the export of milk and dairy products may amount to 1 billion dollars.'

Moreover, Stefan Dürr considers China, Vietnam, Korea, the Middle East and, probably, African countries business opportunities.

'We can break into the European market only with specialties like delicious cheese from Siberia.

For Europeans, Siberia symbolises nature, ecology and Lake Baikal. We can bring the image of Siberia to Europe and make headway.'

Stefan Dürr drew the audience's attention to another emerging trend: tomorrow's milk might come from a bioreactor, rather than from an animal.

'I am convinced that most people will prefer genuine milk from a real cow', explains the company president. 'We need to popularise this product, to raise awareness about its numerous health benefits and to tell how it is produced.'

The guests of the forum were eager to learn EkoNiva's plans for Leningrad oblast. Stefan Dürr said that the day before he had visited the farm located in Volosovo district for the first time. Currently, EkoNiva manages 3,500 hectares and 800 cows there. Looking ahead, the company plans to expand the farmland up to 20-25 thousand hectares and the milking herd – up to 10,000 head. There is a good chance that not only Leningrad oblast, but also adjacent Pskov and Novgorod oblasts will be involved. The next step is in-house processing. In this respect two options are considered: acquisition of an existing milk processing plant or greenfield construction.

By Svetlana WEBER

# St. Petersburg agreements

Stefan Dürr, President of EkoNiva Group, has participated in the St. Petersburg International Economic Forum. As part of the forum, the head of the holding has had a number of meetings which resulted in the signing of three cooperation agreements.



EkoNiva and Moscow oblast Government have entered into a contract for the construction of a dairy processing plant producing soft cheeses,

curds and whole-milk products in Stupino. The document was signed by Andrey Vorobyov, Governor of Moscow Oblast, and Stefan Dürr, President of EkoNiva

Group. The total investment in the project implementation will amount to 36 billion rubles, and the plant will create 700 jobs. To provide the enterprise with milk, two new dairies will be built, which will require a total investment of almost 6 billion rubles.

'Last year, we made a contract for the construction of two 3,300-head dairies and we are already putting the plan into action. Next step is to build the largest dairy processing plant in Russia with the capacity of 2,000 tonnes of milk per day,' says Stefan Dürr following the signing of the contract.

Nikolay Lyubimov, Governor of Ryazan oblast, and Stefan Dürr have concluded a supplementary agreement between Ryazan Oblast Government and OkaMoloko. The document

provides for the construction of new dairies and other agricultural facilities in the region.

Furthermore, EkoNiva Group has signed a cooperation agreement with Otkrytiye Bank. The partnership opens up the opportunity to benefit from a vast range of Otkrytiye Group's financial services and products.

Over the course of the St. Petersburg International Economic Forum 2019, Stefan Dürr conducted a number of meetings with the heads of the RF regions and chief executives of business companies. The participants outlined their visions for further development of dairy farming and discussed other focal areas of the company's business.

By Yana RYABINSKAYA

## Bright prospects



A meeting between Stefan Dürr, President of EkoNiva Group, and Denis Pasler, Acting Governor of Orenburg oblast, has taken place in Severnoye district.

The meeting was devoted to the discussion on the prospects of further development of livestock farming in the region. EkoNiva plans on expanding its presence and constructing two more dairies for 3,550 head each. The achievement of the set goals requires 8-12 thousand hectares of land for each farm in order to ensure sufficient feed for the animals. This issue became the major focus of the meeting.

The Acting Governor tasked the heads of the adjacent districts with finding vacant land for EkoNiva's investment projects.

'Severnaya Niva can be taken as a good example,' says Denis Pasler. 'Over the last few years, Orenburg oblast has been losing approximately 20% of the livestock, a substantial year-on-year loss. However, Severnaya Niva projects

have managed to propel Severnoye district to the top of the livestock farming in the region. In this respect, our main goal is to support the investor willing to put money into the development of this sector.'

Once the meeting closed, the officials headed for Kurskaya Vasilyevka dairy with the capacity of 2,800 cows. In the future, the farm will include a young stock raising area for 10,000 head. The first phase of the dairy facility has already been brought into operation – two barns and a rotary milking parlour. The daily output amounts to 32 tonnes of milk. However, when working at full capacity, the dairy will produce

90 tonnes of milk per day and provide 115 people with jobs.

The following day, the President of EkoNiva Group Stefan Dürr visited other subdivisions of Severnaya Niva. In Yermeyevo district of Bashkortostan, the construction of Semyono-Makarovo dairy for 2,800 cows was consecrated. The event was attended by the Minister of Agriculture of Bashkortostan Ilshat Fazrakhmanov and other officials. The commissioning of the dairy is scheduled for autumn 2019.

In the presence of the Minister of Agriculture of the Republic of Tatarstan Marat Akhmetov, a time capsule with a letter to the descendants was placed in the foundation of Naratly dairy for 3,550 head located in Bugulma district. The special ceremony was also attended by representatives of the Orthodox and Islamic clergy, who gathered to bless the new initiative. The new dairy is scheduled to start production this autumn.

P.S. Before long, the search for the land required for the investment projects was successfully completed – suitable sites were found in Severnoye and Buguruslan districts.

By Svetlana WEBER



## Welcome to Nesterovo!

On 10 April, OkaMoloko farming enterprise within EkoNiva Group officially launched a dairy farm with the capacity of 2,800 head in Pitelino district, Ryazan oblast.

EkoNiva traditionally held a grand opening on the occasion of commissioning of its 1<sup>st</sup> in Ryazan oblast and

22<sup>nd</sup> dairy farm in Russia. Dmitry Patrushev, Minister of Agriculture of the Russian Federation, Nikolay Lyubimov, Governor of

Ryazan oblast, Pavel Markov, Deputy Chairman of the Board of Rosselkhozbank, and Stefan Dürr, President of EkoNiva Group, attended the celebration.

'EkoNiva is a reliable, responsible and, most importantly, highly professional company', says Dmitry Patrushev. 'Stefan Dürr starts up promising projects, which become drivers of successful dairy farming development in this country. The launch of Nesterovo facility will increase milk production in Ryazan oblast by approx. 6 per cent and create 120 jobs, which is a significant improvement for the region.'

Nesterovo is a free-stall dairy facility equipped with a 72-stall rotary milking parlour and a 16-stall herringbone parlour in the maternity pen for fresh cows. Besides, the operations feature pens for young stock from 3 to 8 months of age with an adjacent area for outdoor keeping. The total investment in the project amounts to 3,022 million rubles. The construction was carried out with the financial support of Rosselkhozbank.

'Commissioning of the modern dairy facility in Nesterovo is an important event for our region', shares Nikolay Lyubimov. 'What makes me happy is that life in the village goes on, the infrastructure improves, high-tech enterprises emerge providing local residents with additional jobs. Thanks to EkoNiva, people will no longer have to go to other regions in search of work. I sincerely hope that EkoNiva Group will continue to grow in our region.'

Far from being complacent with these achievements, EkoNiva sets the bar even higher. In 2019, the company is launching a megafarm for 6,000 lactating cows in Shatsk district and another dairy farm in Aleksandro-Nevsky district for 3,300 head in a year's time.

'The regional government provides full support to our projects, thus facilitating our rapid development', emphasises Stefan Dürr. And our company, in its turn, does its best to create all the conditions for the local residents, so that the level of life of the citizens of Pitelino district is not worse than that of Moscovites'

By Viktor BARGOTIN

## Heading towards new milk records

Yelban dairy, one of the largest dairy facilities in Russia, has been officially launched in Maslyanino district, Novosibirsk oblast.



The dairy unit for 6,000 head is fitted with the most cutting-edge equipment.

The opening ceremony was attended by Andrey Travnikov, Governor of Novosibirsk oblast, regional MPs, business representatives and numerous other guests. Stefan Dürr, President of EkoNiva group, took the delegation on the tour of the operating dairy farm.

Efficient management is ensured through the use of on-farm herd management software.

The milking parlour features two rotaries with the capacity of 72 stalls each. The planned annual output of Yelban dairy is 62,000 tonnes of milk. The total investment in the construction amounts to 5.1 billion rubles. The credit facility was provided by Rosselkhozbank.

'This is not my first visit to EkoNiva and I am invariably impressed with the scale and rate of project implementation', said Andrey Travnikov. 'The turnkey construction of Yelban dairy has been completed in less than a year.'

Among the honoured guests present at the official opening were the deputies of the Legislative Assembly of Novosibirsk oblast, many of whom had never visited Sibirskaya Niva before. The visitors were immensely impressed with the scale of the projects.

During the tasting, the guests had an opportunity to try the dairy products under EKONIVA brand – delivered to Siberia from Voronezh milk processing plant specifically for the occasion – for the first time. The tasty, natural and healthy dairy products, which have been available only to the residents of the central regions of the country until now, will soon be made in Siberia. After tasting the dairy produce, the guests visited the construction site

of the future cheese plant, whose rated capacity will be 1,150 tonnes of milk daily and whose launch is scheduled for the end of 2020.

'Today, rural development is a priority both for the government and the business representatives of the region', said Stefan Dürr, President of EkoNiva Group.

'I have a profound faith in rural areas as I know that people there can move heaven and earth', pointed out Stefan Dürr. 'I love Maslyanino district and its citizens, very open-hearted people. I want them to enjoy working here, so we do our best to encourage them to stay. The district has a lot to offer in terms of career opportunities and prospects for development.'

The official launch of Yelban dairy was marked not only by the traditional push of the button starting the rotary milking parlours, but also a symbolic goal to EkoNiva's 'gate of milk records'. Further achievements are ahead: the construction of 15 more dairies, one of them in Novosibirsk oblast, is underway in different regions of the country.

By Tatyana IGNATENKO

# Stronger ties – better results



A delegation headed by the Minister of Economic Cooperation and Development of the Federal Republic of Germany Gerd Müller has visited the capital of the Central Black Earth region. Voronezh State Agricultural University named after Emperor Peter I hosted a conference dedicated to the role of Russia and Germany in feeding the world population, which was moderated by Stefan Dürr, President of EkoNiva Group.

Governor Aleksandr Gusev, Viktor Logvinov, Vice Chairman of the Regional Government, and Vladimir Plotnikov, President of the Association of Farming Enterprises and Agricultural Cooperatives, delivered welcome speeches and presented their reports on the matter.

'Having made great strides in the agriculture in the past 20 years, Russia has become a strong partner for Germany and other European countries in ensuring food security for the world population', says Gerd Müller. 'Voronezh oblast is one of leading farming regions in Russia and I feel deeply honoured today to give a talk to the students who are the future of the industry. We will forge ahead if we share experience and introduce advanced practices based on the latest scientific research and development.'

Gerd Müller pointed out that adoption of sustainable practices, land conservation and compliance with the highest farming standards are as important as food security today considering high population growth rates in the world. In this respect, the development of organic production is one of the dominating trends currently, and EkoNiva sets an

example following this trend.

The cooperation of Russia and Germany is a considerable step forward in solving food security problems of the whole world', states Aleksandr Gusev. 'The experience and projects implemented by EkoNiva give us an illustrative example of how effective and fruitful such



partnership can be. Stefan Dürr was among the first to make use of the favourable conditions created by the government. For many years, EkoNiva Group President has been expanding production facilities and has been a major investor in the region.'

Vladimir Plotnikov, First Deputy Chairman of the Agricultural Committee of the State Duma and President of the Association of Farming Enterprises and Agricultural Cooperatives, stressed that the government is working intensively on the programme aimed at the comprehensive development of the rural areas.

EkoNiva is an outstanding example of the success you can achieve developing rural areas by employing the state-of-the-art scientific and technical achievements', continues Vladimir Plotnikov. 'I would like the young participants of the conference to visit the modern dairies of the company and get to know its experience in more detail.'

Stefan Dürr mentioned that soon it would be 30 years since he had come to Russia as a trainee. In his opinion, Mr Mueller's visit and his openness with young people provide a strong impulse to the student exchange programme between Russia and Germany.

Seek knowledge, learn and then come back to Voronezh oblast', says Stefan Dürr. 'We always welcome young specialists passionate and eager to continue their professional growth.'

The conference was concluded by signing a Letter of Intent outlining development of the cooperation of national farmer associations in the transition period.

After the conference, the delegation toured Verkhniy Ikorets dairy. The Minister was so impressed with the equipment and well-adjusted operation of the dairy that, at the milking parlour, Gerd Müller took on the role of a machine operator putting on an apron and standing by the rotary and milking the cows together with the local employees.

The guests also visited a memorial in Shchuchye village and laid flowers in commemoration of the people killed on the Eastern Front of the Second World War.

By Aleksandr KUTISHCHEV

The main purpose of the visit was to strengthen business relations with Voronezh oblast in several areas, including education.

Voronezh State Agricultural University and Christian Albrecht University of Kiel are currently developing close ties. At the meeting, the parties discussed the areas for future collaboration: joint academic programmes, scientific research and cultural exchange. A permanent working group will be established for this purpose.

'The meeting at Voronezh State Agricultural University has been productive for both parties,' said Hans-Joern Arp, Parliamentary Deputy for the federal state of Schleswig-Holstein. 'Together with the representatives of VSAU, we have agreed that our universities will prepare their profiles in order to find common ground for further cooperation.'

When in Voronezh, the delegation of the federal state of Schleswig-Holstein had an excellent opportunity to pay a visit to one of EkoNivaAgro's dairy farms. Stefan Dürr, President of EkoNiva Group, welcomed his countrymen on the farm in Verkhniy Ikorets village. He



## Steps towards each other

The delegation of the German federal state of Schleswig-Holstein has met the representatives of Voronezh State Agricultural University and visited one of EkoNivaAgro's dairies.

presented the holding structure to the guests from Germany, told about livestock farming, dairy processing, crop production and other activities of EkoNiva. Also, the guests had a tour of the dairy and could see how things work inside the farm.

'When we come back to Germany, we will definitely give an account of the positive changes in Russia,' said Hans-Joern Arp. 'EkoNiva gives a wonderful example of efficient development of production in Russia. I am convinced that our regions need

to take steps towards each other, and mutual understanding will be the starting point in our joint work.'

Next year, Voronezh oblast will welcome the delegation of Parliament's Council of Elders of the federal state of Schleswig-Holstein.

By Viktor BARGOTIN

## Production excellence on a global scale

On 2 April, top managers of John Deere from the USA paid a visit to EkoNiva.

Timothy Murphy, Global Director of Large Tractor Product Line at John Deere, and Dennis Docherty, Vice President for Sales and Marketing for John Deere in Europe, North Africa and Middle East, accompanied by Sergey Didenko, Head of Russian branch of John Deere Agricultural Holdings,

Inc., have visited Verkhniy Ikorets dairy (Voronezh oblast).

Stefan Dürr, Director General of EkoNiva-APK Holding welcomed the honourable guests and gave them a tour of one of the region's leading dairy farms.

'The first thing that catches my attention is the people,' says Dennis

Docherty. 'What I see here is a great passion for their trade, a deep understanding of how the farms operate and a wealth of experience. Being a diversified company – engaged both in hi-tech agricultural production and farm machinery dealer activity – EkoNiva stands out in the market. Besides, the company makes substantial investment in the social sector and the education of young specialists providing an outstanding example of a business that contributes significantly to

the prosperity of the country. It is a great honour for us to cooperate with such a company.'

After the tour of the dairy farm, the parties discussed the specifics of applying precision farming technologies in EkoNiva, saw the John Deere AG-DATA Integrator service in action and outlined ways of partnership in the near future.

'EkoNiva impresses in terms of both the production scale and the technologies,' says Tim Murphy.

'Since the launch of the first dairy farms, the company has come a long way and created a highly efficient production model, which is constantly improved while promptly implemented in each new project.'

According to Timothy Murphy and Dennis Docherty, the innovative technologies, which are successfully introduced by EkoNiva in dairy farming and crop production, provide the company with the opportunity to set world-class production standards.



By Aleksandr KUTISHCHEV

# The chance to start a new life

The solemn ceremony took place in Berlin. The award itself was named after the eminent person Friedrich Joseph Haass. Born in Germany, Dr. Haass spent most of his life in Russia where he committed himself to alleviating the plight of prisoners and exiles.

Handing over the award, the Chairman of the Management Board of the Russian-German Forum Matthias Platzeck highlighted that Stefan Dürr represents the best of the two worlds. His entrepreneurial success is inseparable from his sustained efforts to find common ground in the political and social life of Russia and Germany.

'Stefan Dürr is a Russian in Germany and a German in Russia. Buzzing with business and social activity, he does good and blazes a trail to the future,' says Matthias Platzeck.

In response, Stefan Dürr expressed his feeling of great honour to accept the award and a will to further cultivate the Russian-German relations.

Following the example of Dr. Haas, Stefan Dürr has donated his prize to support those who are currently sentenced to prison.

'I asked myself what Dr. Haas would have done. He was a person of faith, so am I. That's why I would like the money to go



The President of EkoNiva Group Stefan Dürr has become a winner of the award named after Dr. Friedrich Joseph Haass for the contribution to the development of the Russian-German relations.

to the orthodox prison church in Voronezh.'

The funds will be donated to the department of the prison services of the Voronezh archdiocese.

'I would like to change the public attitude to ex-offenders,' explains

Stefan Dürr. 'Everyone can make a mistake, but if they have repented and served their sentence, they deserve the chance to start a new life. Former prisoners should not be stigmatised to their dying day.'

EkoNiva undertakes to aid the people released from imprisonment and give the chance to those who are ready to work honestly without looking back at the past.

By Svetlana WEBER

## For the sake of society development

The 5<sup>th</sup> Entrepreneurship Forum named after Wilhelm Stoll has taken place in Voronezh. The President of EkoNiva Group Stefan Dürr had the floor as an expert speaker at the event.

One of the topical issues brought up at the meeting was related to human resources. What will make work in the rural areas of Voronezh oblast appealing to young specialists from all over Russia?

'When considering job opportunities outside a metropolis, young specialists think of infrastructure in the first place, apart from a fair salary,' says Stefan Dürr. 'They are concerned with such issues as whether there is a nice school so that their children could obtain a decent education, if the

accommodation is comfortable, what quality of care is provided, if culture facilities are available and so on.' Besides creating new jobs, improving the conditions of life in the village is one of the goals which we are gradually addressing together with the government. Today, from my perspective, it is necessary to put effort in developing the brand of the region as an attractive place to live and work since we do have something to offer.'

Moreover, Stefan Dürr emphasised that raising a new generation

of experts is no less important than providing employment for the existing workforce. That is why EkoNiva places a special focus on its in-house educational programmes in collaboration with

**Stefan Dürr emphasised that raising a new generation of experts is no less important than providing employment for the existing workforce.**

state agricultural universities. Last year, EkoNiva was also actively involved in creating the unique

project Agroclass for high-school students.

'I support the idea that the region should be positioned as advanced, offering good conditions for work and recreation,' says Aleksandr Gusev, Governor of Voronezh Oblast. 'We have learned from the previous experience, and this year we are planning to undertake a series of steps in this direction, arrange federal-scale events and engage with the federal media.'

During the open conference the Governor and other experts were asked to finish the phrase: 'The role of an entrepreneur is...'. According to Stefan Dürr, it is to ensure comprehensive development of the community.

By Aleksandr KUTISHCHEV



In accordance with the new rules established by the Ministry of Agriculture of the Russian Federation, since 2019 state aid per hectare that is allocated from the federal and regional budgets covers only regional varieties and hybrids specified in the State Register of Plant Breeding Achievements of the Russian Federation.

For a lot of agricultural producers, it came as a surprise that the varieties renowned in Siberia for their high yield such as Triso, Licamero, Margret, Calcule, Rocket and Jackpot failed to qualify for the subsidy as they did not appear on the list devised for the West Siberian region.

However, the performance of the varieties is outstanding. For example, at Letyazhye farming enterprise located in Kozhevnikin district of Tomsk oblast, the 2018 yield of the wheat variety Triso planted on a 106-ha field amounted to 7.2 tonnes per hectare. At the same time, the average yield harvested from the 3,000-ha area reached 5.3 tonnes per hectare. For several years in a row, the enterprise had won the Regional Challenge Cup for reaping the top yields of the winter wheat variety Skipetr and the spring wheat variety Triso. In addition to this, Pechyorkin farming enterprise in Kemerovo oblast harvested more than 5 tonnes per hectare of the spring wheat Triso from 800 hectares and the spring barley Calcule from the same acreage.

For Sibirskaya Niva operating in Maslyanino, Novosibirsk oblast, the year 2018 was marked with high yield. The Triso crop sown on 5,700 hectares of land accounted for 4 tonnes per hectare, with its seed production areas reaching up

## Issues of state variety registration

For over 15 years, EkoNiva's varieties have been successfully grown in Novosibirsk, Tomsk, Kemerovo and other oblasts of Siberia. The local farmers were quite impressed with their excellent traits, particularly crop yield and quality. However, the newly introduced state aid regulations concerning the provision of subsidies per hectare made a number of EkoNiva's varieties come under fire from critics.

to 5 tonnes per hectare. Licamero even rose above the latter one producing 5.6 tonnes per hectare on the 260-ha area. This begs the question: why are these varieties still not on the State Register for the West Siberian region?

The trials of the spring barley Licamero and the spring wheat Triso ended several years ago with the refusal to include them into the State Register because of their insufficient performance. They fell short of the required standard. The pea varieties Rocket and Jackpot, the wheat Calixto and the soybeans Prudence are in the second year of trials. Attempts are being made to increase the number of regions of the Licamero and Triso registration based on the reviews of Siberian farmers and representatives of the regional agricultural departments.

The otherwise successful varieties failed the state trials due to a number of reasons. First of all, it is the outdated methods of state variety trials and the meagre inventory of testing plots. There is a shortage of fertilizers, fungicides and insecticides, which renders the effort to unlock the full potential of intensive varieties

futile. Paradoxically, the yield of the intensive spring wheat varieties planted in the fertile soil for further commercial production reaches from 5 to 7 tonnes per hectare, but they are outcompeted by the check varieties in the trials. Why does it happen?

According to the method of state variety trials employed in Europe, the seeds of the cultivars being tested are treated with one and the same chemical agent, which ensures uniform conditions for all the varieties. The relevant requirement in Russia is different – no seed treatment is applicable.

But that is a relic of the past! What do we do then – compare varieties or carry out environmental trials? Nowadays, every farm uses seed dressing agents. Let the State Committee on the Variety Testing decide on the seed treatment product required, but their use needs to be made obligatory. This will provide equal growing conditions for all the varieties. EkoNiva and numerous other companies have come to the conclusion that successful production of cereal crops implies insecticide treatment. For example,

the frit fly and the Hessian fly are extremely harmful in the climatic conditions of this country, so, in order to protect the future crop from both diseases and pests, the company's pre-sowing seed treatment practice involves not only seed dressing agents, but also insecticides.

Besides, there is one more issue to consider: the state variety trials do not stipulate either specific soil conditions or the amount of the fertiliser applied. Overseas, 2 testing scenarios are available: if the plants are grown applying the intensive technology, then the procedure calls for the use of growth regulators and at least 2 fungicide treatments and, should the low-input farming system be employed, no growth regulators or fungicide treatments are involved.

I strongly believe that when it comes to variety trials, the Russian crop farming should develop in line with the modern standards, drawing on the world's best practices. And variety testing for economically valuable traits should stay true to its purpose.

By Willi DREWS  
Doctor of Agronomy,  
EkoNiva Advisor

# Brainstorming

EkoNiva employees conducted special seminars dedicated to the cultivation technologies of the cereals and pulses from EkoNiva's seed portfolio. The seminars were held in Petropavlovsk and Kostanay, the Republic of Kazakhstan.

In Kazakhstan, agriculture is one of the most advanced industries. The distinctive continental climate is characterised by cold winters with little snow and hot torrid summers which has an impact on crop farming.

'We have been present in Kazakhstan for over three years. During the seminar, we demonstrated the whole range of our seeds to the partners,' says Willi Drews, Doctor of Agronomy, Advisor at EkoNiva. 'Spring wheat is the crop in the highest demand is in highest demand in Kazakhstan. They're interested in high-yield varieties of intensive type. And we have something to offer them.'

When choosing seeds from EkoNiva's range, Kazakh farmers favour such varieties as Triso of German origin and Licamero bred by Secobra, a French company. Both of them have high adaptive properties, they are also distinguished by intensive tillering and high lodging resistance.

'A guarantee of a bumper harvest in arid steppes of Northern Kazakhstan is massive and well-developed sprouting in a timely fashion,' continues Willi Drews. 'The impact of seed quality on field germination has traditionally been one of the dominant topics discussed during the meetings with the farmers.'

The growers also inquired about other matters: ideal seedbed preparation, the recommended tillage and seeding depths, etc.

'Prompt seed germination and the elimination of moisture loss caused by deep pre-sowing tillage are vital,' says Willi Drews.

'A seedbed is considered good when it's hard on the bottom. The disruption of the capillary moisture movement should also be avoided. On the top, the seeds should be covered with an adequate number of fine soil particles, which encapsulate the

seed providing proper contact with the soil and preventing it from drying.'

According to the visitors' reviews, the seminars were fruitful. The Commercial Director of Lari farming enterprise in Kostanay oblast Ruslan Besayev got familiar with EkoNiva products through the worldwide web.

'Initially, I found the information about the company's varieties on the Internet, took a close look at them, read the reviews,' says Ruslan. 'Then we had a personal meeting which resulted in contract signing. During the seminar in Kostanay, we discussed all the topical issues with Willi Drews and got down to the sowing campaign fully armed. We are confident of success.'

Lari possesses about 50,000 hectares of land, its main activities are field crop and vegetable production and dairy and beef cattle farming. This year, the company purchased Triso and Licamero – 65 tonnes of each – from EkoNiva.

The management of Olzha Altyn Invest holding opted for a large volume. Prior to the growing season, 520 tonnes of seeds of spring wheat varieties Triso and Licamero was dispatched to the enterprise. The farm also acquired 50 tonnes of Jackpot peas and 65 tonnes of Calcule barley.

'Spring wheat is the main crop for us,' shares Vladimir Zavgorodniy, Chief Agronomist at Olzha Altyn Invest (Fyodorovka and Karabalyk regions, Kostanay oblast). 'We've been cultivating barley for a long time, but Calcule from EkoNiva is a novelty to us. We have learned everything about the variety at the seminar. Now, we will see how good the harvest will be.'

Over 100 farming enterprises of the Republic took part in the seminars in Petropavlovsk and Kostanay. Each of the attendees had an opportunity to receive answers to their questions EkoNiva is committed to providing its clients with competent advice in order to guide their every step from purchasing seeds to harvesting.

By Tatyana IGNATENKO





# EkoNiva shares experience



Voronezh has hosted an Agri-Food Forum, one of the key topics at which was the development of agriculture in the region and the country in general. Organic producers, representatives of certifying companies and supervisory authorities took part in the event.

The President of EkoNiva Group Stefan Dürr, the Vice-President of the Chamber of Commerce and Industry Elena Dybova, the Executive Director of National Organic Union Oleg Mironenko and the Director of Kiwa BCS Frank Rumpel were among the invited speakers.

'Voronezh oblast is high on the list of regions with great agricultural potential', says Sergey Trukhachyov, Deputy Governor. 'In the Central Federal District, it is at the leading edge of the production of cereals, sugar beets and sunflower. The agricultural processing sector is developing rapidly. Customer needs and competition pose new challenges while opening up new horizons. In this respect, we have planned to allocate 7.7 billion rubles to support local farmers, including growers engaged in organic production, which is a promising area of agriculture.'

Stefan Dürr told the audience about EkoNiva's experience in organic production and its short-term plans.

'In 1996, EkoNiva was the first company that presented

organic buckwheat and millet at BioFach trade fair in Germany', says the Company president. 'All our production was then export-oriented. It never even occurred to us to focus on the domestic organic market as it was virtually non-existent at that time. People lacked staple foods, to say nothing of organic products. Today, we still encounter challenges, but it is clear to everyone: whatever the times, the quality of products always deserves special attention. I'm very glad that organic production steals the spotlight again. We

anticipated that the method of production would definitely gain traction as early as 7-8 years ago. That is why in 2012 the production of organic beef, cereals and milk was launched at our enterprise Savinskaya Niva, Kaluga oblast. Last year, in order to meet the growing customer demand for green food we certified another 5.5 thousand hectares in Orenburg oblast. Besides, we are planning to begin bio milk production at the dairy in Divnogorye village, Voronezh oblast.'

Stefan Dürr assumes that organic producers in Russia have an

advantage over their foreign counterparts due to lower expenses associated with the acquisition or lease of land, fuel, seeds and other expenditures. However, Russian farmers lack experience and know-how and in the short run it will be necessary to put some time and effort into educating consumers on the organic industry and earning their trust.

'In terms of the number of attendees of the plenary meeting and the guests interested in the field, it was one of the most large-scale forums', sums up Oleg Mironenko, Executive Director of National Organic Union. 'It clearly indicates the importance placed on the development of organic farming in Voronezh oblast. Currently, numerous companies are at a crossroads: whether to get involved in the new area of activity or not. Our goal is to answer the vexed questions with the help of EkoNiva's experience and recognised professionals' expertise. The forum has become one of the first considerable steps to achieving this important target!'



**At the plenary meeting during the forum, Executive Director of Savinskaya Niva Anatoliy Nakaryakov shared the experience of developing sustainable production. Today, the area of land used for certified organic production to 6,000 hectares. Since 2016, the enterprise has been exporting organic cereals to Germany, and in 2017 it started supplying organic beef to the Russian factory of HiPP, a German producer of baby food. This year, plans are afoot to start bio milk production.**



## Heading East!

The customers of EkoNiva-Tekhnika have travelled to many corners of the world to get insights into the working processes of the most state-of-the-art plants producing agricultural machinery. The trips were usually west-oriented, however, this time, EkoNiva has taken its clients to the mysterious Celestial Empire.

The group of clients and employees of EkoNiva-Tekhnika set off for China on 17 March. Time spent there was rich in both business and cultural aspects. The first destination point on their route was the city of Tianjin, home to the John Deere plant manufacturing 6B series tractors. These machines have long established themselves as reliable and versatile helpers that can withstand the hardest loads.

'EkoNiva has been supplying John Deere 6B Series tractors to the market for more than five years', says Eduard Ivanov, Head of Sales Department of EkoNiva-Chernozemye. 'With its robust quality and high versatility, this machinery is made to meet the needs of any farmer both in the field and on the farm as it features increased lifting capacity for ploughing, fertilising and pest management.'

The next point on the group's agenda was the visit to the John Deere facility in Ningbo producing over 55,000 machinery units per year. The visitors took a closer look at the John Deere 3B Series tractor, which is not supplied to the Russian market yet, and even had a unique chance to test-drive it.

'The sales of compact tractors in the Russian market increase by approx. 10% year on year', continues Eduard Ivanov. 'EkoNiva is currently negotiating the possibility of expanding the

range of equipment supplied by John Deere. If no problems considering the certification come up, next year we will provide our agricultural market with the John Deere 3B Series tractors.'

The trip to China was pleasant as well as informative. After visiting high-tech John Deere production sites, the guests had a chance to gain insight into the local culture. The group saw the Great Wall of China, the Olympic facilities in Beijing and explored the sights of Shanghai.

'It is always pleasant to take part in such trips, especially if they are arranged by EkoNiva', shares Viktor Kotov, Head of a farming enterprise (Voronezh oblast). 'These visits to John Deere plants have made us sure that the machinery produced there is distinguished by its high quality, reliability and robustness. Besides, it was so exciting to get behind the scenes of production sites, meet the experts in person and get acquainted with the peculiarities of agriculture in China.'

'The emotions from the trip are extremely positive', says Aleksandr Morozov, Head of Doronichi farming enterprise (Kirov oblast). 'This opportunity to test-drive the machine is seldom provided at machinery plants, thus, the tour of John Deere production site and a test drive have been especially advantageous for us. In my experience, I have operated John Deere harvesters and powerful tractors, so I can say for sure that low hp machines are also comfortable to operate. I am grateful to John Deere and EkoNiva for the immaculate organisation of the trip and the unrivalled experience that will remain in the memory for years.'

By Viktor BARGOTIN





## Bashkiria to grow soybeans



EkoNiva-Semena has successfully exhibited its products at the 29<sup>th</sup> international trade show AgroComplex 2019, a major business event in the agricultural sector of the Volga and Ural regions, regions, held in Ufa.

The product portfolio showcased by EkoNiva has traditionally included cereals, pulses, annual and perennial forage grasses. The company is known all over Russia from Kaliningrad to Vladivostok. Bashkiria is also familiar with the company. The most popular crops in the republic are barley, lentils and wheat. The company representatives showed Radiy Khabirov, Acting Head of Bashkortostan, the new varieties of winter wheat, which had been developed in the in-house breeding programme – Sheratan, Alioth and Cepheus. The high-ranking official visited EkoNiva's booth and was impressed with what was on offer. 'We are happy to have prominent companies – such as EkoNiva – as investors and partners in agriculture', highlighted Radiy Khabirov. 'Very few companies are involved in plant breeding in Russia nowadays, but that is an integral part of successful crop farming.'

Local agricultural producers also contribute to the development of the farming sector. As for the field crops, Bashkir farmers are increasingly opting for soybeans as a globally promising crop. Denis Yemelin, Director of a farming operation in Meleuz district, Bashkiria, came to the exhibition AgroComplex 2019 for this very purpose. In search of a suitable variety of the product rich in vegetable protein, he headed straight to the booth of EkoNiva-Semena.

'I am looking to introduce soybeans into the crop rotation on my farm', said Denis Yemelin. 'I have read a lot about this crop and I am aware of the great demand for it in the market. Soybeans are a new crop for our region. We are buying a small lot for now as we want to try it first. Once we achieve positive results, we will significantly increase the acreage under the crop. I hope everything will work out well!'

By Tatyana IGNATENKO

## Demand exceeds supply



EkoNiva-Semena has attended the international agricultural exhibition AgriTek/FarmTekAstana 2019, the largest trade show in the entire republic.

The company as usual has an impressive choice of winter and spring wheat, barley, peas, soybeans, corn, annual and perennial forage and turf grasses available. The seeds on offer are distinguished for their high yield potential, seed quality and resistance to unfavourable conditions.

'We have been present in Kazakhstan over three years now', relates Aleksandr Suntsov, Sales Representative of EkoNiva-Semena. 'This year, we're observing a booming interest in our seeds. The demand has even exceeded the supply.'

The most popular varieties are Licamero, Calixo and Triso. The Kazakhs are also enquired about malting barley.

'Draught-resistant varieties are the most relevant for Kazakh farmers', says Kirill Adkin, Head of Agricultural Technologies Department of EkoNiva-Semena. 'Seed production is at an early stage of development in Kazakhstan. They need seed suppliers, that's why the booth overflowed with prospective buyers of our seed material. Of course, high quality seeds are not a guarantee of success, the after-sales support we provide is no less important. Our guiding principle in this matter is "from the purchase of seeds to a bumper crop".'

By Tatyana IGNATENKO

# Team success

The invaluable contribution of EkoNiva-Tekhnika to the development of precision farming systems and the promotion of AG-DATA Integrator in Russia has earned the holding a prestigious award from John Deere.



The award ceremony took place within the framework of the Farmsight Summit organised by John Deere Corporation in Germany. Mark von Pentz, President, Worldwide Agriculture and Turf Division, Global Tractor and Hay and Forage Platforms and Advanced Engineering, Helmut Korthoeber, Marketing Director, and Sergey Didenko, Head of Russian branch of John Deere Agricultural Holdings, Inc., handed the prestigious award to EkoNiva-Tekhnika.

Since there is no better way to achieve more than by working together, the project was carried out jointly by EkoNiva-Tekhnika, EkoNivaAgro, John Deere and JSC 'Scientific research institute Centreprogramsystem'.

AG-DATA Integrator, a software product developed on the basis of 1C: Enterprise platform, involves field work planning, GPS data recording and precision farming tools.

The AG-DATA Integrator facilitates two-way exchange of real-time field maps and the data regarding machinery, trailed implements, crops and prescriptions from John Deere. Thus, the operator performance is improved through cutting the time taken up by display set-up. In effect, all the operator has to do is accept the settings and continue with the task at hand, while automatically recording the kind of operation and the fertiliser, chemical and seed application rates. All the data is automatically transferred to the John Deere operations centre and then to the AG-DATA Integrator.

In the fields of EkoNivaAgro, which provides a testing ground, the data exchange between the system and the field machinery is currently being tested within the GIS and the precision farming modules. Precision farming technicians together with the agronomists are currently collecting the data on the

field operations performed, the scanned soil layers and the soil fertility zones. The next step is testing the planning and production process data management modules with subsequent synchronisation with the ERP system based on 1C: Enterprise Agro Management platform.

After taking part in the award ceremony, the delegation of EkoNiva-Tekhnika participated in the seminar on integrated solutions organised by John Deere. The presenters paid special attention to possible ways of optimising the processes, technical and agronomic aspects of the issue.

'The Russian farmers using John Deere equipment already benefit from FarmSight services', says Anton Grebnev, Sales and Service Manager for Satellite Systems of EkoNivaSibir. 'Dealers are actively introducing the solution in their customers' farms. Generally speaking, FarmSight

is an array of services offered by John Deere through their global authorised dealer network. When selling a machinery unit or carrying out maintenance, the dealer provides clients with a solution package that is custom-tailored to their farm needs and improves the operational efficiency of the equipment.'

It is the technological change that drives the dealership centres to create smart farming departments, dedicated to FarmSight solutions.

The highly-trained experts of these departments are responsible for proactive service and support of the equipment, they are involved in optimising the farming systems, conducting chemical use surveys and generation of prescription maps for fertiliser application. The main objective of a smart farming division is to provide easy access to machinery and agronomic data essential to making proactive management decisions for your operation.

'EkoNiva-Tekhnika is actively developing its smart farming department', continues Anton Grebnev. 'The technicians and agronomists perform a full cycle of works that a client requires. In a few years' time, the specialists will have accumulated a sufficient amount of data, which will enable them to estimate and calculate the costs. They will gain experience and work out the most effective customer support strategies.'

The vast majority of John Deere dealers across Europe have made significant investments to develop professional FarmSight services and are well prepared to support customers by providing these integrated solutions to help drive improvements in productivity and profitability. The delegation of EkoNiva-Tekhnika saw this firsthand as exemplified by Strom, a monopolist in John Deere equipment on the territory of the Czech Republic. The main strategy of Strom is to be closer to their clients, meeting all their needs, so FarmSight solutions seem to be the company's main growth vector. Although monopoly is strictly prohibited in this country, companies providing the customers with the full range of digital services are still few and far between. Today, EkoNiva-Tekhnika is confidently moving towards the achievement of this goal.

By Viktor BARGOTIN



## Fashion Farmer 2019: 25 years of innovation and development

Since 2012, EkoNiva-Chernozemye has been annually holding a large-scale event called Fashion Farmer. It has become a traditional festival which brings together partners, colleagues and friends and gives them the opportunity to discover cutting-edge solutions for the agricultural sector and technological innovations, as well as to discuss topical issues. On 31 May, over 400 guests gathered in Dobrino village, Voronezh oblast, to take part in the event which marked EkoNiva's 25<sup>th</sup> anniversary.

The event featured 65 units of equipment of the world's leading brands – John Deere, JCB, Väderstad, Pöttinger, Fliegl, Gregoire Besson, Monosem, Roc, and Haybuster. The specialists of EkoNiva-Chernozemye provided the guests with a detailed insight into the technical characteristics of the exhibited machines which were also shown in operation.

The headliner of the machinery parade was John Deere presenting a wide range of farm solutions to the guests: tractors from Series 6 to 9, grain and forage combine

harvesters, seed drills, balers, trailed and self-propelled sprayers, ploughs, harrows and so forth.

The John Deere DB55 planter with the Exact Emerge row units stood out from the rest of the novelties due to its unique combination of high-speed sowing (16 km/h), unrivalled uniformity and quality of seeding (more than 99%).

The operation of the new John Deere R4040i self-propelled sprayer was demonstrated in autopilot mode, without the operator. Two centrifugal pumps with the capacity of 1,000 l/min

and 1,200 l/min are designed for both application of liquid fertilisers and treatment with crop protection agents. The tank capacity of 4,000 litres increases the performance and reduces the number of refills. The John Deere R4040i sprayer is successfully used in precision farming for variable rate application of the working solution.

Two new models of tractors were presented as well – the John Deere 6195M, which replaced the well-proven machines of 7 Series, and the John Deere 8245R, which became a worthy representative of 8 Series. The operating characteristics of the latter model had already been appreciated by farmers.

'Thanks to EkoNiva-Chernozemye, we have reliable and high-quality machines at our enterprise', says Maksim Trineyev, Manager of Chernozymom farming enterprise, Voronezh oblast. 'We are especially pleased with the four John Deere 8 Series tractors that we have in our fleet. Once you start using such a tractor, you realise it is worth many times the sale price.'

As for Väderstad machinery, it can be described in four words: reliability, versatility, speed and accuracy. Fashion Farmer presented a wide range of developments of the Swedish brand, including the Tempo TPF 16 seed drill.

'The machine has set a world record by planting 502 hectares of land in 24 hours', says Roman Logunov, Sales Representative of EkoNiva-Chernozemye. 'When operating at 20 km/h, the sowing quality is 98-99%. The Tempo TPF 16 seed drill is equipped with the PowerShoot technology – the so called 'pneumatic shot' – in which excess pressure is used instead of vacuum to mitigate the vibration and achieve precise sowing at a high speed.'

Since EkoNiva-Chernozemye has been supplying JCB machinery to the domestic market for 12 years already, it was only natural that the British marvels occupied their rightful place in the parade. The new JCB 560-80 Agri telescopic handler received special attention. The unique features of the model are the lift capacity of 6 tonnes, the boom radius of 8 metres, the bucket capacity of 5 cubic metres, as well as the boom stabilisation system. The machine is one of the most versatile, efficient and at the same time cost-effective in its segment.

'We have been cooperating with EkoNiva-Chernozemye for some ten years', says Nikolay Skoba, Mechanic of Rusagro Group. 'We have no doubt that JCB telescopic handlers are the best choice. The 531-70 Agri models operate at our farm coping with heavy workloads perfectly. But the enterprise is developing, and we know where to go as soon as there is a need to buy new machines for the fleet.'

The machinery of such manufacturers as John Deere,





Pöttinger, Fliegl, Roc and Haybuster was showcased at the hay and forage preparation site.

The precision farming site also sparked a great interest among the participants of the event.

'We are actively developing precision farming now,' says Ivan Vorobyov, Executive Director of EkoNiva-Chernozemye. 'To be more exact, we are testing the latest developments in the fields of EkoNivaAgro-Left Bank Operation on the area of 4,000 ha. Using satellite data and various sensors, our specialists have already prepared both yield maps and prescription maps. This year, we have carried out an experiment on integrated sowing and integrated fertiliser application using the prescription maps for the first time. In Russia, no enterprise has had a similar experience on such a vast area yet. At the end of the year, we plan to test a programme together with John Deere which will allow us to combine all the parameters of precision farming – both technical and agronomic – into a single data array and upload them to 1C. This will be another breakthrough!'

EkoNiva's long-time partners and colleagues, those who witnessed the growth of the company, visited the festival to meet their friends.

'I believe that the company will see many years of further development and prosperity,' says Aleksandr Rybenko, Regional Director of EkoNivaAgro in Voronezh oblast. 'EkoNiva has contributed largely to the revival of agriculture in our region. Today we can see state-of-the-art and reliable machinery working in green fields. And I am sure that the company will achieve even more impressive results.'

Björne Drechsler, Deputy General Director of EkoNiva-Tekhnika, is convinced that everyone will get valuable insights from this festival.

'We are always happy to help anyone who wants to develop their business and make more profit in the agricultural sector.'

The head of the Russian branch of John Deere Corporation Sergey Didenko noted that Fashion Farmer creates a great opportunity to be tuned in to the latest innovations and share experience.

EkoNiva's old friend and partner Philip Westman, Sales Manager of Väderstad subsidiaries, also visited the event. The history of relations with the Swedish manufacturer began in 2002, and the first machine, the Rapid combined seed drill, was delivered to Russia soon after.

'It's a pleasure to see what success EkoNiva has achieved over 25 years of its work,' shares Philip Westman. 'The company has contributed enormously to the development of agriculture in general and propelled our partnership relations to a whole new level. This year, we have record-breaking sales again!'

JCB also congratulated EkoNiva on the 25<sup>th</sup> anniversary.

'A dealer is considered to be a mediator between the manufacturer and the user of the machinery,' says Svetlana Petrova, Deputy General Director of JCB



Russia. 'But I wouldn't say the same about our partnership, since EkoNiva rather unites us. We do greatly appreciate the company's commitment to create such warm business relations, its openness and ability to hold a constructive dialogue. All of this is essential for discussing the needs and problems of farmers and working out effective solutions together.'

Another participant of the festival, EkoNiva-Semena, showcased a wide range of its products – seeds of peas, soybeans, winter and spring wheat, oats and lentils of the highest quality. The enterprise's in-house laboratory attested to the quality of the presented seeds.

'Today we have the chance to present our own varieties of winter wheat – Cepheus and Sheratan – bred by our specialists with regard to the climate of the Central Region of Russia,' says Aleksandr Ryabenko, Sales Representative of EkoNiva-Semena.

The guests of the event really appreciated the booth of EkoNiva-Semena.

'Voronezh oblast is very large, with varying amount of precipitation and nature of the soil. That is why the choice of seeds needs to be

taken very seriously,' says Vladimir Popov, Director of Merkuriy farming enterprise, Verkhnyaya Khava district. 'EkoNiva offers an excellent range of seeds and helps to select the best cultivars taking into account the enterprise's specific requirements. We have chosen the Lgovskaya 4 and Skipetr winter wheat varieties, as they crop well in our fields.'

EkoNiva-Food created a jolly mood by arranging a refreshment stand with cool milk, ice cream, yoghurts, and milkshakes which the guests tasted with pleasure on such a hot day.

'It turns out that EkoNiva is not only a supplier of farm machinery, but also a producer of delicious dairy foods,' says Sergey Glaznyov, Deputy Manager of Agro-AK, Voronezh oblast. 'I just can't get enough of the natural milk, and the taste of the ice cream reminds me of my childhood.'

The day was full of warm memories, vivid emotions and ambitious plans for the future. We congratulate EkoNiva on another significant event and look forward to new victories!

By Viktor BARGOTIN,  
Aleksandr KUTISHCHEV





## Maximum yield

Väderstad machinery allows farmers to create perfect conditions for seed germination.

The Tempo L is a high-speed precision planter. The key advantage of the Tempo series is the unique PowerShoot technology which provides unmatched planting precision. Conventional planters suck seeds in with vacuum and drop them into the seed tube. Seeds bounce inside its walls and get into the soil with no guarantee of precision. The Tempo sowing unit uses positive pressure to make each single seed find its place on a rotating wheel. In order to get the best results, three singulators ensure the absence of doubles regardless of speed. When the seed approaches the outlet, the pressure is cut off to accurately put it into the coulter tube. Then the flow of excess air catches the seed and it is shot down the power shoot and into the soil at the speed at 50 km/h. Every seed travels at identical speed, which guarantees precision placement. Upon leaving the coulter tube, the seed is gently stopped by the closing wheel. Thus, optimal soil contact is achieved at a preset depth.

'We purchased a Väderstad Tempo L16 planter last year', says Aleksandr Shubin, Mechanic of EkoKorm LLC, Voronezh oblast. 'Before that we had used pneumatic 8-row machines of other manufacturers, but they don't stand the comparison with this model in terms of performance.' The enterprise implements

conventional tillage. This season, the Tempo planter was used for sowing corn with simultaneous fertilisation on 3,500 hectares of land.

'The PowerShoot technology increases not only precision, but also the planting speed', comments Roman Logunov, Sales Representative of EkoNiva-Chernozemye. 'While a traditional planter works at the speed of 7-8 km/h, the Väderstad Tempo planter demonstrates 96-99% precision at the speed of 16-17 km/h depending on the crop.'

Apart from the PowerShoot technology, the model has a few other options enhancing precision. For example, each row unit is equipped with an individual electric drive and the Väderstad E-Control system which enables instant data exchange between the planter, the tractor and the operator. Sensors monitor the work of the planter non-stop giving the farmer a chance to control the process in real time mode remotely and informing him of any skips and doubles. Calibration and adjustment can be done on all sections simultaneously or on each row unit individually. In comparison with power drives, electric drives help to exclude drive wheel or chain slipping, which also improves planting precision.

Flawless depth control is achieved through the use of hydraulic system

which shifts the load from the central row unit to the lateral ones. Thus, all the ups and downs of the land are compensated, which results in an even emergence.

'One of the most essential advantages of the Väderstad Tempo L16 is versatility', adds Roman Logunov. 'It is suitable for working with both conventional and no-till technologies, thanks to its ability to plant with the maximum pressure of 325 kg per coulter.'

During treatment, sunflower seeds become sticky which increases the likelihood of skips and doubles. That is why the manufacturer recommends adding some talcum to the front

hopper when working with sunflowers. This allows to plant sunflowers with 97% precision.

This season we're planning to use a more powerful tractor with the Väderstad Tempo L16 to reach an even higher planting speed', adds Aleksandr Shubin. 'I would also like to point out that the planter is absolutely reliable and easy to maintain. and easy maintenance of the planter. There hasn't been a single issue with the machine during the season, besides, it takes as little as 15 minutes to prepare it for field works.'

High speed and pinpoint precision of planting enabled the enterprise to significantly optimise its expenses and achieve terrific results.

By Aleksandr KUTISHCHEV



# A top 5 exporter

**B**vL, a 5<sup>th</sup> generation family-run company, has been leading the way in the agricultural machinery market for 150 years. Today, its turnover amounts to 55 million euro.

'BvL successfully exports its services and commodities all around the globe,' said Bernd Altusmann, Minister of Economics in Lower Saxony. 'Seventy per cent of machinery produced is sold abroad.'

EkoNiva-Tekhnika and BvL are engaged in fruitful and efficient collaboration. Over 70 BvL machinery units have been shipped to the farms of various regions of the country.

'Specialised mixer wagons are currently in high demand,' says Artyom Konoplyov, Brand Manager of the Sales Department of Kaluga branch of EkoNiva-Tekhnika.

The key advantages of BvL are the high quality of the materials used for manufacturing and the patented EDS unloading system intended for ensuring even feed distribution.

EkoNiva-Tekhnika Holding and BvL are ready to offer their partners an interesting solution in cattle feeding optimisation – the versatile V-DAIRY FEEDER system for feed management and control. The system enables the farmers to control all processes



BvL has entered the top 5 list of the 10<sup>th</sup> international trade award ceremony. The state of Lower Saxony (FRG) annually recognises organisations' special achievements in international trade. The solemn ceremony took place in Hannover during the largest industrial exhibition in the world – HANNOVER MESSE 2019.

connected with feeding. For example, they can promptly adjust the ration when feed quality changes via any electronic device with Internet access.

Clients of EkoNiva-Tekhnika are currently testing the system. The first positive reviews have already been received and it is obvious

that the feeding management system is bound to become an indispensable tool for farmers.

By Tatyana IGNATENKO





## Dreams come true

Belostok agricultural production cooperative in Tomsk oblast knows how to achieve dreams. The key components are diligence, self-confidence and a reliable partner. The farming enterprise has been productively cooperating with EkoNivaSibir for almost ten years.

Paruyr Yaryumyan, Manager of Belostok farm, had cherished a dream of a big dairy farm for years and, finally, he succeeded. It was a pioneering project in Tomsk oblast. Besides, now the enterprise is the only Ayrshire stock-breeding farm beyond the Urals. Belostok is the largest farming enterprise in Krivosheino district producing almost half of the district's agricultural output.

'Our farmland is 15,000 hectares, we are engaged in crop farming, dairy farming and breeding', says Paruyr Yaryumyan, Manager. 'There are 3,000 head of cattle on our farm and 1,000 of them are milking cows. We are located in the northernmost part of Tomsk oblast, and our region is considered to be an area of high-risk farming. Our work is hard, but robust and highly efficient machinery helps to handle any job.'

As a visionary leader, Paruyr Yaryumyan once wondered

if it was possible to boost the efficiency of his state-of-the-art machines.



**'We do not need to line the field anymore', continues the farmer. 'Autosteering helps to reduce skips and avoid overlaps while working the soil.'**

'Belostok has implemented precision farming technologies, which significantly reduces costs and increases efficiency', says Aleksandr Zuyev, Sales Manager of EkoNivaSibir.

Paruyr Yaryumyan has acquired four AutoTrac Universal Steering Kits ATU200 for his farm machines and is planning to get two more in the near future.

'We do not need to line the field anymore', continues the farmer. 'Autosteering helps to reduce

skips and avoid overlaps while working the soil.'

AutoTrac helps to follow the guidance line and maintain the consistent accuracy of in-field operations allowing to minimise input costs.

'Machine automation may increase productivity by up to 15%', says Anton Grebnev, Satellite Navigation Systems Sales and Service Representative of EkoNivaSibir. 'The tractor operator can make perfect headland turns, even at full speed. AutoTrac automatically guides the tractor

through the optimum pass helping to reach the high level of precision. The operator has to focus only on watching the tractor and implements making necessary adjustments on the go. Satellite navigation and AutoTrac allow to operate with precision at night and under low-visibility conditions improving productivity of the vehicles.'

Over the years of cooperation, EkoNivaSibir has supplied Belostok with two John Deere 730 air disk drills, one John

Deere 2410 field cultivator and three telehandlers: JCB 531-70, JCB 535-95 and JCB526-56. Telehandlers are indispensable at any farming enterprise, especially at those engaged in livestock farming. For example, the JCB 535-95 telehandler can meet almost all the demands of a cattle farm. The 3-piece boom makes it possible to deliver bales and rolls to a height of 10 metres ensuring the most efficient use of storage facilities. The machine can also handle silage and manure, bulk materials and big bags.

'Dairy farming is one of our core businesses now', says Paruyr Yaryumyan. 'Our raw milk is in high demand at Severskiy Dairy Plant, the major milk processor of the region. Our farm is one of its principal suppliers.'

Belostok is going to enlarge the milking herd soon. There are also plans afoot to build a new farm for 1,200 head of dairy cows.

Over a quarter-century in agriculture, Paruyr Yaryumyan has formulated the principle that he always adheres to: dreams and the most ambitious plans come into reality if you regularly make steps forward and your vision for the future is supported by such a trustworthy partner and dealer as EkoNivaSibir.

By Tatyana IGNATENKO



JCB now offers a line-up of 25 different wheel loader models, which are manufactured on three continents', says Tim Burnhope, JCB Chief Innovation and Growth Officer. 'With our innovative range, we are exceptionally well-placed to increase our sales in the agricultural and construction sectors.'

EkoNiva has been successfully cooperating with JCB for over 10 years. In 2018 alone EkoNiva-Tekhnika supplied its clients with 130 wheel loaders of different models.

'Of the entire range, telehandlers, compact wheel loaders and skidsteers are particularly favoured by our clients', says Artyom Konoplyov, Sales Department Brand Manager of EkoNiva-Tekhnika. 'These machines offer exceptional reliability over a range of on-farm tasks. Due to their high performance and user-friendly design, they are indispensable year-round.'

EkoNiva's clients have shared their experience of handling the indefatigable machines on their farms.

#### **Lednyovo farming enterprise, Vladimir oblast**

The company is engaged in dairy farming. Today, the herd amounts to 1,300 milking cows. In addition, the farmers cultivate 5,600 hectares of land, with spring and winter wheat, corn and rapeseed as the major crops.

'A JCB 434S wheel loader has been operating at our facility for two years', says Dmitriy Byakin, Chief Agronomist of Lednyovo. 'The JCB 434S easily solves the issue of manure management in the barns: about 500 tonnes of organic waste is removed daily. The machine is also indispensable when it comes to fodder preparation, silage compaction and road clearing in winter.'

#### **Shikhobalovo cooperative, Vladimir oblast**

The farm managers purchased a JCB 434S wheel loader only a month ago.

'Even before we bought the machine, we had heard a lot of positive feedback about this model and its performance', says Ilya Monastyrskiy, Deputy Director General of Shikhobalovo. 'The loader does an invariably good job whether coupled with a bucket or a fork: it is capable of



## Fifty years of JCB wheel loaders

The British equipment manufacturer is celebrating a half-century milestone since the introduction of wheel loaders into the JCB range. Nowadays, thousands of these machines come off the conveyor belt in the JCB factories all over the world.

compacting up to 1,200 tonnes of silage per day, loading sand and aggregate and what not.'

The enterprise's main areas of activity are dairy farming, cereal and fodder crop growing. Currently, Shikhobalovo has a herd of more than 7,000 head, of which 3,000 head are milking cows. The daily milk output is 86 tonnes. The grain crops cover 3,000 hectares, the area under rapeseed is 1,300 hectares, corn is grown on 1,500 ha. Shikhobalovo ranks high in the agricultural sector of Vladimir oblast and it is one of the leading milk producers in Russia.



#### **Left-Bank Operation of EkoNivaAgro, Voronezh oblast**

'A JCB 434S wheel loader has been operating on the farm since 2016. The loader has done 10,000 engine hours so far', says Roman Litvinov, Director. 'This particular model is tailor-made. Specifically for the needs of our farm, the machine has been enhanced with an improved hydraulic system for more precise forage dosing. As for the attachments used, we have a special grain shovel equipped with hydraulic cylinders. The loader works for a minimum of 11 hours daily, mixing about 120 tonnes of forage, scraping

manure and so on. The machine is reliable, powerful and operator-friendly.'

#### **Farming Enterprise n.a. Kirov, Suzun district, Novosibirsk oblast**

'When considering the purchase of the JCB 541-70 telescopic loader, we had to take a long hard look at the available options', says Aleksandr Mulya, Chief Engineer of the farming enterprise. 'We watched the JCB machinery working in the fields of a neighbouring farm and asked our colleagues for advice. The model's high efficiency was really appealing. In comparison with its older counterparts, the JCB 541-70 is super powerful with incredible manoeuvrability.'

EkoNivaSibir supplied a JCB loader to the enterprise last year. The farm is engaged in dairy farming with the total herd of 3,500 head of cattle.

'The client also decided to buy a grain shovel with the capacity of 2.7 cu. m, a manure fork and a silage shear', says Aleksey Burkhovetskiy, Senior Sales Representative of EkoNivaSibir. 'These JCB attachments are used for taking silage and haylage out of the clamps with minimum losses. The telescopic loader has become a welcome addition to the farm's machinery fleet.'

By Darya DENISOVA,  
Aleksandr KUTISHCHEV,  
Tatyana IGNATENKO



## JCB for transparency

EkoNiva-Tekhnika team has visited the JCB factory in the United Kingdom. The hosts warmly welcomed the Russian guests and showed how JCB machines are made.

EkoNiva is one of the leading JCB dealers in Russia. It arranges annual visits of its specialists and clients to JCB factories.

'It benefits farmers to see with their own eyes how JCB machines are produced', says Artyom Konoplyov, Brand Manager of EkoNiva-Tekhnika. 'The tour enables our clients to look into the production process, technologies, compare JCB machinery to its competitors and take the final purchase decision. In our experience, 90% of the clients opt for JCB after such factory tours.'

The delegation visited a spare parts store, saw its operation and logistics. They also witnessed work of Live Link customer support in real time, which monitors JCB machines around the world 24/7 with the help of cutting-edge technologies. The farmers got particularly interested in assembly lines of wheel loaders and telescopic handlers. There the JCB hosts drew everybody's attention to the JCB 541-70 Agri Pro.

'This is the world's first telehandler with the new 2-in-1 hybrid transmission DualTech VT. It combines the benefits of a hydrostatic drive and the

PowerShift transmission. The JCB AGRI Pro has a wide range of agricultural applications. The machine's hydrostatic drive module ensures great manoeuvrability at low speeds, while the JCB PowerShift secures high efficiency and delivers strong towing ability at high speeds.'

The JCB EcoMax Engine (145 hp) produces an increased torque at low engine speeds, which enhances the machine's efficiency and the life of transmission. The loader's maximum lift capacity is 4,100 kg and lift height is 7 meters.

'It is not the first time that I have taken part in JCB factory tour in Great Britain. However, I am excited and impressed', says Gagik Baroyan, Manager of Kaluzhskoye farming enterprise. 'Such customer trips are always useful for farmers. We have had an opportunity to see all the ins and outs of the manufacturing process, the application of cutting-edge solutions, which surely inspires trust in JCB. Our farm's fleet has four yellow and black JCB machines. We don't even consider buying loaders of any other brands as none can rival JCB machines.'

By Viktor BARGOTIN





# Green light to young farmers

Voronezh State Agricultural University has summed up the results of the 7<sup>th</sup> stage of the annual intellectual quiz Young Farmer. Forty best projects from all federal districts of the country have been nominated for various awards.



A special prize from EkoNiva went to the team of Volgograd State Agricultural University which had developed a business model of organic dairy farming called Cultured Cow Farming Enterprise. 'Young Farmer is a great project which is meant to pool innovative ideas of young people from all over the country, so that the state

could support the most original of them', says Stefan Dürr, EkoNiva Group President. 'I respect the decision of our participants to become individual farmers. It is not easy, however, an individual farmer has some advantages compared to large agricultural holdings. A young farmer can be prompter and more flexible in implementing innovations,

especially with the support of the government. This is particularly true for organic dairy farming.'

According to Stefan Dürr, gifted, ambitious and creative young people are essential for the development of the Russian agricultural sector and rural areas in general. More experienced colleagues must create optimal conditions for the youth and

achieve even better results in farming through fruitful cooperation. Besides, EkoNiva president invited the finalists from Volgograd State Agricultural University to do internship at the company and promised to discuss the project presented at the contest in more detail and assist in its further development.

By Aleksandr KUTISHCHEV

## Learning best practices at EkoNiva

Students of Novosibirsk State Agricultural University and Kemerovo State Agricultural University received their training at EkoNivaSibir service centres.

Juniors and seniors had an opportunity to get hands-on engineering experience, to learn how to operate state-of-the-art machinery, to communicate with professionals of the service shops at Novosibirsk and Krasnozyorskoye dealer centres of the company.

'When it came to choosing candidates, we were guided by two criteria: their interest in self-development and basic knowledge level', says Alexei Osotov, Manager of Engineering Department of EkoNivaSibir. 'So, we asked the guys elementary

questions about internal combustion engines and tractors. Eventually, seven people were picked out.'

The first week was focused on learning theory, service experts and engineers lectured the students. Then, the students had a four-day internship at the service shops.

'We've organised an introductory course on maintaining John Deere and JCB machinery', says Alexey Osotov. 'It's great that such experience makes youngsters interested in the profession. While they're young, they absorb knowledge like a sponge,



and our goal is to help them, to get them involved even more, and then – provide them with a job on our enterprise. The company is consistently expanding, we're interested in raising up new experts and we're glad to cooperate with agricultural universities in this respect'

Students will undertake the next phase of internship during the summer, when they have passed their exams. A few groups of trainees will come to EkoNivaSibir again within the period from June to September.

By Aleksandr KUTISHCHEV



## Dragons make a quantum leap

The dragon boat racing team of EkoNiva-Chernozemye has taken part in the European Championship qualifying competitions. It was the first time they had tried their hand at this sport along with real professionals.

The dragon boat racing team of EkoNiva-Chernozemye has taken part in the European Championship qualifying competitions. It was the first time they had tried their hand at this sport along with real professionals.

Even though the athletes eventually conceded to the rivals, the competition was the making of them and became an invaluable experience.

At the Krylatskoye Rowing Canal in Moscow, our rowers competed

among 16 best teams of Russia at the distances of 200 and 500 metres.

‘For us, it has been a novel experience of taking part in a race of such a level’, says Sergey Storozhev, Head of EkoNiva-Chernozemye Service Centre.

‘Last year, we came first at regional competitions among organisations and became prize-winners at local tournaments with professional athletes. But at this race, we have realised that we need to improve the level of training and strive towards the well-coordinated work of the team, rather than individual fitness of each member. Besides, we had never before dealt with 10-seater boats which are lighter and faster but also more sensitive to the slightest mistakes. With this in mind, we decided to start using this kind of boat for training in the nearest time to polish our skills.’

On 18 May, the team showed the result of 2 minutes 20.782 seconds at the 500-metre distance, and the following day it lost the 200-metre race by a neck with the result of 57.736 seconds.

To encourage the athletes, EkoNiva-Food treated them to fresh products from natural milk and presented them with branded gifts.

Enthusiastic and full of emotions, our team is ready for rigorous training and, as usually, strives for victory!

By Aleksandr KUTISHCHEV

## Keeping fit

Lokomotiv fitness and health centre in Liski has hosted a volleyball tournament for EkoNiva teams.

The competitors demonstrated splendid physical shape and fought for the prizes with genuine gusto. Left-Bank Operation of EkoNivaAgro took the well-deserved first place.

‘A lot of our employees are keen on volleyball, they used to play it at schools and universities, so their experience has come in handy’, says the team captain Artyom Petrin, Deputy Chief Herd Manager. ‘We started intensive trainings three weeks before the tournament, gathered twice or thrice a week at the gym and played. Each of us gave a hundred percent on the game day and we won. Nevertheless, there is still room for improvement. Therefore, we will train harder and work on our lineups, so that no rivals could catch us off-guard.’

NivaStroy team won the silver. According to the captain Ivan Kostyrkin, Construction Department Manager, though the team had aspired to the gold

considering that two of the team players are professionals, they were not upset at all. The bronze went to EkoNivaAgro-East team.

‘It was not our first tournament, but for the first time we were selected to compete with the Left-Bank team in the draw’, shares the team captain Dmitriy Muravlyov. ‘The game was really exciting and intense. And the organisation is superb! By the next game, we will improve our tactics and design our own manoeuvres.’

By Aleksandr KUTISHCHEV



# Beauty starts with milk

EKONIVA brand has partnered with the first Moscow Forum of Beauty and Health. The event took place at the Fashion Museum as part of a project run by the charitable foundation Do Good.

The new project set up by Oksana Fedorova, TV host, Miss Universe, a mother of two children, President of the charitable foundation and Director of the Fashion Museum, is aimed at the popularisation of family values, true ideals of feminine beauty, and, last but not least, a healthy lifestyle. Famous actors and public figures, sports instructors and doctors, beauty experts and psychologists conducted motivational sessions, where the issues any woman can relate to were discussed, i.e. how to maintain beauty, youth and health.

That day, all the forum guests were hospitably treated to dairy products under EKONIVA brand. Everyone wishing had an opportunity to savour the natural milk, kefir, sour cream, curds, delicious yoghurts and quark

desserts. Oksana's mother Yelena and little daughter Liza were among the guests as well.

'I love dairy products, my family members regularly eat them', says Yelena Fedorova. 'My granddaughter likes sweet yoghurts and quark desserts. We do our best to instill healthy eating habits in the kid. When choosing dairy products, I, first and foremost, look at the brand: the manufacturer's credibility is important to me. I have already purchased products by EKONIVA and I am quite happy with the quality.'

According to Dmitry Vyrodov, brand's chef and President of the Association for culinary experts and restaurant owners in the Black Soil Region, you can never have too many healthy dairy products.



'Dairy products along with fruit and vegetables are in the top-3 of the healthiest foods', believes Dmitry. 'Milk rich in a range of vitamins, coenzymes and calcium, is simply irreplaceable. Besides, there is a huge number of original tasty and healthy dishes, which can be cooked from EKONIVA ingredients.'

Oksana Fedorova also took part in the tasting of EKONIVA dairy products.

'Proper dairy products have a favourable influence on women's health and beauty', says Miss Universe. 'I particularly like natural yogurt and curds with a medium

fat content. The ultimate secret of women's beauty and health is simple: eat a healthy diet, be active and follow traditional values!'

The famous psychologist, TV and radio host Anetta Orlova can cut anything out of her everyday diet except for dairy products. She is convinced that what ladies eat has a direct impact on feminine health and beauty.

'I love curds and fermented dairy products', says Anetta. 'When shopping, I pay attention to the shelf life – the shorter it is, the more natural the product is. This is what I know for sure and appreciate.'

By Tatyana IGNATENKO

## Have a good swim!



The EkoNiva-sponsored swimming competition, the first stage of which took place on 30 and 31 March, was added to the calendar of children's sports events in Liski district, Voronezh oblast.

The contest was held at the water sports centre in Davydovka village, where more than 70 sportsmen from Anna and Liski districts gathered to fight for the victory.

In the junior girls' group, Darya Vereshchagina took a silver in the butterfly stroke race and a bronze in the backstroke race. Having excelled at butterfly, the boys from the sports school Lokomotiv occupied the entire winner's podium. Outflanking the other contestants, Makar Shcherbakov swept to victory. Artyom Chernov was the runner-up and Matvey Kosteyev finished third.

In the senior group, the Liski swimmers faced really tough competition for the medals. The first prize for swimming butterfly was awarded to Aleksandr Lyutikov, who secured

a hard-earned win over Yegor Tenyakov with a lead of just a few tenths of a second. Bogdan Sarapulov joined the trio of winners. The girls kept pace with the boys. In the butterfly stroke race, Alina Melikhanova and Alyona Churilova took a gold and a silver respectively. All the winners and prize-takers got certificates of honour, medals, and toothsome sets of EKONIVA dairy products.

'The new competition was largely initiated by EkoNiva', says Oksana Akhmarova, Children's Swimming Coach. 'The company pays much attention to the development of children's swimming, sponsors training camps and contests and now it has organised its own tournament, which has every chance to evolve into a top-ranked contest.'

By Viktor BARGOTIN



# Silver jubilee of EkoNiva's family

The Corporate Family Day full of gripping and useful activities was organised at Detchino service centre in Kaluga oblast.

From the early morning, the warm summer sun, the boundless azure sky, the calm weather and the sound of birds were creating a welcoming atmosphere. Even the nature seemed to be favourable to the visitors of the event who were about to dive into a fascinating and alluring world full of bright colours and joyful activities.

The celebration hub Detchino greeted the little guests and their parents from all the company's branches – Tula, Ryazan, Kostroma, Vladimir, Voronezh, Odintsovo, Kaluga, and even remote Novosibirsk. The employees with their families came there to spend the holiday in a warm friendly atmosphere.

'Our celebration, the Corporate Family Day, is devoted to both International Children's Day and the 25<sup>th</sup> anniversary of EkoNiva', says Elena Levina, First Deputy General Director of EkoNivaTekhnika-Holding in her welcome speech. 'Today, I wish all the adults and children continuous development. Be curious and do your best to open up new horizons. EkoNiva will definitely give you a helping hand in this.'

Every child who attended the event had an opportunity to learn something new and exciting. The boys and girls went on a fascinating excursion to the service centre where they got to know how the spare parts



warehouse, repair shops and offices work.

The vast territory of the service centre was brightened up with entertainment areas which served to make the event not only joyful and exciting, but also informative. Since the early morning, various workshops and contests, playgrounds and stages, dances and face painting, sports grounds and fun races captured the attention of the guests who could not but feel vivid emotions in the air. It turns out that even

Family is the foundation stone of everyone's life, and each moment spent in the bosom of the beloved family is the highest award. EkoNivaTekhnika-Holding understands the importance of good quality family time, that is why large-scale family celebrations have already become a good tradition.

in the age of computer games, a game against a real opponent is much more appealing.

'We were very pleased with the fun races', shared his impressions Nikolay Terekhov, After-Sales Service Manager of Kaluga Branch of EkoNiva-Tekhnika. 'I really liked the Japanese fun game – walking on cubes. This is a great way to spend a weekend for both children and adults. My wife Elena and I are quite impressed by the science show, while our boys Matvey

and Ivan are just raving about the transformers show.'

It was not the first time the eight-year old Matvey Terekhov had visited his father at work. With great enthusiasm, the boy regularly drops in on his dad at the service centre on weekdays.

'I've helped my daddy in the spare parts workshop. We've even talked on the radio', says Matvey with admiration. 'I have also driven a loader and a tractor. When I grow up I wanna be like my dad and work for EkoNiva. I know it is



a big and strong company, it sells the best machinery and makes dairy products. For example, ice cream - today I've eaten a lot of it! Everybody could help themselves to the delicious dairy products under EKONIVA brand. With great pleasure and appetite, both adults and kids indulged themselves in the tasting. Besides, to make a milkshake, the guests needed to pedal a special cycle blender.

'The faster you pedal, the more intensively the blender works - and here you are, a nutritious and tasty cocktail is ready. My husband Sergey is chuffed', says Olga Sineva, Chief Specialist of IFRS Department of EkoNivaTekhnika-Holding. 'The whole family, especially our daughter Polina, were looking forward to this festival, and it was well worth it. We've participated in the various DIY workshops on making dreamcatchers, chocolate sweets, candies and

The young lady was totally engrossed in crafting a paper cow. Families of the employees of Kostroma branch travelled over 500 kilometres by bus to participate in the festivities. The Malkovs - Ivan, Yuliya and their son Matvey - joined in the celebration.

'Today, we cannot but feel the positive vibes and embrace the holiday spirit', say the young parents. 'The organisation of the event is immaculate!'

The head of a big family Aleksandr Pilyasov, Deputy Head of EkoNivaSibir Technical Support Department, flew the way from Novosibirsk to Detchino with his spouse and children covering a distance of 3,000 kilometres. They all were really eager to take part in the event and get into the atmosphere of the corporate family. Despite the fact that Aleksandr's three children - Vladimir, Anna and Ilya - are of pre-school age, they are already very curious to know what their father



13 years. His spouse Viktoriya and three children - Kseniya, Aleksey and Yegor - agreed to head for Kaluga oblast without any hesitation as they had already visited corporate family events before. At the festival, they were just happy campers having the time of their lives.

'For my family and me, EkoNiva is a company with a capital C', comments Denis. 'Every parent does their best for their children, and our company supports us in this respect in every possible way. I can say with certainty that EkoNiva is a family company!'

Another devoted husband and father within EkoNiva's big family Vladimir Kovalenko, Head of Spare Parts Department of EkoNivaTekhnika-Holding, has been with the company for 15 years. His wife Nina, daughter Nastya and sons Tikhon and Stepan joined the corporate event for the first time.

'My loved ones should know what I do, and it is of great

importance to me', says Vladimir. 'You never know what life has in store for us, maybe my children will also come to work for EkoNiva. If so, I would be happy.'

'No one can imagine their life without a family. Family invigorates you, stands by you when you take your next big step in life, and inspires confidence in the future. We are so happy that EkoNiva is not just a company, but a loving home for our employees!', stresses Yekaterina Stolyarevskaya, HR Manager of EkoNivaTekhnika-Holding.

As the festive family event full of bright impressions, memorable get-togethers and heartwarming moments was coming to a close, bright colourful balloons were released into the sky grabbing the attention of the guests. The fabulous day was crowned by a huge birthday cake. Everyone who is a part of EkoNiva's large family could have a bite of the jubilee treat.

By Tatyana IGNATENKO

**'I will call her Buryonka', says Ksyusha. 'Cows are my favorite animals. They give milk from which EkoNiva makes tasty products. Actually, I like visiting my mom at work - it is always interesting, and everyone knows me there. Today is my birthday, and such a great event, entertainment, and gifts are a particularly pleasant surprise for me.'**

scent diffusers. Our kid has even ridden a toy tractor. It is an awesome day!

During the origami workshop, we met eight-year-old Kseniya Astakhova from Kaluga oblast.

does. To take a ride in a tractor or a loader is their favorite thing to do. Denis Povalikhin, Director of Kostroma and Vladimir branches of EkoNiva-Tekhnika, has been working for the company for



**2-4 July**

**Tatarstan Field Day**

Venue: Bolshiye Kabany village,  
Laishevskiy district, the Republic of  
Tatarstan

Organisers: Ministry of Agriculture and  
Food of the Republic of Tatarstan, Kazan  
Yarmarka OJSC

**5 July**

**Tula Field Day**

Venue: Spasskoye LLC, Spasskoye village,  
Novomoskovsk district, Tula oblast

Organiser: Ministry of Agriculture of Tula  
oblast

**5 July**

**Tambov Field Day**

Venue: Bulgakovo village, Gavrilovka  
district, Tambov oblast

Organiser: Department of Agriculture of  
Tambov oblast

**10-12 July**

**All-Russian Field Day 2019 –  
International Agrotechnological  
Exhibition**

Venue: Pushkin, Saint Petersburg,  
Leningrad oblast

Organiser: Ministry of Agriculture of the  
Russian Federation

**19 July**

**Ryazan Field Day**

Venue: Podvyazye village, Ryazan district,  
Ryazan oblast

Organiser: Ministry of Agriculture and  
Food of Ryazan oblast

**24 July**

**Sibirskaya Niva Field Day**

Venue: Maslyanino village, Maslyanino  
district, Novosibirsk oblast

Organiser: Sibirskaya Niva

**2 August**

**Potato Russia 2019 – Russian Potato  
Field Day**

Venue: Scorpion LLC, Olgino village,  
Bezenchuk district, Samara oblast

Organiser: GRIMME



**12+**



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/EkoNivaCompany



/amn.milk

**24 July – Sibirskaya Niva Field Day**

Venue: Maslyanino village, Maslyanino district,  
Novosibirsk oblast

**We are looking forward to seeing you!**

**ЕКОНИВА  
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