

EkoNiva is stepping up its dairy production!

EkoNiva has launched new dairy farms in Kaluga, Orenburg and Voronezh oblasts

Page 4

Know how to cut

Tigercat forestry machinery has been unveiled at the 21st Century Woodcutter Championship

Page 15

Good corn – high-quality milk

Emerging trends at the Innovative Field Day ‘Corn 2019’

Page 21



Contents

NEWS

EkoNiva is stepping up its dairy production
In Kaluga, Orenburg, Voronezh.....4

Taking forest industry by storm
EkoNivaSibir has taken part in the international Expodrev trade fair in Krasnoyarsk.....5

Precision for efficiency
Smart farming project has been launched in Zashchitnoye.....6

Dairy treats for the Northern Capital
EkoNiva has started business in Leningrad oblast.....7

ORGANIC TREND

Organic, eco or bio?
How not to get confused with the terms.....8

NEWS FROM THE FIELDS

Focus on quality
The foremost industry event for the farmers has taken place in Leningrad oblast.....11

Scaling efficiency up
Farm machinery for professionals. Overview of the summer trade fairs.....12-13

LOGGING SITE

Know how to cut
Tigercat forestry machinery at the 21st Century Woodcutter Championship.....15

TECHNICAL INSPECTION

Absolute precision
Demo shows of the Liquid System have been held in Siberia16

Iron will Tigercat
EkoNivaSibir clients have visited the International Forestry Expo Scotland 2019.....19

FIRST-HAND EXPERIENCE

Good corn – high-quality milk
Emerging trends at the Innovative Field Day Corn 2019.....21

OUR PEOPLE

Dragons score a double
EkoNiva team has won the cup and the gold medals of Peter the Great Regatta.....23

OUR HUMAN RESOURCES

The future of Russian plant breeding
Vavilovets student team shares their scientific and career ambitions24

OUR EKONIVA

The House where milk lives
EkoNiva has blended milk and flowers to create good vibes at Garden City 2019, the 9th Voronezh Festival of Gardens and Flowers.....27



p. 5



p. 10



p. 17



The impossible is possible!

When Vladimir Putin's decree set agricultural producers the goal of increasing export up to 45 billion dollars by 2024, it seemed unrealistic.

The task is, indeed, formidable, but it is accomplishable!

The performance of the Russian farming sector in the past five years proves that we can have results, not potential only. We have already attained self-sufficiency in a lot of areas of farming production and we do have something to offer the external markets.

Currently, we are number one in wheat exports in the world. We actively export fat-and-oil products, sugar, poultry and pork. We are also tapping into foreign markets to sell dairy products and looking into organic foods, which are gaining more popularity worldwide and show good growth potential. Besides, good-quality alfalfa seeds are in high demand. Other crops that deserve focus but are not common in Russia yet are lentils and chickpeas.

Today, new markets can be targeted, such as Southeast Asia, Gulf countries and Africa.

It should be mentioned that cooperation in the farming sector is on the agenda of Russia – Africa Summit, which is to take place in October.

What is needed to succeed in the export markets? – High-quality produce and a competitive edge, which, in its turn, requires state-of-the-art machinery, progressive practices, advanced genetics and highly qualified employees. Not all of these are available in Russia, so it is crucial to have an unlimited access to the best global achievements and most sophisticated technologies.

The export process will be driven by large modern enterprises. It is them that can figure out the game rules in the foreign markets, invest in facilities retrofit and cutting-edge equipment and implement progressive management. Of course, developing logistics, building storage facilities and working out veterinary and phytosanitary issues call for government support. If everything is in place, the goal seeming unattainable at first sight can be reached.

Stefan DUERR,
President of EkoNiva Group

Stepping up dairy production



At one go, EkoNiva has opened several state-of-the-art dairies in Kaluga, Orenburg and Voronezh oblasts.

Triple achievement

The end of July proved to be a significant milestone in the history of Kaluzhskaya Niva – concurrent opening ceremonies of three dairies made it truly special. Ulanovo dairy for 2,800 milking cows and 4,000 head of young stock was under the spotlight. Dmitry Patrushev, Minister of Agriculture of the Russian Federation, paid a visit to the farm to see everything with his own eyes.

'I am happy to be at the opening ceremony of another dairy of EkoNiva', says Dmitry Patrushev. 'Stefan Duerr's successful company engaged in dairy farming for many years plays an important role in the development of agricultural production in Russia.'

Ulanovo dairy is equipped with a 72-stall rotary and a 16-stall herringbone. The new farm with the capacity of 90 tonnes of milk per day has provided more than 100 people with jobs.

The total investment in the project amounts to 2,523 million rubles.

In 2020, the company is planning to launch a farm-tour project at the premises of the dairy. A sports ground, a zoo, a hotel, a cafe and a branded shop offering dairy products will be built to entertain the guests.

Along with the opening of Ulanovo, Kaluga oblast hosted two more opening ceremonies: Sugonovo and Bogdanino dairies for 2,800 milking cows each were put into operation. For the first time ever, EkoNiva held a teleconference between its farms. With one accord, the guests pushed the big red button symbolising the launch of the three rotaries.

Orenburg breakthrough

On 22 August, a ceremony marking the opening of Kurskaya Vasilyevka dairy was held in Orenburg oblast. The farm with the capacity of 90 tonnes of milk per day is

designed for 2,800 milking cows and 10,100 head of young stock. Rosselkhozbank supported the implementation of the project, the total investment amounted to 2.8 billion rubles.

Oksana Lut, Deputy Minister of Agriculture of Russia, and Denis Pasler, Acting Governor of Orenburg oblast, honoured the event with their presence.

'We have been cooperating with EkoNiva for a long time keeping abreast of the company's success, so I am very pleased to witness EkoNiva's next breakthrough', says Oksana Lut. 'If EkoNiva decides to come to a region, it means the company makes a serious commitment.'

Another highlight of the day was laying the cornerstone of Mordovo-Dobrinno dairy for 3,500 milking cows. Together with the youngest residents of the village, Oksana Lut, Denis Pasler and Stefan Duerr placed

a time capsule with a message for the descendants into the foundation of the future farm.

'We have given the green light to the development of two areas which are of paramount importance to Orenburg oblast', says Stefan Duerr. 'First, it is integrated rural development. I do believe in the Russian village, its revival and true spirit. The second focal area is export, and our goal is to increase the production of high-quality animal and plant products. To get the cross-border sales up and running is high on the agenda as well.'

Lucky number 13

On 5 September, EkoNiva launched its 1st farm in Anna district (13th – in Voronezh oblast). This dairy is named Staraya Chigla and it is designed for 2,800 cows. The opening ceremony was attended by Aleksandr Gusev, Governor of Voronezh oblast.

'The farm offers 120 new jobs for the local residents', says Sergey Lyashko, Commercial Director of EkoNiva-APK Holding. 'It is a significant number for a rural area. The new dairy will allow the residents of adjacent villages to earn money, sustain their families and plan out the life.'

The delegation headed by the Governor tasted the natural dairy products of EKONIVA. The guests observed that the development rate demonstrated by the company clearly indicates that EkoNiva sticks to its blueprint for producing 6,000 tonnes of milk per day by 2025.

By Darya DENISOVA,
Viktor BARGOTIN,
Aleksandr KUTISHSCHEV



Taking forest industry by storm

EkoNivaSibir has debuted at ExpoDrev 2019, an international forestry trade fair in Krasnoyarsk, where over 120 companies introduced cutting-edge timber harvesting and processing solutions.



It is not by chance that Krasnoyarsk is chosen as the meeting place for the timber industry – the area is renowned for its forest resources.

‘One-seventh of the total Russian woodland is located

in this region’, says Aleksandr Uss, Governor of Krasnoyarsk area. ‘The region has set a record of 28 million cubic metres of timber, which is an outstanding performance over the past three years. We

have recently readdressed the reforestation issue. The goal is to increase the volume of timber processing, which requires new technologies and state-of-the-art forestry equipment.’

At the trade fair, EkoNivaSibir showcased Tigercat tree-length and cut-to-length harvesting forestry machinery manufactured in Canada.

‘The upgraded product line of Tigercat forestry equipment has already been released onto the Russian market’, says Aleksandr Zuyev, Head of Sales Department of EkoNivaSibir. ‘It includes the Tigercat 855E feller buncher and the 1075C forwarder. The units are now more cost-efficient and powerful with a redesigned operator’s station, reliable undercarriage and a high-performance hydraulic system.’

The Tigercat 1075C forwarder designed for demanding cut-to-length applications fascinated the attendees of the showcase. The high-capacity 20-tonne log forwarder easily handled 6-metre logs.

‘The model has an edge over its counterparts due to its heavy-duty design’, shares Aleksandr Zuyev.

‘The forwarder features a centre section equipped with tapered roller bearings in the articulation and oscillation joints, which ensures a long service life of the assembly unit provided that it is properly maintained. The low-wide bunk system gives the ability to load more wood while keeping the centre of gravity lower for increased stability and prevention of tipping over.’

EkoNivaSibir received an ExpoDrev award for the supply and promotion of the Tigercat 1075C Forwarder in Krasnoyarsk area.

‘EkoNivaSibir has set the bar high’, comments Matt Roberts, Tigercat Sales Manager for Europe and Russia.

‘The company became a Tigercat dealer less than a year ago, but it already has an extensive spare parts inventory and a machinery warehouse. The specialists of EkoNivaSibir were trained in the forestry equipment at Tigercat facility in Canada. There are exciting development prospects for the timber industry in Russia. What we now strive for is 50 percent market share, as much as we have in the North America. Together with EkoNiva, it is realistic!’

By Anna BORDUNOVA

Dairy Land extends its boundaries



The Dairy Land 2019 festival in Ufa has gathered over 58 thousand guests.

‘We are determined to hammer away at developing the dairy industry’, says Radiy Khabirov, Head of the Republic of Bashkortostan. ‘Over the first

half of 2019, the investment in the sector increased by 113.6%.’ Kharon Amerkhanov, Director of the Livestock Farming and Breeding Department of the Ministry of Agriculture

of the Russian Federation, emphasised that the investors and the government are always ready to hold a constructive dialogue, which ultimately leads to building modern farms and setting up dairy business clusters.

Stefan Duerr, President of EkoNiva Group, was also invited to the event and had the floor. He was one of the first to identify the investment opportunity in the farming sector of the Republic. In February, EkoNiva signed an agreement for the construction of Semyono-Makarovo dairy for 2,800 milking cows in Yermeyevo district, the investment value is about 3 billion rubles.

‘Semyono-Makarovo dairy already milks 320 cows, and by the end of the year, all 2,800 cows will have had calves and started lactation’, promises Stefan Duerr. ‘The company

has broken ground on two more farms in Yermeyevo and Bizhbulyak districts. We do feel the government’s support in our endeavors and really appreciate it.’

At the festival, EkoNiva presented the product range under its own brand. The guests savoured milk, kefir, ryazhenka (fermented milk drink), sour cream, curds and yogurts and voiced their hopes that soon these delectable products made of milk from company’s own farms would hit the shop shelves in Bashkortostan.

Besides, the city hosted another significant event that day – the participants of Make Way for Milk motor rally arrived at Salavat Yulaev Square. On 22 August, the column of 42 vehicles visited Semyono-Makarovo dairy to learn more about the project and sample fresh EKONIVA milk products.

By Aleksandr KUTISHCHEV

The right choice

In association with Michelin representatives, EkoNiva-Chernozemye's specialists have held a series of events at the premises of Agrofirma Pavlovskaya Niva CJSC, including an audit of farm machinery and a training course for the engineering staff called 'The right choice and use of agricultural tyres'.

One of the key topics of the session was defining the optimal tyre pressure, its effect on soil compaction during field works, the condition of rubber and fuel consumption. 'The testing involved 8 Series John Deere tractors,

a New Holland T8.410 and a Manitou telescopic handler', says Sergey Pilyugin, Aftersales Representative of EkoNiva-Chernozemye. 'Each machine fitted with various trailed and mounted implements was weighed



first at the front-axle side, then at the rear-axle side. We compared the load distribution between the axles depending on the equipment position. The measured data allowed us to define the optimal pressure for Michelin tyres.'

The technical director of Agrofirma Pavlovskaya Niva CJSC and Michelin representatives made arrangements for agricultural tyre maintenance and advisory support of switch to Michelin tyres.

By Aleksandr KUTISHCHEV

Precision for efficiency

Zashchitnoye farming enterprise has embarked on a precision farming project intended for efficient management of the entire production cycle. This initiative is aimed at tying together all technological processes, thus making it possible to track the key parameters, including the condition of soil and plants per each square metre and the quality of work performed.



The project will ensure significant cost saving and environmental friendliness.

According to experts, precision farming allows boosting yield by 70%. The leaders in this innovative area are the USA, Germany, Brazil and China. Based on the world experience, one can be sure that precision farming achieves

its targets, notably increasing the yield and reducing costs. The specialists of Zashchitnoye have experienced all these advantages first-hand.

Currently, Zashchitnoye is assessing the physical and chemical properties of soil. This information will enable the specialists to cut mineral fertiliser costs.

'Individual amounts of mineral fertiliser will be calculated for each area depending on the mineral nutrient concentration', says Sergey Kapustin, Precision Farming Director, EkoNiva-APK Holding. 'Next season, we are planning to start variable rate application. The goal is to provide each plant

with exactly as many nutrients as it needs – not more and not less.'

At the moment, precision farming specialists are carrying out an important land surveying. Knowing the exact boundaries of the fields will provide an insight into the real acreage helping to avoid disproportionate expenses.

'Our task is to optimise the resources we have and increase the efficiency', continues Sergey Kapustin. 'Next year, we are planning to implement yield mapping for various parts of the field if the resources such as seeds, fertiliser or chemicals have been distributed adequately.'

In 2020, all farm machines of Zashchitnoye will be fitted with GPS tracking devices, auto-steering and section control systems.

In 2021, precision farming will become an integral part of the working process at Zashchitnoye ensuring regular planning and analysis and bringing a new level of efficiency to agriculture.

By Tatyana IGNATENKO



A delegation of the German-Russian Forum has visited the farms of EkoNivaAgro located in Voronezh oblast to take a closer look at one of the leading companies in the dairy industry.

For foreign guests, EkoNiva is a formula for success achieved by a student from Germany who came to Russia 30 years ago and managed to build a dairy empire.

'It is interesting for us to learn more about EkoNiva's milk production process', says Matthias Platzeck, Chairman of the Management Board of

the German-Russian Forum. 'The versatility and scale of Stefan Duerr's activities deserve respect. Apart from being a successful manager of the largest agricultural holding in Russia and a social leader, he is also a member of the Board of Trustees of the German-Russian Forum, which is especially valuable to us.'

As a sign of respect to Stefan Duerr, Matthias Platzeck gave him an unusual souvenir – a bell which symbolises peace and friendship – and made the meeting truly sweet with some Berlin chocolate. 'What if you start making your own milk chocolate?' jokes Matthias Platzeck. 'I am sure it will taste as good as EkoNiva's milk.'

The German-Russian Forum was founded in Berlin in 1993 as a place of public dialogue and experience exchange between Germany and Russia. The activities of this organisation are associated with the development of various aspects of the modern society such as economy, business, science, culture and sport. Great attention is paid to the support of young professionals. The members and patrons of the German-Russian Forum are well-known companies and prominent figures who help to shape up the cooperation network between the two countries.

'We are in search of new projects, young leaders and such experienced economists and diplomats as Stefan Duerr,' says Martin Hoffmann, Executive Director and Management Board Member of the German-Russian Forum. 'He is a role model for many. It is no coincidence that Stefan has won the award named after Dr. Friedrich Joseph Haass for his contribution to the development of the relationship between our countries. This year, EkoNiva celebrates 25 years of its work just like the German-Russian Forum. We would like to congratulate the company and wish it prosperity.'

By Darya DENISOVA

Dairy treats for the Northern Capital

EkoNiva, the largest raw milk producer in Russia and Europe, has started operating in the Northwestern region of the country.

The holding acquired an agricultural enterprise in Volosovo district, Leningrad oblast. The company is engaged in high-quality milk production and growing forage crops for its herd. The total agricultural land area is approximately 3,900 hectares. The enterprise is one of the largest milk producers in Leningrad oblast – the daily milk yield approximates 20 tonnes. The total herd size is 1,580 head of Holstein cattle, of which 760 are dairy cows. The herd is housed in Zimititsy village at a modern dairy fitted with the DeLaval milking parlour. 'We find Leningrad oblast attractive because of its high economic value for Russia and increasing buyer interest in dairy

products', says Stefan Duerr, President of EkoNiva Group. 'Entering the Northwestern region takes us one step closer to our strategic objective – becoming the first integrated producer that can offer high-quality dairy products to the entire country.'

In the future, the company is planning to substantially expand its raw milk production in the Northwestern region. Apart from purchasing more land and farms, EkoNiva is going to build two new modern dairies in this region until the end of 2022. The main short-term goal is producing around 200 tonnes of raw milk per day for Saint Petersburg and Leningrad oblast. The construction of

the company's own processing plant in the area will be a logical continuation of the development strategy. Meanwhile, EKONIVA

treats will be supplied to Leningrad oblast from Voronezh and Kaluga oblasts.

By Tatyana IGNATENKO





Federal law On Organic Products is to take effect on 1 January 2020 in Russia to ensure that our consumers have the same confidence. The problem is that another organic law is being drafted which can confuse consumers that do not understand organic production specifics.

In February, Vladimir Putin assigned the government to approve an action plan for the development of green brands of 'ecologically clean' agricultural produce to be promoted in the domestic and export markets. It should not be confused with organic production though; what it means is the application of lower pesticide rates and mineral fertilisers with reduced content of heavy metals and their salts.

To carry out President's assignment, a draft law On Ecologically Clean Agricultural Produce has been prepared promptly, the problem is in many aspects it is similar to Federal Law No 280 dated 03.08.2018 On Organic Products, which may seem a good thing as they both protect the environment and consumer health, however, there is a 'but' here.

'We are adamantly opposed to using such a term as "ecologically clean"', says Oleg Mironenko, Executive Director of the National Organic Union. 'There are overlapping terms in the two laws, which mislead consumers.'

It turns out that both truly organic products and those

Organic, eco or bio?

Worldwide, the three terms are used to define organic production. If a consumer sees any of these logos on the pack, he or she can be positive that the product is manufactured in compliance with all organic requirements, is properly certified and neither mineral fertilisers, nor pesticides, growth hormones or antibiotics are applied in its production.



Anatoliy Nakaryakov, Organic Production Director, EkoNiva:

– If a law applying the word 'ecological' to crops grown with mineral fertilisers is passed, it will seriously harm Russian organic production, diminish our chances of reaching compliance with international organic regulations and hinder the entry of our products into export markets. The Russian produce image will be severely tarnished by the time foreign consumers have figured out the specifics of our terminology.

produced with lower pesticide and mineral fertiliser rates are referred to as 'ecologically clean'. Considering that this produce targets not only domestic but also external markets where consumers are much savvier, we risk finding ourselves in a very embarrassing situation.

Russian 'ecological' produce, made with the use of chemicals, may be mistaken for organic in Europe. It is a really big question if Russian organic logo is going to be credible afterwards. European organic foods, for that matter, may be perceived as

"inadequate organics" and end up on a wrong shelf.

'Our arguments have been considered', continues Oleg Mironenko, 'and today a different term has been introduced to this draft law – "produce with improved ecological parameters". For us, it's crucial to prevent the term and logo "ecological" from getting onto the package.'

Ideal solution would be dividing farming into three segments to eliminate confusion about the term 'ecological': conventional (intensive), organic

and sustainable farming. In the western countries, the latter is also called integrated farming as it is a combination of intensive and organic practices. In this segment, numerous green brands are being launched and taking off in Europe, for instance, the Animal Welfare label in Germany or the Better Life label in the Netherlands. Maybe, in Russia, a distinguishing label should also be developed to keep the term 'ecological' in the area it really belongs to.

By Svetlana WEBER
Darya DENISOVA

Once seen, never forgotten!

Over the years, EkoNivaAgro has proved to be one of the most technologically advanced companies in Voronezh oblast.



Having visited the company's dairies, state-of-the-art processing facilities and picturesque agricultural fields, the guests cannot forget this memorable experience and come back to visit EkoNivaAgro again.

On 4 July, a delegation of the German Agricultural Society

(DLG) arrived in Voronezh oblast again and paid a visit to one of EkoNivaAgro's dairies.

The German farmers were particularly interested in Russian agriculture and experience exchange for the benefit of both countries.

Stefan Duerr, President of EkoNiva Group, welcomed the delegation at Verkhniy Ikorets dairy. He told the guests about different areas of activity of EkoNiva-APK Holding and its business achievements and explained how things work on a dairy farm.

'Modern dairies are quite similar in our countries. The only difference is the scale', says Steffen Mogwitz, Member of DLG Management Board. 'But we have different political environment which affects the farmers.

The Russian government has established agricultural support policies whereas their German counterparts favour the interests of consumers, not producers. We would like to gain an insight into the best Russian practices, that is why we have come here today.'

After the tour, the delegation

headed for the spectacular fields with heavy crops. The agronomists of EkoNivaAgro told the guests about their technology of growing winter wheat, maize, sugar beets and soybeans. A tour of the milk processing plant in Shchuchye village and sampling natural dairy products of EKONIVA and Academy of Dairy Sciences brands crowned the eventful day.

'It is my first time at EkoNivaAgro', says Franz Hegel, Member of DLG Management Board, 'and I am very much impressed with what I have seen so far. In Germany, we have an absolutely different vision of Russia, its farms and processing plants. But these facilities are clean and tidy, the production process is professionally managed and runs smoothly. Moreover, I am delighted by the taste of dairy products that I have had a chance to sample. I could not have enough of the ice-cream and enjoyed natural yoghurts full of fruits and berries.'

By Viktor BARGOTIN



A workshop on maize cultivation issues and prospects has been held at Zashchitnoye enterprise for EkoNiva-Semena specialists. It was conducted by foreign partners.

Lately, the global maize market has grown remarkably, and the demand is expected to keep rising. Maize is considered to be one of the most profitable cereal crops. Its unique features are high yield potential and versatility. Maize is cultivated mostly for grain which is later used as food, fodder and for industrial purposes. When asked about the reasons for growing maize, Stefan Hemmert, Manager of Maize Sales Department of IG Pflanzenzucht, answers without hesitation:

'What makes it stand out from the rest is high crop yield, ease of cultivation and low requirements for labour force. Maize almost always produces a guaranteed yield, even when moisture is sparse.'

Maize is a versatile crop, it is cultivated for both grain and silage. The benefits of using maize silage as cattle feed are evident.

'This is the best forage with high energy density', continues Stefan Hemmert. 'The crop has

good fermentability and it is high in starch.'

In recent years, the employees of Zashchitnoye in Kursk oblast have been vigorously working on maize hybridisation. The experience of producing the innovative Grizzly hybrid is particularly interesting since it is resistant to cold stress factors and highly digestible. According to the maize ripening index, Grizzly has the FAO number of 230 for grain and 190 – for

silage. These figures are pretty good, as the experts think.

In terms of producing seeds of maize hybrids, Zashchitnoye is fully equipped with cutting-edge technology. The agronomists regularly get useful advice on the technological processes of hybridisation from RWA specialists. Currently, a range of hybrids from RWA is being tested at the variety testing plot in Zashchitnoye. The best hybrids will be a base for expanding the innovative hybrid line.

'We have been cooperating with EkoNiva for six years in breeding soya beans, hullless pumpkins intended for oil production and maize', relates Johann Posch, Managing Director of Saatzzucht Gleisdorf and Head of Seed Growing Department of RWA. 'We are eager to introduce to our partners an exclusive variety bred specially for Russia. The trials are in process and they are extremely important to us. Our strategic task is further fruitful cooperation. We want to implement the best genetics of Eastern Europe here in Russia and, I believe, we will achieve our goal soon!'

By Tatyana IGNATENKO



Siberian hospitality

Farmers always take advantage of the opportunity to network and update their knowledge. The first in Siberia International EkoNiva-Semena Field Day 2019 has been held on the vast expanses of Sibirskaya Niva farmland in Maslyanino village, Novosibirsk oblast.

At the venue, the visitors could meet the industry colleagues, exchange experience, learn about the latest scientific achievements in plant breeding and seed growing, innovations in farm machinery and discuss professional topics in informal settings.

'This year, we've decided to put more focus on winter crops', says Willi Drews, Doctor of

the demonstrated cultivars are perfectly suitable for the Siberian climate.

Of course, the commercial seed fields of Sibirskaya Niva received a lot of attention that day. The participants had a look at winter wheat varieties Skipetr and Zimushka, spring wheat Licamero and seed stands of the Canadian alfalfa Dakota. From these very fields, the seeds

here – barley, peas, oats – come mostly from EkoNiva.'

'We harvest oats Max at 5.1 tonnes in our fields', continues Maksim Albert, 'while the oats yield of any other variety does not exceed 4 tonnes per hectare under the same conditions.'

At the Field Day, BASF representatives told the farmers about the plant treatment and protection systems suited to the climatic conditions of the Siberian region.

The applications of mineral fertiliser and chemicals are the most common agricultural practices. EkoNivaSibir unveiled a special machine for applying liquid fertiliser – the Duport Liquiliser.

'This innovation allows us to ensure good development of the root system and a rapid growth of the green mass', says Aleksandr Burmak,

EkoNivaSibir Machinery Sales Representative. 'High capacity is one of the distinctive features of the Duport Liquiliser.

The capacity of the fertiliser tank is 8,500 litres, and the operating width is 13.5 metres. Duport machine is distinguished by reliability: all assembly units and elements are made of stainless steel. What is more, it can apply fertiliser to seedlings.'

Duport machines have already started operating in Siberian region and delivered great performance. The Field Day gave farmers from Kazakhstan, Altai area and Novosibirsk oblast the opportunity to have a first-hand look at the Liquiliser. No surprise, after the event, Liquiliser delivery negotiations started with a number of customers.

By Tatyana IGNATENKO



Willi Drews:

– In Siberia, winter wheat Skipetr nearly always makes us happy with the yield. This variety is distinguished by excellent winter hardiness and good tillering.

Agronomy and EkoNiva Advisor. 'In Siberia, winter wheat Skipetr nearly always makes us happy with the yield. This variety is distinguished by excellent winter hardiness and good tillering.'

During the Field Day in Maslyanino, EkoNiva-Semena showcased demo plots of new varieties, including the novelties of own breeding: winter wheat varieties Cepheus and Sheratan, popular European spring wheat varieties Licamero, Calixo and Triso, spring barley varieties Paustian, Calcule, Margret, Laurikka, Explorer and globally acclaimed red lentil varieties bred in Canada. The qualitative parameters of

will be collected to be used for sowing campaign 2020 and in the following years. Spring wheat Licamero turned out to be at the top of the guests' rating. Besides, it had already found favour with Irmen breeding farm in Novosibirsk oblast. Buying the seeds, they had been sure about its good performance, but it had gone beyond their expectations.

'Last year, Licamero yielded really well – 7.3 tonnes per hectare', says Maksim Albert, Chief Agronomist of the farm, 'whereas the average yield of any other wheat variety amounts to 5.3 tonnes per hectare.'

The total area of Irmen farmland is 21 thousand hectares. The seeds sown



Focus on quality

EkoNiva has participated in Countrywide Field Day 2019, Leningrad oblast.



Dmitriy Patrushev, Minister of Agriculture of Russian Federation, set the tone of the event in his welcome speech.

‘Over the past few years, the Russian agricultural sector has seen a steady growth, which can be proved with high yields, the country’s improved food security and increasing investment in agriculture. Now it is time to boost efficiency concentrating our efforts on quality.’

Offering its partners exclusively high-quality products is one of EkoNiva’s core values.

The visitors’ attention centered around the booth of EkoNiva Group, where both the long-time business partners and prospective clients could discuss the most advanced farming practices and cutting-edge machinery and taste EKONIVA dairy products.

Anna Vdovichenko and Yevgeniy Zhilkin, EkoNiva’s partners from Vaderstad, dropped by the booth to discuss the plans for equipment supply, however, they could not miss the milk tasting.

‘Contents and shelf life are what I always pay attention to in a dairy product: the shorter the shelf life, the better’, points out Anna. ‘What I especially like about EkoNiva dairy produce is that it has none of the artificial preservatives or cloying sweetness present in

the products of other brands, just the natural taste of milk. My kids love cheese pancakes and baked pudding made of EKONIVA curds.’

The proven track-record of EkoNiva Group and personal credibility of Stefan Duerr,



Yevgeniy Zhilkin:

– I know Stefan Duerr in person, so if he guarantees that the products are of high quality, you can rest assured that it is really the case.

Director General, inspire customer trust.

Besides, EkoNiva-Semena offered its partners premium-quality seeds with high genetic potential. The entire product portfolio – from forage grasses to cereal crops – was displayed at the booth. The hits of the season were the first varieties developed within the in-house winter wheat breeding programme – ALIOTH, SHERATAN and CEPHEUS.

‘We have been cooperating closely and fruitfully with EkoNiva for over 10 years’, says Yevgeniy Arngold, Chief Agronomist of Agrofirma Pakhma (Yaroslavl oblast). ‘We grow CALCULE barley and TRISO wheat varieties in our fields. EkoNiva provides us not only with machinery and seeds but also with invaluable first-hand experience. We can always count on high-quality service and timely advice.’

The representatives of FRUCTUS LLC from Azerbaijan came to the company’s booth to meet the specialists of EkoNiva-Semena and share the spectacular results of the experiment they had conducted.

‘There is a biased view that sowing the seeds produced in Russia in the fields of Azerbaijan will have unpredictable consequences for the crop’, shares Rasim Bakhshi, Director of FRUCTUS LLC. ‘To prove such opinions wrong, we purchased seeds of spring wheat variety TRISO from EkoNiva and sowed them in our fields. Exceeding all our expectations, in just 20 days TRISO showed an impressive growth. It takes local varieties 2 months to grow like this. No doubt, we will continue our cooperation with EkoNiva-Semena.’

The specialists of EkoNiva-Tekhnika were engaged

in active work with the partners. The company displayed a Haybuster H-800 tub grinder that combines the functions of a feed mill and a shredder for hay, straw, maize grain and other crops, which gives it a considerable edge over the counterparts.

‘The Haybuster H-800 is designed for small and medium-sized farming enterprises’, comments Artyom Konoplyov, Brand Manager of the Sales Department of EkoNiva-Tekhnika. ‘The machinery unit requires a 100 hp tractor to do the job. The hydraulic system simultaneously runs the rotor and the discharge chute allowing straw distribution to a distance of up to 20 metres.’

The Haybuster H800 purchased by Nevskiy farming enterprise (Sobinka district, Vladimir oblast) has become an indispensable helper for the herd managers.

‘The Haybuster works virtually non-stop, seven days a week’, says Viktor Ognev, Director of Nevskiy farming enterprise. ‘With its help, we were able to tackle a few problems at once, thus facilitating the herd managers’ work. Generally, we process dry straw for feeding and bedding. The machine’s shredding quality is very high indeed, the cutting length is set manually depending on the intended use, for example, from 1.5 to 5 cm for feed and from 5 to 15 cm – for bedding.’

By Tatyana IGNATENKO



Scaling efficiency up

How to choose the perfect tractor, combine harvester or baler? EkoNiva-Vesti reporters have visited the major dedicated trade shows to find out what machinery real professionals opt for in order to run agribusiness without risk and losses.

A perfect choice

Tula Field Day became a key event for EkoNiva-Tekhnika. The company's specialists presented a wide range of John Deere machines: the John Deere 6155M and the John Deere 6135B tractors, the John Deere 8320R four-wheel drive tractor, the John Deere R4050i self-propelled sprayer and the John Deere T670i combine harvester.

'The John Deere T670i combine with active separation is a perfect choice for our region', says Vitaliy Kozorez, Director of Tula branch, EkoNiva-Tekhnika, 'it can thresh grain swiftly and thoroughly preventing its

damage. The combine has a high production capacity which enables it to perform its tasks successfully even in high humidity conditions. There are 17 combines of this model in Tula region.'

The Fliegl ULW30 chaser bin can speed up the harvesting process.

'The Fliegl chaser bin is an indispensable aid for farmers', says Vitaliy Kozorez.

'The machine increases crop harvesting efficiency by 30% and minimises downtime.'

The powerful Grimme SE 150-60 trailed potato harvester can help to harvest potatoes carefully. In one run,

the combine digs up potatoes, separates haulm and soil, gently shakes the potato tubers and loads them into the vehicle.

The John Deere 560M round baler is in high demand.

'The machine is a good option for continuous use', says Sergey Plotnikov, Head of the Sales Department of Tula Branch, EkoNiva-Tekhnika, 'it produces bales of 1.87 m in diameter and is suitable for most crops and various conditions.'

Comprehensive approach

Reliable agricultural machinery demonstrated at the Field Day in Vladimir enthused both men and women. Natalya Yershova,

a successful businesswoman, owner of Farm named after Lenin CJSC, takes a comprehensive approach to her work. She keeps a tight rein on her enterprise. The overall herd size is 5,000 head, including 1,900 milking cows. The land bank of the enterprise amounts to 5,400 hectares. Ms Yershova prefers to avoid risks, that is why she opts for John Deere machinery.

'We have purchased quite a few machines from EkoNiva, among them John Deere 6135B, 6130D, 7830, 8430 tractors and a John Deere 7380 forage harvester', says Natalya Yershova, Director of Farm named after Lenin CJSC. 'This time, we are interested in the John Deere 8300 harvester. We are planning to purchase it next year.'

Great novelties and proven bestsellers

The new John Deere Gator 865M crossover was introduced to farmers at



Ryazan Field Day. The machine is fitted with a four-cylinder diesel engine with the capacity of 23 hp. The compact and roomy cargo box is able to carry up to 500 kg.

‘It is the first time we have showcased the John Deere Gator 865M’, says Sergey Krasavin, EkoNiva-Tekhnika Ryazan Branch Manager. ‘This crossover is designed for the needs of the agronomic department, small cargo transportation and other farm tasks. Combining versatility, reliability and durability, it is able to operate in any conditions.’

The JCB 155 and 531-70 telescopic handlers enjoyed unchanging popularity with farmers. The Vaderstad TopDown 500 cultivator, Haybuster bale processor, Fliegl ADS80 manure spreader, John Deere F450E baler and Gregoire Besson plough also received positive response from the visitors of the Field Day.

Cutting-edge solutions

Kirov branch of EkoNiva-Tekhnika showcased the John Deere R4050i self-propelled sprayer. This 252 hp machine is equipped with a 6-cylinder engine with the volume of 6.8 litres. The 36-metre boom is made of carbon, therefore it is six times stronger and five and a half times lighter than the steel one. ‘One of the advanced solutions embodied in the sprayer is the PowerSpray system with two pumps: one with the capacity of 1,200 l/min fills the machine in less



than five minutes and mixes the solution, the other, with the capacity of 1,000 l/min, does the spraying’, says Sergey Zykov, EkoNiva-Tekhnika Kirov Branch Director. ‘Thus, the John Deere R4050i delivers great performance – 700 ha per shift.’

Reliable assistants

Tomsk Field Day gathered about three hundred attendees from different regions of Russia. They discussed potato production practices at the enterprise of Denis Kolpakov, the leading potato grower of the region. The machinery fleet of the farm comprises more than 50 advanced machines, the John Deere 6150M tractor being a firm favorite. It is prized for its robust full-frame design, improved hydraulics, reliable three-point suspension and optimal capacity of 150 hp.

‘John Deere M Series wheel tractors came onto the Russian market in 2012’, says Aleksandr Zuyev, EkoNivaSibir Sales Department Manager. ‘Over the time of their operation, they have proved themselves as reliable and versatile assistants. Due to the all-new design adapted to the Russian conditions, these iron labourers are ready to tackle any tasks both on a dairy farm and at a vegetable-growing enterprise.’

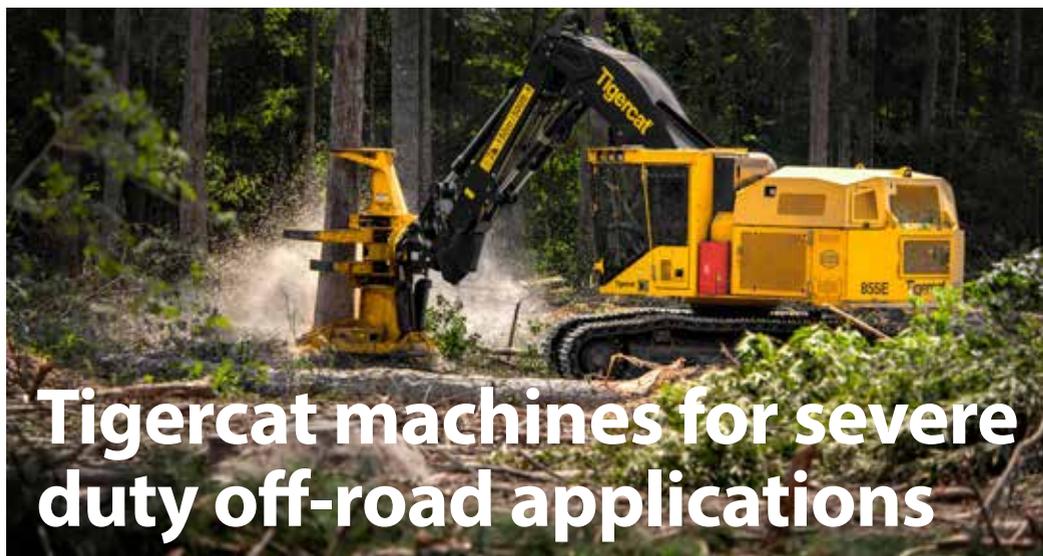
Digital solutions in agriculture

Equipping farm machinery with digital systems became the key topic at Novosibirsk and Kemerovo Field Days. EkoNivaSibir presented the innovative system John Deere AG-DATA Integrator. The product allows integrating all the data on the operation of John Deere machinery and

the equipment of other brands in 1C: Enterprise framework. ‘AG-DATA Integrator system is designed for planning and controlling field work’, says Anton Grebnev, Satellite Navigation Sales and Service Representative at EkoNivaSibir. ‘It uploads up-to-date field maps, data on the operation of self-propelled machinery, trailed equipment, crops and types of operations performed in the field. The system makes a plan-fact analysis, records fertiliser and chemicals application rates and sowing rates in the form of a matrix. The system also enables generation of accounting documents and keeping legal record of land.’

By Darya DENISOVA,
Aleksandr KUTISHCHEV,
Viktor BARGOTIN,
Anna BORDUNOVA





Tigercat machines for severe duty off-road applications

The specialists of EkoNivaSibir held a demo show of Tigercat forestry equipment to introduce the innovative tree harvesting systems manufactured by the world-renowned Canadian company. The event took place on the premises of Tomlesdrev LLC at Chichkayulskiy timber supply enterprise in Pervomayskoye district, Tomsk oblast.

The distinguishing features of the brand are high performance, durability and a long service life of the components. Tigercat units have long been an integral part of the forestry machinery fleet all around the world. Last year, EkoNivaTekhnika-Holding became a Tigercat dealer in Siberia and the western part of Russia.

'Currently, we are actively promoting the forestry machinery focusing on the delivery of outstanding service', shares Aleksandr Zuyev, Head of Sales Department of EkoNivaSibir. 'During the showcase at Tomlesdrev, we demonstrated the Tigercat 855E feller buncher and the 620E six-wheel drive skidder for logging operations.' Tomlesdrev LLC is the largest enterprise in the region engaged in timber harvesting and

processing. The total annual timber output exceeds 1 million cubic metres. The company's core business is tree-length harvesting as this approach ensures comprehensive processing of the main parts of a tree. The demo show highlighted the outstanding performance of Tigercat machinery.

'The advantages of Tigercat equipment over the counterparts are obvious', continues Aleksandr Zuyev. 'All the machines released to the Russian market can boast of a Tigercat FPT N67 engine that has stood the test of time. Tigercat engines embody reliability, low operating costs and considerable fuel economy.'

The unique drive system combines hydrostatics with electronic control technology, which ensures automatic variable engine speed adjustment for high fuel efficiency and extra torque when necessary.

During the show case, the specialists in forestry industry had an opportunity to test drive the machinery units. Gary MacDonald, Tigercat Representative, held a workshop on efficient felling and logging for the technicians and operators. Particular emphasis during the training was placed on the key aspects ensuring smooth and efficient operation of both a feller buncher and a skidder.

User-friendliness is a distinctive feature of the Tigercat skidder as it includes an electronic armrest-mounted joystick which is used for steering, performing boom, grapple and blade functions. Besides, an electronic foot pedal controls the front and rear gears with a forward/reverse selector switch.

'The skidder's main task is to efficiently perform the logging operations in a variety of terrain

conditions, tree sizes and species and to deliver wood to roadside at the lowest cost', comments Aleksandr Zuyev.

'When working with the Tigercat 855E feller buncher, the operator should fill the Tigercat felling head accumulating area to capacity', shares Artyom Shilov, Representative of Tigercat in Russia. 'Besides, the 340-degree wrist is a prerequisite for excellent control, minimising damage to the high value timber and doubling.'

Reducing reverse movement of the feller buncher and rational planning of felling process are the key points for the operator to follow as putting the above-mentioned approaches into practice results in fuel economy, performance increase by 30-40 per cent and an extended service life of track drive components.

'The showcase of Tigercat forestry equipment has clearly demonstrated its edge over competitors', comments Nikolay Ananyev, Deputy Head of Tomlesdrev LLC. 'The machinery operators have noted that the models are packed with cutting-edge solutions. Besides, the manufacturer has done the right thing by opting for EkoNiva-Tekhnika, a reputable dealer capable of providing the clients with excellent after-sales service. The company's in-house spare parts storage facility is conveniently located in Novosibirsk.'

The test drive made a lasting impression on the attendees, convincing the management of the enterprise that the specialised machinery for industrial applications would be a welcome addition to their machinery fleet.

By Tatyana IGNATENKO





Know how to cut

The dealer's reliability and the durability of the machinery it supplies can only be proved in the forest. At the forestry machinery trade fair held in Ustyanskiy district, Arkhangelsk oblast as part of the 21st Century Woodcutter Championship, EkoNivaTekhnika-Holding has presented high-power Tigercat forestry machinery.

The company's booth enjoyed great popularity with the visitors. The opportunity to test drive the Forwarder 1075 and the Harvester H845E only added to the drawing power of EkoNiva's booth.

The 21st Century Forest Labourer is a unique professional event. The participants of the competition use the latest generation machines of the world leading manufacturers to show the best forestry skills. A wide choice of machinery ensures equal opportunities for the contestants to obtain the title of the Champion. The prize pool of the event in 2019 amounted to 13 million rubles.

Beyond a shadow of a doubt, the Canadian brand Tigercat stole the limelight at the exhibition. Almost everyone was captivated by the might of the forest machinery. The 'iron beasts with the tiger's heart' are not as widespread in Russia as their competitors, but they are just as good and, in some aspects, even better than their counterparts.

The stable and powerful 1075C 20-tonne forwarder with extreme duty widespread bogie axles is a perfect solution for continuous operation on challenging terrain.

'I wanted to drive the log forwarder the moment I saw it', says Aleksey Bunin, a contest participant.

'During 12 years in the forest industry, I have driven different machines. The main thing I have come to realise is that a machine should be durable and manoeuvrable. When your log forwarder is comfortable and easy to operate, like the Tigercat machines, it is just marvelous! I feel safe and I am certain that my work will bring good results.'

Uncompromising precision at maximum speed is the main requirement at the log forwarder operator's contest. Igor Toryshev,



Igor Toryshev:

– However, it always feels like the first time for me. The most important thing is to work in tandem with your machine. If you have such a powerful piece of equipment as Tigercat, the excitement grows, and you want to move if not the mountains then at least the whole forest!

another participant of the contest, visited EkoNiva's booth to have some practice before the competition.

'I have operated a harvester for almost 15 years. This is the third time I have taken part in the contest', says Igor. 'However, it always feels like the first time for me. The most important thing is to work in tandem with

your machine. If you have such a powerful 20-tonne piece of equipment as Tigercat, the excitement grows, and you want to move if not the mountains then at least the whole forest!'

Tigercat vehicles are designed for operation in the toughest conditions. Forestry industry specialists have nicknamed them 'iron beasts'. Today, EkoNiva supplies 20 items of forest machinery for cut-to-length and tree-length harvesting. These machines include, in the first

place, harvesters and forwarders, fellerbunchers and wood skidders. Aftersales service, extensive stock of spare parts and top-notch technicians are the pillars the company relies on.

Blain MacDonald, Product Support Representative at Tigercat, flew from another continent to participate in the exhibition and the 21st Century

Woodcutter Championship. Blain eagerly provided professional advice to specialists, held workshops and showcased all the advantages of the 'iron beasts' to everyone who was interested in them.

'It is much easier to operate our machines,' affirms Blain MacDonald. 'For example, the Tigercat H845E track harvester on display here can boast absolute stability, low centre of balance, super-powerful harvesting head, which enables its operation in the forests with the most wide-spreading branches. Everyone who has once operated a Tigercat cannot but admit that no other machine can compare with them in power, comfort and reliability. In our company, we have set a global task of supplying "iron beasts" to all of Russia. And we will do it in cooperation with EkoNiva!'

The work in the forest always has a certain flavour of romance. In the age of high technology and reliable machinery, forestry industry jobs are becoming even more prestigious, fascinating and popular. The long-standing tradition of holding the Championship is another proof to this. Another highlight of the event was the Queen of Forest Beauty contest. 15 young women from different cities of Russia took part in the competition. The crown of the Forest Queen went to the young lady from Lesosibirsk.

A whole year is yet to pass before the next Championship is held. A year full of hard work in the toughest conditions of the Russian forests, where powerful and reliable machinery will be the only 'Queen of Forest'.

By Tatyana IGNATENKO



Absolute precision

This season, EkoNivaSibir has held a number of demo shows of Liquid System, including the one at Irmen breeding farm located in Verkh-Irmen village, Ordynskoye district, Novosibirsk oblast. The Australian know-how makes it possible to retrofit conventional seed drills for applying liquid fertiliser.

Experienced farmers assign enormous value to the use of liquid fertiliser as it reaches the root system of plants faster and, compared to dry fertiliser, is more efficient if there is a lack of moisture.

‘According to the observations, when using liquid fertiliser, the average yield increase is about 1 t/ha depending on the conditions, technology and other factors’, says Anton Grebnev, Satellite

Systems Sales and Service Representative of EkoNivaSibir. ‘Liquid Systems is a company which specialises in the development and manufacture of smart liquid fertilisation systems for a wide range of equipment. The main feature of this solution is the John Deere Rate Controller 2000 which makes the system fully integrated into the CAN bus of John Deere machinery.’

The application of smart technologies at farming enterprises allows to achieve significant economy of material in addition to boosted yields. It pinpoints the problem areas of fields, which has a beneficial effect on the eventual outcome. ‘Irmen breeding farm has already tried this technical know-how’, continues Anton Grebnev. ‘The enterprise keeps pace with the times

and strives to use all the opportunities offered by smart farming. This season, liquid and dry fertiliser was first introduced according to the prescription based on the soil test data. The subsequent comparative analysis of the actual application data and the prescription map in MyJohnDeere Operations Centre showed 97% of matches. This suggests a very precise and high-quality distribution of the product.’

What is particularly important is that the shift in the application rate within the field takes place automatically with minimal participation of the machine operator. The device is designed for independent prescription-based work.

‘It is a very successful innovation’, shares Mikhail Rudnev, Chief Engineer of Irmen breeding farm. ‘We used to apply only dry material but with Liquid System installed, we have an opportunity to use liquid fertiliser. This year, we have also tried the KAS-32 liquid fertiliser for the first time and got excellent seedlings. We are looking forward to the harvest.’

It is common knowledge that the application of KAS-32 at sowing is an effective measure for growing various crops as it ensures sustainable development of roots and rapid green mass growth.

In autumn, combine harvesters will be equipped with yield testing instruments in order to evaluate the results of using the system. However, the farmers have no doubt that they will gather a good harvest.

By Tatyana IGNATENKO



For peace of mind!



Rodnikovoye Pole is a modern enterprise in Tula oblast featuring a robotic dairy farm. Denis Bocharov, Chief Technician, talks about his experience with EkoNiva-Tekhnika and shares how to choose the right dealer to have peace of mind.

Rodnikovoye Pole, a new progressive enterprise, 5,000 ha of land, has been in the farming business for two years. The farm grows forage crops and makes its own fodder, such as hay, silage, straw and haylage, 400 tonnes in total, assisted by 'green superheroes' – the nickname of John Deere machines on the farm.

'We aim for the leading position in the market therefore we must have the most efficient machinery only', states Denis Bocharov. 'Our fleet includes John Deere 6135B, John Deere 8320R and John Deere 6110B tractors, two John Deere 8335R tractors, two John Deere V451M round balers, a John Deere 3810 plough and a John Deere W650 combine.'

Before acquiring the machinery, the farm specialists had thoroughly researched the market.

'After investigating our options, we concluded that EkoNiva-Tekhnika would be a worthy partner. And this cooperation has been very productive ever since.'

Maintainability was one of priority criteria for the choice, as it saves time. We picked the John Deere W650 combine and haven't regretted it once.'

'It is a high-output combine harvesting crops with minimum losses', says Sergey Plotnikov, Sales Representative, EkoNiva-Tekhnika Tula branch. 'It is easy to maintain and operate.'

The John Deere W650 ensures excellent cleaning and threshing of small grains and keeps the tank clean at the same time.

'We are very happy with the machine', continues Denis Bocharov. 'Maintained on schedule, it has run for three seasons without a single breakdown.'

John Deere tractors are also indispensable on the farm.

'We own two John Deere 8335R tractors. One does cultivation, disking and sowing, the other does tillage with a big disc harrow. A reliable engine is what distinguishes the 8335R tractor from competitors. The machines don't break down – we don't get any hassle.'

Last season, the farming enterprise decided to acquire a durable baler.

'We reviewed what was available in the market and concluded that the John Deere V451M round baler suited us best', recalls Denis Bocharov. 'Our operator can handle 100 tonnes of hay a

day, which is 250 bales 400 kg each – superb performance. Another benefit is the improved quality of our fodder, which preserves its properties better in bales, does not get wet or deteriorate. The baler picks up clover, alfalfa for hay and wheat stubble on our farm. EkoNiva's technicians provide us with technical support over the phone if needed or drive over to the field promptly to eliminate any equipment malfunction. EkoNiva has become our reliable partner and assistant.'

By Darya DENISOVA

Denis Bocharov:

– After investigating our options, we concluded that EkoNiva-Tekhnika would be a worthy partner. And this cooperation has been very productive ever since.





draught resistance and efficiently suppresses weeds.'

The Liquliser design includes a sturdy frame and injector wheels. As all the unit parts are made of stainless steel, they are highly reliable and durable.

'In spring, we had a demo-show of the Liquliser in the fields belonging to Vays farming enterprise', continues Aleksey Burkhovetskiy. 'We fertilised 10 hectares of wheat crops, a month later we could see intensive growth of bright-coloured sprouts. These facts confirm that the plants received enough nitrogen, and now they are actively developing.'

Siberian farmers can enjoy the indispensable help of the Liquliser, and the experts from EkoNivaSibir will support them with unsurpassed aftersales service. Currently, the company offers machines with working widths varying from 4 to 13 metres and tank capacities from 2,000 to 9,000 litres.

By Darya DENISOVA

How to boost crop yield? Experts from EkoNivaSibir can answer this question – trials of Liquliser trailed equipment produced by DUPORT have commenced in Novosibirsk oblast.

DUPORT is one of the leading manufacturers of machines for applying liquid fertiliser. Their Liquliser unit was designed specially for

liquid fertiliser injection into the soil.

'Liquliser allows to inject fertiliser into the soil with any cultivation history using the no-till

technology or the conventional one', says Aleksey Burkhovetskiy, Senior Sales Representative of EkoNivaSibir. 'It delivers nutrients to the crops, increases

Must-attend event for potato growers

Potato Russia 2019, the 5th anniversary field day devoted to this crop, has taken place in Samara oblast. It was hosted by Grimme, one of the largest manufacturers of potato harvesting machinery in the world. The specialists and clients of EkoNivaTekhnika-Holding attended the event.

This year's festival witnessed a record number of participants, around a thousand and five hundred. All the attendees of Potato Russia 2019 had an opportunity to see demo-plots with a number of potato varieties. However, the true highlight of the day was the demonstration of Grimme machinery. The invited farmers could see all the advantages of the new VARITRON 470 4-row self-propelled potato harvester. The machine is powered by a 435 hp engine, equipped with rubber tracks and a 7-tonne Nonstop Bunker. The Varitron Series self-propelled harvesters demonstrate high variability and excellent performance due to the wide range of separators. The comfortable cab allows the driver to have a clear view of the intake and sieving units.

EkoNivaTekhnika-Holding has been fruitfully cooperating with

Grimme Group for more than ten years. In 2019, the holding has already sold over 40 units of Grimme machinery.

'Some of the key advantages of Grimme machines are reliability, gentle crop handling and effective soil separation', says Kirill Tagantsev. 'The manufacturer can meet the demands of both

small and large growers offering a range of options adjustable to every farmer's needs and various conditions of work.

When it is required, customers can update the configuration of their machines, which are used for harvesting potatoes as well as onions, carrots, leeks, red beets and even garlic.'

The dealer pays great attention to the service and maintenance of the machines in order to reduce their downtime and prevent malfunction.

'We constantly increase the number of spare parts in stock, enhance customer service, provide trainings for our specialists', continues Kirill Tagantsev. 'EkoNivaTekhnika-Holding has been granted the status of Grimme Premium Partner and offered the most favourable terms and conditions.'

By Tatyana IGNATENKO



Two days of joy to benefit your health



At the 2019 Voronezh Field Day, EkoNiva, which has celebrated its 25th anniversary this year, has presented the latest farm machinery models and high-yielding seed varieties. The company treated the guests to the milk from its own farms.

EkoNiva-Chernozemye has presented John Deere, JCB, Vaderstad and Gregoire Besson machinery. The John Deere 6195M tractor was one of the novelties showcased at the event. The 6 Series flagship model with the PowerTech engine (195 hp) is equipped with the TLS independent suspension,

which automatically adjusts the sensitivity of the suspension rate to the actual axle load, ensures optimal traction and a 7% higher towing capacity compared with the machines with a rigid axle. Vaderstad soil cultivation machinery also enjoyed a great deal of attention from the farmers at the exhibition.

'The Vaderstad Tempo L planter is a revolutionary model in cultivating row crops', says Roman Logunov, EkoNiva-Chernozemye Sales Representative. 'The PowerShoot technology uses air pressure to push the seeds into the ground at a speed of 17 m/s and carefully fixes them with the closing wheel.'

The machine can plant maize, sunflower, beet and soya at a speed of up to 20 km/h with the efficiency of 97- 99%.

EkoNiva-Semena presented the European achievements in seed breeding of winter and spring wheat, soya, peas, oats and lentils. For the first time, the two varieties of the company's own breeding well adapted to the climate conditions of the region – Sheratan and Cepheus – were on display at the company's booth.

'I have enjoyed the Field Day and EkoNiva-Chernozemye's booth. We have had a successful business partnership with the company', says Roman Glazkov, Pobeda LLC Director (Ternovka district). 'We farm 4,500 hectares of land and we are engaged in livestock and crop production. Reliable and efficient machinery such as the 8 and 6 Series John Deere tractors, the John Deere chisel plough and the Vaderstad planter always come in handy.'

A tasting session was arranged as part of the event to try fresh EKONIVA products – milk, kefir, baked fermented milk, sour cream, curds, yoghurts with natural fruit and berry flavours as well as bio yoghurts and ice-cream.

By Aleksandr KUTISHCHEV

Iron will Tigercat

EkoNivaTekhnika-Holding has targeted a new market segment – forestry equipment. The company has become Tigercat machinery dealer. To gain insight into the concept, the customers of EkoNivaSibir headed for the international exhibition Forestry Expo Scotland 2019.

Forestry Expo Scotland is a unique event showcasing the relevant equipment manufactured by the world's leaders. Being one of the high-fliers, Tigercat was invited to participate in the occasion. The company demonstrated its latest machines: the 625E skidder, the LH855E, H845D, H822D harvesters and the 1075C forwarder. The guests were especially impressed by the Tigercat LH855E harvester. Owing to a number of unique solutions, the model soundly beats its competitors Komatsu and Ponsse.

'The Tigercat LH855E is a track harvester offering robust performance on any slopes and on rough terrain', says Aleksandr Zuyev, Head of Sales Department of EkoNivaSibir. 'Due to a boom reach of up to 9.4 m, the machine is capable of handling large timber. The operator's cab is equipped with a levelling mechanism. For operator comfort and convenience, the mechanism holds the upper part of the cab in a horizontal position regardless of the surface on which the work is performed.'

In front of scores of visitors, the Tigercat LH855E harvester coped with its job perfectly passing the baton to the Tigercat 1075C forwarder. In tandem with a manipulator and a grapple truck, the low-wide bunk system of the machine increases the working area. This symbiosis helps to reduce the loading and unloading time and improve the performance. 'Last year, the news that EkoNivaSibir started supplying forestry machinery to our market came as a welcome surprise to me', says Andrey Yefremov, Head of Gorizont farming

enterprise located in Kemerovo oblast. 'The Scottish exhibition was a showcase for powerful Tigercat machines renowned for exemplary work. The company representatives shared expertise and drew parallels with other manufacturers highlighting the key benefits of the brand. The equipment really impressed us, and the event in general brought us lots of positive emotions.'

EkoNivaTekhnika-Holding is about to complete active preparation in the run-up to the first sales of Tigercat machines. Service technicians have undergone training at the Tigercat plant in Canada, and the regional spare part warehouses are set up. Most importantly, popular models of the brand are already in stock. In a word, the dealer is all ready for sales and service of forestry equipment.

By Viktor BARGOTIN



Field Day marathon



This summer has been eventful for EkoNiva-Semena – the company took part in 13 Field Days in different regions of the country within three months. A range of high-quality seeds bred domestically and abroad was introduced to Russian farmers.

Rostov-on-Don

At Don Field Day, the guests were primarily interested in winter wheat, barley and pea seeds. The event also showed that in southern regions soy beans have a growing appeal to the local farmers. Such varieties as OAK Prudence, Tourmaline and Favorit are suitable for growing in the region.

Saratov

'Lgovskaya-4 and Skipetr have performed very well in the region', says Aleksandr Novosyolov, EkoNiva-Semena Sales Representative. 'As for spring crops, Licamero wheat is in the limelight. Over the previous two years, it produced excellent yields

in the local fields. Such lentil varieties as CDC Redcliff, CDC Redbow and CDC Redcoat are coming into the spotlight of the local growers. They are in high demand in Volga Federal District because of their high draught resistance.'

Tula

Dakota alfalfa has engaged attention of Tula farmers this year, and it is no wonder since the variety is high-yielding and winter-hardy. A lot of longstanding clients visited EkoNiva-Semena's booth with the objective of buying wheat seeds.

'We like Licamero wheat very much', shares Sergey Logvinov, Director of Niva farming enterprise. 'In our

fields, this soft spring wheat has been incredibly productive amounting to around 6.5 tonnes per hectare. This year, we have decided to sow Cepheus in autumn and we expect impressive results as well!'

Tambov

Field Day is always a platform for fruitful business meetings. Voskhod farming enterprise (Muchkapskiy district, Tambov oblast) has been engaged in successful cooperation with EkoNiva-Semena for several years. The company's purchase portfolio includes winter wheat, soybeans and peas.

'Last year, Belmondo peas produced an excellent yield', says Sergey Savinkov, Director General of Voskhod. 'The seeds we buy from EkoNiva always show impressive results in our fields. This time, we decided to try out Moskovskaya 56 winter wheat. We have concluded a supply contract with EkoNiva right here, at the Field Day. We are sure that next year, the yield is going to pay off.'

Volgograd

New varieties offered by EkoNiva, such as Cepheus and Sheratan, are gaining popularity in a number of regions, including Volgograd oblast. Agro-Plus farming enterprise, Olkhovka district, Volgograd oblast, first learned about EkoNiva from local farmers. The company decided to try growing new winter wheat varieties bred by EkoNiva.

'We have decided to give Cepheus and Sheratan a try', explains Sergey Sivkov, Head of Agro-Plus. 'What we find especially attractive about these varieties is their capability to grow in fields with various levels of soil fertility and after different previous crops. And, of course, maximum crop yield is also of primary importance to us.'

Bashkiria

'There has been an increasing interest in EkoNiva's seeds in the republic', says Viktor Prostyakov, Sales Representative of EkoNiva-Semena. 'This spring, we supplied our seeds of spring wheat, barley, oats, soybeans and lentils for trials in the region. At the Field Day, our potential partners could see the results which were really good, taking into account the climatic conditions.'

EkoNiva-Semena traditionally participates in field trade shows. The company is always willing to share the best crop farming innovations with its colleagues and provide them with useful agricultural information and timely advice.

By Tatyana IGNATENKO





Good corn – high-quality milk

In recent years, there has been a growing tendency for Russia to increase areas of arable land and consequently gross corn harvest. The market growth is triggered by the development of livestock farming.

Following the latest trends, Verkhniy Ikorets dairy located in Bobrov district, Voronezh oblast, has held the Innovative Field Day 'Corn 2019' devoted to the practical aspects of corn seed growing and production. The event was initiated by EkoNiva-Semena in association with the French National Federation of Corn Seed and Sorghum Production (FNPSMS).

Corn is ranked number one in the world in terms of grain yield. On an industrial scale, its kernels are processed into flour, groats, starch and even sugar and alcohol.

EkoNiva pays special attention to corn cultivation for silage. This is determined by the fact that milk marketability and milk output directly depend on the quality and quantity of the silage in the dairy cow ration. Ninety-nine percent of milk produced at various dairies of the company meets the standards of high quality. As for the milk marketability in Verkhniy Ikorets dairy, it amounts to 97- 100%.

'I am absolutely convinced that the corn grown and processed in the right way produces a significant effect on every litre of milk', highlighted Vladimir Chirkov, Executive Director of EkoNiva-Semena, delivering a welcome speech at the Innovative Field Day. 'Today's celebration is dedicated to the entire production cycle – from crop sowing to receiving milk from our cows. We do understand that high-quality silage is not easily found in the market, it can only be prepared by ourselves. However, the outcome is influenced by a number of factors. Our goal is to share our knowledge and experience of corn growing with our colleagues.'



Demonstration plots with hybrids of French, Austrian and Swiss breeding became the hub of the festival. The silage corn cultivation technology and silage harvesting techniques were

silage corn cultivation, flint-dent and dent corn varieties will be a perfect choice. They are better digested in the small intestine bringing a considerable gain in yields. When preparing silage, it is important to harvest corn



Vladimir Chirkov:

– We do understand that high-quality silage is not easily found in the market, it can only be prepared by ourselves.

a particular focus of attention. The guest of honour Stefan Hemmert, Head of Corn Sales Department at IG Pflanzenzucht, told about corn growing practices in Western Europe and explained how to choose the right hybrid of this crop. For example, dent corn gives off moisture at final stages of ripeness more quickly than other varieties and is suited for growing for grain. As for

when kernels reach the dough stage of ripeness.

'EkoNiva East has 32,000 ha of arable land at its disposal, out of which 25% is corn fields. The FAO number of the cultivated hybrids varies from 170 to 340', says Willi Drews, Doctor of Agronomy and EkoNiva Advisor. 'We place a top priority on hybrids of a very early ripeness group. Over the last 5 years, we have been engaged in hybridisation of Grizzly

corn. The hybrid is resistant to cold stress factors. It seems extremely important to EkoNiva as the company expands its dairy business into northern regions of the country.'

As in any other area of activity, there is no instant way of learning the ins and outs of agriculture – it is a process of trial and error and agronomic experiments. To gain valuable experience, the regular client and partner of EkoNiva Pavel Yenyutin, Head of Lazarevskoye breeding farm located in Shchukino district, Tula oblast, came to the Innovative Field Day with his team.

'Our dairy keeps 2,800 milking cows', emphasises the manager. 'To cultivate corn is an absolute necessity for us. Good corn means high-quality milk. Next season, plans are afoot to replace Russian hybrids with foreign ones. After the visit to Verkhniy Ikorets, we know for sure what hybrid and with what FAO number to opt for.'

A tour of the dairy sparked true interest of the guests of the festival. Everyone got the chance to learn more about dairy cow feeding, housing and milking processes. The Innovative Field Day 'Corn 2019' was crowned by a lottery for the clients. The lucky winners scooped impressive presents such as gift and discount vouchers for seed purchase.



By Tatyana IGNATENKO

All Aleksandr's life has been associated with his homeland. Having graduated from the agricultural institute, he came back to Nizhnyemaryino, his home village, to work as a veterinarian, then managed Maksim Gorkiy Collective Farm in Dobrino village. When negotiations with EkoNiva commenced, he was all in favour of EkoNiva acquiring the farm.

'Stefan Duerr, Company President, inspired me from our first meeting', recalls Aleksandr. 'You don't often come across people of such intense passion, who motivate and fill people around with enthusiasm for action.'

At EkoNiva, he was first assigned responsibility for subdivisions operating on the left bank of the Don. Aleksandr invested a lot of effort and energy in Left-Bank Operation. However, when he was appointed as director of a newly established Right-Bank Operation (after EkoNivaAgro had been split into several subdivisions), he took it as a next challenge – a test to prove his worth.

'The year 2013, when we embarked on this journey, was really tough for me', recalls Aleksandr. 'I had to build a team of specialists as the old one had been distributed to manage new subdivisions. We issued a call for specialists all over the country. We never promised the moon but gave reliable guarantees of good working and living conditions.'

Today, Right-Bank Operation employs about 1,000 people, which is the manning level of a regiment of artillery, however, this 'regiment' is armed with a few dozen cutting-edge farm machines cultivating 26,522 ha of land. The cereal yield exceeded 6 tonnes/ha here long ago, and even today very few farms in Voronezh region can boast such figures.

In 2017, the enterprise started growing beetroots, which now cover 1,988 ha and reach the output of 50 tonnes of roots per ha. To improve the profitability of crop production, sunflower and soybeans have recently been included in the rotation.

Anyways, livestock farming remains the main source of earnings. Last year, the income



On native soil

Aleksandr Nesterenko, Director of EkoNivaAgro Right-Bank Operation, has been awarded the title of Honorary Citizen of Liski Town and Liski District, the title he has earned due to his work and community-oriented mindset.

from dairy farming amounted to 770 million rubles out of total 960 million rubles. Currently, the total herd of five modern dairy farms at Right-Bank Operation is 17,500 head and gross annual milk output is about 100,000 tonnes.

The colleagues respect Aleksandr for his openness, integrity and esteem for people. He has been elected people's delegate to Liski District Council for the third time. People vote for him not because they are told so, but because they know him as a man of his word.

For example, when he visited the local medical and obstetrical station in Petrovskoye village, he asked the administrator straightaway how he could help with the renovation of the building, pretty solid but still half a century old, as he perceived that the lady felt uncomfortable asking. The next day, a crew arrived, first they refurbished the interior, then moved on to the roof and the facade repairs.

Aleksandr tries to support people from socially disadvantaged and vulnerable groups – seniors and people with disabilities – in the first place. Besides, Right-Bank

Operation was the first company to offer refugees from Donbass and Lugansk a helping hand. First, they were accommodated at the hostel on the farm, but, as the space there was limited, the enterprise further rented apartments, acquired houses for the refugee families, supported them financially. The enterprise provided over 100 families with

a roof over the head and a lot of people – with jobs.

'I embrace the credo of our company: being responsible for your land and people living on it', says Aleksandr. 'But only good performance of the enterprise enables it to implement this responsibility, therefore profitability is the priority task I work on every day.'

By Gennadiy LUKSHIN



Dragons score a double

On Russia's Navy Day, 28 July, a dragon boat race took place in the waters of Voronezh Reservoir. This spectacular event was called Peter the Great Regatta 2019. Twelve teams representing different business enterprises, including EkoNiva, strove for victory.



Over the past few years, water sports have become very popular in Voronezh uniting thousands of amateur athletes. Sponsored by the Regional Government and the Physical Culture Department, two dragon boat regattas – Flag of Honour Race and Peter the Great Regatta – are annually held in the heart of the Black Soil Region.

'Dragon boat racing is aimed at healthy lifestyle promotion', says Vladimir Kadurin, Head of the Physical Culture and Sports Department of Voronezh oblast. 'This competition is not just about doing sports – it is also an opportunity to spend some quality time with colleagues and friends. The number of people engaged in the regatta is growing year by year, which means that the event enjoys popularity with the residents of our city.'

EkoNiva's team is a traditional participant of the two city regattas. Last year, the athletes managed to win the gold medal in Flag of Honour Race, and they

finally clinched the victory in Peter the Great Regatta on Navy Day.

The usual route of the regatta passed through the waters of the Reservoir at the side of Chernavskiy bridge to the Goto Predestinatsia flagship. In the semifinal race, EkoNiva's sportsmen competed against the following teams: Voronezh City District Administration, Delta Fitness Dragons and Voronezh State Medical University. Right from the start, our athletes took

the lead and left their rivals far behind. Delta Fitness Dragons were doing their best, but in the end, EkoNiva came in first.

'We take the training very seriously', says Sergey Sidorenko, Service Engineer of EkoNiva-Chernozemye. 'Several times a week after work, we go to Voronezh Reservoir to do stretching and endurance exercises and practice rowing for two hours. All of the team members are involved in

the training process, as the boat racing has become way more than just a pastime for us.'

In the final race, the strongest teams appeared on the water, EkoNiva being one of the main favorites. Enjoying the fans' overwhelming support, EkoNiva was at the head of the race throughout the distance, giving no chance of winning to the other participants of the competition.

'What has played an essential role in our success is the team spirit', says Aleksandr Prokopov, Service Engineer of EkoNiva-Chernozemye. 'Each of us is an integral part of the crew, and the eventual outcome depends on our coordinated work. It has been the second regatta in a row showing that our team spirit and determination help us to achieve the desired results. In September, we are going to take part in Flag of Honour Race, so we will keep training and do our best to defend the Champion title.'

Owing to the effective teamwork and physical fitness, EkoNiva's athletes have become the cup winners and gold medallists of Peter the Great Regatta for the first time, thus proving that losing is not in the nature of our company.

By Viktor BARGOTIN



The future of Russian plant breeding

Bachelors and masters of Russian agricultural universities received a chance to get a deep insight into such complicated sciences as plant breeding and seed growing. The Vavilovets team arrived at Zashchitnoye in order to gain experience and knowledge.

Rasul Magomedov, a student of Dagestan State Agricultural University, has been working at the enterprise for several months. The fourth-year student was delighted to undergo such a long internship since his main objective was to pick up useful skills.

'Every piece of knowledge we get here comes in handy', says Rasul. 'One would never learn this at the university. I am really lucky as I have an opportunity to take part in a unique project. Zashchitnoye farming enterprise has imported leaf-cutter bees from Canada for the first time in its history. The bees are used for alfalfa pollination, thus allowing to boost the crop yield.'

Each day of the internship starts at the crack of dawn – looking after the bees takes a great deal of time. However, the young man does not complain, he makes notes on changes every day and analyses them scrupulously. Rasul already knows for sure that his graduate paper will be devoted to leaf-cutter bees.

Giving young farmers a chance to learn the basics of plant breeding and seed growing through meticulous, tedious but at the same time rewarding labour – this is the key takeaway from the project.

'The students undergo training in challenging, sometimes even extreme conditions', says Andrey Zvyagin, Head of Plant Breeding and Early Generation Seed Department of EkoNiva-Semena. 'It is very easy to see the people who have their hearts in our challenging but interesting job – they are the candidates for the plant breeder position in our company, our employee pool.'

In summer, the future agricultural specialists help the farming



Vavilovets, a project named after the prominent agronomist and geneticist Nikolay Vavilov, has been carried out at EkoNiva for the second year. During this short period, it has proved its high value for both the students of agricultural universities and the company.

enterprise during the peak of the harvesting campaign and learn the ins and outs of plant breeding and seed growing. Currently, the country's agriculture is starving for

University, comes from a family of agronomists, so the career choice was predictable and desirable for him. Now the young man is toiling away at his graduate paper. It is

Pavel Semyonov:

– I am exploring the effect of mineral fertiliser on emmer (*Triticum dicoccum*) quality and crop productivity', explains the student. 'My professional dream is to increase emmer yield potential, so I want to keep on studying this wholesome crop.'

professionals in these areas of expertise. The average age of a Russian plant breeder is about 60 years, that is why this scientific field urgently needs a fresh flow of young specialists.

Pavel Semyonov, a master of Kazan State Agricultural

devoted to emmer, an ancient type of wheat. An entire trial field at Zashchitnoye was allocated to Pavel for that crop. Constant monitoring and total systematisation of data will provide the foundation for his paper.

'I am exploring the effect of mineral fertiliser on emmer (*Triticum dicoccum*) quality and crop productivity', explains the student. 'My professional dream is to increase emmer yield potential, so I want to keep on studying this wholesome crop.'

One more programme participant, Svyatoslav Burlyayev, says that he is striving for even more audacious goals.

'I wish I could ascertain the degree of heterosis in wheat, it could allow increasing the crop yield by 50%', shares the young agronomist. 'Besides, I would love to try my hand at somatic hybridisation which is performed through fusing protoplasts isolated from the plant somatic cells. It is used for creating new genotypes and new plants. All this will enable carrying out plant breeding on a cell level.'

So far, it is only a dream for Svyatoslav, but this dream will quite soon come true. It is evident that the students are keen on farming and their choice of profession was made for a reason. Perhaps in a few years, they will make names for themselves with new achievements in Russian plant breeding.





The team has been arranging internship at EkoNiva for its members for seven years already. This summer, the young enthusiasts worked at EkoNivaAgro for two months. Seventy students from 23 regions of Russia gathered to learn the ins and outs of their profession, not from textbooks but in real life. They practiced their skills in different agricultural areas taking on the role of veterinarians, herd managers, agronomists, engineers and technicians. 'The summer internship went without a hitch', shared Natalya

New blood

The closing ceremony of the summer session of the Russian Nationwide Student Team MOST has taken place in Voronezh oblast.

Zvereva, Manager of the Youth Department of EkoNiva Food. 'Twenty-four best students received letters of gratitude and souvenirs. In winter, we will welcome the student team MOST again. It is always a pleasure to see such motivated young specialists striving to gain up-to-date

knowledge and experience in the agricultural production.'

Director General of EkoNiva Group Stefan Duerr, managers of EkoNiva's enterprises and employees of EkoNivaTekhnika-Holding also attended the event and congratulated the students on the successful completion of the internship.

'I would like to thank all the trainees for the honest work and dedication', said the company President. 'I hope that MOST team members will join us at the final of the professional skills competition among farming teams which will be held in autumn.'

By Darya DENISOVA

Young professionals are always in demand



In early August, EkoNiva launched its ZooVet education project warmly welcoming graduates of Russian agricultural universities.

The initiative is aimed at broadening their knowledge in veterinary medicine and herd management during the internship.

The training programme of ZooVet includes a set of theoretical and practical classes focused on cutting-edge technologies in livestock farming used at EkoNiva's enterprises. Future veterinarians and herd managers gain knowledge, invaluable experience, and, moreover, they receive a good salary for their efforts.

'The key aim of the project is training of qualified specialists and their further placement with our production facilities', says Elena Vasilevskaya, Human Resources Specialist of EkoNiva. 'The ZooVet programme has had a great success in Voronezh, Kaluga and Novosibirsk oblasts. Over four years, more than 250 young people have taken part in the project, and today most of them already have jobs at the company's dairies.'

By Viktor BARGOTIN

For several months, new dairies located in Ryazan and Orenburg oblasts –

Nesterovo and Kurskaya Vasilyevka – became a job platform for 16 young specialists.

EkoNiva welcomes happy mums and kids

EkoNiva acted as a principal partner of the enthralling event and prepared its branded area where everyone could set out on a captivating journey across the African expanses, get to know local wildlife and enjoy the natural milk produced at EkoNiva's own farms.

During the festival, the guests were kept amused with a great many activities not only on the stage, but also in various creative, learning and entertainment areas of the park. For example, the ladies could enter into round-table discussions on possible sources of income while on maternity leave. The psychology workshop involving both individual counselling and group sessions also sparked interest among the female audience. Another hit with the festivalgoers was the area for expectant mothers. The beauty area certainly looked inviting to the charming participants – snappy dressers could indulge themselves in shopping for bright bijou jewellery and eye-catching outfits at the afromarket and everyone could take new beauty life hacks on board.

The kids kept pace with their parents and joined in every competition, game and dance. The youngest guests were welcome to participate in a bubble show and numerous quests, find out more about butterflies and colour in safari



Patriots' Park in Voronezh has hosted the 5th anniversary celebration HappyMamaFest 2019, the theme of which was Hot Africa.

pictures. The older boys and girls took an active part in programming, gold mining, African Pizza cooking workshops and many other activities. Those who felt like having a snack could find some refreshments in the food court. Besides, the organisers of the festival made sure everyone enriched their collections of sunny pictures by preparing a lot of bright African photo zones.

Whole families were eager to visit the branded area of EkoNiva. While the kids were busy trying to find their way through the maze

during the Afro-contests, making their favourite animal finger puppets and participating in theatre performances, the adults could attend workshops held by Yuriy Aguzarov, Chef of the Scandinavian restaurant in Moscow, and taste creative desserts such as kefir panna cotta and quark mousse made from EKONIVA dairy products with fresh berries and granola. Having had a good time, all the guests savoured the natural milk delights suited to please even the most discerning palates. Taking memorable

photos with lovely cows in special photo zones added to the powerful charge of the guests' positive emotions.

'It is my second time attending HappyMamaFest with my husband and children. On both occasions, EkoNiva stood out among others due to highly informative and funny games and contests and tasty products', says the participant Natalya Shevtsova. 'I am so happy there are companies that put their heart into what they do.'

By Inna POTAPOVA
and Aleksandr KUTISHCHEV

Great family festival



As the general sponsor of the event, EkoNiva created a magic atmosphere full of adventures, entertaining quizzes, contests,

educational activities and, of course, presents for the guests of the event.

The quiz 'Who Wants to Be a Master of Agricultural

MamaPapaParty, a family festival, has taken place in Izmaylovo Park in Moscow.

Sciences?' gathered the most curious and smart participants. Little racers could challenge each other in driving John Deere toy tractors and riding wooden and inflatable cows. The most creative kids entered the contests for clay modelling and drawing on flipcharts.

All the attendees of the festival were treated to fresh products of EKONIVA brand. The dairy gourmands indulged themselves in tasting Fitness

Line and Bio yoghurts, quark desserts, kefir, milk, sour cream, curds and butter. Maksim Vorobyov, the chef, held a cooking workshop, sharing his secrets of making quark desserts.

The most active participants of the joyful family festival received EkoNiva souvenirs and complimentary tickets for a farm tour as encouragement awards.

By Aleksandr KUTISHCHEV

Blend of Milk and Flowers

EkoNiva has taken part in Garden City 2019, the 9th international festival of gardens and flowers. The event was held in the Central Park on 5-8 September.

The company pampered the visitors with its fresh dairy products and displayed beautiful plant and flower arrangements.

One of them was named 'The Dairy Province'. It was located right at the entrance to the park where the festival took place. A charming cow made of luminous white flowers and green leaves was welcoming everybody at the entrance to the company's booth.

The other arrangement – 'The House Where Milk Lives' – sheltered a lovely photo spot



for taking funny pictures, which would bring back the memories of that day, and an area for product tasting. This is where the guests could taste and buy delicious and healthy pasteurised, ultra heat-treated or baked milk, kefir, sour cream,

butter, curds, yoghurts, desserts and bio yoghurts in eco-friendly packaging of ergonomic design from EkoNiva.

The festival is over, but the milky flavour is still in the air! Let us remind you that EkoNiva products can be bought at

the Voronezh Central Market, in Tsentrtorg, Karusel, Auchan, METRO, Lenta, O'KEY retail chains, Liniya hypermarket, Europe Shopping Centre, Miratorg brand shops and Yermak chain of supermarkets.

By Aleksandr KUTISHCHEV

Special day with EkoNiva



On 24 August, Grad Shopping and Entertainment Centre gathered hundreds of Voronezh residents to celebrate its 9th birthday in style.

EkoNiva became an event partner. The company organised tasting sessions of its natural dairy products under the EKONIVA brand to treat the guests. Everyone could sample delicious healthy

yoghurts, kefir, milk, curds and other tasty products.

The youngest visitors could opt for a creative contest from EkoNiva: three teams of ten participants were tasked to draw the most beautiful cow



to win gift baskets with brand dairy products. Together with their parents, the children took part in the How to Become an Agronomist competition. The presenter asked questions related to agriculture, while the visitors were eager to answer them and receive a tasty gift.

'I would like to thank all the organisers of the event and EkoNiva for the overwhelming emotions our children have

been charged with today', says Ekaterina Maltseva, a visitor. 'The event is full of taste, fun and joy!'

Good mood, smiles and laughter – all have contributed to the family atmosphere of the festivities. EkoNiva's products added a sweet and healthy flavour to the celebration of Grad Shopping and Entertainment Centre.

By Viktor BARGOTIN

9-12 October

Golden Autumn 2019 Trade Fair

Venue: VDNKh Exhibition Centre, Hall 75,
Moscow

Organiser: Ministry of Agriculture of Russia

18-19 October

Golden Autumn. Crop 2019 Trade Fair

Venue: Entertainment and Sports Hall, Tomsk
Organiser: Association for Innovative
Development of Agriculture of Tomsk oblast

23-25 October

KazAgro/KazFarm 2019

Venue: 3, Dostyk St., Korme Exhibition Centre,
Nur-Sultan, Kazakhstan
Organiser: ExpoGroup International
Exhibition Company

9-13 November

**Agritechnica 2019 International
Agricultural Machinery Trade Fair**

Location: Messe Hannover, Germany
Organisers: DLG International GmbH

19-22 November

YUGAGRO 2019

Venue: 1, Kongressnaya St., Expograd Yug
Exhibition Centre, Krasnodar
Organiser: ITE Group Plc (ITE)

22 November

**3rd Agriculture Industry Forum of
South Siberia**

Venue: Republican Museum and Cultural
Centre n.a. L.R. Kyzlasov
Organiser: Association of Farming Enterprises
and Agricultural Organisations of Siberia
with the support of the government of the
Republic of Khakassia

27-29 November

**Siberian Agricultural Week
international agricultural exhibition**

Venue: 104, Stantsionnaya St., Novosibirsk
Expocentre, Novosibirsk
Organiser: SVK, LLC

October – December

Farming machinery showcases

Venue: Voronezh oblast
Organiser: EkoNiva-Chernozemye



12+

 /EkoNiva  /EkoNivaCompany

   /amn.milk

9-13 November

**EkoNiva is looking forward to seeing you at Agritechnica 2019
International Agricultural Machinery Trade Fair in Hannover**

**ЕКОНИВА
ЭКОНИВА**
Publisher and founder of journal «ЭкоНива-Вести»/
EkoNiva-News: IA EkoNiva-Media LLC
Registered office:
79A Radishchev Street, 305004, Kursk

Editor-in-Chief:
Ms. Svetlana Ivanovna Weber
**Address of the editorial office,
publisher:**
79A Radishchev Street, 305004, Kursk,
tel. +7 (4712) 39 26 60
www.ekoniva-apk.ru
vesti@ekoniva-apk.com

The journal «ЭкоНива-Вести/EkoNiva-News» is registered
by the Federal Service for Supervision in the Sphere of
Communication and Mass Communications. Registered Certificate
for Mass Media ПИ № ФС77 - 34820 of 23 December 2008.
Signed for printing
According to the schedule: 23.10.2019 at 11 am,
In fact: 23.10.2019 at 11 am.
Issue date: 30.10.2019

Translated by the International Projects Department
of EkoNiva-APK Holding, LLC

Printed by VIP Publishing House LLC, 51st Mokovsky
lane, 305007, Kursk
The circulation of the issue: 1,270 copies. Order №
Distributed free of charge