

Meet Dürr – cheese for gourmets

Unique hard cheese named after the founder of EkoNiva Group

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Well-deserved awards

EkoNiva among best John Deere digital dealers

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Significant milestone

EkoNiva produced 1 million tonnes of milk over 11 months

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Struggling for balance

The year 2021 has left the agricultural community with mixed feelings. On the one hand, the global agricultural market environment was favourable; on the other hand, the challenges the agricultural producers encountered nullified these benefits.

Soaring food prices should, presumably, lead to good income. However, due to the tax on wheat exports, prices for Russian grain are much less attractive than prices for Ukrainian grain. As a result, it is our competitors that are profiting from the good market conditions.

Besides, the market is additionally unbalanced by

stock speculators. They drive the prices up in the global agricultural markets while it is profitable for them, but at any minute, they can shift the focus onto other industries with higher yields and lower risks.

Besides, if we reap a bumper crop in 2022, Russian grain prices risk plummeting and such market fluctuations are not good for anybody.

Milk producers are also in a tough situation: the production costs have gone up and it is hardly possible to fully make up for these expenses as milk is a socially important staple product that must stay affordable. I fear

that adulterated dairy might flood the shelves again after we have invested so much time and effort in taking it under control.

In this situation, the government can manage the looming risks, but it is essential to take reasonable and informed decisions to restore the balance in the market without overregulating it.

During the pandemics, the measures of support for socially vulnerable groups of population proved to be effective and indirectly helped agricultural producers. Based on this positive experience, the government should consider

implementing a long-term support programme to enable lower-income people to buy affordable, quality foods produced here, in Russia. The consequently growing demand will boost the development of the farming industry, in its turn.

In the new year, what our agricultural sector needs is more stability, independence, resistance to weather challenges and market fluctuations and further development of sophisticated solutions. And of course, I'd like to wish all people health, prosperity, joy and warmth among the near and dear ones.

Stefan DÜRR
EkoNiva Group President

Cheese for gourmets

Dürr is high-quality premium cheese produced in Russia. The recipe includes *Brevibacterium linens* ensuring its pungent aroma and tangy flavour with herbal overtones.

The hard cheese is made at the plant in Shchuchye village, Voronezh oblast. Cheese milk of the highest quality is the key to the superb taste of EKONIVA cheeses. The milk is produced on the company's own farms and thoroughly selected by 29 parameters.

'From the very beginning, the idea behind it was to make uniquely Russian cheeses without copying widely known recipes. Our goal is to create a signature product representing not only our company, but also the country. And Dürr cheese is our first step on this path', points out Stefan Dürr, EkoNiva Group President.

Dürr cheese is aged for 6 or 12 months. The 6-month cheese is already offered for sale in Perekrestok and Globus hypermarket chains, which were the first to sign contracts with EkoNiva. So far, Dürr is sold by weight at supermarket



The 6-month Premium Dürr cheese named after the founder of the Group – Stefan Dürr – has hit the shop shelves.

cheese departments, but soon it will be available in consumer-packaged pieces. The 12-month cheese is still in the ripening chamber and will be shipped to the shops no earlier than January 2022.

'Globus and EkoNiva have had productive partnership

for years. We were the first chain to start selling EkoNiva dairy and we are delighted to be the first to present the new Dürr cheese line', says Volker Schaar, Hyperglobus General Director.

The company is also in negotiations with other large

retailers interested in the new EkoNiva product. Besides, the cheese is already available in 40 brand shops in Voronezh, Kaluga, Kursk, Moscow, Orenburg, Ryazan, Novosibirsk oblasts and Tatarstan.

By Anna PALAGUTINA

Impetus for development

Marat Zyabbarov, Minister of Agriculture and Food of Tatarstan, paid a visit to Bugulma municipal district. Accompanied by Linar Zakirov, Head of District, and Stefan Dürr, EkoNiva Group President, he came to see the progress of Naratly dairy farm construction.

The project implemented by Severnaya Niva Tatarstan is designed for 3,550 dairy cows and 5,100 head of young stock. The expected total milk output after commissioning is 100 tonnes per day. The facility includes 4 cow barns, calf barns, heifer lots, a feed centre and a sanitation point. The total investment in Naratly dairy facility amounts to over 4 billion rubles.

The farm is equipped with a 72-stall rotary ensuring comfortable and stress-free milking. The milking unit is automatically sterilised after each cow.

The first batches of heifers are already arriving at the farm, mostly from EkoNiva's own operations in Voronezh oblast and, partially, from Germany. All animals have a RFID tag. Special software is used to manage the herd and control feeding.

EkoNiva dairy operation is going to be a significant contribution to the prosperity growth of Bugulma district and the entire southeast of the Republic ensuring a sustainable social and economic development of the rural areas in the region.



Harvest 2021: good performance



EkoNiva has completed the 2021 harvesting campaign with good yields of staple crops – the overall output of cereals exceeded 386,000 tonnes – despite the adverse climatic conditions in some regions in the spring and summer.

The holding enterprises increased the production of pulses. The average yield of peas, for example, has grown by almost 40% in 2021.

'We seeded the peas at the optimal time with favourable conditions for the vegetation of early-maturing crops and all protection chemicals applied by schedule', comments Aleksandr

Anpilov, Crop Farming Director of EkoNiva-APK Holding.

There has been a rising demand for lentils both in the domestic and global markets in recent years. Therefore, in 2021, the company increased the lentil area up to 13,500 hectares versus 2,000 hectares in the previous year, producing 17,400 tonnes.

The holding has agreements on lentil delivery to Turkey and the UAE and is in negotiations with partners from Egypt and the EU. In total, the company harvested over 28,000 tonnes of pulses in 2021.

The share of industrial crops is also bigger now on EkoNiva farms – 2,900 tonnes of flax (versus 170 tonnes in 2020) and 95,500 tonnes of sunflower

(almost twice as much as last year). The niche crop portfolio in Voronezh oblast now features confectionery sunflower with the output of about 1,000 tonnes. This crop has larger kernels and higher content of nutrients and dietary fiber. As the demand for it is growing, the holding will increase its area fivefold for the next year – up to 5,000 hectares.

EkoNiva has fully provided its cow herd with in-house forages for the coming year reaping almost 800,000 tonnes of fodder crops. According to Aleksandr Anpilov, due to the improved productivity of alfalfa in the northern regions some enterprises even exceeded the forage plan.

EkoNiva's success in crop farming is driven by agricultural machinery and solutions from global manufacturers, smart and precision farming technologies, continuous staff training and implementation of in-house software such as Eko.Crop application.

In 2022, the company intends to sow 460,300 hectares, including 154,700 ha of cereals, 52,100 ha of pulses and groats and 61,500 ha of oilseeds.

By Aleksandr KUTISHCHEV

Guests from Kyrgyzstan

A delegation from Kyrgyzstan headed by Askarbek Dzhanybekov, Minister of Agriculture, has paid a visit to EkoNiva farms in Voronezh and Kursk oblasts to learn about the company's experience and discuss business partnering opportunities.

The guests started their visit with a tour of the seed lab, production line and storage facility at Zashchitnoye seed production enterprise in Kursk oblast.

In Voronezh oblast, the itinerary of the delegation included Dobrino dairy farm, the milk processing plant and the cheese plant. Kyrgyzstan government representatives met Stefan Dürr, EkoNiva Group President, top managers and specialists of the company.

'We are happy to cooperate with Kyrgyzstan and contribute to the economic integration of our countries by building mutually beneficial business relations', said Stefan Dürr.

'We are immensely impressed by EkoNiva seed quality, cutting-edge technologies and the production scale. Our goal is to learn more about its progressive approach and establish long-lasting and productive cooperation', summarised Askarbek



Dzhanybekov after the visit.

In 2019, EkoNiva sold the first batch of highly adaptive barley seeds to Kyrgyzstan. Today, the company has expanded the exports portfolio to include soya beans, winter and spring wheat seeds.

'EkoNiva intends to enhance the seed sales to Kyrgyzstan and launch

the export of the pedigree dairy cattle. Building a high-yielding dairy herd is one of the current priorities of Kyrgyzstan government. EkoNiva is well-equipped to help Kyrgyz farmers to achieve the goal', points out Yevgeniy Kucheryavenko.

By Tatyana IGNATENKO

Milk of Russia – 2021: EkoNiva shares experience



EkoNiva has opened the doors of Dobrino dairy for the participants of the 3rd agricultural forum Milk of Russia-2021. The guests learned about the processes which enable EkoNiva to achieve consistently high milk yields making it the largest raw milk producer in Russia.

The farm is designed for 2,800 head of milking herd and 4,000 head of young stock. During the tour of the facility, the specialists gave an overview of the production processes, demonstrated the comfortable housing conditions and the state-of-the-art cattle and crop farming technologies. The attendees discussed the advantages of modern farm managements software, in particular, Selex, Dairy Comp 305 (VAS) and EkoNiva's proprietary software Eko.Feed and Eko.Crop.

'With each passing year, more and more advanced technologies are introduced to further enhance the stock-raising and management standards at our enterprises. The vital ingredients of the company's success comprise

the employment of highly qualified specialists, in-house software development and implementation as well as the application of cutting-edge agricultural machinery and smart farming systems. This year has been particularly fruitful for EkoNiva Group: the record gross milk yield has exceeded 1.1 million tonnes of raw milk', states Ramon Schenk, Deputy Director General for Production, EkoNiva-APK Holding.

The guests could observe the best equipment for top-grade fodder preparation among the state-of-the-art farming machinery units on display – John Deere, Vaderstad, JCB, ROC.

A sampling session of dairy produce under the EKONIVA brand wrapped up the tour. The comprehensive range of products offered for tasting included semi-hard cheeses of the Chernozemye line-up and the Dürr hard cheese, which is made using a signature recipe.

By Viktor BARGOTIN

More milk to Moscow oblast!

The project designed for 3,550 dairy cows and 5,100 head of young stock is implemented by Stupinskaya Niva. The scope of the project includes 4 cow barns, 3 heifer lots, a feed centre, a sanitation point etc.

The total investment in Bortnikovo dairy amounts to approx. 3.8 billion rubles. The project is financed by Rosselkhozbank. On 9 December 2021, shortly before the visit, the bank confirmed the resumption of the investment financing required to finish the project.

The construction of the facility is nearing the completion. To date, the installation of the 72-stall rotary milking parlour, a round platform on a concrete deck enabling comfortable simultaneous milking of cows, has been finished. Commissioning of Bortnikovo dairy is scheduled for the second half-year 2022.

After the tour of the production facility, representatives of the Moscow



Georgiy Filimonov, Deputy Chairman of Moscow oblast Government, has paid a visit to Stupino district. Accompanied by Sergey Voskresenskiy, Minister of Agriculture of Moscow oblast and the representatives of the regional government, he came to see Bortnikovo dairy farm, the construction of which is currently underway.

oblast government and Stefan Dürr, EkoNiva Group President, discussed the company's activity in the region and the issues related to the completion of Bortnikovo dairy construction.

Stupinskaya Niva grows cereals, legumes, oilseed crops, annual and perennial grasses on the area of 15,000 ha in Moscow oblast. The enterprise employs 195 people engaged in different areas of activity. Following the results of 2021, Stupinskaya Niva will pay to the budgets of all levels more than 60 million rubles, thereof approx. 16 million rubles will go to the Moscow oblast budget.

'We will do everything in our power to commission the project as soon as possible. No doubt, it will make a considerable contribution to the welfare of the south of Moscow oblast and ensure the sustainable social and economic development of the rural areas in the region', emphasises Stefan Dürr.

Well-deserved awards

In 2020, John Deere, the world's leading farm, forestry and construction machinery manufacturer, arranged the Best Digital Dealer competition among the dealers from the CIS countries.

The online competition lasted for one year and featured 18 companies from Russia, Uzbekistan, Ukraine and Kazakhstan. EkoNiva was represented by three subsidiaries: EkoNiva-Tekhnika, EkoNiva-Chernozemye and EkoNiva-Sibir.

The programme included several sections: a quiz on the John Deere Operations Center system, practical application of digital solutions and a presentation of a John Deere digital solution promotion project. Other important KPIs were the dealer's mastering of the

Operations Center and sales of John Deere digital solutions.

'This year, we have significantly moved forward with agriculture digitalisation and increased our AMS system sales. EkoNiva offers approximately 50 John Deere digital solutions helping farmers to cut costs and enhance business performance. Our specialists have done tremendous work this year: around 2,667,000 hectares of land has been documented in the Operations Centre', – comments Artyom Novikov, EkoNiva-Tekhnika Holding Smart Farming Department Manager.



EkoNiva-Tekhnika won the first prize in the KPI Leader category. The second prize went to EkoNiva-Sibir.

The second and the third prizes in the MarCom Rally nomination (contest for the best marketing solution) were awarded

to EkoNiva-Chernozemye and EkoNiva-Sibir, respectively.

EkoNiva-Chernozemye was the only Russian company to become a top three dealer having won the third prize of the Best Dealer 2021 competition.

By Darya DENISOVA



Professional development

EkoNiva-Tekhnika Holding in cooperation with Vaderstad, the world's leading manufacturer of sowing and tillage implements, have refurbished two classrooms at the Agricultural Engineering Department of Altai State Agricultural University.

The renovated classrooms were unveiled at the ceremony dedicated to the 78th anniversary of the university. Demonstration booths featuring a Vaderstad Tempo sowing unit and a number of modern farm

machinery components such as disc coulters and rollers are now available to the students.

'The Agricultural Engineering Department currently has 466 students, proving to be a popular choice among university applicants.

Department graduates work not only in agriculture but also in other industries. The new equipment installed in the classrooms will help the students to get the feel of modern farm machinery', explains Nikolay

Kolpakov, Rector of Altai Agricultural University.

EkoNiva has been cooperating with the university since 2019, providing lectures and career guidance, arranging visits to the company facilities, organising internships and offering employment to the best students.

'Thirteen out of the twenty students who have done an internship at EkoNiva-Sibir are already on our staff. In the new year, we are planning to launch a course on cutting-edge farm machines and introduce students to the new technologies created by Vaderstad', says Nataliya Pavlova, Employee Training and Development Department Manager, EkoNiva-Tekhnika Holding.

'EkoNiva needs young professionals, especially maintenance technicians. As an employer, we are interested in graduates with the most up-to-date skills; therefore, we provide a comprehensive training at our company. Our department currently employs 100 people. Next year, we are planning to increase our Maintenance Department by 30-40%', shares Sergey Arsiiry, Director of Barnaul Office of EkoNiva-Sibir.

By Darya DENISOVA

Products for southern regions



EkoNiva-Semena has signed a number of seed and livestock delivery contracts at the YugAgro International Agricultural Exhibition 2021. Local farmers showed considerable interest in the commercial varieties of peas and winter wheat of EkoNiva's own breeding.

During the event, the company's booth enjoyed a lot of attention both from the southerners and guests from other oblasts. EkoNiva showcased seeds of spring and winter crops as well as forage

grasses. Highly productive pedigree cattle were also on display. Among the attendees – over 1,800 agricultural producers in total – were a lot of EkoNiva's prospects.

'The Southern Federal

District is a vast region comprising many climatic zones. This land has its own characteristic features and requires a specific approach, and EkoNiva has a lot to offer local farmers. The company's portfolio includes 72 varieties and hybrids of various crops with a high genetic potential', points out Maksim Golovanyov, EkoNiva-Semena Sales Representative.

All the intensive-type varieties have a good response to fertilisers and plant protection agents. The yield potential of EkoNiva's seeds is 15-20% higher than what competitors' varieties can boast.

In southern regions, a priority is given to the varieties of peas. For example, in Rostov, Jackpot peas yielded up to 6 tonnes per hectare. In Krasnodar area, Trendy reached 5.3 tonnes per hectare and Belmondo – 5.1 tonnes per hectare.

Demand is growing for the in-house bred varieties – EN Taygeta and EN Albireo winter

wheat and EkoNiva's flagship product – EN Cepheus. This season, the company's trial plots produced over 7.8 tonnes per hectare of EN Cepheus in Krasnodar area, which is considerably higher than the regional standard of 6.6 tonnes per hectare. CDC Redcoat red lentils have also proven their worth. In 2021 in Crimea, the variety yielded over 1.7 tonnes per hectare – a good result as compared to the regional average of 1.3 tonnes per hectare. In addition to the above-mentioned products, forage grasses, in particular alfalfa, clover, ryegrass and Sudan grass are highly popular among customers.

In the south of the country, there is a considerable demand for cattle of EkoNiva's own breeding. The company sells Simmental, Red-and-White and Holstein heifers and guarantees their good genetic status, high adaptability to management on commercial farms.

By Tatyana IGNATENKO

EkoNiva strengthens partnership with Uzbekistan

For the first time, EkoNiva has participated in the International Specialised Agricultural Trade Fair UzAgroExpo-2021 in Tashkent, Uzbekistan. The group of companies presented its core businesses as well as got a sense of the specific nature and needs of Uzbekistan's agricultural sector.

EkoNiva displayed its product portfolio, including in-house bred releases and presented pedigree dairy cattle.

'EkoNiva's cooperation with Uzbekistan is still in its early days. This year, we have supplied the first batches of soybean and winter wheat varieties to local farmers. For us, the company's participation in UzAgroExpo-2021 is an excellent opportunity to reach more prospects, increase the sales territory and volumes', shares Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena.

Cotton and cereal growing is the foundation of the Uzbek agriculture. These crops occupy

over 70 per cent of the total sown area. High-quality seeds of winter wheat are in heavy demand in the country. This year, Bek Cluster, a large agricultural

370 tonnes of seeds of the winter wheat variety Alekseich (breeder – National Grain Centre named after P.P. Lukyanenko) there. According to the feedback



Yevgeniy Kucheryavenko:

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corporation within Bek Corp. holding, became EkoNiva's first partner in the Republic of Uzbekistan. In autumn, EkoNiva-Semena delivered

received from the partner – Bek Cluster – the seeds showed uniform emergence.

In 2022, EkoNiva-Semena is going to conduct trials of the

varieties from its portfolio in Uzbekistan; both the in-house bred and varieties of other domestic and foreign breeders. During UzAgroExpo-2021, the representatives of EkoNiva-Semena and Mir-Jamshid Mutalibov, Deputy Chairman of the State Crop Variety Testing Commission, discussed the issues of including EkoNiva varieties into the country's State Register of Plant Breeding Achievements Recommended for Sowing. Next spring, preliminary ecological and geographical trials will begin on the premises of the local State Variety Commission.

Apart from soybean and winter wheat varieties, Uzbekistan farmers express interest in chickpeas and lentils. Besides, dairy farming is rapidly developing in the republic, driving the demand for cattle, which EkoNiva is well-equipped to meet.

By Tatyana IGNATENKO

Trade mission to Kyrgyzstan



EkoNiva delegates have joined the international multi-industry trade mission of Russian exporting companies. Boosting Russian exports to Kyrgyzstan was the focus of the event organised by the Russian Export Centre together with the Russian-Kyrgyz Development Fund.

Over the course of the trip, EkoNiva delegates presented the core businesses of the company, explored partnering opportunities of the local market and had multiple

one-to-one meetings with local companies.

‘The main goal of the mission is to better understand the needs and aims of our Kyrgyz colleagues. One of the key targets of local

agricultural producers is to build a high-yielding dairy herd composed of Simmental, Red-and-White and Holstein cows’, says Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena.

Crop production is another major sector of the agriculture in the Republic. As the climate of Kyrgyzstan is extreme continental, highly adaptive cereal varieties are much in demand, especially, soya beans, barley, spring and winter wheat. One of EkoNiva-Semena’s clients, Taza Zhan Agro farm, shared its experience.

‘Our cooperation with EkoNiva started off with buying the seeds of barley Calcule. The variety delivered 7-8 t/ha in Chuysk oblast, whereas the average yield across the Republic was 5-5.5 t/ha. Calcule shows good tillering and it is resistant to lodging and stress factors. Now we’ve decided to try out other crops and varieties from EkoNiva-Semena portfolio’, recounts Rysbek Imanaliyev, Manager of Taza Zhan Agro farm.

According to the Federal Customs Service of Russia, the sales of goods between Russia and Kyrgyzstan amounted to 1.69 billion dollars in 2020, with Russian exports exceeding 1.45 billion dollars.

By Tatyana IGNATENKO

Young and ambitious pitching innovation

The 3rd competition of agrifood tech sector startups AgTechInventum has been held as part of Golden Autumn agricultural trade fair programme. The judging committee included Artyom Novikov, Smart Farming Department Manager at EkoNivaTekhnika-Holding.

Eight groups of participants pitched their ideas and concepts in front of prospective customers and investors competing for the top award – a fully paid participation in AgriFuture Lab at Agritechnica trade fair in Hannover sponsored by DLG International. The competitors included students and graduates of technical and agricultural universities, working engineers and IT-specialists.

The judging committee, consisting of representatives of global farm machinery manufacturers, dealerships, Russian smart solution leaders, Sberbank and Rosagroleasing, evaluated the projects and selected the winners. NovBiotekh claimed the top

award for the plant growth laser stimulation solution. The project implies plant exposure to laser radiation generated by a special module at nighttime to enhance germination without applying chemicals and growth stimulators.

The second award went to Alfiya Kayumova and Yevgeniy Savin for their Green Growth project. The solution represents a user-friendly hardware and software system – a set of sensors combined by single architecture – for collecting harvesting data and yield mapping.

‘EkoNivaTekhnika-Holding has been exploring precision farming systems and working on their efficiency improvement for over 10 years. We believe Green Growth is a worthwhile

project and we are, definitely, interested in keeping in touch with the team’, commented Artyom Novikov.

Besides, AgTechInventum platform will assist all winners

and participants in promoting, testing and implementing their products and solutions in the leading Russian companies and on progressive farms.

By Viktor BARGOTIN



Exciting partnership

EkoNiva-Tekhnika has been a dealer of Grimme since 2005. Whereas previously the company's AOR covered Moscow, Kaluga, Tula, Vologda, Kirov, Kostroma, Vladimir, Tver, Ryazan, St. Petersburg oblasts and Perm area, now it has expanded to include Siberia and the Black Soil region.

'The demand for professional vegetable harvesting machinery is consistently high. Since 2019, EkoNiva-Tekhnika has supplied over 150 units of Grimme equipment. For the coming season, we have ordered another 60 units', says Kirill Tagantsev, Manager of Sales Department, Kostroma branch of EkoNiva-Tekhnika.

Now that the machinery has become available in Siberia and the Black Soil region, local producers have an opportunity to benefit from it.

'Siberian farmers are familiar with the Grimme brand. The first supply contracts



EkoNivaSibir and EkoNiva-Chernozemye signed a contract for Grimme equipment delivery and maintenance.

signed by EkoNivaSibir with local farmers are a testament to that', points out Oleg Datsenko, Head of Omsk division of EkoNivaSibir.

For the new season, EkoNivaSibir has made a preorder for 45 units of Grimme equipment. The machinery will be available in

Omsk, Novosibirsk, Tomsk, Kemerovo oblasts and Altai area.

Next year, specialists of EkoNiva-Chernozemye will focus on maintenance service to ensure uninterrupted operation of the Grimme machinery in Voronezh, Belgorod and Kursk oblasts. The technicians regularly improve their skills at workshops held by representatives of the manufacturer.

'The cooperation with Grimme is an exciting and mutually beneficial partnership for us. The top management of Grimme value the resources of EkoNiva-Tekhnika Holding, for this reason they have entrusted us with representing the machinery over the Urals and in the Black Soil region', sums up Gennadiy Nepomnyashchii, Commercial Director of EkoNiva-Tekhnika Holding.

By Viktor BARGOTIN

Smart farming in demand

EkoNiva offers a wide range of navigation and automation solutions in the agricultural sector. Over the past few years, the sales of smart farming products have increased dramatically.

The Machine Sync system from John Deere increases harvesting efficiency and improves grain output by 10-15%.

'At the heart of Machine Sync is satellite navigation, which ensures that all the combines and tractors in the fleet are used to their maximum capacity', says Anton Grebnev, Hi-Tech Solutions Sales Manager at Novosibirsk branch of EkoNivaTekhnika-Holding.

The Machine Sync system is connected to the combine and the tractor pulling the grain cart via wi-fi. This enables the position and speed of the tractor to synchronise with the combine, facilitates machinery coordination in the field, uniform tank filling and precise grain unloading on-the-go without spillage.

EkoNivaTekhnika-Holding started actively developing

and marketing the system in 2019. Due to the farmers' increasing interest, the sales in the Siberian region have been steadily growing. To date, leading farming enterprises of Altai area, Tomsk and Omsk oblasts benefit from the solution, where total of 22 units operate with the Machine Sync system. Preliminary agreements have been reached to connect 12 more machines to the system in the near future.

Among the agricultural producers which have recognised the true worth of Machine Sync is Letyazhye farming enterprise from Tomsk oblast, where the technicians have gone a step further and installed the system onto domestic combines.

'Specialists of EkoNiva-Tekhnika were the first in Russia to get the

Machine Sync to properly work on the equipment of other manufacturers', says Anton Grebnev. 'The innovative system has enabled our partners to increase combine performance by 10-15%.'

This year, the system has debuted at Kinsfator farming enterprise, Omsk oblast.

'We had four rotary combines working together with a grain cart via the Machine Sync system', says Viktor Kinsfator, Manager of the enterprise. 'As a result, we got better machinery synchronization in the field and, most importantly, saved fuel and precious time during harvesting. Next year, we are going to install the system on our straw walker combines.'

By Tatyana IGNATENKO



Heroic feat of Podolsk cadets



World War II still echoes through time. This year, in one of EkoNiva's fields, several objects have been unearthed to remind the most ferocious moments of the Great Patriotic War – the Battle of Moscow and the heroic feat of Podolsk cadets.

Direct hit

In the field belonging to Kaluzhskaya Niva-Zapad Operation, Kaluga oblast, volunteer teams from Moscow and the oblast were searching the ground for remains of soldiers and war artefacts. Using German aerial photographs, they found a previously unknown location of front line defended by Podolsk infantry school cadets in autumn 1941.

'In the photo, we can see a T-shaped trench and a log pillbox', says Konstantin Kostromin, a volunteer. 'At the end of 2020, we did several preliminary searches. First, we found proof that it was a battleground: some empty ammo crates, shell splinters and spent bullet casings. After that, near one of destroyed log pillboxes, we came across remnants of a blast damaged Hotchkiss machine gun. A spent casing stuck in the belt attested to the fact that the gunfire was stopped by an explosion. We realised that the bodies of the gunners should be somewhere around.'

In May 2021, volunteers from several teams and unions participated in the Memory Watch event. The local villagers joined in to commemorate five young soldiers whose bodies were recovered at this location. The warriors were killed by a direct hit of the enemy's bomb.

Unfortunately, the cadets had no identity discs and their Red Army Soldier's Books had mouldered, which made it impossible to identify them.

A unique dugout

Soon after that, the team found another truly unique wartime structure. Intuition and experience helped where metal detectors failed. In the area, where an underground construction could be discerned in the photos, Sergey Solovyov, Deputy Head of National Patriotic Society Memory, felt a layer of rubble stone with a probing rod. He insisted on a more thorough examination of the plot.

'We excavated a pit and at a depth of 1.5 metres we discovered logs with water filled space underneath', continues Konstantin Kostromin. 'The endoscope detected two more metres of water and log walls on the sides. A dugout!'



The structure was built to meet all the requirements set by the Red Army. However, on the floor, there were only German grenade rings and a telephone cable reel. It looked like the soldiers had not had much time to 'settle in'. The most important thing is its condition. According to Vitaliy Bessonov, Director of Kaluga United Museum Reserve, it is a unique find and it needs to be designated a cultural heritage site.

'For the first time in the history of our volunteer movement, we discovered a well-preserved wartime dugout made of logs', highlights Oleg Komissar, Member of Legislative Assembly of Kaluga oblast and Head of Ilyinsky Stand volunteer team. 'The wood had not decayed because it was in the water.'

The authorities are planning to preserve the dugout filling it with antiseptic containing water again. Besides, it is going to be protected by a shelter.

The echo of war

Volunteers sometimes come across even more threatening wartime objects, which require specific knowledge and carefulness. An unexploded bomb FAB-50 was unearthed forty metres away from the dugout and a 150-millimeter artillery shell - in the neighbouring field.

'The bomb was placed almost horizontally, the stabiliser was at a depth of 40 cm', says Konstantin Kostromin. 'Topsoil here is 25-35 cm. Seasonal soil freezing and thawing could have been pushing the bomb to the surface. Nobody knows if it would have reached the ground level or not. Thank God we came across the weapon earlier.'

Bomb disposal squads were summoned to destroy the weapon right there.

Questions left unanswered

Until now, the details of the battle are unknown. The combat reports from both sides do not give a full picture. On the morning of 15 October, the enemy crossed the Vypreika river not far from this field and went to Varshavskoye highway through Zaitsevo village in the rear of the Ilyinsky Stand defenders. The heroic fight of Podolsk cadets went on until the evening of 17 October. What were the last minutes of those who did not return from the battlefield? Where are their unburied remains? EkoNiva's aim is to help to answer these questions.

'We are committed to assist in this process', says Yevgeniy Vavilin, Director of Kaluzhskaya Niva-Zapad Operation. 'We stop all operations where any historical objects are discovered and invite the volunteers. Leonid Gromov, Minister of Agriculture of the oblast, supports us. We try to facilitate the way to the field for specialists, maintaining the graded road along the field during the season to ensure a convenient access.'

The search will continue and we will be looking forward to new finds.

By Aleksandr KUTISHCHEV



Siberian Agricultural Week

EkoNiva Group has taken part in Siberian Agricultural Week 2021 in Novosibirsk to present all its products: from farm machinery of global brands to field crop seeds, pedigree cattle and the dairy lineup made from the milk produced on the company's own farms.

EkoNiva booth was buzzing with visitors – over 300 guests every day. EkoNivaSibir, a subsidiary of the dealership holding, showcased machines of global brands: John Deere, Vaderstad, JCB and Haybuster. The company representatives elaborated on the farm machinery market novelties and trends, special offers for spare parts and services valid in the autumn and winter and a new line of business – pre-owned equipment.

The booth displayed this year's bestsellers: a John Deere 6135B tractor, a John Deere 560M round baler, a Vaderstad Tempo F8 planter, a JCB 541-70 telehandler with a variety of attachments and a Haybuster 2574 bale processor.

'Just in the first few hours after the trade fair started, we signed contracts with several companies. Besides, we have concluded a big contract for a new-generation 4-track John Deere 9RX 540

tractor. It is going to be the first machine of this model shipped to Siberia', states Vasily Stepanov, Sales Department Manager of EkoNivaSibir.

Every other farm in the region operates machines purchased from EkoNivaSibir dealership. In fact, the year 2021 has marked record sales in the company, which has shipped over 40 grain harvesting combines,

Vasily Stepanov:

'We have already signed contracts with several companies. Besides, we have concluded a big contract for a new-generation 4-track John Deere 9RX 540 tractor. It is going to be the first machine of this model shipped to Siberia.'

120 tractors and about 60 sowing combinations. In total, the population of John Deere self-propelled units in the company's area of responsibility comprising Novosibirsk, Tomsk, Omsk, Kemerovo oblasts and Altai area exceeds 2,000 units.

EkoNivaSemena presented the entire portfolio of field

crop seeds including in-house bred varieties. The company experts helped the customers to choose the high-yielding varieties that suit the regional conditions best. Spring wheat remains a top choice for Siberian growers.

'Highly adaptive spring wheat varieties Licamero and Calixo deliver good resistance to lodging, early maturity and,

ultimately, good crop on Siberian commercial farms', points out Willi Drews, Ph.D. Agronomy, EkoNiva Consultant.

This year, on average, Licamero has yielded 5.7 t/ha in Siberian climatic conditions, which is nearly twice as much as the region's average. The experts also recommend trying

out Toccata – a new wheat variety featuring a large spike with up to 45 kernels.

For barley fields, Siberian farmers prefer Calcule, Paustian and Explorer, the average yields of which have exceeded 5.7 t/ha in the region. Pulses from EkoNiva-Semena portfolio also attract attention of local growers, especially, the pea Trendy and the lentil Redcoat. This year, about 6,200 tonnes of seeds of different field crops have been supplied to the region. And since 2014, when EkoNiva-Semena came to the Siberian Federal District, the company has shipped in total 47,500 tonnes of quality seeds.

Moreover, EkoNiva farming holding offers Holstein, Simmental and Red-and-White cattle for sale. In 2021, Sibirskaya Niva, EkoNiva's livestock breeding subsidiary, has sold over 1,200 pedigree heifers to the regional farms. As a breeder, the company guarantees high genetic potential of cows and can make up a delivery batch of any size.

The 3rd holding of the Group, EkoNiva-Food, in its turn, presented its dairy line made exclusively from the milk produced on EkoNiva's own farms. The highlight of the tasting was Dürr signature hard cheese of premium quality.

By Tatyana IGNATENKO

Organic milk production at EkoNiva

The MosMedynagroprom milk plant in Kaluga oblast has received the certificate of compliance with organic production standards from the organisation Russian Quality System (Roskachestvo).

Today, the range of organic SKUs produced at the processing plant in Kaluga oblast includes EKONIVA ORGANIC pasteurised milk with a fat content of 3.3-6% and Medynskiy ORGANIC semi-hard cheese. Specialists of Roskachestvo have audited the entire organic production process at the plant – from the raw material reception line to the storage facility for the finished product. The milk is delivered in separate tanker trucks and is stored in dedicated cooling tanks to prevent mixing with conventional milk. Organic milk and cheese are manufactured on special production lines, the filling and packaging equipment also meets the stringent requirements.

'We have provided all the

documents confirming that the organic raw milk which comes from EkoNiva dairy is produced in accordance with the organic farming regulations', says Yelena Podchishchayeva, Laboratory Manager, MosMedynagroprom.

To date, the daily milk intake of the processing plant amounts to 200 tonnes, including 5 tonnes of organic milk produced by pedigree cows of Simmental and Ayrshire breeds on Savinskaya Niva farm located in Kaluga oblast. The company launched the EKONIVA ORGANIC milk production project in 2019. The audit of the plant is performed by Kiwa BCS based on the European requirements and Roskachestvo in compliance with the Russian ones.

'Since 2019, Mosmedynagroprom has



been certified in accordance with the European standard EU 834/2007 and the Russian standard GOST 33980-2016. The certification entitles the company to place the Euro-leaf and ORGANIC labels on the product package and to take full advantage of participation in the Russian and European markets. The company has to verify its status on a biannual basis', states Tatyana Grishchenko, Head of Government Relations

Department, EkoNiva-APK Holding, who also coordinates the organic project.

EKONIVA ORGANIC milk and Medynskiy ORGANIC cheese are sold in the company's brand shops as well as chain stores such as Globus, O'KEY, Auchan, Lenta, Perekryostok and others. Besides, the demand for organic milk from HoReCa sector is steadily growing.

By Darya DENISOVA

Opting for a better future

EkoNiva has redesigned its Organic line packaging. The changes have been driven by the desire to present the company's philosophy to the growing number of health-conscious buyers in a more clear and concise way.



The EKONIVA ORGANIC range comprising pasteurised milk and semi-hard cheese will soon be extended by UHT milk in aseptic packaging.

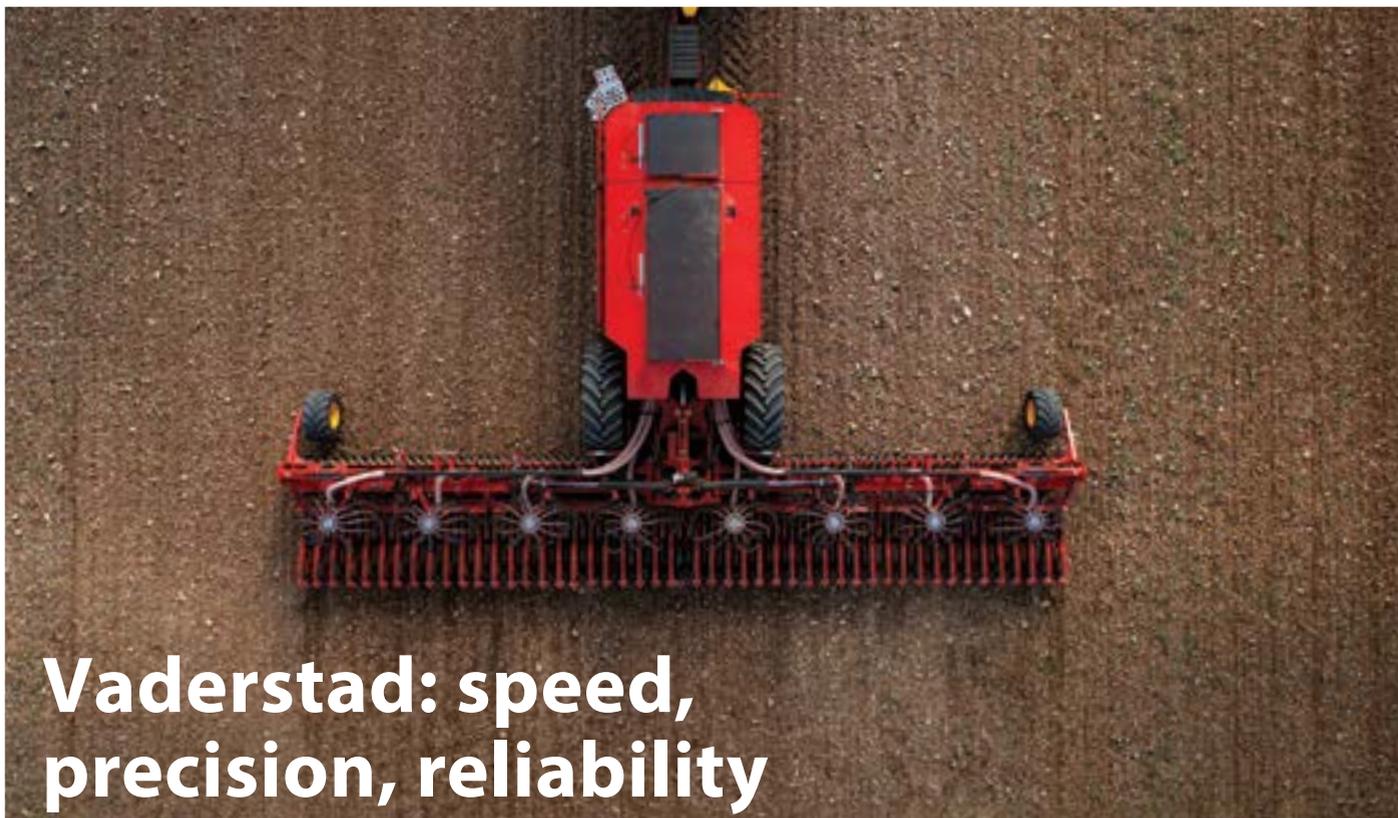
The raw milk for the EKONIVA ORGANIC line comes from Savinskaya Niva dairy, which is certified in compliance with the European and Russian organic dairy and crop farming standards. In the new packaging design, infographic elements are used to reflect the entire organic philosophy. More information on the principles of organic production is available on the company's official website – just scan the QR code on the new EKONIVA ORGANIC milk carton.

The benefits of the organic produce are succinctly summed up for the consumer. For example, the text highlighting the high vitamin D3 content is in bigger print on the consumer-facing side. The

finished product is packaged into the Pure-Pak® Fresh carton, which is 75% cardboard and fully recyclable. Thanks to the natural-looking material, the packaging gives an authentic look and feel to effectively communicate the company's commitment to sustainability on-shelf.

'Organics is an underlying principle of modern farming. It is a finely tuned production cycle aimed at maintaining biodiversity, soil properties and high livestock management standards, which comes to the fore and remains one of the company's top priorities. That's what we wanted to convey to consumers through redesigning the EKONIVA ORGANIC range packaging. When you buy an organic product, you opt for the healthy lifestyle and contribute to your future', emphasises Natalya Starkina, Marketing Division Manager, EkoNiva-Food.

By Mariya SERGEEVA



Vaderstad: speed, precision, reliability

The leading global manufacturer of sowing and tillage equipment has unveiled two new high-output seed drills: the Inspire 1200C/S and the Vaderstad Tempo L 16-24 Central Fill. The unique features of both models make them up-and-coming best-sellers.

The new Vaderstad Inspire 1200C/S seed drill ensures high performance and precision. The Seed Only version is equipped with a 5,000 litre hopper for seeds, while the Combi version with the fertiliser application option has one of the largest capacities in its class due to a 7,200-litre hopper both seeds and chemicals in 2 separate compartments', says Bjorn Jeansson, Commercial Product Manager for Seed Drills at Vaderstad.

The heart of the Inspire drill is its responsive double disc seed coulter system. It has an excellent ability to adapt to any irregularities on the field, thereby always keeping the seeding depth constant. The result is an impressive seed placement and an even emergence over the entire field. A key feature of the Inspire 1200C/S is its ability to control the seeding output in eight separate sections via Fenix III metering units.

'The working width is separated into 8 sections,

enabling variable sowing rate and section control down to 1.5-metre sections. This is a unique precision feature in the 12-metre seed drill segment', adds Bjorn Jeansson.

The Vaderstad Tempo L high-speed precision planter is a long-established favourite with the Russian farmers. Moreover, it holds the world record for planting 502.05 hectares of maize in 24 hours, a record set in Hungary in 2017. The demo presentation featured a smaller model of the upgraded series – the Tempo L 16-24 Central Fill with the central hopper. To match the high-capacity

output, the machine is equipped with a new hopper that holds 2,200 litres of seeds and 5,000 litres of fertilisers.

'The Central Fill functionality means that instead of filling seed in each of the row units, the farmer will only have to fill one large central hopper. The Tempo planter will then take care of the distribution of the seeds and fertiliser to each row unit; and will do it at world-record planting speed (up to 20 km/h) and precision', says Mattias Hovnert, Senior Vice President Sales & Marketing at Vaderstad.

EkoNivaTehnika-Holding, a primary dealer of the Vaderstad brand in Russia, plans to start taking orders for the new planters next autumn. In 2021, the Tempo range became a best-seller among Russian farmers: over 80 units were sold. The Spirit pneumatic seed drill and the TopDown cultivator accounted for a considerable share of the sales.

'Overall, EkoNiva supplied more than 200 units of Vaderstad equipment to farming enterprises in 2021. The new seed drill models are hi-tech products having a high market potential', says Evgeniy Chubykin, Brand Manager of Vaderstad at EkoNiva-Tekhnika.

In the nearest future, the company plans to carry out demo shows and workshops to give the customers an insight into the novelties of the brand.

By Darya DENISOVA



Taking care of future



In September, EkoNivaTekhnika-Holding offered a Defect Diagnostics Programme to prepare agricultural machines for the 2022 sowing season. The service is available in 26 regions.

The Defect Diagnostics is an evaluation done after the farming season to detect hidden machine faults. The service technicians promptly identify and repair damaged parts or replace them if needed thus giving the machine a new lease of life.

'The scheduled defect diagnostics saves time and money and prevents

unexpected equipment failures out in the field. Currently, all EkoNivaTekhnika-Holding regional dealerships accept machines for the diagnostics and sell spare parts on favourable terms. We also offer an installment payment scheme for extensive repairs in cooperation with John Deere', says Vladimir Kovalenko, Service Department Manager.

EkoNivaTekhnika-Holding's workshops are fully equipped to provide maintenance; thirty warehouses are stocked with spare parts and agricultural tyres of all brands.

'We replenish the stock on time closely monitoring and recording the inventory. It takes the manufacturers 1-2 weeks to deliver spare parts and consumables if

they are available in their warehouses. Urgent orders arrive within 24 hours', says Dmitry Fetisov, Spare Parts Department Manager, EkoNivaTekhnika-Holding.

Emergency repair of the equipment that fails in high season is five times more expensive than preventive maintenance. We carry out comprehensive diagnostics leaving no part overlooked and inspecting all farm machines: tractors, combine harvesters, sprayers, loaders and planters. The goal is to fix visible and hidden defects as soon as possible. For example, if we carry out a scheduled repair of a tractor every 5,000 engine hours, it will be operating smoothly for another 20,000-30,000 engine hours', says Andrey Mazaitis, Senior Engineer, EkoNivaSibir.

In 2021, service centres of EkoNivaTekhnika-Holding received over 30,000 requests for farm machine repair and maintenance. By now, around 100 units are already undergoing defect diagnostics. The service work is expected to reach its peak in February, right before the sowing campaign 2022. The holding specialists recommend taking care of your helpers in advance.

By Darya DENISOVA





Ultimate return on investment

The JCB Loadall lineup is the internationally acclaimed gold standard in the agricultural equipment industry. Today, loaders of the brand operate at every other farming enterprise in Russia.

JCB has been pioneering the telehandler concept since 1977. The constant innovation keeps its machines designed for heavy-duty application the number one choice globally.

'JCB loaders offer the highest levels of performance and productivity with world-beating build quality, unrivalled comfort and high residual value', says Aleksandr Latsviyev, Sales Rep of EkoNivaSibir.

Components, spare parts, engines, mechanisms – everything to the tiny cog is produced at the JCB works in the United Kingdom. Each machine rolling off the conveyor belt complies with the strict industry standards. The competitive edge includes the heavy-duty frame, the light and robust one-piece fully welded chassis and bottom protection.

The JCB 550-80 Agri Plus and the JCB 560-80 Agri Plus models offer maximum productivity of the entire telescopic handler lineup. They boast an impressive lifting capacity of 8.1 metres. A lot of Russian farmers have already benefited from the numerous advantages of the loaders.

'Whatever the task, the JCB 550-80 skillfully handles it', says Nikolay Nadeyev, Director of Nadeyev

farming enterprise (Guryevo district, Kemerovo oblast). 'The impressive boom reach of 8 metres finally tipped the scales in favour of the purchase for us. The new assistant came in handy quite soon: when building a storage,

we found a convenient and cost-efficient solution lifting the welder with the loader instead of scaffolding.'

With the construction works efficiently and timely completed, the JCB 550-80 is up against a new



Vladimir Selikhov:

'During the off-season, the unit is used on the company's farmland for improving the field profile, removing isolated trees to enable us to sow with wide seed drills in the future. We buck up and load the trees onto log haulers with telescopic loaders. They are also indispensable when it comes to timber stacking.'

challenge. The enterprise grows cereals and pulses for sale. Tens of trucks full of grain are dispatched from the company's storage every day. And again the unit delivers brilliant performance. With its high-capacity 4.7-cubic metre bucket, a 25-tonne heavyweight truck is loaded in half the time.

At Almaz agricultural co-operative (Promyshlennaya district, Kemerovo oblast), a JCB 560-80 unit appeared relatively recently – in early 2021, yet it has already earned a reputation of an indispensable piece of machinery.

'As compared to our old front loader, the predecessor to the new JCB 560-80, it is a game changer', says Mikhail Dolbnya, Director. 'Just imagine: a comfortable air-conditioned cab, automatic transmission, a 5-cubic metre bucket, control of all the key functions with a single lever joystick and, last but not least, the model's outstanding versatility. What's not to like?'

Pecherin farming enterprise has also received a welcome addition – a JCB 550-80 – to its farm machinery fleet this summer. Whereas previously all the tasks were done with a JCB 535-95, now they can be split between the two saving time and costs.

'Different tasks, which come up on the farm every day, are way easier to deal with if you have JCB equipment at your disposal', says Sergey Pecherin. 'What appeals to





me in these machines is their high lifting capacity and boom reach. They can do anything.'

The powerful JCB 550-80 Agri Plus and JCB 560-80 Agri Plus feature an improved boom design with an added stabilisation function. This prevents the material in the bucket from spilling out when the unit travels long distances and significantly extends the boom life.

'At the heart of the telehandler is the powerful and reliable JCB Dieselmex engine', continues Aleksandr Latsviev. 'The engine is a record breaker delivering high torque at low revs for maximum service life.'

For Podsobnye farming enterprise (Kozhevnikovo district, Tomsk oblast), increased productivity is a top priority.

'The JCB 560-80 is the third telehandler in our machinery fleet,' says Viktor Okkel, Director of the enterprise. 'For the most part,

does the job promptly, reliably and efficiently. The attachment change is quick and hassle-free. We have a general-purpose bucket we use in handy when gravel or sand handling is required.'

Another trademark of the JCB Loadall lineup is the PowerShift hydrostatic transmission. It ensures a high efficiency rate and reliable towing within the speed range of up to 40 km/h.

The machinery fleet of Pecherkin farming enterprise (Leninsk-Kuznetsk district, Kemerovo oblast) has also been reinforced this year: EkoNivaSibir has delivered a new JCB 550-80 to relieve the current JCB 541-70 telehandler.

'The machine is an all-round handyman', says Aleksandr Pecherkin. 'Despite its compact dimensions, the equipment masterfully copes with all the tasks both on the farm and at

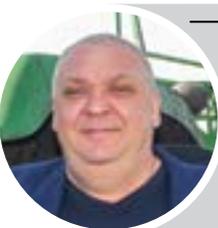
for laying the rails and it easily tackles the challenging task.'

At Letyazhye farming enterprise (Kozhevnikovo district, Tomsk oblast), a JCB 560-80 does all kinds of jobs: material handling on the threshing floor, fodder preparation, loading and piling, etc.

'During the off-season, the unit is used on the company's farmland for improving the field

notifications when a service is due and critical alerts if there are any serious mechanical or electrical problems with the machines.

'The JCB loaders are smart machines combining high performance with low cost of ownership', says Aleksandr Lebedikov, Director of Iskra farming enterprise (Leninsk-Kuznetsk district, Kemerovo oblast). 'The profit



Aleksandr Lebedikov:

'The JCB loaders are smart machines combining high performance with low cost of ownership', says Aleksandr Lebedikov, Director of Iskra farming enterprise (Leninsk-Kuznetsk district, Kemerovo oblast). 'The profit is evident as one loader can carry out a wide range of jobs effectively replacing five specialised machines.'

we use the machine in the grain storage system. When it comes to grain piling and handling, the unit with a 5-cubic metre bucket is second to none: it

the construction site. All you need is to have a wide range of attachments. We are building warehouses and a railway siding. The JCB 550-80 is used

profile, removing isolated trees to enable us to sow with wide seed drills in the future', says Vladimir Selikhov, Director. 'We buck up and load the trees onto log haulers with telescopic loaders. They are also indispensable when it comes to timber stacking.'

Both the JCB 550- 80 Agri Plus and the JCB 560-80 Agri Plus are equipped with the JCB LiveLink global positioning and advanced telematics system, which enables the owner of the telehandler and official dealer to manage the fleet more effectively and plan maintenance schedules in advance – it provides instant

is evident as one loader can carry out a wide range of jobs effectively replacing five specialised machines.'

A JCB 531-70 has already produced a favourable impression on the owner of Iskra. Now he is looking forward to the JCB 560-80. The unit has been ordered and is due to arrive soon.

Manoeuvrability, compactness, power and versatility have always been the hallmark of the JCB brand, therefore its immense popularity among farmers. The loaders are in high demand all year round and irreplaceable on any farm.

By Tatyana IGNATENKO



Mikhail Dolbnya:

'As compared to our old front loader, the predecessor to the new JCB 560-80, it has been nothing short of a sea-change. Just imagine: a comfortable air-conditioned cab, automatic transmission, a 5-cu m bucket, control of all the key functions with a single lever joystick and, last but not the least, the model's outstanding versatility. What's not to like?'



Developing exports

EkoNiva-Semena has participated in the 11th international agricultural exhibition KazAgro 2021. More than 400 agricultural producers visited the company's booth at the event.

Since EkoNiva supplied its first batch of seeds to the Republic of Kazakhstan in 2014, the exports to the country have increased by forty times reaching about 6,200 tonnes in 2020. Over this period, EkoNiva-Semena has shipped more than 18,600 tonnes of seeds of spring and winter crops, annual and perennial grasses to Kazakhstan.

'Seeds from EkoNiva portfolio are generating growing interest among farmers from Kazakhstan every year, especially spring crops and fodder grasses. Oilseeds, such as flax and soyabeans, are also gaining in more popularity now', says Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena.

Kazakh farmers prefer high-yielding varieties of

intensive type that boast a high tillering capacity, drought resistance, consistent yields

Vitaliy Voloshchenko:

'Soon, EkoNiva-Semena is going to conduct preliminary eco-geographical trials at the local State Variety Testing Commission. It is essential that EkoNiva's wheat and soya bean varieties undergo state trials. If they are successful, EkoNiva in-house and commercial varieties will be included in the State Register of Kazakhstan enabling our Kazakh customers to get governmental subsidies for buying our seeds. Undoubtedly, this will boost the demand for EkoNiva products.'

and top quality. Therefore, they choose spring wheats Licamero and Calixo. Cornetto and Toccata are new drought-resistant varieties of spring wheat in the portfolio recommended for Kazakhstan.

'We have been cooperating with EkoNiva-Semena for more

than five years. They offer spring wheat seeds of great quality that deliver the yields exceeding the average across the region. This year was extremely arid, nevertheless, the productivity was rather high – Toccata yielded 5.1 tonnes/hectare, Cornetto – 5 tonnes/hectare', says Vladimir Larionov, Chief Agronomist of Visitayev R. D. farming enterprise, East Kazakhstan.

Barley is another grower-preferred crop in Kazakhstan. Varieties Calcule, Margret, Paustian, Traveler, Explorer and Eifel are common choices for producers in Kazakhstan. They are flexible, highly adaptive and show an excellent lodging resistance.

Resulting from the rapid development of animal husbandry in Kazakhstan, the demand for fodder grasses is increasing, too. The alfalfa variety Dakota of Canadian breeding is a huge hit with the farmers. This variety is characterised by a high winter hardiness. What is more, Dakota has a very high protein content – 20% and can be cut up to three times per season even in arid areas.

In Kazakhstan, EkoNiva varieties demonstrate a 30% higher productivity than local varieties even in drought prone regions. Furthermore, EkoNiva is always ready to supply farmers with competent advice along with high-quality seeds.

As part of the event programme, the management of EkoNiva-Semena and Talgat Azhgaliyev, Chairman of the State Variety Testing Commission, Ministry of Agriculture of Kazakhstan, held an official meeting.

'Soon, EkoNiva-Semena is going to conduct preliminary eco-geographical trials at the local State Variety Testing Commission. It is essential that EkoNiva's wheat and soya bean varieties undergo state trials. If they are successful, EkoNiva in-house and commercial varieties will be included in the State Register of Kazakhstan enabling our Kazakh customers to get governmental subsidies for buying our seeds. Undoubtedly, this will boost the demand for EkoNiva products', says Vitaliy Voloshchenko, Director of Plant Breeding and Seed Maintenance Centre of EkoNiva-Semena.

Talgat Azhgaliyev was pleased with the keen interest of visitors in the company's booth. He thanked EkoNiva for the work and emphasised the importance of listing EkoNiva varieties in the State Register of Kazakhstan.

By Tatyana IGNATENKO





Quality is the key

EkoNiva-Semena started to supply Amur farmers with seeds 5 years ago. Over the whole period, the company has delivered over 6,700 tonnes of high-quality seeds of different field crops and generated increasing interest in its portfolio.

Amur oblast is considered the breadbasket of the Russian Far East. The cropping plan and the crop rotation of the region are influenced by geopolitical situation and export trends.

The proximity to China where soya beans are in high demand makes them a popular choice for local growers. In Russia, this crop is grown on more than 3 million hectares, with one third of it in Amur oblast.

Out of several soya varieties in EkoNiva-Semena portfolio, the early maturing OAC Prudence registered in the region is in the limelight. It dries down quickly and is resistant to pod shattering, diseases and lodging. The lowest pod attachment height is 13 cm; the seeds have light-yellow hilum.

The yield of OAC Prudence reaches 2.5 t/ha versus the regional average of 1.6-1.8 t/ha.

Pogranichnoye farming enterprise, Konstantinovka district, growing OAC Prudence since 2017 receives consistently high output of good-quality cash grain. The average yield

of the variety reaching 2.4 t/ha exceeds the average standard in the region. The early maturity is the competitive edge of the variety ensuring that it is fully ripened by the beginning of harvesting. At Dimskoye farming enterprise, OAC Prudence also showed good performance.

'We sowed this variety on 105 hectares five years ago for the first time. That year, the yield was 2.14 t/ha', says Lyudmila Valova, Farm Director General. 'The following season, we increased the sowing area eightfold – up to 769 hectares – and reached 2.41 t/ha. The impressive results are ensured by high yield potential, appropriate agronomic practices and compliance with all the requirements.'

Negrun farming enterprise started cooperation with EkoNiva-Semena by purchasing 15 tonnes of premium class seeds.

'In 2017, the trial field occupied 92 hectares. That year, we reaped a good crop – 2.47 t/ha. A year later, we sowed over 1,200 hectares with

farm-saved OAC Prudence seeds and achieved the best yield ever – 2.5 t/ha. This variety has proven cost-efficient in our area', underlines Nikolay Yepikhin, Director General of Negrin farming enterprise.

On Luch farm, soya is an important element of the cropping plan.

Introducing more cereals to diversify the crop rotation dominated by soya beans has been quite a trend lately in the Far East, therefore EkoNiva also offered a lineup of spring

hectares of the spring wheat at a rate of 215 kg/ha.

'In autumn, we ran a BDT-6 disk harrow in the soya stubble, then before the sowing we did the seedbed preparation with a LEMKEN Gigant 10', recounts Aleksey Zaikin, Farm Manager. 'In spring, we applied the 16:16:16 nitrogen-phosphorus-potassium fertiliser at a rate of 200 kg/h and used a Great Plains seed drill to plant the field. Later, herbicide and fungicide treatments were carried out by



**Yuriy Razloma,
Chief Agronomist
of Luch farming enterprise:**

'OAC Prudence is a high-yielding soya variety that meets all our expectations. This year, even in challenging weather conditions, we reaped a bumper crop – 2.1 t/ha as compared to the average of 1.8 t/ha.'

grain crops to the farmers of the remotest regions of our country.

'We have purchased the Calix spring wheat', comments Aleksandr Kuksenko, a farmer, Blagoveshchensk district. 'It is a high-yielding variety of intensive type producing good yield despite excessive moisture during the vegetation period – 3 t/ha on average. It is an impressive result for our region and our farm.'

Agro Priamurye farming enterprise, Blagoveshchensk district, also buys the Calix variety. The farm sowed 279

schedule. As a result, the yield of food-quality grain reached 3.56 t/ha.'

The decision to open a sales office of EkoNiva-Semena in Blagoveshchensk in 2018 was taken to address the major issue: the distance between the company and farmers. Today the company representatives can visit the customers and provide them with professional advice more often. As a result, the local growers use high-quality seeds thus improving crop rotation and maximising the yields.

By Tatyana IGNATENKO



EkoNiva expands its grass portfolio

Representatives of the world's largest grass seed producer, the Danish company DLF Seeds, have visited Zashchitnoye, the plant breeding and seed growing enterprise of EkoNiva Group. During the meeting, the parties discussed current cooperation issues and outlined the promising directions for their future joint work.

Two years ago, EkoNiva and DLF Seeds signed a contract on seed reproduction of annual ryegrass, a fodder crop. Back then, Lolan, a variety of Czech origin, was first sown in the fields of Zashchitnoye. Its yield amounted to 1.5 tonnes per hectare.

'Last year, we reaped approximately 150 tonnes of clean and high-quality seed material from the plot in Zashchitnoye', says Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena. 'The second year of the project has seen a threefold increase in the planted area under ryegrass. We also

received Jivet, another ryegrass variety, for reproduction purposes.'

Despite this year's unfavourable weather conditions, Jivet demonstrated a decent yielding capacity of 1.2 tonnes per hectare. Similar results were obtained in the mild climate of Moravia, where breeding of both of the above-mentioned varieties takes place.

The guests from DLF Seeds had a chance to explore all the production



stages during their tour of EkoNiva's premises. They could also watch the seeds being sorted out at the threshing floor at Zashchitnoye.

'EkoNiva has a well-deserved reputation of a strong and reliable seed-growing partner. Apart from the contract for seed reproduction, we

are cooperating with the company under a sublicense contract – its subdivision EkoNiva-Semena is authorised to sell the Jivet ryegrass seeds to its clients. We are content with our partnership and plan to enhance it with other grasses after preliminary trials and analysis', notes Yevgeniy Kotov, CEO of DLF Seeds Subdivision for Russia and the CIS countries.

By Tatyana IGNATENKO

Leafcutter bees deliver

EkoNiva's one-of-a-kind project dedicated to alfalfa seed production involving leafcutter bees is currently in its third year of implementation. Based on the results of the farming season 2021, the alfalfa seed yield at the holding's trial plots has doubled as compared to the mean value across the group of companies.

Two years ago, EkoNiva became the first farming enterprise in Russia to launch a pilot project aimed at improving alfalfa seed production with the help of leafcutter bees.

Alfalfa is a perennial plant of the Fabaceae family that is widely used in livestock production as it makes a high-protein forage for cows. In EkoNiva, alfalfa is grown not only for haylage but also for seeds.

Growing alfalfa seed depends on bees for pollination: the flowers must be tripped and cross-pollinated.

Unlike most bees, the leafcutter bee is able to pry open the floret, insert its long proboscis and extract nectar. While the insect is doing this, pollen attaches to its abdomen. The bee does not mind the tripping mechanism of the alfalfa flower, which is an off-putting experience for a honeybee making it reluctant to pollinate the crop.

In 2019, EkoNiva imported a batch of 5 million leafcutter bees – the population required to pollinate the 65-ha alfalfa plot allocated for the pilot project – from Canada.

This year, the company has considerably expanded the area under seed alfalfa – up to 300 ha, since the efficiency of the project has been proven. The introduced pollinator has made bountiful alfalfa seed production possible: despite extreme weather conditions, the yield has doubled.

'This farming season, over 22 million leafcutter

bees pollinated the 300-ha alfalfa seed stand at EkoNivaAgro-East Operation', says Andrey Shtraub, PhD in Agricultural Sciences, Project Manager. 'Next year, we are going to continue the project. The specialists have done a great job: they have harvested a sufficient progeny of pollinators to eliminate the need for further import.'

By Tatyana IGNATENKO





In-house varieties: first yields

The plant breeding and seed growing division of EkoNiva has reported the first data on the performance of in-house bred winter wheat. The varieties have proved to be high-yielding and resistant to severe recurrent frosts, ice crust, insufficient rainfall and abnormally high temperatures.

By the end of season 2021, EkoNiva-Semena sold 2,700 tonnes of in-house bred winter wheat seeds, namely EN Taygeta, EN Albireo and EN Cepheus.

EN Cepheus adapted for the Central Black Soil region was enlisted in the State Register of Plant

capacity and ears full of grain. Plans are afoot to substantially enlarge the cropping area in the future', says Nikolay Klimanov, Chief Agronomist of Oryolagroinvest.

The combination of frost hardiness and draught resistance makes this wheat suitable for various Russian

EN Taygeta was entered to the State Register in 2021 delivering 1.1 tonnes per hectare in trials in Central Black Soil and Middle Volga regions. The variety's genetics ensure consistently high yields due to insusceptibility to stressful biotic and abiotic environmental factors.

'EN Taygeta showed a unique genetic resistance to severe recurrent frosts and ice crust that covered the ground for more than 30 days. In the vegetation period, 3,500,000 seeds

germinated out of 5,000,000 viable seeds per hectare sown in the autumn', notes Andrey Zvyagin, Plant Breeder and Seed Grower of EkoNiva-Semena.

Albireo winter wheat, another addition to EkoNiva's portfolio, is an intensive variety adapted for the Central Black Soil region. It boasts enhanced adaptivity, high winter hardiness and cold resistance.

'The inclusion of EkoNiva's winter wheats in the State Register is the result of the effort and long-lasting plant breeding work of our specialists. We are convinced that these new highly adaptive varieties are going to gain in more popularity with Russian farmers', highlights Andrey Zvyagin.

By Tatyana IGNATENKO



Andrey Zvyagin:

'EN Taygeta showed a unique genetic resistance to severe recurrent frosts and ice crust that covered the ground for more than 30 days. In the vegetation period, 3,500,000 seeds germinated out of 5,000,000 viable seeds per hectare sown in the autumn.'

Breeding Achievements last year. Russian agricultural enterprises have already tried EN Cepheus in production. This variety does not require any special conditions as it can be sowed both after fallow and conventional predecessors.

The winter wheat delivered the highest yields on record at Agro KViS enterprise, Voronezh oblast – 10 tonnes per hectare. Oryolagroinvest agricultural enterprise, Oryol oblast, is also impressed with their results.

'We sowed 100 hectares with EN Cepheus at a rate of 7.5 tonnes per hectare. The variety showed a good tillering

regions, even with tough climatic conditions. For instance, this year, Saratov oblast was among the most vulnerable areas due to the lack of snow in winter, soil moisture deficiency in spring and high temperatures in summer.

'The yield of EN Cepheus in our fields was twice as high as the region's average. In this season's weather conditions in Saratov oblast, it is the best result. At the moment, we are sowing EkoNiva winter wheat variety – EN Taygeta and also expect good crop', says Nail Tugushev, Head of Roshcha farming enterprise.



EN Cepheus



Boosting milk yields

The Livestock Farming Department of EkoNiva has summed up the results of 2021.

In November, EkoNiva finished harvesting fodder crops on a total area of 187,000 ha. The yield in dry matter amounted to 798,000 tonnes – a 20% increase on the previous year. It is more than enough to cover the overall annual feed demand of the group.

‘We provide high-quality nutritious feed for all the 218,000 head in our herd to maximise milk yields. Well-balanced rations have allowed us to increase the average milk production from 28.2 kg/day last year to 30.6 kg/day’, observes Viktor Kosintsev, Nutrition Department Manager, EkoNiva-APK Holding.

The implementation of digital technologies also contributes to milk yield growth. The in-house



developed Eko.Feed app has considerably improved the ration formulation process.

‘This year, we have integrated the app with the 1C accounting system’, comments Konstantin Kapiturov, Livestock Farming Digitalisation Department Manager.

The Agronomic Department has its own dedicated app, EkoCrop. It accumulates real-time data on the works performed, the machines used

and the specialists involved per each field.

Raising young stock was another important question on the agenda.

‘The company has 105,000 head of young stock. Thirty-five thousand replacement heifers are introduced into the main herd every year. Besides, EkoNiva sells pedigree heifers to other farming enterprises. Next year, we are planning to sell

20,000 heifers, and by 2025, this number will have reached 30,000 head’, explains Vitaliy Yozhikov, Young Stock Department Manager.

In 2021, the company’s herd has grown by 10%. Livestock specialists keep improving their herd management techniques and enhancing genetic progress, for example, by using sexed semen to receive up to 80% of heifer calves.

By Viktor BARGOTIN

Never stop learning



Over twenty livestock specialists of EkoNiva have taken part in the staff development programme ‘Zoovet Master’.

Herd managers, veterinarians, reproduction specialists and line managers attended

lectures on feeding, fodder conservation, milking, hoof care, HR and economics. The programme also included hands-on training on the

company’s dairy farms in Voronezh oblast.

‘Zoovet Master is aimed at enhancing the professional development of

our high-potential employees’, says Boris Morev, EkoNiva Corporate Academy Manager.

The final session of the programme was held in December, 2021. The participants prepared and presented their projects on operational efficiency improvement. At the end of the final session, all of them were awarded a programme attendance certificate. But most importantly, the attendees received invaluable knowledge which will facilitate their career development within EkoNiva Group.

‘I took part in Zoovet Master last year. At that time, I worked as a deputy farm manager. The programme broadened my professional knowledge and inspired me to new achievements. In March, 2021, I was appointed as farm manager at Bogdanino dairy (Kaluga oblast)’, says Viktor Belonogov.

By Viktor BARGOTIN



#WorkCool

Voronezh has hosted the Federal Russian Contest of Professional Skills among student teams #WorkCool. The contest has accommodated over 280 students from 47 regions this year. It is the second time EkoNiva has been involved in the project by providing its sites for practical workshops.

#WorkCool contest was launched in 2019 to support and develop the student team movement.

'We are excited to receive the participants and they are curious to learn more about the largest milk producer in the country. At the same time, we can pick the most motivated and ambitious

agricultural students to invite them for the internship on one of our farms and subsequent employment', says Yevgeniy Bezpалov, HR Lead Specialist at EkoNiva-APK Holding.

The agricultural university team competition included 3 stages: creative, theoretical and the practical. The theoretical stage featured

100 general knowledge and industry-specific questions and was evaluated by university teachers, whereas the practical workshop held at EkoNiva premises was evaluated by EkoNiva specialists.

In total, 40 participants – future technicians, vets, herd managers, agronomists and process engineers – took the

practical workshop and test tasks at EkoNiva operations: Dobrino Service Centre, Bobrov-2 and Schuchye dairy farms and Shchuchye Dairy Plant in Voronezh oblast.

In the category of agricultural universities, the winners were the contestants from Perm area, Penza, Kirov oblasts and the Republic of Tatarstan. They received their awards and also invitations to do an internship at EkoNiva enterprises, just like 10 #WorkCool contestants last year.

By DARYA DENISOVA

EkoNiva people at Skolkovo

Darya Litvinova, Agronomist and Plant Breeder at EkoNiva-Semena, has taken a course in Modern Plant Breeding Methods at Skolkovo Institute of Science and Technologies.

The course focuses on the basics of the modern plant breeding – genetics, statistics and experimental design – and features European and Russian academic scientific researchers as speakers.

'The goal of this educational programme is to apply cutting-edge technologies in plant breeding. We have been taught to operate RStudio software, a tool used to systemise phenotypical parameters,

yield data and plant disease incidence and display the information in charts to facilitate conclusion making', explains Darya Litvinova.

With accelerated breeding methods presented in the course, it is possible to start creating a variety in the lab environment and identify economic traits based on the crop genotype and molecular markers. With the knowledge of the genes responsible for specific traits, for example, resistance to rust,



Darya Litvinova:

'I am happy to represent EkoNiva at Skolkovo. This is a valuable and exciting experience to be used in my job. The modern techniques taught at Skolkovo are going to enhance the breeding progress and help to reduce resource consumption.'

it is possible to breed a hybrid and, subsequently, a variety resistant to this disease. Besides, the data on the plant genotype enables to foresee its response to certain climatic conditions in advance.

Apart from in-class lectures, the course includes lab classes teaching cell culture techniques. Helped

by the lab specialists, the trainees practised several different types of plant DNA extraction methods.

EkoNiva breeders are regular guests at Skolkovo. By now, four specialists have been enrolled in the plant breeding educational programme at Skolkovo Institute of Science and Technologies.

By Tatyana IGNATENKO

Mother's Day at EkoNiva



EkoNiva wished a happy Mother's Day to multi-child mothers working on the company's farms and dairy plants. Today, over 390 women in the company have three and more children. All of them received valuable presents.

Yuliya Talaluyeva, a calf tender at Peskovatka dairy, has the record number of children. Yuliya is a mother of six sons and six daughters. The youngest of the Talaluyevs family – Vitaliy – will soon turn three, while the oldest – Aleksandr – is 23 now.

'They are all absolutely different, but they get on well together', says Yuliya Talaluyeva. 'In a big family, it is important that children obey their parents, which largely depends on the parents' upbringing, their communication skills and the ability to understand.'

The head of the family – Sergey Talaluyev – works for EkoNiva as a herd manager at Korshevo dairy. Violetta, Sergey and Yuliya's daughter, followed in her parents' footsteps and became a calf tender at the same facility.

By Aleksandr KUTISHCHEV

Regional flagman

Employees of OkaMoloko received 21 awards from the governor of Ryazan oblast, the regional Ministry of Agriculture and the Regional Duma.

'OkaMoloko is a flagman of the agricultural sector of Ryazan oblast producing over 20% of all milk in the region', emphasised Boris Shemyakin.

The results of the farming season 2021 were summed up at the event.

'Despite the weather challenges, we have gathered a pretty good crop. From the area of 97,864 ha, we have harvested over 104,000 tonnes of cereals and 65,316 tonnes of industrial crops. More than 253,000 tonnes of feed has been put up for storage for our herd', says Vladimir Materikin, Director of the enterprise.

'The livestock farming sector also shows impressive performance.



Minister of Agriculture of Ryazan oblast Boris Shemyakin arrived at OkaMoloko to congratulate the best achievers of an EkoNiva Group company. He handed out awards based on the performance in the previous farming season. The ceremony was attended by Aleksandr Nechushkin, head of Shatsk district.

The average daily milk yield of 30 litres is one of the highest numbers in Ryazan oblast. Shatsk, Nesterovo, Avangard and Podbolotye

dairies produce 365 tonnes of milk per day', observed Vladimir Materikin.

After the award ceremony, the attendees

enjoyed a concert organised specially for the top achievers of the region.

By Svetlana WEBER



Football season closed

Strela Stadium in Voronezh has hosted the Business Champion League – a corporate football tournament featuring 28 corporate teams of the region including EkoNiva-Chernozemye team.

In accordance with the competition rules, the teams were divided into two groups to play two series of matches and determine the winner.

Our team found itself in one group with the teams of Boravto, RVK-Voronezh, Elektrosignal and Deutsche

Telekom IT Solutions. EkoNiva-Chernozemye got off to an impressive start smashing Avangard-Agro with a score of 4:1. However, the second match was more challenging. We clashed with Boravto, which became the champion later. Though the fight was intense, we lost it 0:2.

In round 5, EkoNiva-Chernozemye claimed the most emphatic win scoring six goals against Deutsche Telekom IT Solutions, which scored only one.

'By the middle of the tournament, we seemed to secure our position as one of the top 3 teams. Unfortunately,

some players had to withdraw due to the injuries and it had an impact on the remaining matches', comments Stepan Maslovskiy, the captain of EkoNiva-Chernozemye.

After that, the team lost 4-matches running. This streak of bad luck was broken only in the final round 10, in another game with Deutsche Telekom IT Solutions. Though the temperature in the outdoor field was below zero, nobody felt cold as both teams wanted to finish the tournament with a bang. Nevertheless, the match ended in a draw.

'Corporate tournaments are always exciting irrespective of the final ranking. Of course, we wanted to win, but it's sports. I'd like to thank all our guys for doing their best and our management for the opportunity to represent EkoNiva-Chernozemye at such an event', summarises Stepan Maslovskiy.

EkoNiva-Chernozemye was ranked number 5 in the final table of the Business Champion League. It was the second time our young but prospective team participated in the tournament and after midseason break, they will come back for the summer series with gusto.

By Viktor BARGOTIN

Growing future champions

EkoNiva has sponsored the refurbishment of the gym for dryland swim training in Liski. Young athletes from the Olympic Reserve School are now trained in much more comfortable conditions.



For over seven years, Voronezh subsidiary of EkoNiva has been a patron of the regional junior Olympic and Paralympic water sports schools. It sponsors trips of the athletes to training camps and competitions and purchases modern sports gear for the schools.

EkoNivaAgro financed the refurbishment of the gym for dryland swim workouts in Liski town. The project was completed this autumn, and now junior sportsmen can exercise at a freshly repaired facility with new flooring and cutting-edge equipment.

'Every year, our athletes bring home medals from regional and federal competitions. For example, Darya Mayborodina, is a two-time Para Swimming

Champion of Russia. She is one of our many swimmers that have been supported by EkoNiva throughout their sports careers. I'm immensely thankful to EkoNiva for its contribution to growing future champions and improving their training environment', says Oksana Akhmarova, a junior swimming coach.

In Voronezh oblast, EkoNivaAgro is one of major benefactors of talented youth, underprivileged people and veterans apart from young athletes. In 2021, it received third prize in the Russian Company of High Social Efficiency Award held by the Ministry of Labour of Russia for its contribution to local communities.

By Viktor BARGOTIN



Festive packaging

EkoNiva has released a limited series of products for the holiday season. Until the end of January, milk, kefir and sour cream will be sold in specially designed packaging.

The Christmas packaging solution was developed on the basis of the flat design concept implying minimalist 2D images. The images resemble Christmas-themed drawings made by children for their family, friends or Santa Claus. Family traditions and Christmas festivities became the main topics of the pictures. All characters hold

glasses of milk in their hands reminding us that despite the difficulties we faced in 2021, the most important values – family, friends, a healthy lifestyle – always hold true. Spend quality time with your loved ones, lead an active life, eat proper food, drink natural and healthy EKONIVA milk produced on the company's own farms and you will always be happy and full

of energy. Attentive buyers will notice that the skiing man is holding cheese in his hands manifesting that in 2021, EkoNiva launched a modern cheese plant in Shchuchye village. The facility produces Schuchye and Kolybelka semi-hard cheeses and the 6-month hard cheese Dürr. Whether laid out on a festive cheeseboard or added to traditional Christmas dishes,

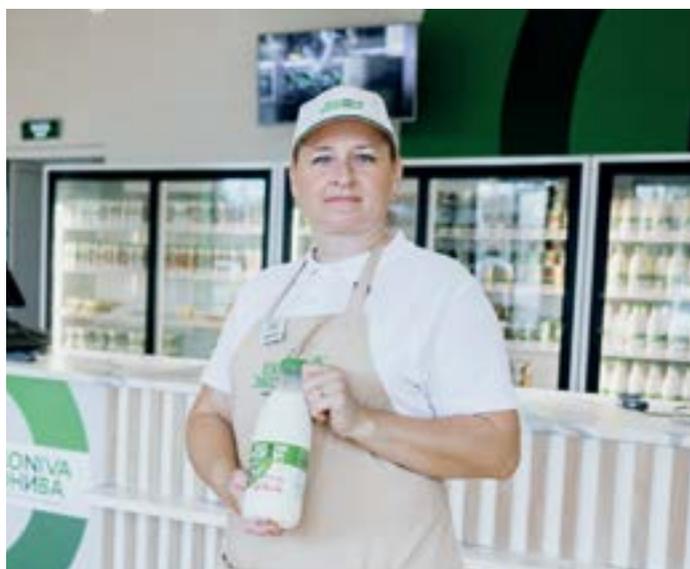
these cheeses will leave no one indifferent.

To make the glorious season even brighter, EkoNiva is planning to launch its new product – the 12-months hard cheese Dürr – onto the market at the beginning of 2022.

By Anna PALAGUTINA

Enlarging brand shop chain

EkoNiva has opened a new brand shop in Shchigry, Kursk oblast, and renovated the store in Medyn, Kaluga oblast.



The shop in Shchigry features the whole range of 67 SKUs of natural dairy products made from EkoNiva's own milk including EKONICA ORGANIC and EKONIVA Professional lines; Shchuchye, Kolybelka, Medyn ORGANIC semi-hard cheeses and Dürr 6-month hard cheese.

EkoNiva uses the same pricing policy for all its brand shops in Kursk oblast and runs regular Promotion Weeks offering a special price on certain items.

The reconstruction of the brand shop in Medyn, Kaluga oblast, was completed in the autumn. The former outlet on the premises of MosMedynagroprom dairy plant has been enlarged by 70% and retrofitted with new

refrigeration equipment and shop fixtures and fittings. Now the spacious retail and warehouse area occupies 120 m². The purpose of renovation is to ensure the freshness and good organoleptic properties of dairy products with various shelf life and customer convenience.

The upgraded brand shop in Medyn is included in EkoNiva tour project itinerary in Kaluga oblast. Now the branded bus makes a stop here on the way to a modern dairy farm near Ulanovo village and the guests can purchase EkoNiva natural milk products.

In total, EkoNiva retail chain features about 40 shops in 8 regions of Russia.

By Anna PALAGUTINA

Farm in the city



On its premises in Tula and Tver, Globus retail chain has hosted EkoNiva's mobile farm – the project launched by EkoNiva to demonstrate its underlying principle – ‘from field to shop shelf’.

Due to the project, the city dwellers can get an understanding of the main processes at EkoNiva's modern dairies and meet their ‘residents’ – cows and calves.

Such events are designed to give visitors a look into the entire production cycle. The company sets up pavilions with cows,

feed and equipment inside. Experienced guides elaborate on all the activities of the company: land farming, fodder preparation, livestock breeding and, of course, production of natural dairy.

Experts in veterinary medicine, herd management and milking continuously monitor the cows and calves’



health and hygiene on mobile farms. All the animals are used to people, so they are not scared of crowds of visitors in the pavilion and feel comfortable having round-the-clock access to feed and water.

During the four-day event on Globus's premises, the attendees could taste EkoNiva dairy products. In addition to the conventional range, the company presented new semi-hard cheeses from Chernozemye lineup

and 6-month matured Dürr hard cheese. Each sample was offered in an individual airtight package with a ‘Take-away-try-at-home’ sticker.

‘EkoNiva has been bringing mobile farms to the premises of popular hypermarkets since 2018’, says Yekaterina Dürr, Deputy Manager of Marketing Division at EkoNiva-Food. ‘Such projects aid in building the brand loyalty letting us take consumers into an exciting world of modern agriculture and introduce them to our products. Besides, our sales jumped by four times in Tula and Tver while our pavilions were receiving guests.’

Another highlight was the performance of Maksim Shitov, a chef. He held a workshop on various dishes based on EKONIVA products: syrniki (fried curd patties), cheese cream soup, cheese salad and finger foods. The customers were delighted to take part in the culinary workshop and a quiz from the chef – everyone who gave right answers received branded dairy gifts.

Apart from this, the guests in Tula and Tver also could participate in a promotional giveaway of vouchers worth 3,000 rubles to spend on shopping at Globus.

By Anastasiya CHERNYKH
Mariya POLETAYEVA

Striving for excellence with EKONIVA milk

EkoNiva has lent support to Youth Academy in training baristas – now the students make coffee-based beverages with dairy products manufactured by the company.



Youth Academy Russia is a scholarship programme founded by Delovaya Rus company together with Simonelli Group, a manufacturer of Nuova Simonelli and Victoria Arduino espresso machines, and Coffee Knowledge Hub, an educational platform. This programme is designed for talented novices aged 18-30 determined to master coffee-making art.

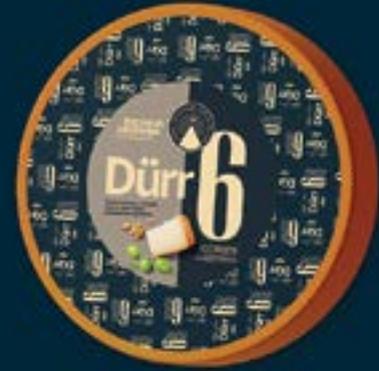
The scholarship holders are offered a unique opportunity to learn from the best Russian coaches and members of the

world-renowned Specialty Coffee Association. The course includes milk science, steaming and pouring – major modules necessary to train proficient baristas.

In the introductory session in November, the students gained theoretical knowledge about coffee and relevant equipment and practiced whipping and texturing milk for cappuccino as well as latte art using EKONIVA 3.3-6% pasteurised whole milk and EKONIVA Professional Line 3.2% and 3.5% UHT milk.

By Anna PALAGUTINA

EkoNiva in focus

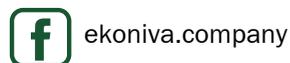
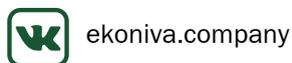


25-27 January *
Agros Expo 2022 International Trade Fair of Livestock Farming and Forage Production
Venue: IEC Crocus Expo, 20, Mezhdunarodnaya St., Krasnogorsk, Moscow oblast
Organiser: OOO DLG RUS

7-11 February *
ProdExpo 2022, International Food Trade Fair
Venue: 14, Krasnopresnenskaya emb., Expocentre Central Exhibition Complex, Moscow
Organiser: AO Expocentre

24-25 February *
TatAgroExpo, Specialised Trade Show of Agricultural Achievements
Venue: IEC Kazan Expo, 1, Vystavochnaya St., Kazan, Republic of Tatarstan
Organiser: AO RATSION

*The events are subject to cancellation or change depending on the regional epidemiological situation



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www.ekoniva-apk.ru
vesti@ekoniva-apk.com

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