

EkoNiva – One Run

Running races held across regions of company presence

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Cave-aged cheese

matures in Holy Dormition Pskov-Pechersk Monastery caves

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Opening new horizons

at Fashion Farmer 2023

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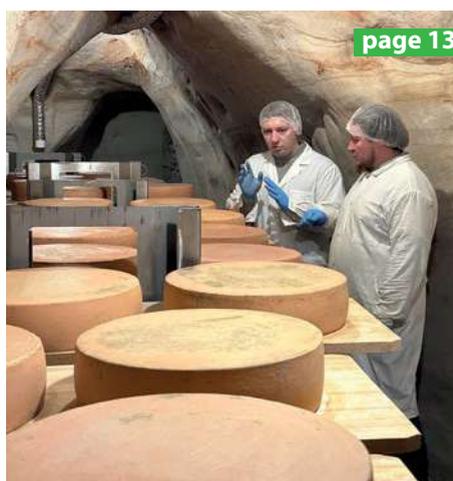
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Stefan Dürr: Foreign markets are awaiting Russian milk

With its climatic conditions, Russia has everything to produce grain and milk. Whereas in grain we take a leading position in the global market, our dairy products occupy an insignificant share in the export structure. I find developing international sales essentially important for both our dairy industry and global community.

EkoNiva started exporting drinking milk 3 years ago. Today our products are represented in China, Kazakhstan, Armenia, Belarus and Uzbekistan. We keep on

working on expanding delivery area: attend international trade fairs, carry out comparative analysis and see a very keen interest in our produce in Asia, Gulf countries and Africa.

EkoNiva dairy produce often offers higher quality at a more affordable price as compared to China's conventional suppliers. At this moment, with the ruble stabilised, we can quote competitive prices, which is essential for underprivileged regions of Asia and Africa. Thus they can ensure more dairy nutrients for a larger group of population. In the

situation of the global food crisis, a lot of countries are awaiting Russian products and realise how fundamental Russia's role is in providing the world population with affordable food products of quality.

I believe that cheese, drinking milk, milk powder and butter have good export prospects today. This May, we had our cheese plant in Voronezh oblast certified to sell to the Customs Union countries. I hope that soon we will start delivering hard and semi-hard EKONIVA cheeses to China and Middle East countries and gradually

expand the product range exported, as world markets show demand for healthy, tasty and diverse dairy produce.

It is inspiring to know that not only the business community but also the government sees exciting export prospects of the industry. The state, Ministry of Agriculture, Agroexport and Russian Export Centre have been providing the dairy industry with invaluable help in the past years, including financial support and assistance in accessing foreign markets. All these measures facilitate consistent development of sales and create a wholesome image of Russian dairy produce abroad.

Stefan DÜRR,
EkoNiva Group President

Towards safety-conscious work environment

EkoNiva has launched a project 'Developing a safety culture and labour protection system' aimed at raising awareness and promoting a workplace safety culture among its workforce.

Occupational safety and health lie at the heart of the company's concern for its employees. The level of employee consciousness of their own and their co-workers' safety and management's understanding of their responsibility for maintaining a safe working environment is a safety culture that every enterprise strives to enhance.

'A truly effective system of occupational health and safety standards can only be achieved through the concerted actions of all the participants involved in the process including the employees, department heads, project leaders and the occupational health and safety specialists providing advice and guidance to their colleagues. We are committed to encouraging our staff to be actively involved in creating safer and more

comfortable workplaces', states Tatyana Lyapina, Deputy Director General for HR of EkoNiva-APK Holding.

The Stop-Risk pilot project was launched at several subdivisions of the company in Voronezh oblast. As part of the programme, the employees make suggestions on how to optimise work processes, enhance safety in the workplace. Besides, they have an opportunity to take part in implementing their own initiatives. The most active worker coming up with constructive suggestions will receive a financial reward. The project has already elicited the staff's response and generated a number of promising proposals. The Group's plans are afoot to launch the project at other subdivisions of the company.



The workers' family members are also engaged in the project activities. The children were eager to take part in the photo shoot 'Our Children about Our Safety'. Bright informational posters will soon appear at all EkoNiva facilities countrywide to remind every breadwinner about being needed and waited at home, so that employees are always aware of their safety in the workplace. The children's drawing competition has seen

a total of 80 artworks featuring the topic 'My Parents Work Safely'. The drawings and their titles encouraged parents to work safely and love their job.

'There is no doubt that it is feasible to shift the workforce to a more conscious behaviour and a higher level of responsibility for their actions in operating environment', emphasises Tatyana Lyapina. 'The strive for safety should become an internal mindset and a vital need of every employee.'

By Tatyana IGNATENKO

EkoNiva serves Russian breakfast



EkoNiva has announced the launch of a new cultural and gastronomic project 'Russian Breakfast' run in partnership with the federal multi-format retail chain Lenta and the all-Russian project 'Gastronomic Map of Russia'.

In the course of the project, 20 participants – chefs, restaurateurs and hoteliers from 20 cities of Russia – will devise 80 recipes for breakfast dishes inspired by the cuisine and traditions of their home regions. The chefs of the restaurants marked in the Gastronomic Map of Russia guide will use EKONIVA dairy produce to create popular dishes in their own interpretation. The project programme includes a series of cookery masterclasses for customers in Lenta outlets in the participating regions as well as publication of all the recipes and interesting facts about the project's participants on the Russian Breakfast website.

'Since EkoNiva's production facilities are located all over the territory of Russia, we realise how

rich and attractive each of them is in its nature, culture and, of course, gastronomy', says Yekaterina Dürr, HoReCa Brand Director at EkoNiva-Food. 'Traditional dishes can vary from region to region through the special way they are cooked or served with the addition of locally grown berries and fruits, herbs, grains and nuts.'

However, what remains unchanged in all regions without exception is the dairy produce used as the basic ingredient for making breakfast. Through the interpretation of the well-known dishes and recipes, the Russian Breakfast project will guide us through the gastronomic specialties of each region and inspire us to make our favourite breakfast in a completely different way at home.'

By Anna PALAGUTINA



Best-ever financial results

EkoNiva Group, Russia's largest dairy holding, presented the preliminary results of its unaudited consolidated IFRS statements for 2022.

The Group's sales revenue rose by 31% to total 66 billion rubles. In euros, it grew by 64% to 957 million. Raw milk production, the company's core business, accounted for 56% of the total revenue in rubles and 55% in euros (2021: 58% in both currencies). Besides, EkoNiva continues ramping up its processing business – the revenues of the corresponding segment went up by 75% to 12 billion rubles (2.2 times to 174 million euros). The share of revenue from milk

processing in the total amount exceeded 18% in rubles and euros, increasing by more than a third over the year (2021: 13% in both currencies).

EkoNiva Group's comprehensive income for 2022 amounted to 77.8 billion rubles versus 57 billion in 2021 (+36%). In euros, this figure increased by 1.7 times to 1.1 billion (2021: 657 million).

The earnings before interest, taxes, depreciation and amortisation (EBITDA) for 2022 totalled 26.5 billion

rubles (2021: 16.5 billion) or 399 million euros (2021: 188 million). The Group improved in this regard significantly, exceeding the result of 2021 by 60% in rubles and more than doubling it in euros. The company generates a consistent cash flow to service its obligations and reduce the loan liabilities.

'The year 2022 was challenging and turbulent, which, however, did not prevent EkoNiva Group from delivering its best-ever performance. Thus, the adopted business model has fully proved its worth. We have accomplished our objectives thanks to the efficient vertical integration, business diversification and concerted

efforts of our employees. The cash flows from 18 dairy farms built between 2017 and 2020 have reached the targets enabling the company to significantly reduce its debt load. The well-defined positioning of our dairy brand, balanced portfolio, including cheeses as the most profitable items, together with the expansion of our partner pool have become the drivers of rapid revenue growth in the processing segment. We intend to stick to our strategy for providing Russian people with natural high-quality dairy products and for developing exports', commented Stefan Dürr, EkoNiva Group President.

By Mariya IVANOVA

Best leasing offers

The Client Finance Department in EkoNiva-Tekhnika was established over ten years ago. Its main purpose is to assist farmers in purchasing agricultural machinery under various financial programmes.

Today, the company is an agent of Rosagrolizing and Flit Finance companies, which enables it to get directly involved in developing beneficial leasing offers, hold in-person product consultations and receive applications for all types of equipment.

'Leasing is an effective means for minimising the debt load of enterprises and improving the accounting structure since the working capital does not have to be diverted from the production process. Payments are incorporated in the company's expenses and reduce the tax base', says

Yelena Pashenka, Manager of Client Finance Department, EkoNivaTekhnika-Holding.

This year, Rosagrolizing has launched a promotion programme called Farming Season without Payments. It allows farmers to acquire LOVOL tractors at a fixed price in rubles with deferred payments until September 2024 in case of an annuity schedule of up to seven years.

Flit Finance offers favourable conditions for the purchase of EkoNiva's trailed and self-propelled machinery, including LOVOL tractors. Farming enterprises only need to make a down payment of at least 20%. The leasing term

is up to five years with one installment per year.

'Given the increased demand for agricultural machinery over the past few years, EkoNiva is fully prepared to meet the farmers' needs. We have the required equipment,

spare parts and digital solutions in stock, and the leasing programmes will be a great help in their purchase', points out Gennadiy Nepomnyashchiy, Commercial Director of EkoNivaTekhnika-Holding.

By Viktor BARGOTIN



Tapping into Central Asia



EkoNiva has started exporting its dairy produce to Uzbekistan. The drinking milk under the EKONIVA brand has already hit the shop shelves in Tashkent. Going forward, the company plans to expand both the range and the geography of deliveries to the republic.

The Group has partnered with Balton Trading (Asia), a large national distributor of consumer goods with a 25-year experience. The current range presents a traditional line of 1.5% and 3.2% fat UHT milk and a Professional Line of 1.5% to 3.2% fat UHT milk. EKONIVA dairy is available in more than 60 Carrefour and Magnum retail chain outlets in Tashkent and in the HoReCa segment (Cake Lab, Rodena, Organic Food, etc.).

The Group's immediate plan comprises expanding both the geography of deliveries to the country and the range of items supplied with a traditional line of 2.5% fat UHT milk as well as 72.5% and 82.5% fat butter in 180g and 350g packaging.

The produce is delivered by motor vehicles maintaining

required temperatures to keep the products fresh and retain their health benefits.

'We are constantly assessing new export market opportunities. Currently, the retail segment in Uzbekistan is actively developing, which makes this market attractive for the manufacturers of various consumer goods, including dairy produce. As soon as the consumers get to know our brand, we will expand our presence in the country and the range of supply', comments Denis Ishmayev, Sales Director of Ekoniva-Food.

Along with its branded dairy, EkoNiva Group has been developing export of field crop seeds – in-house bred winter wheat and soya bean varieties – to Uzbekistan.

By Eleonora DUBININA

Touring the dairy world



EkoNiva has joined the Russian Union of Travel Industry representing the interests of more than 3,000 tourism-related businesses.

Ten years ago, EkoNiva Group was the first agricultural holding to open its doors to visitors, which made it a pioneer of industrial tourism in Russia. Today, the guests are given a warm welcome at EkoNiva's farms and processing plants in Voronezh, Kaluga and Novosibirsk oblasts. The elaborate tour programme

contributes to the Russian regions' tourism potential development. The Group also partners with the hospitality industry representatives and is actively involved in gastronomic festivals.

The EkoNiva tour project provides the visitors with a source of new knowledge and skills, popularises the industry

and raises interest in modern agriculture.

The Group's membership in the Russian Union of Travel Industry enables it to sit on over 40 committees and commissions dealing with the key industry issues and promote agricultural tourism, including the organisation of various events.

'Nowadays, considerable attention is paid to the development of domestic tourism in Russia, with each region forming its own infrastructure and tourist itineraries. Joining the Russian Union of Travel Industry allows EkoNiva to include its tour project/facilities in these routes and creates new points of attraction in regions of the company's presence', points out Natalya Starkina, Head of Marketing Department of EkoNiva-Food.

Over the lifetime of the tour project launched in 2013, more than 150,000 guests – school pupils, agricultural university students, tourist groups and business partners of the company – have visited the facilities. EkoNiva's activities in the field of domestic tourism are recognised by the professional community. In 2022, the Agency of Strategic Initiatives awarded EkoNiva farm tour project at Ulanovo dairy, Kaluga oblast, as the best interactive initiative in industrial tourism.

by Talgat MUSAGALIYEV

In search of new opportunities

Over 10,000 self-propelled and trailed machinery units operate at EkoNiva facilities. In the face of changes in the farm machinery market, the Group is on the lookout for new solutions to replace the brands that have left the Russian market to keep the companies of the holding fully technically equipped.

In the self-propelled sprayer segment, the facilities are being equipped with domestically manufactured machines. This season, a total of 9 sprayer-spreaders with a capacity of up to 50 ha/h will hit the EkoNiva fields.

For dairy farm operations, the company has replenished its fleet with the Yaroslavich PBR-10 side-tipping semi-trailers.

'The unit is designed for bedding distribution on large dairy farms', says Roman Kopytov, Technical Director of EkoNiva-APK Holding. 'It keeps the stalls clean, ensures animal comfort and in addition increases milk yields. A single

load is enough for bedding up to 600 stalls.'

In the telehandler segment, EkoNiva has opted for the



MST units manufactured by the Turkish holding Sanko Makina. The telescopic loaders are equipped with a Perkins engine, they are cost-effective, dependable and easy to service.

The front loader segment is very strong in the People's Republic of China. EkoNiva has decided on the machinery from the Weichai Holding Group, a Chinese state-owned company that has been operating since 1946 and exporting its units

to more than 100 countries worldwide.

'The Chinese brand LiuGong is also a standout', comments Roman Kopytov. 'The LiuGong 856H is a reliable loader with excellent stability featuring Rexroth hydraulics and a Cummins engine, a ZF powershift transmission and a comfortable cab.'

EkoNiva has also discovered a range of excellent LOVOL tractors from the Chinese manufacturer Weichai. One of the brightest representatives is the 260-hp LOVOL TN2604 4WD tractor, a farmhand for medium-sized and large-scale facilities. The unit is equipped with a 6-cylinder diesel engine and a 2x(3+1) x3 combined transmission.

This year, EkoNiva plans to purchase a total of more than 100 self-propelled machines, trailed equipment and assembly units from Russian, European and Asian manufacturers.

By Aleksandr KUTISHCHEV

Reducing the plastic footprint

EkoNiva and EkoLine Group, a leading waste management operator in Russia, have conducted a joint testing of the plastic packaging used by the company for its dairy produce in terms of its sortability and recyclability.

All of the 1L PET bottles in which EKONIVA milk, ryazhenka and kefir are sold have passed the tests with flying colours. The label-free sour cream cup also showed a good result as the composition of the packaging was correctly identified by the equipment as 100% polypropylene. At the same time, the additional wide cardboard label hindered the sorting process. Transparent lids from sour cream cup packaging produced poor results when sorted automatically: due to the thinness of the material and the absence of coloured elements, the equipment failed to detect them in the waste stream. Based on the results of the tests,

EkoLine specialists issued an expert opinion, which EkoNiva will take into account when improving its product packaging in the future.

'The opportunity to test the packaging for recoverability and get the recommendations for its recycling solves the problem of waste disposal at the stage of its production. Following the advice of the waste processing and landfill facility KPO Vostok, EkoNiva has decided to change the packaging composition. This is a big step towards increasing the recovery of polymeric fraction', comments Yelena Vishnyakova, Deputy Director General of EkoLine Group.

Polymer packaging constitutes a significant part of household waste. Proper

sorting and recycling of this material is crucial for reducing the amount of waste ending up in the landfill.

'We are happy to cooperate with the recycling companies adopting a proactive attitude.

It enables manufacturers to choose environmentally friendly and recyclable packaging options for their products at the planning stage, which means taking an even more responsible approach to business processes', points out Lyubov Aksyonova, Head of GR&ESG of EkoNiva Group.

By Eleonora DUBININA



Stepping up cooperation with Uzbekistan

EkoNiva has participated in AgroWorld Uzbekistan 2023, the 18th International trade fair in Tashkent. The company's product portfolio comprised seeds of high-yielding crop varieties and pedigree dairy cattle.

EkoNiva has been supplying seeds to Uzbekistan for three years now. The republic has favourable climatic conditions for growing various crops. Most of the farmland is irrigated, which enables local farmers to obtain stable yields with a minimum threshold of 0.5 t/ha and a maximum of up to 10 t/ha. With that, there is a considerable demand for quality seeds, in particular winter wheat. The local growers are looking for high-yielding, early maturing and drought-tolerant varieties.

'We mainly export our seeds to the countries of Central Asia: Kyrgyzstan, Tajikistan, Turkmenistan,

Kazakhstan and Uzbekistan', comments Marina Balashova, Head of Marketing Department of EkoNiva-Semena. 'Gaining a foothold on the country's market is important for us, and we have a lot to offer our local partners. Particularly, we place great emphasis on our in-house bred varieties.'

Recently, soya bean cultivation has been growing in popularity in Uzbekistan. This season, the area under this legume has been expanded up to 188,000 ha. Soya bean has numerous advantages and one of them is that it is a good predecessor of winter crops. EkoNiva offers three soya bean varieties



of its own breeding: EN Argenta, EN Argument and EN Akcent. These early maturing varieties are highly responsive to soil fertility and ensure stable yields under low moisture conditions. All these traits enable farmers to get high profit margins from cultivating the crop.

During the trade show, EkoNiva hosted a lot of business meetings with the potential partners who wanted to purchase the pedigree cattle. Dairy farming has been on the rise in the country recently, and there are companies which consider this area a good investment.

By Tatyana IGNATENKO

Boosting operations in Middle Volga



EkoNiva has taken part in TatAgroExpo 2023, the 5th anniversary trade show of farming sector achievements. In Kazan, the company's booth hosted about 50 business meetings.

The Group has been supplying seeds to enterprises in Tatarstan and neighbouring areas for about eight years and is poised to further boost the sales.

'In the current season, we have already supplied over 3,000 tonnes of seeds to these regions. Winter and spring wheat, spring barley, oats and peas

are the top crops in the Middle Volga. The plants are adapted to the local climate and agricultural producers are happy with the yields', says Yevgeniy

Kucheryavenko, Executive Director of EkoNiva-Semena. 'EN Taygeta, EN Voin and EN Persey, distinguished by high winter hardiness and gluten quality are the best choice for the region.'

The Middle Volga region became a top three soya bean producer in Russia in 2022, so this crop is much sought-after by the local farmers. EkoNiva offers region-specific early maturing varieties: EN Argument, EN Akcent and EN Argenta.

There is also a growing interest in oats, lentils, flax and forage grasses. Alfalfa seeds from EkoNiva's product portfolio have the highest protein content and produce excellent yields.

In addition to seeds, EkoNiva supplies pedigree dairy heifers much valued by the local farmers. Based on their feedback, well-fed and comfortably housed fresh cows produce 30-36 kg of milk per day.

By Tatyana IGNATENKO

Best employer through the employee's lens



EkoNiva Group has received the HR Talent Award and is thus considered the most attractive employer in the Russian agricultural sector. The ranking of the best employers is based on the results of a large-scale online survey conducted by the Russia – Land of Opportunity platform and ANCOR Group.

More than 20,000 respondents in the country evaluated 600 largest Russian companies operating in

different sectors of the economy and setting trends on the labour market. The shortlist included the companies representing 12 industries with

a corporate brand recognition level of more than 10%. The overall indicator of attractiveness of EkoNiva-APK Holding, an

agricultural subdivision within EkoNiva Group, exceeded 45.3%, and the recognition rate amounted to 12.56%. With this result, the company was ahead of 14 agricultural enterprises and became the best employer in Russia in the category Agro-industrial complex.

'The EkoNiva Group's HR policy is unique in that it relies on young professionals and promotes their rapid career development in key positions. The company offers inexperienced employees a fast start, ongoing training and an engaging corporate life. The Group also develops programmes to provide accommodation for staff, improve conditions for moving to the countryside and actively support social projects in the villages. Our HR department is continuously working on enhancing the employer value proposition diversifying it for different employee categories and recruiting fresh blood to the agricultural sector', states Tatyana Lyapina, Deputy Director General for HR of EkoNiva-APK Holding.

By Viktor BARGOTIN

Gold standard of milk production

Severnaya Niva Bashkiria has been awarded for high achievements in dairy farming.

Severnaya Niva Bashkiria, an operation within EkoNiva Group, has received a gold medal and a first-degree diploma in the contest The Most Efficient Performance Indicators, Implementation of Cutting-Edge Technologies in Livestock Farming and Veterinary Drugs. The contest was held in the course of the AgroComplex exhibition.

In autumn 2022, EkoNiva commissioned Semyono-Makarovo dairy in Yermeyevo district, Bashkortostan. The facility is designed for 2,800 head of milking cows and 3,200 head of young stock. It is the largest dairy in the republic, which has already reached its full capacity. More than 5,300 tonnes of raw milk

were produced in the first two months of 2023. The average daily milk yield amounted to 90 tonnes, which corresponds to 35 kg per milking cow per day.

The 33rd AgroComplex international trade show was held in Ufa on 21-24 March. The event was sponsored by the Ministry of Agriculture of the Russian Federation and organised by the Government and Ministry of Agriculture of the Republic of Bashkortostan in cooperation with the Bashkir Exhibition Company. This year, 340 companies



from Russia, China, Kyrgyzstan, South Korea and Belarus participated in the trade fair.

Severnaya Niva Bashkiria has been operating since 2018. The enterprise specialises in raw milk production, beef

cattle breeding and crop production. The total herd size is approx. 6,700 head of cattle, of which 3,300 are dairy cows. The operation is located in Belebeyevo and Yermeyevo districts of the Republic of Bashkortostan with the total farmland of 20,000 ha. The company employs 400 people.

By Talgat MUSAGALIYEV



Skilling up

EkoNiva has held an upskilling programme for machine operators engaged in crop farming in Voronezh, Kaluga, Ryazan, Novosibirsk, Leningrad, Kursk oblasts and the Volga region.

Over 450 operators took part in the five-month course arranged by the in-house training centre.

'The training included lectures and practicals on farm machinery operation and maintenance. Since spare part delivery time has

become significantly longer, it is even more important to upgrade the machine operators' skills: they need to keep an even closer eye on our fleet and carry out preventative maintenance to avoid serious malfunctions', says Konstantin Kanatov, Head of Training Centre,

Farm Mechanisation Division, EkoNiva-APK Holding.

In addition, the programme served to facilitate effective communication between the agronomists and service technicians.

'We run such trainings at our farming operations every

year. By minimising machine breakdowns, downtime and spare part replacement, we can better manage the production costs', adds Konstantin Kanatov.

In early summer, a similar project was launched for machine operators involved in livestock farming. Over 250 specialists are expected to participate in the programme.

By Viktor BARGOTIN

Mindful production

EkoNiva's Anna dairy plant has joined the national project 'Labour Efficiency' involving implementation of lean production solutions.

The initiative implies cooperation with experts from the Regional Competence Centre of Voronezh oblast. The first step will include an audit of the production facilities to assess the potential for improvement. Further, the plant management and the Competence Centre experts will develop an action plan to enhance labour efficiency, fine-tune the inventory management system and boost the overall performance of the plant.

The national project 'Labour Efficiency' is a new, free-of-charge initiative for supporting business.

It helps companies to increase their margin and reduce costs, but, most importantly, it serves to spread up-to-date knowledge and develop professional competencies.

'Several enterprises within EkoNiva Group have already joined the initiative. The project allows us to develop successful production optimisation methods and motivates us to keep on learning and improving. One of the most important benefits of the project is the support of the experts who help us to master the most efficient lean production tools', says



Stanislav Atrazhev, Director of Anna dairy plant.

The dairy products manufactured at the facility are supplied to the largest federal retail chains and EkoNiva's brand shops

in 70 regions of Russia. The plant is also certified for exports of UHT milk to China and Kazakhstan and delivers high-quality natural dairy to foreign partners.

By Eleonora DUBININA

Stepping up cooperation with Kazakhstan

EkoNiva has taken part in the AgriTek/FarmTek Astana 2023 international trade show in Kazakhstan. Over three days, the company held over 200 business meetings with local agricultural producers and signed a number of mutually beneficial agreements.

EkoNiva-Semena has been supplying seeds to the country since 2014, increasing its sales tenfold over this time. Last year, over four thousand tonnes of seeds was delivered to local farmers. All in all, the company has sold more than 21,000 tonnes of seeds of spring and winter crops, annual and perennial grasses. The client portfolio already includes 600 companies and keeps growing.

'Our wide product lineup is well-adapted to the climatic conditions of Kazakhstan and meets the farmers' requirements. Excellent yields and positive feedback from our clients are the best reward for us', says Yevgeniy

Kucheryavenko, Executive Director of EkoNiva-Semena.

Spring crops such as wheat and barley make up the bulk of EkoNiva's seed exports to Kazakhstan. There is also demand for winter wheat, oats, peas, lentils and soybeans. The average yield of EkoNiva's cereals exceeds 5 tonnes per hectare, provided that proper plant growing technologies are used and the soil contains enough moisture. The output in arid regions is about 3 tonnes per hectare. This is 25-30% more compared to other varieties. EkoNiva's in-house bred varieties are also gaining in popularity in Kazakhstan. Dastan farm, Aktobe oblast in the western part of the country, harvested



a bumper crop of the winter wheat EN Cepheus last season – 6.8 tonnes per hectare, almost twice as much as the yields produced by other varieties under the same conditions. Besides, the country has seen a rising demand for forage grasses suitable for growing in a dry climate.

Apart from seeds, the company offers pedigree heifers adapted to

free-stall housing. EkoNiva implements an in-house breeding program with particular attention to genetic progress and careful control of such traits as milk fat and protein, conformation and health. Extensive experience and the world's best breeding practices make EkoNiva an attractive supplier of pedigree cattle for Kazakh farmers.

By Tatyana IGNATENKO

Best seeds for risky farming zones

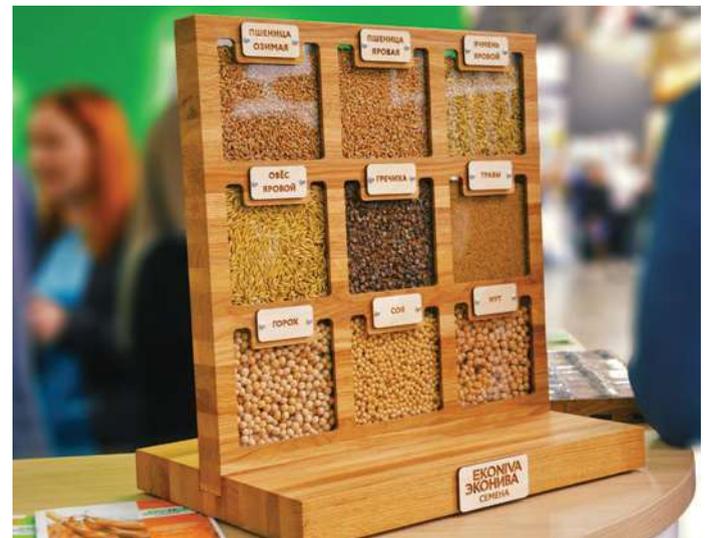
EkoNiva has become an exhibitor at Ural-Agro 2023 trade fair held in Sverdlovsk oblast. The company showcased seeds of the world's best crop varieties, including those for risky farming zones.

The Group's booth provided the space for a number of business meetings with partners from Sverdlovsk, Kurgan, Perm and Tyumen oblasts. EkoNiva has been working in the Urals for over three years. More than 500 farming enterprises opt for its seeds, and the number keeps rising.

The local climate is quite harsh with the danger of recurrent frosts until early June and frequent droughts in summer. The highly adaptive varieties from the company's

diverse seed portfolio meet the challenge of making crop production in risky farming zones profitable. Intensive winter wheat varieties of EkoNiva's own breeding are adapted to various stress factors – EN Taygeta, EN Albireo, EN Cepheus, EN Mars and EN Photon have already proved their worth in different regions of the country. Experts also recommend the novelties – EN Voin and EN Persey – for growing in risky farming zones.

Among spring wheat varieties from EkoNiva's



portfolio, Ural agricultural producers mainly opt for Licamero which tends to deliver bumper crops of 5-6 tonnes per hectare. Another popular choice is peas, especially the high-yielding varieties with a good protein content: Rocket, Jackpot and Trendy. They are lodging-resistant

and easy to harvest. There is also demand for barley and lentil seeds. The interest in soya beans is also gradually awakening. EkoNiva offers in-house varieties with exceptional yield potential and a protein content of at least 42%: EN Argenta, EN Akcent and EN Argument.

By Tatyana IGNATENKO



Igor Rozhnov: Who owns the information - he owns the world

Open, charismatic, proactive, inquisitive, optimistic and hardworking, Igor Rozhnov is the most popular farm blogger of the Black Soil region. His Ordinary Farmer YouTube channel featuring enticing content in simple language counts tens of thousands of subscribers and millions of views. In his videos, the author openly shares both his achievements and failures.

Igor, what were you dreaming of as a child?

'At school, I was enthusiastic about all possible activities: I played at our school theatre and was dreaming of a career of an actor, a musician, a public speaker or a teacher. I loved communication; up to now, it's one of my basic necessities. As a teenager, I played the bass guitar and played ice-hockey in the night league. Then, I took up skiing. By the way, this year, I have run my 14th 50-kilometre marathon Europe-Asia. I try to stay active, work hard, gain new knowledge and emotional experience.'

How did agriculture become part of your life?

'I got involved with agriculture as a child – my father was a farmer. I and my brother always helped him. But I never dreamt of it as a career. Moreover, I wanted to leave the rural area and move to a big city to 'breathe the air of freedom' as I was thinking then. I didn't mean to come back to my village when I went to university to study for a degree of Engineer-Economist. After graduation, I was doing my military service and during this time I was able to reconsider a lot of things and make right choices. I knew my father was awaiting me on our family farm. By that time, my elder brother had made up his mind to devote his life to God and entered a monastery. I found myself the only successor to the family business. Coming

back to my village, I decided that from then on everything was going to change there. We discussed it with my father, took a risk and acquired our first modern machines on leasing terms.'

At what point did EkoNiva become your partner?

'We've been cooperating with EkoNiva since 2011. It has never failed us and always delivered top quality machinery and reliable service. Eighty per cent of our machines – tractors, harvesters, seeders – was acquired from this dealer. Once I heard this phrase that really resonates with me: to be successful, communicate with and learn from successful people. And EkoNiva is a truly successful and trustworthy company, we are always in contact with its technicians, and

Rozhnovs' Farm started operation in 2001 in Kozlovka village, Ternovka district, Voronezh oblast. It grows cereals pulses and oilseed crops on an area of 1,511 ha.

we always find something to learn from each other. Unfortunately, there remains a strong stereotype that farming is all about dirty overalls, pitchforks, shovels and a lot of manual labour. But it's far from the truth. Modern machinery has made farmer's life a little easier, but people still are the key in our business.'



What motivates you and your employees?

'My main inspiration is my father. He is a man of strong character but full of love to his family, work, colleagues and his home village. He is my role model in terms of persistence, work ethic and striving for self-improvement. As for the employees, from dawn to dusk, we are side by side out in the fields or workshops seeding, tilling, repairing machinery and building warehouses. I'm involved in the process 24/7.'

realised I was not lonely on this path – there were a lot of young farmers who were trying to get insight into certain topics. And since I had already figured some things out, I should share this information. My first video was about fertiliser application. I got tons of likes, comments and requests to share my experience in some other areas too. Thus, I started my Ordinary Farmer videoblog. It was my father who came up with the name. The channel provides me with massive feedback. As it is said: who owns the information – he owns the world. My personal goal is to keep on learning myself and share my knowledge with others.'

What are your favourite moments on the farm?

'When I see a plain green field will all crops emerging in spring and a completely black field with everything harvested in winter. It is also a special moment for me when I see my two-year old son Vova mending his toy tractor – it was his second word after 'mom', which means he has this innate passion for agriculture waking up in him.'

Why did you decide to start a blog?

'When I started farming, I did not understand a thing and lacked knowledge. I searched the information everywhere: in the books, on the Internet, talked to specialists. First, I studied machinery, then decided that I needed some expertise in Agronomy. Later, I



Photo: Pskov eparchy

Cheese from monastery caves

There are not many cheese varieties in the world that are cave-aged. Two of them mature in the caves of the Holy Dormition Pskov-Pechersk Monastery.

This story started over a year ago, when Stefan Dürr, EkoNiva Group President, came to visit the holy shrine.

'I enjoy visiting this monastery as a believer. It is a place of power that fosters your spirit and faith', says Stefan Dürr. 'On one of my visits, Archbishop Tikhon, the hegumen of the monastery and head of Pskov Metropolia, offered to tour the caves where they would like to arrange cheese maturation. Frankly, I was dubious about this idea at first. But after seeing the caves, I changed my opinion. The special natural climate of sandstone caves with white clay is perfect for cheese maturation.'

The caves were made over 100 hundred years ago for household needs. Initially, they served as a storage for food supplies of a Grenadier regiment. Nowadays, the monastery used them as a vegetable storage, and then started to prepare them for cheese maturation.

Some area was separated from the vegetable storage, the chambers were fitted with a ventilation system and airtight glass doors. Simultaneously, EkoNiva

experts were training a specialist from the monastery. On 27 August, 2022, on the eve of the Dormition of the Mother of God holiday, the blessing of the cheese caves was performed.

The first batch delivered consisted of 3-month aged EkoNiva cheese that had already been treated with Brevibacteria that impart piquant flavour to the cheese and orange colour to the rind. Further, the cheese was maturing in the monastery caves.

'The cheese is a live system that needs constant care', shares Konstantin Proskurin, the monastery's cheesemaker. 'I monitor the air temperature and humidity in the caves and the rack hygiene. My responsibility is also to smear the cheeses with brine every five days.'

EkoNiva's cheesemaking experts provide the monastery with overall support and come regularly to control the maturation.

Andreas Allerberger, EkoNiva Cheese Process Consultant, is pleased with the result after examining and tasting the 6-month cheese.

'The microclimate here is unique, created by the nature

itself: consistent temperature of +10-11 degrees and humidity of 90%. The caves breathe, have their own smell and ensure natural maturation', explains Andreas. 'By the way, cheese aging in the natural environment is a returning trend. Such cheese has a distinctive flavour, which is highly valued.'

Pskov-Pechersk cheese is an exclusive product, which only remotely resembles its 'parent'. As Andreas Allerberger clarifies, due to the lower temperature in the caves as compared to the plant chambers, all the processes are slower, which

gives the cheese a softer texture and more delicate taste and flavour. Of course, the blessing and spiritual atmosphere of this holy place are inimitable ingredients that make the cheese so unique.

'It fills my heart with joy that our cheese has a second birth under the vaults of the monastery caves', says Stefan Dürr. 'There are a lot of brethren in the monastery, which also receives local parishioners and pilgrims coming from various regions. The monastery can treat them to delicious local products.'

The guests and parishioners are always curious to visit the Cheese caves and learn about the production process. Soon, they will be able to sample a new variety of cheese. This May, EkoNiva started to deliver hard cheese made with special starter culture to the monastery. It has higher fat and expressed spicey flavour.

This year, Pskov-Pechersk Monastery turns 550 years. Big rearrangements are in progress to mark the anniversary date, including the launch of its own cheesery and cafe. To ensure enough milk for cheese making, the monastery expands its farm and cow herd and is going to send a team to EkoNiva farms to study how to manage a herd, a cheese plant and farm tours. As hieromonk Avenir puts it: 'EkoNiva already has everything we have just come up with. We just need to learn from their good experience.'

By Svetlana WEBER





In-house IT tools



EkoNiva Group has updated the mobile version of its in-house developed EkoCrop plant growing software. The updates include more convenient data entry, analysis, report generation and a possibility to increase the number of users.

EkoCrop is aimed at managing real-time data on each field, the works performed, the machines operating in this field and the specialists involved.

The app allows coordinating the operation of several machines in the same field, monitoring the employees' performance, controlling the output of each piece

of equipment and other parameters.

The IT experts have improved the data storage and synchronisation system, optimised group

and subgroup management, expanded the filtering system enabling filtering by crop, added the end-user feedback function and launched a web version of EkoCrop.

Among other important updates was integration with the 1C: Agricultural Enterprise Management software. Now, the data on operations, fields, sown areas and crops in each specific subdivision and as per a given date is automatically transferred from EkoCrop to 1C.

'The in-house software allows farming enterprises to be more flexible and customise it to the specialists' needs and business requirements', says Andrey Beryulyayev, Digitalisation Department Manager, EkoNiva-APK Holding.

Today, around 250 employees of the holding use the mobile application, and over 500 people work via the desktop.

By Natalya SHARAPOVA

To high precision

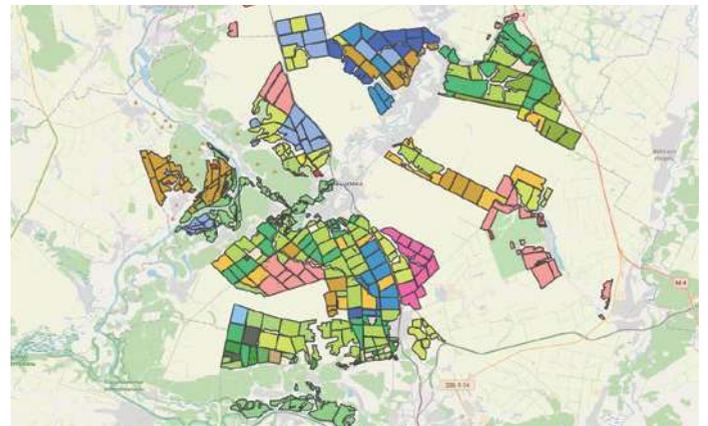
EkoNiva has been among the first companies in Russia to introduce precision farming practices. Back in 2009, the company started digitising fields and creating electronic maps of its farmland at the same time introducing soil sampling, satellite field monitoring and variable-rate sowing experiments.

Cutting-edge machinery and high technology are integral to implementing the smart approach to farming. EkoNiva has extensive experience in using systems of remote equipment control, automatic steering, precision seeding, variable-rate fertiliser and chemical application. Clear understanding of the potential hidden in each square metre of the field and careful attitude to soil are the company's most important principles in crop production enabling it to receive high yields, provide over 233 thousand head

of cattle with high-quality forage and remain Russia's No.1 raw milk producer.

Today, EkoNiva continues implementing smart solutions. Close attention has been paid to Chinese technologies, for example the E-Survey auto-steering system.

'A key factor when choosing an auto-steering kit is the quality and stability of the incoming signal, which directly affects the accuracy of machine guidance', says Sergey Kapustin, Precision Farming Director, EkoNiva-APK Holding. 'It is especially important in the fields with challenging



terrain. When we faced the task of enhancing our vehicles with modern auto-steering systems, we decided to opt for solutions which use several types of signals. Along with the signals from terrestrial RTK stations, E-Survey also receives highly precise adjustments from Chinese satellites. In other words, if, due to the terrain, the RTK signal becomes weak, the machine is "picked up" and driven by orbital devices with a high steering accuracy – the error does not exceed 3-4 cm.'

The first tractors equipped with E-Survey appeared in Voronezh oblast, in EkoNivaAgro-South. This season, they got off to a good start and keep cultivating the fields to high precision. In the near future, plans are afoot to fit about 40 combine harvesters with the Chinese auto-steering system in Voronezh, Kursk, Ryazan and Novosibirsk oblasts. And within two or three years, it is thought to be installed on all combines of the Group.

By Aleksandr KUTISHCHEV

At farmers' service: on land and in the air



At AgroVyatka 2023 trade show, EkoNiva presented effective solutions for agribusiness: high-quality field crop and forage grass seeds, pedigree dairy cattle, cutting-edge machinery and even an agricultural aeroplane – the SP-30 made by OKB-1 design bureau, which EkoNiva partnered at the beginning of the year.

This year, the trade fair expanded to a record area of six hectares. More than 70 manufacturers and suppliers exhibited over 200 units of farming machinery and mounted attachments as well as seed material and plant protection agents.

Kirov branch of EkoNiva-Tekhnika displayed a total of 15 self-propelled and trailed farming units at the main agricultural event in the region. The dealer portfolio included a number of novelties – Chinese tractors LOVOL, Belarusian grain cleaning machines Polymya, Turkish loaders MST, the Russian colour sorter CSort – the tried and tested units – the Haybuster tub grinder and the Gregoire Besson plough. The highlight of EkoNiva's exposition was the Aerial Chemical Works version of the SP 30 ultralight aircraft manufactured by OKB-1 design bureau.

'Over the two days, our booth welcomed more than a hundred farmers from Kirov and Vologda oblasts, the Republics of Mari El, Komi and Udmurtia.

We held more than thirty business meetings which resulted in signed machinery supply contracts and preliminary cooperation agreements', comments Ivan Balakhontsev, Head of Sales Department of Kirov Branch of EkoNiva-Tekhnika.

Last year, the dealer supplied a Polymya MUZ-16 grain cleaning unit to Zernovoy agricultural cooperative (Malmyzh district, Kirov oblast). Due to the stable structure and low energy consumption, this machine can operate virtually round the clock during extended periods of time.

'Polymya MUZ-16 has enabled us to improve the efficiency of grain cleaning and sorting operations and, most importantly, boost the performance fivefold. We have been cooperating with EkoNiva for more than five years now. The company's specialists are always there to give us a hand when it comes to finding the right solution for increasing the profitability of our agricultural production', says Ilyas Gainanov, Chief Agronomist of the enterprise.

The management of Zernovoy farm left the event with another worthwhile purchase. They signed a contract for the supply of the LOVOL TD 904 tractor. The company representatives believe the tractor will be a great farmhand this field season. Autosteering systems are very popular with Vyatka farmers. Over the last year, the Chinese FJ Dynamics kit won acclaim from numerous local farmers for its wide range of functions.

Demonstration of an SP-30 aircraft in action was the culmination of the programme. This ultralight aircraft with a maximum takeoff weight of 495 kg is designed for field monitoring and aerial application of chemicals. The performance of the aeroplane exceeds a thousand hectares per day, and the pre-flight preparation takes no longer than 5 minutes.

Vyatka farming enterprises rank among the leaders in milking herd productivity in the Volga Federal District. Special attention is paid to performance-enhancing cattle nutrition. At AgroVyatka, EkoNiva offered local farmers seeds of high-yielding forage grasses – clover, timothy and alfalfa. Seeds of Rocket pea and Licamero wheat varieties that have been approved for use in the region are in high demand in the region. The varieties show consistently high yields irrespective of climatic conditions – up to 5-6 t/ha, which is significantly higher than the performance of competitors. Pedigree dairy heifers are also very popular with the local farmers. EkoNiva's high-yielding cattle are adapted to Russian climatic conditions and boast a long useful life. The group's stock is purebred with high genetic potential. EkoNiva supplies cattle to agricultural holdings and farms all over the country.

By Tatyana IGNATENKO





The traditional meeting of agribusiness professionals Fashion-Farmer 2023 has taken place on the premises of Dobrino service centre, Voronezh oblast. Since 2012, the large-scale event has been held annually providing a platform for EkoNiva's customers and partners to discover the most trending farm machinery and intelligent solutions offered by leading manufacturers. The recent changes in the domestic market have posed a major challenge for the Russian farmers, inspiring them to look for new solutions. Rising up to the challenge, the company has expanded its product line with brands and solutions offering new opportunities for agriculture.

We have upgraded the format of the event to demonstrate that we continue developing, searching for and adopting efficient solutions supporting them in these difficult times and working hard for the benefit of agriculture', says Gennadiy Nepomnyashchiy, CEO of EkoNivaTechnika-Holding. 'This year, we are indeed opening new horizons for the industry and much more is in the pipeline.'

Help from the Celestial Empire

Among the exciting novelties are tractors of the Chinese brand LOVOL, a leading manufacturer in this segment. The guests saw the models with the capacities of 85, 90, 130, 200 hp, which had been selected by the dealer following a thorough analysis of their quality and capabilities. In 2023, the 260-hp and 340-hp LOVOL tractors are also expected to enter the domestic market. All the tractors are equipped with a collar shift transmission, reliable engines and hydraulics.

Another success story in the Chinese farm machinery sector is definitely the row-crop seed drill Sinowei. It is a user-friendly, reliable implement which is easy to maintain. The unit is also suitable for simultaneous liquid fertiliser application.

On the upswing with Turkey

The telescopic loader manufactured by the Turkish company MST is another notable addition to EkoNiva's product portfolio. The company offers the MST 7.42 and the MST 9.42 with a lifting

capacity of 4 tonnes and a boom reach of 7 and 9 m, respectively. Such units are a must-have for any farm. The machines feature the Perkins engine, Dana Spicer axles, Bucher hydraulics. They are every bit as good as their European counterparts when it comes to diverse functionality, excellent steering response, manoeuvrability and performance.

Crop protection the Champagne way

Up next is one more European manufacturer Tecnoma whose equipment

has now become available in the Russian market. The Champagne-based company has been offering state-of-the-art sprayers for more than 65 years. EkoNiva showed the attendees the Tecnoma Laser 4240 self-propelled sprayer with a Deutz engine, Bosch 4x4 hydrostatic transmission, air suspension, a built-in hydraulic autosteering system and automated boom height control via 5 ultrasonic sensors.

'With a clearance of up to 1.8 m and a boom width of 30 m, the machine delivers outstanding performance and manoeuvrability,' comments Sergey Storozhev, Executive Director at EkoNiva-Chernozemye. 'All that plus the operator cab complying with Class 4 filtration requirements.'

From sunny Italy

The latest Italian solutions were represented by machinery made by NARDI. The company has been producing a wide range of equipment from ploughs and cultivators to sprayers, spreaders and seed drills for over 120 years. The guests of Fashion-Farmer 2023 saw a simple, reliable and high-capacity NX10E3 plough with shear-bolt protection and components made of high-quality microalloyed steel.

'The maintenance-friendly and durable NARDI seed drills also deserve attention', adds Sergey Storozhev. 'We introduced our clients to the DORA 600/36 and REGINA RS 400/29 seed drills as well as the STARSEM FK 570/8 pneumatic vacuum precision planter. The lineup is compatible with LOVOL tractors of small to medium power range.'





Made in Russia

Domestic manufacturers also offer numerous solutions, that have been tested on EkoNiva sites prior to recommending them to the partners. One such product is the Solom Master 21 spring harrow by Willock Farm developing efficient implements for crop farming since 2002. The model presented at the event can be used as both heavy and medium harrow due to the section exchange option. Fitted with S-tine sections, it is suitable for post-harvest straw collection. According to EkoNiva's experts, the model outperforms its foreign counterparts when it comes to ease of operation and reliability.

Innovative technologies in fertiliser and crop protection solution preparation and application are offered by the Russian NAGRO company. The specialists of the enterprise have developed dissolving units using a unique patented technology based on cold synthesis, which enables them to make liquid fertiliser solutions with the active substance concentration of 30-40%. Equipped with such efficient tools, farmers can cut their crop nutrition costs in half. The display featured the RUKAS 6 (200) mixing unit with a capacity of up to 8 t/h.



Clear prop!

Crop treatment is not limited to the above-mentioned land machines. It can be accomplished by planes, too! Addition of small aviation catering to the needs of agribusiness to the company's portfolio is a milestone in EkoNiva's history. The flagship product is the versatile plane SP 30 developed by 1 OKB. The model on display was available in 2 versions – for management transportation and for aerial chemical works. The machines come with the 4-cylinder PCM 1000 engine of Russian make as standard equipment or the 100-hp C 100 engines (China) optionally.

The main task performed by the lightweight airplanes is crop protection solution application and aerial sowing. They are also good for

territory monitoring, photo and video surveillance at a distance of up to 720 km. The model easily takes off and lands on sites without special preparation, a takeoff runway of 80-100 m is sufficient. One such aircraft can cover up to 150 ha/h.

Solid tread

Optimum performance and speed of modern machinery depends on tyre quality, and EkoNiva understands it perfectly well. To this end, the company's product line now includes products by MAXAM Tire (PRC), which are popular in over 70 countries worldwide. The tyres are characterised by quality workmanship, which ensures flawless operation whatever the weather or working conditions. The MAXAM tyre range delivers powerful grip and excellent stability of loaders and tractors of any capacity.

Time-honoured brands

Besides the above-mentioned novelties, Fashion-Farmer 2023 featured well-known brands which have proven their efficiency in thousands of farming operations. These are AXIS series mineral fertiliser spreaders by RAUCH (Germany), soil tillage solutions by Gregoir Besson (France), Bednar (Czech Republic), Einböck (Austria), forage machinery produced by Austrian family enterprise Pottinger.

Constellation of varieties

As part of Fashion-Farmer 2023, the attendees saw 72 varieties of field crops of domestic, foreign and own breeding. The demo plots were prepared by the experts of EkoNiva-Semena. In-house bred winter wheat varieties – EN Cepheus, EN Taygeta, EN Albireo, EN Foton and EN Mars – sparked intense interest in the agricultural producers of the Black Soil region. In addition, sales representatives of EkoNiva-APK Holding gave farmers an insight into dairy livestock farming. The specialists outlined the main characteristics, traits and advantages of the cattle of Holstein, Red and White and Simmental breeds offered for sale.

The new horizons opened by EkoNiva truly astound with their range, as confirmed by over 300 managers and specialists of farming enterprises who attended Fashion-Farmer 2023.

By Aleksandr KUTISHCHEV, Viktor BARGOTIN





Spraying Brazilian style

EkoNiva-Sibir has become a dealer of PVT Agriculture machinery. Modern self-propelled sprayers by the Brazilian manufacturer are successfully competing with international rivals.

Produced and continuously improved since 2000, the sprayer lineup of PVT brand is a striking example of groundbreaking farm machinery building.

'While being novel in Russia, the brand has

proven its worth in Brazil, where it enjoys great popularity for ensuring gentle, precise and fast crop treatment', says Vasiliy Stepanov, Sales Manager of EkoNivaSibir. 'The Multiset applicators are reliable and high-performance, in some

respects even surpassing the European sprayers our farmers are already familiar with.'

Since 2023, EkoNivaSibir has been supplying the PVT Rhino 4003 and PVT Rhino 4004 models with the tank capacities of 3 and 4 cu. m and boom lengths of 32 and 36 m, respectively. The machines feature the 6-cylinder MWM engine with a power rating of 220 hp, a 4WD and the SmartFloat suspension.

The state-of-the-art cab design ensures high operator comfort and safety: low noise and vibration levels, an air-conditioner, excellent visibility, intuitive controls with the help of a touch-screen display.

EkoNivaSibir promotes the novelty in Siberia and Altai area holding regular demo shows and workshops to outline the advantages of the PVT machines.

By Tatyana IGNATENKO

To clients' benefit

The service centre of EkoNivaSibir has gathered over 70 representatives of agricultural industry from Novosibirsk, Kemerovo, Tomsk oblasts and Altai area. The farmers exchanged their experience and learned more about the latest farm machinery novelties.

The demonstration area in front of the service centre featured numerous novelties, among them BASAK tractors and MST telescopic handlers from Turkey, Gregoire Besson cultivators and new seed drills by Bednar from Europe, Russian spring harrows by Willock Farm and liquid fertiliser mixing and dosing systems by NAGRO, Chinese navigation systems FJDynamics and other solutions.

The eagerly awaited highlight of the show was the parade of BASAK tractor lineup with a wide range of mounted and trailed implements to suit every farmer's needs.

'We offer our partners the Turkish tractors Basak with a power range from 72 hp to 116 hp. The machines boast

high-performance hydraulics and ergonomic cabs with double air filtration. The units are easy to operate since all the controls are at fingertips. With that, the tractors are distinguished by high build quality. The main

assemblies and components are of European make, which is the standard of reliability and comfort', underlines Aleksandr Burmak, Leading Sales Rep at EkoNivaSibir.

The event programme included a presentation



together with the domestic NAGRO company dedicated to making UAN solution with the help of the RUKAS 6 dissolving unit. The piece of equipment allows to cut the mineral nutrition costs down to 30%, thus increasing profitability. The machine's operation is based on the of cold UAN preparation, which prevents a sharp ammonia smell and the emanation of biuret, which is harmful to plants. Local farmers saw the true value of the unit and it was bought right away.

Besides, the attendees of the business meeting discussed the issues of spare parts supply considering the option of used machinery delivery from Europe. Particular attention was paid to after-sales service. Currently, the engineering service team numbers 120 technicians. The company has 8 service centres with repair shops and spare parts warehouses whose total stock is worth over a billion rubles.

By Tatyana IGNATENKO



High service standards

EkoNiva-Tekhnika has opened a new service centre in Tver. The customer event attracted representatives of 60 leading agricultural and construction companies from Tver and Moscow oblasts.

The new service centre is a convenient, functional facility occupying an area of around 500 sq. m. The premises comprise an administrative office, a repair shop and a spare parts warehouse filled with state-of-the-art equipment.



Besides a tour of the service centre, the guests were invited to a presentation of EkoNiva's business strategy in current conditions.

'Our task is to help our customers engaged in both agricultural and construction activities to find alternatives to the brands which have left the Russian market. We have introduced the guests

to a range of new suppliers', says Evgeniy Tkhorev, Head of Tver branch of

EkoNiva-Tekhnika.

Road construction and farm machinery – both self-propelled and trailed – was displayed at the demo area in front of the service centre. A total of 20 units of modern high-performance machines was showcased. Russian manufacturers were represented first and foremost by UMG SDM, a leading producer of road building equipment and machinery designed with municipal sector in mind. The UMG GS 14.02 grader and the UMG E185W wheel excavator were the highlights

of the event. The ease of operation and reliability of the units are time-proven.

'Today, we have demonstrated the UMG E225NC track excavator for the first time. The main advantages of this heavy machine are innovative Chinese hydraulics, high assembly quality and a reliable engine from Yaroslavl Motor Plant', goes on Evgeniy Tkhorev, Head of Tver branch of EkoNiva-Tekhnika.

One more exciting novelty was the MST MP 9.42 telescopic handler. The powerful hydraulics of the Turkish specialty vehicles enables them to carry out loading operations quickly and to a high standard. The machines of the brand have gained recognition in many countries due to their superior specifications, low

maintenance costs and fuel efficiency.

State-of-the-art tractors by LOVOL, a leader in Chinese machinery building, captured everyone's attention. The manufacturer regarded as one of the most famous in its country successfully supplies equipment to more than a hundred countries. In Russia alone, over 8,000 units have been sold lately.

The trailed machinery lineup included both well-known units and new products of foreign and domestic production, including the Grimme ridge former, the Jiangsu lawn mower, the Haybuster bale buster, the Pottinger mower combination as well as trailed machinery offered by the Tver-based Metal-Fach. EkoNiva experts also addressed the topic of smart farming. The attendees were shown the FJDynamics autosteering kit. The system of Chinese make is affordable, easy to install and adjust and ensures consistent navigation with a 2.5-cm accuracy.

'We are committed to providing high-quality service. Our warehouse is stocked with more than 33 million rubles worth of spare parts', says Evgeniy Tkhorev. 'Our repair shops are always ready to provide additional services: plasma cutting of parts, hole restoration (overlay welding/boring), fuel system flushing. For each of our customers, we look for and offer the most effective solutions.'

By Tatyana IGNATENKO





Quality servicing a click away



EkoNivaTekhnika-Holding has always been putting a premium on quality servicing. The ready availability of spare parts, fast delivery and highly qualified specialists – these are the well-known advantages of the dealer. In 2023, to secure more convenience and smooth operation of machines, the company developed in-house digital services – a Telegram chatbot and an online catalogue.

The tools are basically two complementary solutions aimed at quick ordering of spare parts and consumables and receiving expert advice. Both the @EkoNivaParts_bot and the parts.ekoniva-tekhnika.com website are integrated with the company's 1C-database comprising over 1.5 million items from foreign and Russian manufacturers. Using them, clients can get relevant information about the products and place an order purchase at any time of the day.

'When developing the new services, our team was guided by the world's best solutions, and the task was to adapt them to the Russian market', says Rinat Mukhamediyev,

Rinat Mukhamediyev, Leading Internet Marketing Specialist, EkoNivaTekhnika-Holding:

– When developing the new services, our team was guided by the world's best solutions, and the task was to adapt them to the Russian market.

Leading Internet Marketing Specialist, EkoNivaTekhnika-Holding. 'The simple and convenient interaction with users includes only a few steps. On the website, they can select the required spare part from the catalogue or just enter its item number in the search box. Then, they can place an order in one click, and a sales rep in the corresponding region will immediately receive it, settle the details with the client

and arrange prompt delivery. A separate button makes for getting a preliminary specialist consultation.'

The Telegram bot operates in the same manner: upon joining the @EkoNivaParts_bot, channel users can type in the item number to find out the availability in the dealership's warehouses. It is also possible to download the list of spare parts in stock in Excel. Then, users enter their contact details

(name, phone number, city) in the Send Enquiry form. The service automatically forwards the request to the sales rep in the given region, so that the order is fulfilled by the earliest date. There are options of Russia-wide delivery and self-pickup from the warehouses located in the company's branches in 25 regions of the country.

'The digital services launched early this year have been steadily gaining in popularity', says Rinat Mukhamediyev. 'For example, there are over 1,200 chatbot followers already, and, most importantly, these are the target users – managers and specialists of agricultural enterprises from all over the country. The novelty helps farmers to save time and ensure proper spare parts availability, and for us, they are tools for strengthening contacts with partners and keeping up to date with their needs. All of these allow us to take our servicing to the next level.'

By Aleksandr KUTISHCHEV

No compromise on quality



For sixteen years, EkoNiva has been engaged in raw milk production. Today, 40 free-stall and 15 tie-stall farms house a total of 113,000 dairy cows producing 3,400 tonnes of nutritious milk per day. What is the quality of this milk? That is the focus of this article.

In compliance with the Russian State standard GOST R 520054-2003, the highest-grade raw milk contains 3.4% fat and 3.0% protein per 100 g, the somatic cell count does not exceed 250,000 cells/cm³, and the bacterial count is less than 100,000 CFU/cm³.

EkoNiva has established its own milk quality standard featuring more stringent requirements compared to the GOST. In accordance with the company's internal standard, the fat is at least 3.7% and protein – 3.3% per 100 g, the somatic cell count does not exceed 150,000 cells/cm³, and the bacterial count is up to 50,000 CFU/cm³. The parameter values are impressive. How are they achieved?

EkoNiva's milk quality management starts with planning the area required for growing highly nutritive fodder crops. The company's specialists calculate the forage volume needed and include a little surplus to mitigate the risks. The agronomists grow alfalfa, clover, maize, annual and perennial grasses containing

protein, starch, vitamins and other essential trace elements and macronutrients. All the forages are grown by EkoNiva in its own fields.

'The protein and fat content in raw milk depend on the quality of fodder, proper storage conditions and a balanced ration. We formulate cow rations using a lot of ingredients. Forages include silage, haylage and hay. They feature a highly digestible fibre, structure and a lot of metabolic energy. Concentrates comprise cakes, meals, cereal and vitamin-mineral supplements. The ration components are adjusted to meet cows' physiological needs at different lactation stages', states Vitaliy Yozhikov, Head of Feeding Department of EkoNiva-APK Holding.

The cow genetics is another key element contributing to EkoNiva milk quality. In 2008, the company's specialists started building the highly productive pedigree herd.

'We use imported sire semen featuring the high milk protein gene. This will ensure more cows carrying this gene and thus improve milk protein

trait in the herd in the future', says Valeriya Pavlova, Head of Breeding Department of EkoNiva-APK Holding.

Only healthy cows can produce superior-quality milk. EkoNiva's Veterinary Department focuses on timely prevention and early diagnostics of cattle diseases.

'We run a time-proven prevention programme that minimises the use of veterinary drugs. Thanks to the well-coordinated work of our team and the application of cutting-edge IT solutions, each of our cows

is monitored on a daily basis and, if necessary, receives timely treatment', comments Sergey Kupriyanov, Head of Veterinary Department of EkoNiva-APK Holding.

Cow comfort is also crucial to meet the milk quality requirements: a comfortable clean bedding, fresh water, enough light, spacious barns and even outdoor walks – all the conditions are created for cow welfare on the company's farms.

EkoNiva implements milk quality control in its own laboratories. Specialists check milk for fat and protein content, somatic cells and bacterial count as well as acidity, density and freezing point. The raw milk is double-checked at dairy plants and only then it is allowed for processing.

'Today, EkoNiva delivers its raw milk to dozens of processing plants across Russia. The processors know the benefits of our milk and use it to produce high added value items. We've managed to achieve premium quality of the raw milk thanks to our professional team, the application of advanced technologies throughout the entire production and distribution – from fodder growing to milk delivery to processing plants', emphasises Karolina Vasilyeva, Head of Milk Quality Control Department for Processing and Organic Farming of EkoNiva-APK Holding

By Viktor BARGOTIN





Immersive learning

Zashchitnoye farming enterprise has welcomed future machine operators, agronomists, veterinarians, herd managers and their teachers from the Department of Secondary Vocational Education, Kursk State Agricultural University (KSAU). They have learned the ins and outs of the dairy production processes, field works, machinery operation and servicing.

As part of the 'Professionalitet' training programme, EkoNiva and KSAU signed an agreement pursuant to which company specialists will take part in the educational process to enable the students to interact directly with farming experts and be more integrated into the workflow.

'The students study farm machines, their settings and operation specifics, learn about all the crop cultivation practices and nuances. As an employer, we value such interaction with young and motivated students, our talent pool', emphasises Sergey Sokolnikov, Deputy



Regional Director for Crop Production in Kursk oblast, EkoNiva Group.

Immersion in the professional environment is an effective training tool

enabling both the students and the teachers to improve their competence right on the farm and understand the employment possibilities for the graduates. The

field lectures allow the trainees to have a better understanding of their future profession. Besides, the students who receive the best recommendations from the company instructors can join EkoNiva team after the internship.

'We have broadened our knowledge of anatomy and physiology of cattle thanks to the extensive expertise and great teaching skills of EkoNiva's specialists. I would love to work in such a team', says Denis Shapetko, a student of KSAU Department of Secondary Vocational Education.

About 150 students and 12 teachers completed the course of spring field lectures. In autumn, another session of the training programme will be held at the production facilities of EkoNiva subdivision in Kursk.

By Tatyana IGNATENKO

Mastering the art of dairy farming



The eleventh session of the Milk Standard agricultural student team has come to an end at EkoNiva's enterprises in Voronezh oblast. For two months, fourteen students have worked at the facilities and learned the ins and outs of the modern dairy farming.

The programme launched 7 years ago ensures that talented young people get invaluable experience at EkoNiva's production site. The project is gaining in popularity among students of agricultural universities all over Russia

year after year. During this time, the company has held six summer and five winter sessions. More than 550 students have received the essential hands-on training.

This year, future veterinarians and herd

managers joined the Milk Standard team. The young people were engaged in disease prevention and treatment of cattle at the dairies. The students vaccinated the animals, collected blood, held control milkings, managed the herd

and worked with the young stock. Moreover, they were involved in breeding and hoof trimming. In addition to the hands-on experience, the students obtained a lot of information at the lectures given by the leading specialists of the company. In their free time, the young people participated in corporate sports events, went on excursions and visited picturesque places in Voronezh oblast.

'Student teams are one of the highest priority projects aimed at attracting new professionals to working at EkoNiva's enterprises', says Yevgeniy Bezpalo, Head of Talent Pool Management Department, EkoNiva-APK Holding. 'First-year students have an excellent opportunity to get acquainted with the state-of-the-art production and choose their career path within the industry. Often, participants of Milk Standard team return to our farms as full-fledged specialists.'

By Viktor BARGOTIN

Master's degree from EkoNiva



This year, more than 50 EkoNiva's herd managers, agronomists and engineers have embarked on EkoNiva's Corporate Master's degree Course aimed at upskilling the company's budding specialists.

EkoNiva's Master's degree course is one of the key steps of staff development strategy and an important instrument of performance enhancement', says Boris Morev, HR Manager of EkoNiva APK Holding.

Within nine months, the students will have from three to six sessions, each lasting for three to five days. The lectures and practical workshops are dedicated to herd management, including

fodder preparation, feeding, milking, veterinary practices and hoof care as well as leadership and general business management.

The training programme for service technicians implies classes on

cutting-edge farm machinery operation and scheduled maintenance.

Agronomists will study plant protection methods, fodder preparation, feeding, grain storage and handling. Special attention will be paid to spring sowing and state-of-the-art farm machinery operation.

'This project is one of our newest career development tools. It was first launched in 2020 with just ten employees taking part in the training. In 2021, the programme was expanded to include fifty-six participants and in 2022, there were fifty-seven attendees. This year, we are welcoming fifty-five talented and motivated participants', concludes Boris Morev.

The training will finish by the end of 2023. Having broadened their knowledge and upgraded their professional skills, the learners will receive certificates enabling them to be further promoted at work.

By Viktor BARGOTIN

Nothing but the best for the young



Over 200 students of agricultural universities and colleges have taken part in EkoNiva's Spring Academy programme carried out at the company's facilities in Voronezh, Ryazan, Kaluga, Orenburg and Novosibirsk oblasts.

EkoNiva enterprises hosted 16 one-week crash courses in modern livestock farming

technologies, agronomy, engineering and economics. For future agricultural professionals, the instructors

have arranged various team-building activities, informative lectures by the holding's top specialists and, most importantly, a number of on-site practicals.

The students learnt how to use modern software at dairies. They were introduced to the DairyComp system and the in-house developed programme Eko.Feed. The latter optimises the entire nutrition process, from loading the feed into the mixer wagon to its distribution to the animals.

The agronomy module covered such topics as sowing and cultivation practices, plant breeding and seed growing, forage preparation and digital solutions in agriculture. The future engineers got an insight into advanced farm machinery. In the repair shops, they learnt about the most common

breakdown causes and maintenance techniques. For the Economics Department students, EkoNiva's specialists ran a course on the fundamentals of this discipline in relation to the agricultural sector.

Upon completion of the Spring Academy programme, the best students were awarded diplomas and souvenirs. All the project participants have an opportunity to apply for a full-scale summer internship at EkoNiva's enterprises and gain a better understanding of modern farming.

The first Spring Academy session was held eight years ago. Over 450 young specialists have already taken part in the project since then. Some of them are now part of the team and occupy key positions in the holding.

By Viktor BARGOTIN



One Run

EkoNiva welcomed the summer in a fun and active way. In line with the country-wide half-marathon One Run, the competitions took place in different regions of the company's presence in the first weekend of June. Employees and their families – a total of 800 people from Voronezh, Kursk, Novosibirsk, Orenburg, Ryazan oblasts, Bashkiria and Tatarstan – joined in the celebration of sports.



In Voronezh region, where the company headquarters are located, over 200 amateur sportsmen from subdivisions of EkoNiva-APK Holding, EkoNiva-Chernozemye and EkoNiva-Food toed the starting line. For the kids, a track distance of 300 metres was arranged. The grown-ups had a choice to run 1 or 3 km, while the most resilient runners had to cover a 10-km distance. Not that many daredevils were up for the toughest challenge – 9 people. In the end, all the contestants reached the finish line, where they were awarded commemorative medals and pleasant gifts from EkoNiva.

'Words are excessive here, you can tell everything from the smiles on the children's and their parents' faces: the holiday spirit has prevailed, everyone's had a great time, and that's what matters', says Roman Simeyko, Legal Adviser at EkoNiva-APK Holding.

The sports event arranged by OKA MOLOKO in Ryazan oblast gathered over 200 employees and members of their families. At the local stadium in Shatsk district, kids and grown-ups engaged in running and jumping, playing volleyball, football and other active games. The highlight was definitely the race. Led by Regional Director for Ryazan oblast Vladimir Materikin, representatives of the company entered the race and delivered healthy competitive spirit at its best.

One more corporate sports day took place in Sibirskaya Niva. There, despite the sweltering heat of 37 degrees Celsius, over a hundred of grown-up and junior Siberians came onto the running track.

'This is more than just a race, it is an activity-packed

event aimed at fostering the development and support of the spirit of cooperation, team building', says Tatyana Dudareva, Head of HR Department at Sibirskaya Niva.

In Orenburg oblast and the Republics of Bashkortostan and Tatarstan, where branches of Severnaya Niva are located, the sports day was also held on

Sunday. Filled with joyful thrill, festive and upbeat mood of the company staff and their children and spouses, the event involved game workshops, merry activities and entertainment

for attendees of all ages, delicious ice-cream of EKONIVA brand and, crucially, the races. The race attracted more than 200 participants from Severnaya Niva.

In Zashchitnoye, Kursk region, the large-scale event was held in conjunction with Children's Day. Over 40 children of various ages together with their parents and grandparents took part in the race. An entertainment show with life-size puppets, giant soap bubbles, confetti and balloons arranged after the run sparked the kids' cheer.

'The holiday has turned out great. It has given us a lot of positive emotions and unforgettable impressions', says Yuriy Vasyukov, Regional Director of EkoNiva in Kursk oblast. 'The level of our staff's activity has exceeded all expectations: entire families have participated in the event, and everyone has thoroughly enjoyed themselves. I hope such family sports holidays will become a good tradition.'

By Viktor BARGOTIN,
Tatyana IGNATENKO





Not a day without sport

The production records and improved work performance of EkoNiva's specialists go hand in hand with their sporting achievements. A healthy lifestyle allows the employees to succeed in various competitions from district to national level.

Among EkoNiva's regions of operation, Voronezh oblast seems to be the most athletic. The tradition of holding competitions originated in EkoNivaAgro, but their popularity has quickly gone beyond the enterprise: today sports are also an inseparable part of the HR strategy of EkoNiva-Food, EkoNiva-Chernozemye and EkoNiva-APK Holding.

The sports season opens in February with ski races and ice fishing. Then, the athletes get down to indoor activities – table tennis, futsal, volleyball and relay races. Voronezh enterprises can boast brilliant tennis players, which is not surprising as almost every dairy has tennis tables for the team to make good use of their lunch breaks.

In addition to classic sports competitions, EkoNiva's employees in Voronezh oblast take part in the dragon boat races every year. Now, the holding's united team, a many-time winner in this discipline, is gearing up for the summer tournament devoted to the Navy Day and Voronezh City Day.

The employees of Kaluzhskaya Niva strive not only for bumper crop and milk yields but also for victory in volleyball games. They train hard several times a week

and run competitions among the teams of the operations. There are also avid volleyball players in Kursk subdivision of EkoNiva – Zashchitnoye



farming enterprise. Almost every day, the production workers gather on the court during the break to dive into the game.

Employees of OKA MOLOKO, Ryazan oblast, are big fans of football. It was the regional director Vladimir Materikin and the director of OKA MOLOKO-East operation Vladimir Kireyev who instilled the love of this sport in their specialists. The football team under their leadership is a regular participant in district and regional competitions where it takes top places. Last year, the athletes won bronze medals in the All-Russian tournament Agri

Cup 2022 among 20 teams of the farming sector. The specialists of OKA MOLOKO-South go skiing in winter and participate in the

Table tennis is the most popular sport in these companies – in spring, a holding-wide corporate tournament was held to identify the best players. There are several other favourite activities – for example, Ryazan branch of EkoNiva-Tekhnika gathers futsal enthusiasts on the sports ground every Monday, and Kirov branch is known for its skiers, shooters, all-round athletes and even swimmers.

'We can make just about any amateur sport team and represent our company in district and city competitions', emphasises Vasily Patrushev, Machinery After-Sales Service Specialist at Kirov branch of EkoNiva-Tekhnika.

EkoNiva-Chernozemye has its own football team that participates in regional and national corporate competitions. It has earned numerous cups and medals over ten years' time.

'Doing sports is a good way to improve brain work and communicate with colleagues, especially newcomers. After each training session, we feel fresh and ready to cope with any job task', says Ruslan Grechishnikov, Deputy Regional Director for Economics at Zashchitnoye.

EkoNiva's enterprises across Russia have thousands of employees who cannot imagine their lives without sport. And their number keeps growing every year, just as new sporting activities are added to the holding's list.

Ski Track of Russia.

EkoNiva-Tekhnika, EkoNivaSibir and EkoNiva-Chernozemye keep pace with their colleagues.

By Viktor BARGOTIN,
Tatyana IGNATENKO



Expanding EKONIVA geography



EkoNiva keeps increasing its own retail presence. New regions include Samara oblast and Altai area. The first brand shop has also opened in the heart of Russia – Moscow.

The new shops are aimed at strengthening the EKONIVA brand representation in Volga and Siberian federal districts, where EkoNiva is primarily known thanks to the holding's production facilities. The stores are located in the vicinity of EkoNiva Altai subdivisions in Talmenka village and Severnaya Niva Samara in Klyavilino village settlement. One more outlet

started operating in Tolyatti on the premises of Zhuravl market. Previously, products under the EKONIVA brand in these regions were available only in the stores of the retail chains with which the company cooperates.

The first brand shop has now opened its doors on the premises of Kuntsevskiy market in Moscow. The presence of its own sales outlet in the capital of Russia

enables the company to raise brand awareness and reach a wider customer audience.

'Since the beginning of 2023, EkoNiva's own retail chain has grown by 12 new shops. Apart from Samara oblast and Altai area, new stores have set up in Moscow and Moscow oblast, Voronezh, Tula as well as in the settlements of Kursk, Ryazan and Orenburg oblasts. Now more consumers will

taste natural, delicious and wholesome dairy produced based on the 'from field to shop shelf' principle', says Irina Nechayeva, Head of Retail Sales Department of EkoNiva-Food.

The brand shop offers customers a full range of products which amounts to more than 80 items: pasteurised and UHT milk, including organic milk, cream, kefir, ryazhenka, sour cream, cottage cheese, spoonable and drinking bioyoghurts, quark desserts and ice cream. EKONIVA cheeses are also available here – 3, 6 and 12-month aged Dürr hard cheese along with 3 types of semi-hard cheeses, including the

novelty of 2023 – Momente aus Schollbrunn. EKONIVA dairy is made only from high-quality milk from the company's own farms.

Today, EkoNiva's branded retail chain comprises 64 shops in 12 regions of Russia. A full list of shops and addresses can be found in the Where to Buy section on the EkoNiva-Food's website.

By Eleonora DUBININA



Never stop learning

EkoNiva's tour guides will receive supplementary education at Voronezh State University. Upon the completion of their studies, the specialists will be awarded professional retraining diplomas.

The training programme was developed at the Department of Recreational Geography, Country Studies and Tourism at the Department of Geography and Ecology of VSU. Everyone can join the course to get additional education in this field.

'We are happy that the university has created such a programme and accepted our suggestions regarding its content. This training will

contribute to the enhancement of the EkoNiva's tour project on the whole', emphasises Tatyana Drozdova, Head of HR division of EkoNiva-Food.

Previously, the employees of EkoNiva's tour project participated only in an internal corporate training programme focusing more on knowing the company, technological processes and products. The course designed by VSU includes theoretical and practical aspects of a tour



guide's professional activities. The acquired knowledge and skills will enable EkoNiva specialists to make the delivery of information more

interesting and versatile as well as help them interact with the project audience more effectively.

By Talgat MUSAGALIYEV

Welcome to Siberia

EkoNiva has launched a tour project at Ogneva Zaimka dairy in Cherepanovo district, Novosibirsk oblast.

The tour programme of Ogneva Zaimka is arranged similarly to those at other dairies of the company. A special sightseeing route of the farm was created to give the guests an idea of the main milk production stages. First, the guests can see how the herd is managed on the dairy farms: from newborn calves to adult animals. Then, experienced guides provide full information about forage preparation, animal care and the formulation of their daily ration. Next, the visitors get acquainted with the milking process, including milk delivery

to the factory for further processing. Lastly, the guests are treated to EKONIVA dairy products. The main part of the tour is usually followed by workshops and outdoor activities.

‘We are delighted with the launch of EkoNiva tour project in one of the key regions for the Group – Novosibirsk oblast’, says Yekaterina Bartseva, EkoNiva Tour Project Development Manager.



‘Now, more people will be able to see the company’s principle of operation ‘from field to

shop shelf’ and learn that modern agriculture is a high-tech industry. We hope that our project will attract a lot of tourists to the region.’

By Talgat MUSAGALIYEV

Dairy Taste of Kursk

In the capital of the Nightingale region (as Kursk oblast is called for its beautifully singing birds), the best chefs of the city created their mouth-watering masterpieces. The spotlight fell on the dishes from the gastronomic map of Kursk oblast. The guests of the event treated themselves to various delights while enjoying live performances and taking part in workshops.

To suit the demanding tastes of the locals, EkoNiva offered its milk, kefir, curds, sour cream, yoghurts, quark desserts, semi-hard and hard cheeses. Visitors to the company’s booth learned a lot of interesting facts about the farms producing milk, including EkoNiva’s key principle of operation ‘from field to shop shelf’ ensuring quality at each production stage and absolute confidence in the product.

‘We take advantage of such events to communicate more closely with customers, demonstrate



EkoNiva has become a partner of the Taste of Kursk food festival organised by Potok cluster of creative industries. The Group presented its booth where everyone could sample and buy natural and delicious dairy products.

our products and their advantages in an informal setting and hold tasting

sessions’, says Natalya Starkina, Marketing Manager at EkoNiva-Food.

Natalya Selyutina is already familiar with the brand. At the food festival, she did not miss the chance to try pancakes made from EKONIVA milk, butter and curds according to an old Kursk recipe. The appetising dish was served to the guests all day long.

‘I am pleased to be at this great festival. The pancakes are absolutely fantastic, but what makes them especially good is the natural dairy from which they are cooked. I have been buying EKONIVA products for several months already and I know about their top quality, exquisite flavour and wide range from my own experience’, says the visitor.

EkoNiva’s brand shop chain in Kursk oblast is rapidly developing and attracting more and more loyal customers – there are already 9 sales outlets. Four of them are in the regional centre: in Radishcheva, Boytsov 9-y Divizii, Gaydara and Kosukhina streets.

By Tatyana IGNATENKO

EkoNiva in focus



23 June EkoNiva Field Day

Venue: Zashchitnoye village,
Kursk oblast
Organiser: EkoNiva-Semena

28–29 June Siberian Field Day

Venue: Siberian Agropark premises,
Prutskoy village, Pavlovsk district,
Altai area
Organiser: Ministry of Agriculture
of Altai area, EkoNivaSibir

14 July Ryazan oblast Field Day

Venue: Podvyazye village, Ryazan district,
Ryazan oblast
Organiser: Ministry of Agriculture
of Ryazan oblast, EkoNiva-Tekhnika

30 August–1 September AgroRus 2023 trade fair

Venue: EXPOFORUM Convention and Exhibition
Centre, 64/1 Peterburgskoye shosse,
St. Petersburg
Organiser: ExpoForum International,
EkoNiva-Tekhnika



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