

## A kindergarten for kids,



## a farm for their parents

Several events in one day were marked at the EkoNivaAgro Company. The opening of a kindergarten built jointly by EkoNiva and the Liskinsky district administration was a real gift for children of Shchuchye village. The residents of Vladimirovka village also had reasons to celebrate – a dairy farm was put into operation.

By Svetlana WEBER

The construction of the kindergarten cost 10.5 million rubles, of which 7.5 million was invested by EkoNiva, and 3 million by the district administration. The efforts will pay for themselves many times over. Firstly, the parents of small children can now work on the farm while their children will be trained for better performance at school.

The new kindergarten has room for 40 children. It has everything necessary for them to feel comfortable, i.e. cosy bedrooms and playrooms. Fresh meat and milk will come to the kitchen straight from the farm. The younger group will serve children from age two and a half. It is also important that the facility will operate on Saturdays.

The guests did not come to the opening of the kindergarten empty-handed. Adults know that the best gifts for children are toys. John Deere toy tractors from EkoNiva look like the real ones working on the farm.

"When our children grow up, we would like them to continue the farming business of their parents," says Stefan Duerr, EkoNiva President. "While the fathers operate big tractors, let their children have some experience with small ones."

The children did not leave the adults' attention unanswered. They promised to come to work without fail at EkoNiva as soon as they grow up a little. Each year there are more and more jobs here. One evidence of this is the opening – after reconstruction

– of a dairy complex in the Vladimirovka division of EkoNivaAgro.

At one time there used to be a farm, but then it was abandoned. Two attempts were subsequently made to re-build it. But it took EkoNiva to succeed in this. A building was put up to house 226 cows, a calving section and a compartment for the young. Now there are 220 cows and 123 young animals at the facility. Sixteen specialists work at the complex. Once the second cow barn is erected, the number of animals will increase to 500. SberBank contributed to the construction. Total investments reached 27 million rubles.

The animal breeding farm at Shchuchye is also having a sort of "house-warming party". Here an enclosure has been erected for keeping young cows. The guests could see all those facilities in one day and they duly appreciated the work done by the company.

"What we have seen is a telling example of cooperation between business and the authorities," says Anatoly Spivakov, deputy chairman of the local government. "New jobs mean profits which are a contributing factor to rising birth rates and social development!"

### One man's opinion:

**Vladimir Kandaurov, Manager of Liski division of the Central Black-Earth SberBank, Russian Federation:**

"Our cooperation with EkoNivaAgro began in 2002. We work together on the basis of mutual respect and benefit. We hope that still more projects lie ahead for us. To date, the investments in EkoNiva exceed 1 billion rubles. All these investments will certainly fetch a profit. We want production efficiency to increase so that the investments can pay for themselves as soon as possible."



## ANNOUNCEMENTS

**3-4 March.** A training seminar on WestfaliaSurge dairy equipment.

**Location:** Sibirskaaya Niva Ltd., Paivino village, Maslyaninsky district, Novosibirsk region.

**Organizers:** EkoNiva-Sibir Ltd., WestfaliaSurge Company.

**March.** A seminar on "Precision Tilling and Monitoring Equipment for Farming Equipment."

**Location:** EkoNiva-Tula Ltd., town of Bogoroditsk, Tula region.

**Organizers:** EkoNiva-Tula Ltd.

**18-19 March.** The fourth "Agrosezon-2010. Modern Equipment and Technologies in Farming and Cattle Breeding" Agroindustrial Exhibition.

**Location:** Agrobiznes Chernozemya Exhibition Centre, Voronezh State Agricultural University, city of Voronezh.

**Organizers:** Agrobiznes Chernozemya Exhibition Centre, Voronezh State Agricultural University.

**March.** "Modern Equipment and New Technologies in Farming Industry" - a seminar.

**Location:** Mikhailovskoye Agricultural Complex, Kuzmichikha settlement, Yaroslavlsky district, Yaroslavl region.

**Organizers:** EkoNiva-Kostroma Ltd.

**March.** "The Prospects Developing the Farming Market in the Tula Region in 2010" - a round table discussion.

**Location:** EkoNiva-Tula Ltd., town of Bogoroditsk, Tula region.

**Organizers:** EkoNiva-Tula Ltd, Tula Region Department of Agriculture.

**31 March - 1 April.** Agrovyatka-2010 Exhibition of Agricultural Equipment.

**Location:** Vyatkaagrosnab Open Joint-Stock Company, city of Kirov.

**Organizers:** Kirov Region Department of Agriculture, Kirov Chamber of Industry and Commerce.

**16 April.** Pochvoobrabotka-2010 (Tillage technologies) in-field demonstration.

**Location:** Voronezh region.

**Organizers:** The Voronezh Regional Department of Agricultural Policy, Voronezh Regional Centre of Informational Support for Agriculture, a state-owned enterprise, Tsentrltd.

**April.** A seminar for executives and experts of farming complexes. An operational demonstration of the John Deere 730 sowing machine with trailer 1910 and Rapid 600C seeder using the AMS Precision Tillage Method.

**Location:** Krivskoye Closed Joint-Stock Company, Saraysky district, Ryazan region.

**Organizers:** EkoNiva-Ryazan Ltd.

**April.** A seminar on John Deere fodder combine harvesters.

**Location:** EkoNiva-Chernozemye Servicing Centre, Zaluzhnoye village, Liskinsky district, Voronezh region.

**Organizers:** EkoNiva-Chernozemye Ltd.

**April.** A seminar on John Deere fodder combine harvesters.

**Location:** Ob town, EkoNiva-Sibir Servicing Centre.

**Organizers:** EkoNiva-Sibir Servicing Centre.

# Green Week: a time to transfer technologies and new ideas



Over the 75 years of its existence, Green Week (Grüne Woche) has become not only the world's outstanding agricultural exposition, but also a major platform for discussion of farming policies

By Svetlana WEBER

Dialogue: Its Political and Economic Implications" recalled the history of mutual relations.

Gennady Gorbunov, chairman of the Federation Council's Committee for Agrarian and Food Supply Policy, noted that Germany's expertise and the support of German experts helped Russia to establish its legal and normative standards in agriculture. A key role in this was played by Dr. Jorg Wendisch, head of the German Agricultural Ministry's Department of Rural Territories, Farming, Forestry and Woodworking. His knowledge in the field of privatization, the state's support of agricultural industry and of land reform came in very useful in Russia. The work done received an award, the Pyotr Stolypin memorial medal.

"I'm pleased to remember our discussions at Russia's State Duma in the mid-90s," remembers Dr. Wendisch. "Back then the land was an issue. I am glad I was directly involved in those reforms."

Incidentally, Jorg Wendisch was the second foreigner after Bill Clinton to speak at a plenary meeting of the Russian Federation Duma.

Continued on p.12.

Participants of the cycling race "Building bridges from the Spree to theVolga" at the EkoNiva exhibition.

## A Davos for Agrarians

This year witnessed a sort of a record in the number of agrarian ministers who attended the event. More than 50 leaders of the agrarian industry from different countries came to the anniversary Green Week. The chief political aspect was the summit meeting of ministers of agriculture. The forum focused on global issues including the possibility of increasing the efficiency

of agricultural production in order to supply the world's growing population with foodstuffs. According to the UN Food and Agriculture Organization, by 2050 agricultural production must grow by 70%. Another subject of discussion was the challenges posed by climate change.

Contacts between the farming ministers of Russia and Germany resulted in the signing of a joint statement on the establishment of the Russia-Germany Agrarian

Committee. Its tasks are to spur on the cooperation in economics, commerce, science and technology, to attract investments in farming of the two states and to remove obstacles to implementing joint projects. A special working group will be formed to maintain the committee's operations. The German Minister Ilse Eigner pointed out that for her country Russia is a strategic partner in more than farming. The Russian Minister, Yelena Skrynnik,

noted that Germany is already a major supplier of industrial equipment for her country (32% of total imports). Fruitful cooperation is underway in education and in pedigree cattle breeding.

## Russia – Germany: a history of the dialogue

Several business events during the Green Week were devoted to prospects for cooperation between Russia and Germany.

Participants of the discussion "Agro-Political

Oleg Aldoshin, Russian Deputy Minister of Agriculture noted at the ceremony that the recognition by one's colleagues is the most prestigious and fair award. Even though the year 2009 was critical for farming, there were positive changes and people who made them possible. Such people deserve merit. Among the laureates were Oleg Korolyov, the governor of Lipetsk region; and two executives of Rosselkhozbank – Denis Feofanov, the Chancellor of Exchequer, and Oleg Korgunov, Director of the Saratov Regional Division. The former received the award "For Abundance and Prosperity" and the latter the Stolypin prize.

Gennady Gorbunov,

## An Oscar for farmers

For the first time, Russia's two chief public awards in agriculture were presented at solemn joint ceremony. Fifteen people became winners in food production, receiving the prize "For Abundance and Prosperity of Russia" and the P.A. Stolypin national premium "Russia's Agrarian Elite".

By Svetlana WEBER

chairman of the Federation Council's Committee on Farming and Food Supply Policies, joined the award recipients, getting the prize "For Contribution to Farming Legislation." Airat Khairulin, State Duma Deputy and President of the National Union of Milk

Producers, received the Stolypin prize for contribution to the development of the agro-industrial complex.

Valentin Denisov, the State Duma Chairman for Agriculture, congratulated the winners and spoke about the legislators' plans for 2010. They will be working on bills "On Veterinary Activities," "On Seed Production" and "On

Pedigree Cattle Breeding." In addition, the Deputy pointed out that the law "On Farming Households" must be amended in order to simplify the procedure



for issuing subsidies under credits and to make relevant changes in the law "On Management of Farmland."



**EVENTS**

# World leaders of agricultural machine building come to stay in Russia

This year, several famous manufacturers are opening their own production facilities in Russia. In March–April, the first John Deere combine harvesters will roll off the conveyor at Domodedovo. In May, Grimme and Lemken will commission their facilities in Kaluga. In June, Vaderstad will start to assemble machines in the Voronezh region.

By Svetlana WEBER, Tatiana Pavlova

## Vaderstad, the first facility outside of Sweden

At Sredny Ikorets village, Liskinsky district of the Voronezh region, construction is underway of the Swedish company Vaderstad's assembly facility. The choice of the place was not accidental. EkoNiva, the long-standing partner and dealer of Vaderstad, has been working here since 2002. It was EkoNiva that brought the Swedish manufacturers to the Voronezh region, giving them a site for erecting a production facility. The regional authorities supported the investor's intentions.



EkoNiva is actively involved with the project implementation. Company specialists provide help in management.

organization and legal matters. They also help to settle problems with construction firms.

Since 2003 more than 900 units of Vaderstad equipment have been supplied to Russia. The most successful year was 2008, when Russian farmers acquired around 400 machines. During

## Lemken and Grimme, the foundation stones of the Kaluga Farm Machinery Centre

On 20 May 2010, the Farm Machinery Centre will officially open its facilities at Detchino village, Maloyaroslavetsky district of Kaluga region, outfitted with Lemken and Grimme equipment.

The first out of three production complexes of the Grimme Company

The manufacturing equipment will be installed in late April-early May 2010.

The Grimme facility will house assembly and repair shops, a training terminal, an office and a spare parts depot which will provide components for all the company's machines operating in Russia and the CIS. It is planned to manufacture the entire Grimme product range for the



has been built and is ready for operation. The construction of the Lemken production and logistic support centre is nearly complete.

Located on the Lemken site will be the latest equipment for manufacturing tools and organizing a multiple-level central storehouse

Russian market. "The facility is already assembling machines for spring field work," says Yuri Rusanov, Grimme-Rus Ltd. director general. "In March, specialists will come from the supervising factory in Germany for consultations and assembly quality control."

Both



"We shall provide political stability and administrative support at the regional level," says Aleksey Gordeyev, the Governor of the Voronezh region.

At the moment, dynamic construction is underway. In mid-year the plans are to open an assembly facility for seeders and soil treatment machines. The investments at the first stage will amount to 1 million euros. Vaderstad intends to manufacture 150 to 200 machines per year (Rapid pneumatic seeders and Top Down cultivators).

the crisis, sales slid to 71 machines in 2009. Nonetheless, the Russian

farmers' interest in the Swedish equipment doesn't wane. Of special interest are unique Rapid seeders (sowing machines). A high-tech machine ensures high productivity, dramatically cuts expenses and gathers a rich crop.

of Lemken spare parts in Russia. Its floor area will exceed 600 sq.m. The initial plan is to assemble here Euro-Diamant ploughs and Rubin disk harrows.

companies are opening training centres at their facilities where they will train maintenance engineers, dealers, and trade representatives. They will demonstrate samples of new equipment here.



**IN BRIEF**



According Yuri Trushin, in 2010 Rosselkhozbank plans to provide credit totalling 153 billion rubles for the country's agro-industrial complex to do seasonal farming work. The amount of the credit support for construction, reconstruction, and modernization of cattle and poultry breeding farms will be around 76 billion rubles. In addition, credits will increase by 2.5 times for purchase of agricultural machines and equipment (to 40 billion rubles).

A special role in the current year is assigned to supporting enterprises involved with the production, processing and storage of grain. Rosselkhozbank plans to provide 10 billion rubles for developing the grain market infrastructure.



Russian President Dmitry Medvedev signed a decree "On Approval of the Doctrine of the Russian Federation's Food Security."

The Doctrine establishes that for assuring food security the national agro-industrial complex must produce a certain amount of food, namely: no less than 95% of all the grain consumed by the country, no less than 80% of sugar, no less than 80% of vegetable oil, no less than 85% of meat and meat products, no less than 90% of milk and dairy products, no less than 80% of fish products, no less than 95% of potatoes, and no less than 85% of salt.

# Modern technologies

USING ONE'S OWN  
EXPERTISE



## of preparing seeds for sowing

**Optimum results in crop production can be obtained only by using advanced farming methods. One of the factors determining the success of a future crop is the right choice of the seed variety and adequate preparation of seeds for sowing.**

By Vadim TSUKANOV

Mistakes and deficiencies in pre-sowing seed preparation cannot be rectified in the field even at a high cost. This is particularly true with reference to cleaning, sorting and treatment of seeds and prevention of mixing varieties. Taking as an example the farms of the EkoNiva-APK Holding Group of Companies, we shall dwell on the main principles of the professional seed production employed by advanced seed producers.

The EkoNiva facilities use foreign-made machines from JUBUS and LMC-Twister. They feature high quality separation, operational reliability and environment friendliness. German-made and JUBUS machines are used as general purpose seed cleaning and sorting equipment. JUBUS machines are air-and-screen separators designed for pre-cleaning and seed cleaning of grains, beans, cereals, herbs and other crops. The chief advantage of this machine is that it assures supervision and control of the entire cleaning process as well as the operation of the machine's main systems. This simplifies control,

and phyto-pathogenic infection of seeds. In Russia, fungicidal agents are most popular since insects can be neutralized even during the vegetative period of the plants whereas diseases that break out in germination are very difficult to resist. Seed treatment is the only technique for eliminating such an extremely dangerous disease as smut. This is the only procedure that protects plants in the most vulnerable period of their life, i.e. during germination and initial growth.

Pre-sowing seed treatment reduces crop loss by 50 percent and more. It is a must for any farm seeking high results. But the choice of the agent and the pretreatment procedure call for certain knowledge. There are insecticidal and

A large number of agents are allowed in the Russian Federation. Most of them combine systematic, systematic-local and contact properties. Only sorted and technically pure seeds must come for treatment because injured seeds take in an inadmissibly large quantity of the agent, filming components do not fully distribute over the surface of seeds and the dust on them absorbs up to 30% of the agent. EkoNiva facilities use LMC-Twister treatment machines.

fungicidal treatment agents. The former protect seeds and seedlings against earth microflora and insects; the latter, against the external



**TECHNICAL INSPECTION**

# BALZER grain transfer machines,



## series FIELD FLOATER III

The BALZER Company, USA, is the world leader in the production of large-size agricultural trailers for transferring grain and seeds. EkoNiva customers can appreciate the advantages and reliability of Balzer on-field transfer machines as early as this year.

By Nikolay BASHKIROV

Transfer machines are used to receive grain and tilled crops during harvesting, to subsequently transport them to an edge of the field and to transfer them to a grain carrying truck. By virtue of this method, the unloading of the grain from the combine harvester does not necessitate stopping it so that harvesting becomes a non-stop process and is easy to maintain in terms of logistics. The efficiency of the combine harvester operation grows by 25 to 30% thanks to elimination of idle time waiting for motor vehicles. The wide wheels and low tire pressure assure low soil compaction. The bin can also be used for high-speed charging of seeders in sowing



operations.

The product line of Balzer transfer machines includes two- and three-axle models with a capacity of 1,325 (46mi) and 1,550 (54mi) American bushels as well as three-axle units with a capacity of 2,000 (70mi) bushels. Thanks to the large conveyer diameter (discharge – 610mm, horizontal – 508mm) and the patented clutching system of the horizontal conveyer hydraulic coupling, the rate of discharge is as high as 40 mi/min!

To improve manoeuvrability, the machine is fitted with an Auto-Trail automatic axle taxiing system. The rear taxiing axle is fitted on two-axle models, whereas front and rear ones are fitted on three-axle models. An improved steering

mechanism ensures simple control and track-on-track movement in the wake of the tractor. A weighing system controls the amount of grain loaded into the bin right on the field and facilitates its shipment to the elevator without extra weighing on the threshold standard weighing machine, thereby increasing the vehicle's mileage.

Standard accessories of the bin also include:

- a cardan shaft with a safety muffler
- road illuminating equipment
- halogen headlights on the discharge conveyer and the bin for operation on the field at night
- peepholes in the bin in front and in

the rear

- hydraulic shutter control
- porthole in the middle for clearing the bin

It is possible to additionally fit a protective tarpaulin cloth when handling grain on rollers, hydraulic brakes, and a central system for undercarriage and discharge conveyer lubrication. For controlling the quantity of grain being loaded and unloaded, the weighing device can be fitted with a printer to print out data and with a TDS40 information storage device, which includes a removable memory card and software for computer-aided data processing.

### Technical specifications of Balzer grain transfer machines, series FIELD FLOATER III

Model	1325 Tandem	1325 Tridem	1550 Tandem	1550 Tridem	2000 Tridem
Volume, m <sup>3</sup>	46,69		54,62		70,48
Number of axles/wheels	2/4	3/6	2/4	3/6	3/6
Pressure on soil, psi/kg/cm <sup>2</sup>	23/1,62	17/1,20	24/1,69	20/1,41	27/1,90
Discharge rate, m <sup>3</sup> /min	до 40				
Discharge/level conveyer diameter, mm	610/508				
Dimension, length x width x height, m	10,16x4,62x3,68		10,16x4,62x3,68		10,16x4,62 x4,19
Width by tires/wheel track, m	3,89/3,01				
Distance from discharge point to wheel in horizontal plane, m – 2.53					
Distance from discharge point to bin edge in horizontal plane, m – 2.17					
Bin height on low/high side, m	3,20/3,35		3,35/3,68		3,81/4,19
Discharge height, m	4,30				
Bin length, m	7,32				
Own weight, t	12,3	13,7	12,5	14,3	14,9
Load on rod, Empty/loaded, t	1,8/2,5	1,4/1,8	1,9/3,0	1,5/2,0	1,55/2,7
Standard tires	30,5 x 32 R-1				

**RESCUE SERVICE**

# Rescue comes

When the EkoNiva Group of Companies started supplying agricultural machines, they focused on a well thought-out and prompt servicing scheme since without adequate maintenance costly agricultural equipment becomes metal scrap.

By Yulia SALKOVA



## before all else

As time went by, the company changed its attitude to the servicing it provides.

Previously its chief goal was to put new machines in operation. Now it seeks to offer servicing and advice to facilities acquiring its equipment. Dmitry Fetisov, EkoNiva - Tekhnika Ltd. Technical

Director, defined today's servicing as follows:

"A customer acquiring our high-tech agricultural equipment is entitled to professional servicing. Our chief goal is to provide it, whatever the complexity of a failure. Now we give more and more attention to our customers and offer them an enlarged range of services."

Among other know-how at EkoNiva, there is the so-called "family doctor". This is a specialist who is prepared to urgently repair faulty agricultural equipment round-the-clock. He is assigned to a specific facility and supervises each and every piece of equipment. If the fault can't be fixed by traditional means, a technical support engineer comes to help. He is in charge of very serious technical cases.

Customers have already appreciated the advantages of a subscription agreement.

Scheduled maintenance under such an agreement makes

### EKO NIVA MAINTENANCE SERVICE TODAY:

- 135 skilled specialists
- The maintenance area encompasses 2 republics, 2 territories and 31 regions
- 13 maintenance centres
- 77 maintenance motor vehicles
- 5,000 pieces of equipment maintained



it possible to diagnose and eliminate faults before the season begins. This saves the farms from breakdowns and downtime during sowing and harvesting.

An electronic reference book of agricultural equipment faults and how to eliminate them is now under development. EkoNiva also plans to make a present to farming facilities by increasing the warranty period of the equipment it supplies from 1

year to 2.

Expanded maintenance is a response to the requirements of today's market which demands that maintenance workers

organize their work differently.

"We had to create a new

structure of servicing,"

says Dmitry Fetisov. "New jobs came into being, such as economist, accountant and claims expert.

These people save time of the maintenance engineer. And it is time that is the chief criterion in assessing the efficiency of a maintenance service. Some of our services have fully embraced

the new system of work whereas others are still where they were. Our clients also find it difficult to accept the new work pattern. We

### INTERESTING FACTS



In 2009

Maintenance service vehicles covered a distance of 2,500,000 km  
30 training sessions were held for customers, 390 for employees

hold training sessions for them at which we brief them on the advantages of the new method. In short, we are working and thinking in a new way."

**Aleksey Osotov,**

head of EkoNiva-Sibir Ltd. maintenance service.

"Some executives of farms still haven't understood fully the merits of subscriber servicing. Therefore at the beginning of the season we have much unscheduled work to be done simultaneously. This creates a heavy load and, hence, some slippage in servicing. But once a subscriber's agreement is formalized, we provide servicing directly. We come to the facility at a pre-arranged time and make all the required diagnostics and repairs. In the winter of 2009-2010, we actively promoted this kind of service. We obtained good results, signing 60 agreements, ten times more than last year."



**Yuri Valetsky,**  
Zelenogradskoye JSC director general, Moscow region.

"Our enterprise has been working with the EkoNiva Group for over 10 years. We are very pleased with the service we get. I'd say that the professionalism and promptness of servicing plus responsibility of workers are trademarks of the EkoNiva maintenance department. We thank all the specialists who enable us to work without a single stoppage due to equipment breakdown."

**Nikolay Buravlyov,**  
EkoNiva Tekhnika-Holding regional director for the Central Black-Earth Region.



"Now, in spring, the maintenance specialists of EkoNiva-Chernozemye Ltd. come to facilities for identification and elimination of latent faults. We try to prevent a breakdown before it occurs. In farming, the time for sowing and harvesting is rather short. To assure the normal operation of equipment throughout the season, we provide our services in advance. Furthermore, in spring we train the facilities' engineers and machine operators. Often we do this on the initiative of the facilities themselves. It is always useful to brush up the knowledge of older workers or to pass on knowledge to newcomers since it minimizes the risk of breakdowns and downtime."

# EkoNiva-Vyatka



## after five years of work

**EkoNiva-Vyatka marked the fifth anniversary of its operations. Friends, partners, customers and colleagues from all the regions where EkoNiva facilities do business came to congratulate the company.**

By Svetlana WEBER

18 January 2005 is an official birthday of the company. Once the celebrations ended, work began right away. On 21 January, EkoNiva workers held a presentation of Kverneland feed preparation equipment at FGUP Chistye Prudy state enterprise. The results were not long in coming. Less than a month after that, the first sale was took place. The Bolshevik Collective Farm acquired Kverneland rakes. Five years later, the director of the farm acknowledges that the rakes were a fine tool despite a low price.

Since then, farmers of the Kirov region,

Perm Territory, Mariy El republic, Udmurtia and Chuvashia have received over 500 units of farming equipment from the world's leading manufacturers.

"This equipment changes our farms altogether,"

says deputy head of the Department of Agriculture of the Kirov region. "Seminars, exhibitions, days in the field held jointly with EkoNiva-Vyatka help our farmers to master new technologies and change their work patterns."



### SPENDING FUNDS WISELY

Those who successfully and long use equipment acquired from EkoNiva-Vyatka share this opinion.

"It is very interesting to work with EkoNiva," says Leonid Kazakov, the long-

**Stefan Duerr, EkoNiva President:**

"Even the first results of EkoNiva-Vyatka's work became a real breakthrough. The company established an appropriate system of sales, servicing and spare parts supply. An excellent team has emerged which can cope with any job."



time head of Mukhino farm. "Thanks to modern farming equipment, we have started using power-saving technologies and have dramatically enhanced productivity. And so many interesting trips have been made to Europe and America for dedicated exhibitions! This really gives us food for thought."

The EkoNiva-Vyatka executive director speaks of his customers with sympathy and respect.

"In our work we want farmers to see us as partners and friends who help to attain high results in the business. We try to offer a packaged solution to the problems confronting farmers who need modern equipment, advanced technologies, and highly productive seeds. All this comes complete with our thorough advice."

### WE ARE DEVELOPING!

After Novosibirsk and Altai Territory, this representative office will be the third division of EkoNiva in Siberia. The chief goal of the Kemerovo branch, which is supervised by Nikolay Mazunin, is to support the supplies of equipment to the region, to provide servicing and to supply spare parts and seeds.

"The opening of the company's new representative office in Kemerovo successfully continues the company's progress. It seeks to improve cooperation with current customers and to ensure prospects for cooperation with new ones," says Alexander Zuyev, sales department head of EkoNiva-Sibir.

In the eight years of EkoNiva's work in Siberia, it has supplied the Kemerovo region with more than 100 units of equipment. Of those, 30 were

## EkoNiva-Sibir opens a division in Kemerovo



**Strengthening its position in the regions, EkoNiva-Sibir, leading supplier of foreign-made agricultural equipment, spare parts and seeds in Siberia, opened an office in Kemerovo in February.**

By Yekaterina MOREVA

combine harvesters, 23 tractors and over 40 – trailed devices. EkoNiva-Sibir provides servicing for all this equipment.

Over years of cooperation, many farms of the region have become reliable partners.

Sputnik Ltd., a model

company in the Kemerovo region, uses four John Deere 9660 STS and two 9640 WTS grain combine harvesters supplied by EkoNiva-Sibir. Sputnik was the first farm in the region to purchase two John Deere self-propelled sprinklers. In 2009, the farm's officials participated in a joint business trip to Germany to attend the Agritechnika Exhibition organized by EkoNiva.

"We in Kuzbass were among the first to start using the Minimum Soil Treatment and No Till techniques," says Anatoly Vertikov, Sputnik Ltd. Director. "Therefore we put our bets on imported equipment, which better adapts to large-scale production, is more economical and, I'd even say, more productive. I think that close cooperation with EkoNiva will continue because the company not only supplies excellent equipment but also gives it proper servicing. And this is all-important."

## Personnel is all-important,

**WHERE TO NOW?**


What do people expected today from a young man fresh from higher school? Previously, there was a state-controlled assignment to work and an assured job. Now the higher school leavers are in for job ads like "Specialist wanted, age 22 to 35, with 5 years previous work experience." As it happens, a school leaver must not only enter a university, but also be enlisted on work so as to have the required "experience" upon graduation.

By Yulia SALKOVA

# whatever the age!

Executives have quite a few "fears" with respect to young specialists, ranging from reluctance to "coach" a freshman to excuses like "They are still young and care for nothing in the world!" At EkoNiva, however, the approach is different. Here the important thing is for a newcomer to be ambitious and responsible. As for experience, it will come with time!

At age 22, Yekaterina Karpova was appointed the head of a new animal breeding complex, EkoNivaAgro (Voronezh region) built under the auspices of the National Project. Here superiors did not fear to place under her supervision several hundred Simmental cows brought in from Germany. They believed she would master new technologies of stalling, feeding and milking animals. The young woman coped with the job excellently. Three

years later, Yekaterina became the head of the department of pedigree breeding, supervising all the pedigree animals of the farm, some 300 cows.

Last year was really difficult economically, yet EkoNiva strengthened its "Give the road to the young!" initiative. For example, Garry Golets, on graduation in 2009 from the Kursk Agricultural Academy, after a year and half of work as an animal technician of the EkoNivaAgro cattle breeding complex became its head. Being modest, he says nothing about his promotion, but talks enthusiastically about his dreams come true.

"Since childhood my dream was to become a cattle breeder. And I am happy things have turned out so. I came in useful with the training I have received. This is a stroke of luck given that today only 5% of agricultural higher school leavers

work in the profession for which they were trained. Often the problem is not the lack of vacancies, but that the employer seeks in an applicant experience which is usually missing. At EkoNiva they spot your ability and wager on it."

They "spotted an ability" in Alexander Morozov, who now performs the functions of chief livestock expert at Kaluzhskaya Niva Ltd., as well as in Irina Kolyubayeva, agronomist of Zashchitnoye Ltd. (Kursk region), and in Svetlana Polivanova, livestock manager of Sibirskaaya Niva Ltd. (Novosibirsk region).

In all, 20 new people came to work at EkoNiva in 2009. For the four agricultural enterprises of EkoNiva this is a good result for the employment policy given the current difficult times. Moreover, by fulfilling its own tasks in the personnel

segment, the farms' management addresses the social issue of employment for the young in the countryside. If and when necessary, they supply young specialists with lodging, as in case of Vyacheslav and Yelena Prostyakov. EkoNiva rents an apartment for them in the district centre. The young family of two specialists, a milk production manager and an economist, are very pleased. EkoNiva soon plans to help soon its workers purchase lodgings of their own and is considering the construction of its own cottages.

They understood long ago at EkoNiva that if a skilled workman is needed he must be "made" on the basis of knowledge he obtained at college. The experience gained at an enterprise where one works is many times more precious than one's "previous background".

## "Freshmen" and "old timers"



**Irina Kolyubayeva, 23**, an agronomist of Zashchitnoye Ltd., graduated from the Kursk Agricultural Academy in 2009.

"Upon graduation I had difficulty finding a job. I was rejected with the advice 'Come back again when you get some experience'. There were no such barriers at Zashchitnoye. If we, the young, are not employed, where shall we obtain experience? We fear nothing. We are

prepared to master advanced technologies, to operate new equipment and to stay late at work. Our enthusiasm for work makes up for the lack of experience."

**Galina Pomomaryova**, economist at Sibirskaaya Niva Ltd., graduated from the Novosibirsk State Architecture and Construction University in 2008.



"During my pre-graduation practice at Sibirskaaya Niva, I was offered a job there. It was exciting! Apart from our enterprise, in our district there are no such big farms using advanced technologies. For me it is very prestigious to work at such a large holding company. When I first came here, I received help and training from my colleagues and superiors, but I never felt it was a burden for them."

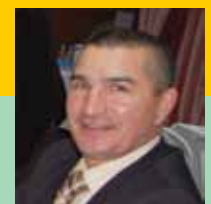


**Tatiana Nikolayevna Kuzmina** (Kaluzhskaya Niva Ltd. executive director)

I'm all for young workmen! I become young myself being around them! Young specialists bring fresh ideas. They bubble with energy! Of course, at first it is necessary to clearly assign their range of duties, to attune them to work, to check their results and thus to cultivate a

sense of responsibility in them. Young work quite differently. They don't watch the time, they watch their achievements.

**Ivan Ilyich Nikiforov** (Sibirskaaya Niva Ltd. executive director)



In our age of high technologies which have also penetrated farming, young people are particularly wanted. They are just the right people for introducing advanced technologies in agriculture, in cattle breeding and in seed production. Young specialists have all the required skills and knowledge; they keep pace with the times and with information technologies.





# Focus ON US!

## PHOTO EXHIBITION

**Please, send your photos marked FOCUS ON US! to:**

305004 Kursk ul. Radishcheva, 79-a 000  
EkoNiva-Media or e-mail them to: [vesti@ekoniva.com](mailto:vesti@ekoniva.com)  
Please, feel free to contact us on the telephone:  
+7 (4712) 39 26 60

EkoNiva continues a 'FOCUS ON US!' photo competition. We invite the participation of anyone who thinks that the best moments from the life of a village and of the peasants are moments worth capturing as history. The photos will compete in one of the following categories:

- 1. Russian Field...** (You can send photographs featuring fieldworks or pictures of beautiful landscapes featuring fields)
- 2. Field Machinery of the XXI Century!** (We are expecting photographs of state-of-the-art agricultural machinery and equipment required for implementation of advanced agricultural techniques)
- 3. The Renaissance of Livestock Breeding.** (Send us pictures of livestock farms)
- 4. Farmers of Russia – we expect portraits of your neighbours, friends and relatives...** and any other persons who work on the land
- 5. My Native Village and My Home** (Send us photos featuring the most interesting moments in the life of your native village)

**The best photos will be published in EkoNiva-News and awarded prizes. Moreover, most interesting and attractive pictures will be demonstrated at the exposition.**

**On the same track with the customer  
We can run so fast  
Our rivals stand aghast.**



One pair of skis for two at the Pancake Week festivities in Zashchitnoye Ltd.



**Hey, Ulyana, maid of virtue, John Deere starts like mad. Clear the way for the vehicle, Girls and boys, and Mom and Dad.**  
Ulyana Vasilyeva in Riviera Park, Sochi.



**We conquered this summit too!**  
EkoNiva workmen on Mount Kilimanjaro

**EkoNiva football players are quick on all fields.**

The EkoNivaAgro team from Kolybelka village defends its goal



**We'll show our class to all around us:  
To the registry office on the John Deere.**

A wedding motorcade on the way to the registry office of Liski town, Voronezh region

## The Pancake Week festivities at Zashchitnoye

In the last days of Pancake Week, the EkoNiva Company used the facilities of Zashchitnoye Ltd. in Melekhino village, Shchigrovsky district of Kursk region to arrange "A farewell to Russian winter" feast for residents of the villages and for its customers.

By Tatiana PAVLOVA



### REGIONAL NEWS

#### ONE MAN'S OPINION

**Yuri Malyshev, a farmer:**

"I've been working with EkoNiva-Semena for several years now, attending seminars and test plots. Of course, the crop primarily depends on the quality of seeds. For me it is important that skilled professionals work for EkoNiva. It is a special joy that many of them are young specialists. I wish we had more such young people in the village. Then we could look ahead with optimism!"

Russian villages have always celebrated Pancake Week on a large scale, because according to a popular belief for a year to pass successfully and bring a rich harvest it is necessary to have a jolly good time during Pancake Week.

Merry singing and dancing in a ring, horse riding, breath-taking coasting down an ice hill – all these traditional Russian fun sports were enthusiastically embraced by all the guests who came to the event without exception. It was such fun for children to have a ride on the John Deere tractor and the JCB loader!

"The residents of Melekhino village see how EkoNiva works and how much it contributes to development of the village and to creating jobs," says Yuri Vasyukov, EkoNiva-Semena executive director. "Obviously, the most important thing in the functioning of such a complex mechanism as a farming business is people who take care of their farm and conscientiously work towards its prosperity."

## All in good time



Early in the year EkoNiva-Ryazan Company held a training seminar on sowing equipment for machinists of farms using equipment acquired from EkoNiva.

By Tatiana PAVLOVA

In the five days of the seminar, 80 machine operators from 25 farms of the Ryazan region took part. They studied sowing equipment supplied by John Deere, Kverneland and Vaderstad.

"Training seminars extend the equipment service life," says Vadim Shitskov, head of EkoNiva-Ryazan Company's maintenance service. "The machines will operate well only if they are repaired correctly."

Engineers of EkoNiva-Ryazan maintenance service briefed machinists on failures they may encounter in their work and explained what they can fix on their own and what requires the help of the maintenance centre's specialists.

Customers commented on the necessity of such seminars.

"This meeting provides a fine opportunity to brush up theoretical knowledge and the practical skills of handling the equipment and to learn new things," says Andrey Serikov, head of the mechanization department at the Molochny Produkt Agro-Industrial Group. "We have worked with EkoNiva for five years. The Company attracts us not only by the high quality of equipment it supplies, but also by the rich expertise of its maintenance specialists, prompt servicing and the wide network of divisions."

## High technologies in grain management

Farming executives from Tula, Moscow and Lipetsk regions discuss modern methods of grain pre-treatment and storage at a seminar held by EkoNiva-Tula Ltd.

By Tatiana PAVLOVA

One of the biggest problems for grain producers is after-harvest treatment and storage of the crop. The EkoNiva Company offers the world's latest developments in the field of grain treatment and management.

At the seminar in Tula, Sergey Lomantsov, head of the company's department of modern grain technologies, reported on the advantages of TWISTER grain storage facilities and related equipment.

"North American TWISTER mini-elevators minimize losses in quality and quantity," said Sergey. "They are reliable and long-lasting

thanks to galphranic steel. A unique system of foundation that requires no traditional deep penetration in the ground makes them fast to erect. In addition, they have a convenient system of grain loading and unloading."

The four farming facilities of EkoNiva expressed strong approval of the advantages of the TWISTER equipment. They have been storing grain in new barrels for two years. The Company has already built two mini-elevators for customers in the Voronezh region and a third one, with a storage capacity of 25,000 tons, is being built in Ryazan.



**LEGAL NAVIGATOR**

# Settling trading relations:

## who wins?

On 1 February 2010, Federal Law No.381-FZ "On Fundamental Principles of State Regulation of Trade in the Russian Federation" came into force. The document was the outcome of a prolonged "struggle for the counter" between food suppliers and network traders.

By Aleksey ARISTOV, legal expert of RATUM group

Today, many analysts believe that it was the ordinary consumers who gained in the end. But this is just the look of things. An analysis of provisions of the law shows that suppliers too will profit.

Evidence of this are the following provisions of the new law:

1. An owner of a trading network must give suppliers access to information on the terms of choosing a contractor when concluding a food supply contract and on the basic principles of the contract. The "network operators"

must provide such information within 14 days following receipt of a request from a supplier (clause 1, article 9);

2. The law unequivocally specifies the timeframe of payment for goods: if the declared shelf life of the goods is less than 10 days, the payment must be made no later than 10 working days following acceptance of such goods; if the shelf life is 10 to 30 days inclusive, the

payment must be made no later than 30 calendar days; if the shelf life is over 30 days or if these are alcoholic beverages, the payment must be made no later than 45 calendar days (clause 7, article 9);

3. In addition, the law prohibits trading network owners from imposing their own terms of food supply on the suppliers. For instance, "network operators" may not prohibit suppliers to conclude contracts with other trading network officials for the supply of foodstuffs or to demand that the supplier should give information on contracts he concludes with other organizations involved with similar business.

So the new law affects the interests of nearly all producers of agricultural products. Thus, the law entitles them to use as best they can opportunities to sell their products which were neglected by trading network owners.



**EU AGRO-INDUSTRIAL COMPLEX**

# "Honest milk" on sale in German shops

In late January, an "Honest milk" ("Die faire Milch") project got off the mark in Germany.

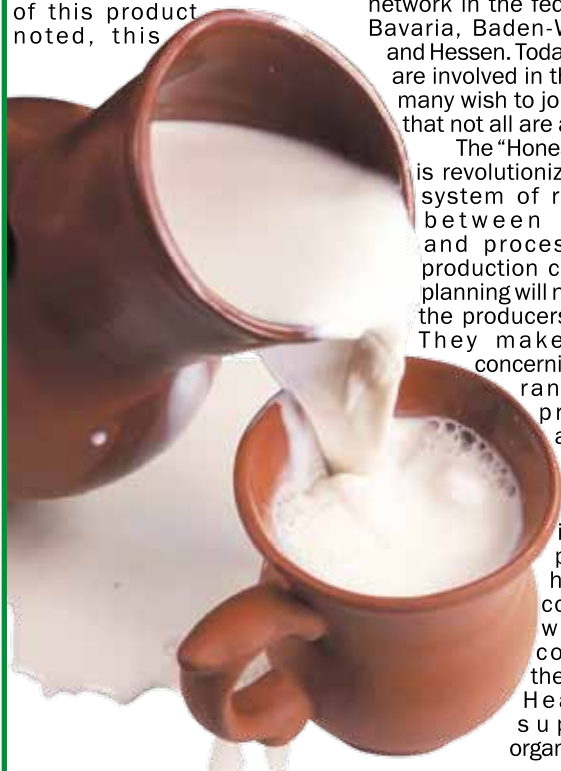
As Jakob Niedermaier, head of the Milchvermarktung Zueddeutschland MVS GmbH company which took up the sales of this product noted, this

brand is honest to farmers who get 40 euro cents per litre of milk, as well as to consumers, who get a locally produced high quality product.

The 'honest milk' is being sold at 1,200 Rewe supermarkets and in 300 shops of the Tegut trading network in the federal states of Bavaria, Baden-Wuerttemberg and Hessen. Today, 120 farmers are involved in the project. So many wish to join the scheme that not all are admitted.

The "Honest milk" project is revolutionizing the entire system of relationships between producers and processors, since production cost and price planning will now be done by the producers themselves. They make decisions concerning the product range and the procurement and sale prices.

The farmers involved in the project must honour their commitments. They will be controlled by the independent Healthy Food supervisory organization.



**IN BRIEF**

## EkoNiva opens its Academy

EkoNiva has opened an Academy for training its specialists in crop production, cattle breeding and financial management.



EkoNiva veterinarians trained at Dr. Eller's clinic (Germany)

Seminars and training sessions will be held both in Russia and abroad. Lecturers will be selected both from the company's own specialists and from among invited outside experts, including specialists from abroad.

In the future there are plans to extend the Academy's activities beyond EkoNiva and to involve in the training process specialists from other agrarian holding companies, partners and customers, for example, in such topical issues as introducing International Financial Reporting Standards (IFRS). The exchange of expertise and open discussions between economists of the companies will be a good school for honing skills.

## Three EkoNiva divisions at a time were awarded the status of pedigree cattle breeding facilities.

Now EkoNiva is a pedigree reproducer of red-spotted cows, whereas Zashchitnoye and Sibirskaya Niva are assigned the same functions in relation to Simmental cows.

Work continues on formalizing Sibirskaya Niva as a pedigree reproducer of Hereford and black-spotted breeds.

Work began at EkoNivaAgro on applying the semen of American-selected calf sires to local cattle in order to increase milk production

and improve exterior and other characteristics.



## AGRO-INDUSTRIAL COMPLEX OF THE REGIONS



# Aleksey Gordeyev:

## “The Voronezh region must hold a position it deserves”

On 12 March 2010, it will be a year since Aleksey Gordeyev took office as Governor of the Voronezh region. What happened here during his tenure?

On 12 March 2010, it will be a year since Aleksey Gordeyev took office as Governor of the Voronezh region. What happened here during his tenure?

Contrary to the opinion that Aleksey Gordeyev, a former minister of agriculture, would tend to give preference to farming as Governor, he gives due attention to all businesses of the region. In February, during his working visit to Voronezh, Boris Gryzlov, the Russian Duma Chairman, pointed out that the Voronezh region today is among ten constituent entities of the Russian Federation that have suffered least of all in the crisis.

“I believe it is very important that the situation in the region in the past critical year did not deteriorate, but even improved,” said

Boris Gryzlov. “Unemployment is not high here. The many construction projects under way have been finished and work is proceeding on top priority national projects. Furthermore, much attention is being given to education, culture and social issues. Positive changes took place in all segments of the region’s life. Unemployment decreased since 1 April 2009, coming down to 2.5%, which is well below Russia’s average. In addition, wage arrears, 180 million rubles in April 2009, shrank today to 16 million rubles.”

Installation of domestic gas supply lines is underway in villages and facilities in the

public sector are being built or restored.

The country folk in district centres of Novokhoporsky and Vorobyovka have received presents in the form of physical culture facilities and health camps. Moreover, a sports complex has been erected in Davydovka village, Liskinsky district. Children in Podgorensky village now study in a modern school for 1,200 pupils.

Despite the fact that upon taking office the Governor promised not to develop agriculture at the expense of other industries, his involvement in farming is quite sizable. This is

normal given that the farming industry is just as essential for the Voronezh region as oil production is for Tyumen.

The implementation of national and investment projects in the agro-industrial complex bore fruit. Compared to 2008, the performance of cattle breeding has improved as follows: the production of meat has grown by 1.5 times and that of milk by 10%. It’s noteworthy that whereas previously those figures were supplied by individual households, in 2009 a trend emerged for major farming enterprises to increase their output.

In crop production, the total grain yield amounted to 3.5 million tons; sugar beetroot, 3 million tons; sunflower seeds, 800 thousand tons.

Overall, the Voronezh region’s budgetary income in 2009 did not slide compared to 2008.

“Next year we seek to attain an economy growth of 8.5% and in the five subsequent years, to join the top thirty regions of the Russian Federation,” says Aleksey Gordeyev. “These are ambitious goals, but I believe the Voronezh region must take a position it deserves.”



Beginning on p. 2



Mr. Karstensen, prime-minister of the Schleswig-Holstein; Vladimir Plotnikov, president of AKKOR (Association of Peasant Farms); and Stefan Duerr, EkoNiva president, inspect the Russian exhibition.

## Green Week:

### a time to transfer technologies and new ideas

#### Mutually beneficial prospects

Victor Zubkov, first deputy chairman of the Russian Federation Government, spoke on the podium about involvement of foreign investors in Russia’s farming business. He said that 6,000 German businessmen now work in Russia. He approved of their efforts, saying the following: “We need today, as never before, original decisions and mutual investments. In this context, the government will develop mutually beneficial cooperation with German investors.”

Stefan Duerr, EkoNiva President, was one of the first businessmen to start working in Russian farming. Talking about his work, he focused on the role of state support in farming. He pointed out the need for social responsibility towards farmers and the importance of education for agricultural workers.

“The extra training and practice of young agricultural specialists abroad is money well spent,” said Stefan Duerr.

**EKONIVA**  
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