



COWS ON THE CAROUSEL

On February 8, the first unit of the new EkoNivaAgro dairy complex officially opened. This was an important event, for EkoNiva, for the Liskinsky District of the Voronezh Region where the complex is located, and for the regional "milk balance" as a whole.

By Yulia SALKOVA



EkoNiva has opened a dairy complex for 1,900 cows

The construction of the Kolybelka Dairy Complex for 1,900 cows started less than a year ago, in April 2010, and now two cattle sheds for 460 cows, a birth unit for 100 cows, a milking unit with a carousel milking parlour and cooling equipment, and a young stock yard for 1,800 calves have been put in operation. The whole complex, designed with an output capacity of 16,000 tonnes of milk annually, will be put into operation by the end of this year. As Viktor Shevtsov, head of the Liskinsky District noted, this is a considerable contribution to the district's "milk bank." The district plans to produce 100,000 tonnes of milk in 2014, with 80% of the amount to be supplied by EkoNivaAgro.

The powerful scale and the speed of implementation of EkoNiva's project are a result of hard, painstaking work and impressive investments. The new complex is being built within the framework of a national project supported by Sberbank. It is quite symbolic that the complex was opened by Aleksey Gordeyev, the Governor of the Voronezh Region, and Alexander Solovyov, Chairman of the Central Chernozemye Bank of the RF Savings Bank when they jointly pushed the Start button of the carousel milking parlour.

"The opening of the Kolybelka Dairy Complex is a clear confirmation of the positive effort that has been made by the

Government, the Sberbank and EkoNiva," Aleksey Gordeyev points out. "In the eight years of its existence, EkoNivaAgro has shown that it is possible to create modern production facilities with good working conditions, to produce high-quality milk and to enjoy stable revenues."

The guests at the opening ceremony were shown how the carousel milking parlour (which is, by the way, the second in the region) works. Yekaterina Kistkina, Head Management Specialist, presented the Dairy Plan, a software application keeping track of all processes at the dairy complex, both production data (milk quality, milking speed, etc.) and physiological (weight and activity of animals, veterinary operations, etc.).

When asked by the Governor what she liked most about EkoNiva, Yekaterina said: "A good attitude to people, to young people, in particular. It's a desire to work over experience that the company cherishes most of all in people. Employees are taught, given assistance with professional advice, and, on top of that, they are helped to solve their housing problems."

According to EkoNivaAgro Manager Alexander Rybenko, when it becomes fully operational the staff of the dairy complex will reach 53. They will earn an average monthly salary of 20,000 roubles, which is fairly decent pay, more than the district average.

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ANNOUNCEMENTS

20-24 February. EkoNiva clients visit the SIMA 2011 agricultural exhibition

Venue: Paris, France

Organisers: Comexposium

March. Modern Agrotechnologies, information workshop

Venue: Novosibirsk, EkoNiva-Sibir Service Centre

Organisers: EkoNiva-Sibir Company

March. John Deere machinery training workshop

Venue: Bogoroditsk, EkoNiva-Tula Service Centre

Organisers: EkoNiva-Tula Company

15 -18 March. Meat Industry 2011 and Milk Industry 2011, international specialised exhibitions

Venue: Russia, Moscow, All-Russian Exhibition Centre

Organisers: Russian Ministry of Agriculture, Russian Union of Dairy Businesses, Meat Union of Russia.

16-18 March. AgroSezon 2011, fifth agro-industrial exhibition. Modern machinery and technologies in crop and animal production

Venue: Voronezh, Chernozemye Agribusiness Exposition Centre of Voronezh State Agrarian University

Organisers: Voronezh Regional Centre for Agro-industrial Information Support, Chernozemye Agribusiness Exposition Centre of Voronezh State Agrarian University

April. John Deere Grain Harvesters, information and training workshop

Venue: Bogoroditsk, EkoNiva-Tula Service Centre

Organisers: EkoNiva-Tula Company

14-15 April. AgroVyatka-2011 Agricultural Machinery Exposition

Venue: Kirov, Vyatka-Expo Regional Exhibition Centre

Organisers: Vyatka-Expo, Vyatka Trade and Industrial Chamber

12-14 April. AgroFerma 2011, international specialised exhibition of animal husbandry and breeding

Venue: Moscow, All-Russian Exhibition Centre

Organisers: Ministry of Agriculture of the Russian Federation, Moscow Government, All-Russian Exhibition Centre, German Agricultural Society (DLG)

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COWS ON THE CAROUSEL

EVENTS

The Kolybelka livestock complex comprises:

- 3 cow sheds for 460 milk cows each;
- a dry cow yard;
- a milking unit;
- a birth unit for 100 cows;
- a young stock yard for 1,800 calves;
- individual cubicles for calves;
- silo pits;
- and combined feed storage facility.

The total amount of investments in the new livestock complex is 646 million roubles, of which 80% represents loan funds borrowed from the Liskinsky Department of the Sberbank of Russia. The payback time is 8 years.

Today EkoNivaAgro delivers 90 tonnes of milk daily, with 10% of the amount produced at the Kolybelka Dairy Complex, which houses at present 900 Holstein-Friesians from Austria, Germany and Hungary.

The Kolybelka Dairy Complex is EkoNivaAgro's second "green-field" livestock management facility. The first dairy complex, housing 1,200 cows, was built three years ago at Shchuchye Village,



EkoNiva has opened a dairy complex for 1,900 cows

for modern technologies.

"Rehabilitation is useful solely as a temporary option," Stefan Duerr firmly notes, "and only modern facilities

are profitable if we look forward to in time 15-20 years."

EkoNivaAgro is now starting the construction of two new dairy complexes for 2,000 cows each, one at Marki Village (Kamensky District, Voronezh Region) and the other at Zaluzhnoye Village (Liskinsky District, Voronezh Region). The designs for both facilities are similar to that of the Kolybelka livestock complex. The first segments of the two

complexes are to be put into operation as soon as in Q4 2011.

"Capital plays a minor role today, with people who can use financial resources being the major asset," Alexander Solovoyov says, summing up. "Governmental support, loan funds and first-class managers like Stefan Duerr make it possible to implement a large-scale project within short periods of time. This gives us optimism and shows that superb facilities can be developed even in dairy production, which is one of the most complex sectors of agricultural production. Stefan Duerr has shown us the way to sustainable development of agrarian business."



EkoNivaAgro specialists are very glad about the new variety.

"There many Simmentals on our farms. We were surprised to find out that Holstein-Friesians give higher yields, by about 20%," Stefan Duerr, President of the EkoNiva Group of Companies, says. "The average yield is 31 litres per cow today."

the Liskinsky District. The complex operates smoothly and produces over 15,000 litres of milk daily. EkoNivaAgro is also developing another line of activity, rehabilitation of livestock facilities left over from the Soviet collective farm times. EkoNivaAgro has 12 such redeveloped livestock farms. Nonetheless, modern complexes will finally replace rehabilitated units, as they are more suitable

TESTIMONIAL

Anatoly Spivakov, Head of Agrarian Policy Department of the Voronezh Region:



"EkoNiva's agricultural experience, including that in livestock farming, is simply invaluable. The company's in-depth approach is of interest to all Russian farms in all respects. EkoNiva is in essence a continuous operational workshop of modern agricultural technologies. We can see increasing animal numbers and continually growing yields and gross outputs in both meat and milk. Many businesses have been closely watching EkoNiva's activities and are now starting to follow their pattern."

IN BRIEF

According to the State Duma Committee for Agrarian Issues, in 2011 the second and third readings will take place on proposed new technical specifications for the confectionery and tea industry. Also, amendments will be made to specifications of milk and dairy products.

This year, it is planned to amend the law *On Development of Farming* relating to buy-up interventions and enlargement of the

list of natural phenomena affecting insurance coverage for farming. The Federal Law *On State Supervision, Quality Control and Security of Grain and Its Products* will be amended in areas relating to export of processed grain products.

The amendments will also concern the laws *On Veterinary Medicine*, *On Seed Breeding* and *On Pedigree Cattle Breeding*.

IN ONE PARAGRAPH

In 2011 the federal budget will provide 125 billion rubles, including 4.6 billion towards crop production, for supporting Russia's agro-industrial complex.

Green Week for quality and safety of food products

These topics became focal points of the Green Week in Berlin. Following the dioxin scandal in Germany, this problem is worrying the whole world community. At business forums, much attention was also paid to the issue of providing the populations of all countries with food products.

By Svetlana WEBER

Considerable hope is associated with Russia in this respect, since the country has a massive agricultural potential. In his presentation at one of the forums, Valentin Denisov, Chairman of the State Duma Committee for Agrarian Issues, pointed out that Russia appreciates the food supply security problem and the country's role in



the process.

"The agricultural development law has been effective for four years, and a food security programme and doctrine have been adopted. And this is giving positive development dynamics," he said.



In the politician's opinion, new technologies and investments make it possible to make considerable progress in this area.

Yevgenia Uvarkina, Commercial Director of the Trio agricultural firm (Lipetsk Region), spoke at the section dedicated to Agricultural Development in Eastern Europe and Central Asia about realistic steps providing for impressive results in dairy farming.

According to Uvarkina, "Many agricultural producers have made the transition to new technologies, and Russian business is now prepared for intellectual work. Today's task is to bring management to a higher level in order to obtain maximum efficiency. We need to learn to manage large-scale production at a new production level."

On the whole, the 27 Russian regions that took part in the Green Week presented 81 investment projects and signed 13 international agreements totalling 218.2 million euro.

You can't do without John Deere equipment on lawns and flowerbeds!

EVENTS



EkoNiva opens a John Deere gardening equipment shop

By Anna BORDUNOVA

This dedicated "boutique" is in the Moscow region (Maliye Vyazyomy village, Odintsovsky district). Most



of the salesroom is taken up by gardening equipment. The visitors can buy JD X110 and JD X300R lawn mowers. These manoeuvrable and highly efficient grass cutters have shown themselves to advantage all over the world. Now they are available to Russian gardeners.

Also, one can buy required consumables at the shop. Knowledgeable advisers will help you choose the right components, spares, filters and lubricants. Incidentally, these products can also be

acquired at the EkoNiva-Tekhnika Sales Department.

The goods at the shop will please adults and children alike. Here on offer is a variety of toys and souvenirs from John Deere. Scale models of tractors and combine harvesters will excite both children and their parents. On a standalone bench, the visitors can see and buy the firm's work clothes. Advertising leaflets provide detailed information on John Deere products.

"We are glad to see our guests," says Boris Babakin, EkoNiva-Tekhnika Sales Manager. "Our goal is to help buyers choose



tools for various gardening jobs and advise them on servicing so that they feel pleased and leave our shop happy."



EkoNiva's clients at EuroTier 2010 International Livestock Exhibition in Hanover



Burger-Graebe farm. A family of three plus one hired worker manage a herd of 185 cows. Each cow gives 11,500 litres of milk annually.



At the display of BVN, one of the largest livestock breeding companies in Germany. Founded in 1948, BVN keeps thoroughbred, high class sires of various species and supplies semen to companies involved in artificial insemination. See more on page 8.



At the display of Annaburger. Modern forage conservation technologies solve a number of problems. One example is the new Telelinor unit combining the functions of a universal fertiliser spreader and a hay wagon.



Nadezhda Nikitina, Ozery-Moloko Company (Moscow Region), Chief Livestock Specialist:

"I did not expect to see so many solutions for milking parlours. Modern technologies make milking gentle and most efficient. It is good to see so much attention paid to cows' health and comfort. The wide application of robots is absolutely remarkable. The range of solutions to choose from was much smaller when we began 10 years ago. You can really choose what you need if you are starting a dairy business today!"

GAINING EXPERIENCE

Spring wheat Triso:

BASED ON OUR OWN EXPERIENCE

Spring wheat is Russia's essential crop. Suffice it to say that each year the spring wheat is sown on an area exceeding 13 million hectares covering 8-9% of Russia's tillable land.

By Yuriy VASYUKOV, Roman Ratnikov



a masterpiece of European selection

The economic efficiency of spring wheat depends largely on its variety. This is a particularly important factor to be aware of given that the main tillable areas of this crop are in areas with critical climates

(arid in the Volga regions and with a short vegetation period in Siberia). It should be noted that the national selection of spring wheat has attained impressive results. Generations of outstanding breeders have created varieties that ensure high yields of high quality grain in the most adverse climates. It is expressly due to the progress of selection that the area of spring wheat has shifted to the far east and north of our country. In terms of selection, Russia today moves with the times. Each year its various selection centres supply modern varieties of this crop.

At the same time, spring wheat is widespread in Western Europe. It is interesting to see how the European-selected products are suited for Russian soil and climate. One of the first large-scale production projects in this field was introduction of the German-selected Triso wheat which had successfully passed the national acceptance trials and was entered in the register.



Such enterprises as EkoNiva – APK Holding in the Kursk, Voronezh, Orenburg and Novosibirsk regions are all involved with production of this variety of seeds. Over the few past years, the variety has never once failed in production, demonstrating, in our opinion, the best of Triso features, i.e. exceptional ecological flexibility. It is unlikely that any of Russia's varieties of spring wheat is equally well suited for growing in Siberia, the Volga regions and Central Russia. The yield of 5.2-5.7 tonnes per hectare at medium production cost is a norm for all regions where it is grown. The crop features an assured quality with first class gluten content equal to 28% in the Kursk region and up to 41% in the Samara region. The variety resists lodging and withstands equally well both drought and excessive humidity.

It would be wrong to state that Triso does not need agricultural treatment. All modern intense varieties demand agronomic care. Given below are average production conditions for Triso at EkoNiva farms:

- Predecessor: standard for spring wheat. The results were particularly good after rape and peas.

- Soil treatment: in growing Triso at EkoNiva farms we found no significant differences resulting from the first soil treatment method. The difference in the yield in case of non-mouldboard soil cultivation is statistically insignificant. Of course, each field must be inspected individually and its treatment must be chosen based on the soil condition.

- Fertiliser: The more nitrogen the better for Triso. There is no fear of lodging. However, it is not always the case that moistening conditions enable plants to effectively use the introduced nitrogen, especially in the event of belated top-dressing. We normally introduce 150-200 kg of NPK during sowing and apply two dressings of ammonium nitrate (150 kg per

mandatory. As a rule, the crop can be protected with a single treatment by fungicides. The seed treatment deserves special attention considering the likely development of fusarirose seedling blight (especially with seeding on poor predecessors or if maize is sown upon grain). We advise to choose «long-term» treatment agents. As a rule, those differ from spring barley.

This technology is used on all EkoNiva farms. It has been optimised and checked in the eight years of growing the variety.

The Triso variety deserves its reputation as masterpiece of the European selection. However, its spread across Russia has



hectare). If conditions allow, we add a third dressing (100 kg per hectare).

- Crop protection: insects have been causing considerable damage in recent years, which makes the use of insecticides

only just begun. We are sure that the future holds much promise for it. Its large-scale employment will enable farms across the country to improve the economic performance of grain production.

TECHNICAL INSPECTION

Reliable and productive equipment from Grimme is known to farmers in 90 countries around the world, including Russia. Our farmer workers value it for its excellent reliability and each year they use it more and more often in their farming jobs. On the eve of the new season, we wish to focus on the Grimme seeders.

By Anna BORDUNOVA

Spring is a particularly important time in potato production. Preparing soil and seeding out the tubers are processes that determine the potato yield. For the potato production to be profitable, it is necessary to use highly efficient equipment.

The Grimme Company recommends GL series four-, six- and eight- row trailed potato seeding machines. They are designed for seeding sprouted and un-sprouted tubers into prepared soil.

Potato seeders can operate on all types of soil. The GL-T series machines ease the potato seeding by an optimised combination of well-proven technologies and innovative decisions. It is possible to mount a gear for simultaneous introduction of fertilisers with certain spacing between tubers.

The substrate dressing technique ensures the supply of nutrients and reduces spending on fertilisers.

The machines can be fitted with a deep bin filled by a three-sided truck. Provisions are made for two large containers for seed dressing and for equipment that seeds into prepared seedbeds.

The new 5-in-1 combination performs five operations in a single pass: non-selective soil treatment, seed dressing, fertiliser introduction, potato seeding and seedbed formation. As a result, efficiency is enhanced with minimum expenses.

Machines



that won't let you down

For soil milling during potato seeding, Grimme proposes the GF series seedbed forming mills. The machines are designed for efficient mechanical treatment, preliminary seedbed formation in autumn and inter-row treatment with simultaneous hilling

during vegetation. They form even bulky crests, intensely treat the soil and crush lumps. The crest forming mills can also be used as full-grip soil treating machines for traditional soil treatment before seeding.

TESTIMONIALS

Mikhail Kolpakov, head of the Kolpakov Farming Complex, Tomsy district, Tomsk region

- The GL series potato seeder has been operating non-stop on our farm for seven years. Accurate potato seeding is its chief advantage. We trust the Grimme machines, which is why this year we acquired the GF mill. We are absolutely delighted with how the machine works! All rows are neat and trim, and the blades sport reliability that would be an asset to any other such piece of equipment.

Valery Savkov, head of Savkovy Farming Complex, Kotelnichsky district, Kirov region

- The GL 34T potato seeder has been working on our fields for two seasons. The machine performs several operations in a single pass, that is, it introduces fertilisers and pesticides, and accurately seeds potatoes. This year, at the Vyatka Potatoes Holiday the guests were surprised by the high yield of the crop. When asked 'What did it?' they answered with conviction: 'Flawless equipment from Grimme! We also want to acquire storage facilities from this company.'

Andrey Neustroyev, director of RosYevroplant Company, Zavyalovo village, Udmurtia

- We are professional growers of seed potatoes. That is why we rely on German equipment which has fully lived up to our expectations. Since 2006, we have been using virtually the entire range of Grimme machines. The GL series potato seeders and GF crest forming mills ensure high efficiency and steady profits.



GUEST OF ISSUE

Nikolay Ilyinsky:

Nikolay Ilyinsky makes no secret of the fact that a Prostokvashino product can always be found in his fridge, be it milk, curds or kefir. And it is not just because he works for Unimilk and supports the company's brand. As Head of the Raw Materials Procurement Department, he knows exactly that these products can be trusted without hesitation. And many Russians share such inclinations. In 2010, the Prostokvashino brand was ranked second among Russia's ten biggest consumer goods brands and first among Russian dairy brands. Nikolay Ilyinsky is our newspaper's guest today. We talk about how milk becomes a "brand", why prices grow and how to stabilise the market.

By Svetlana WEBER



"We vote for a stable market and good quality products"

About suppliers...

We buy 1.5 million tonnes of milk each year, on average. Agricultural companies are our closest contact points; they supply 80% of the total amount, with 60% coming from large and medium companies, and 20% from small farms. All of these farms take a very professional approach to milk production and supply produce of a very stable quality, with hardly any fluctuations noticeable. They are the key suppliers of top quality milk. Some of them produce milk to the Unimilk standard, which is known to have very stringent quality requirements. It's only 5-6 farms out of the 800 of our suppliers. This small group includes two EkoNiva companies, Zashchitnoye in the Kursk region and Sibirskaya Niva in the Novosibirsk region.

Traders provide us with the remaining 20% of the total supply. Three of them are official Unimilk buyers, and they represent our company in those regions where we have no plants, for example in Nizhny Novgorod and Ryazan.

... and problems in our work with them

From 2003 to 2006, we invested over 3 billion roubles in our suppliers, buying milking parlours and cooling equipment for them. Regrettably, many of them forgot about it afterwards... Now that new traders come ready to give a higher price, suppliers leave us in pursuit of an immediate gain. Being a big company, we cannot raise the price today and bring it down tomorrow, like traders do. We strive for a stable market, as leaps in price affect everybody badly.

Antibiotics are our second problem. Unfortunately, our country has no law regulating what medicines should be used to treat certain diseases. Antibiotics are given to all animals. Milk produced by cows treated with antibiotics must be collected separately and recycled, but many farms collect all milk in one big tank and bring it to us. We do not accept such milk, and sometimes even part with suppliers

EN-NEWS DOSSIER

Nikolay Ilyinsky has been working at Unimilk for eight years, practically since the day of its establishment. He graduated from the Agronomy Department of the Dokuchayev Kharkov Agricultural Institute, one of the best agricultural universities in the Soviet Union, in Nikolay's words. He worked in the country for 17 years, starting as an agronomist then moving on to become chief agronomist and still later to head an agricultural company.

His children followed in their father's footsteps. His son Aleksey supplies large chain stores with Unimilk products. His daughter Natalia is graduating from the Moscow State University of Applied Bio-Technologies (the former Moscow Meat and Dairy Institute).

He likes to spend his free time with friends, mainly with his fellow Landsmen from Belgorod. Integrity is the quality Nikolay values most in people.

over this. Some take it hard. But this is one of our fundamental principles. Quality is a very important issue for us, as we cannot put our brand and the customers' trust at risk.

There is another problem as well: seasonal fluctuations. More milk is produced and less consumed in the summer, and so we have to stockpile milk, which costs money. Suppliers are trying to explain to us that the cow is simply designed that way, to give more milk in the summer and less in the winter... Somehow, cows in other farms seem to be designed differently. The Leningrad and Tyumen regions show very good performance in reducing seasonal fluctuations in milk production. Taking a serious approach to this problem gives very good results.

Intellectual approach

We have an intellectual club where we have united the biggest and most successful of our suppliers. They communicate at a level understandable for each other. They do not shout about immediate problems but think strategically. They meet with our company management and discuss price policies and urgent problems. We arrange trips to each other's locations and to exhibitions in Germany, so that our partners can adopt all best practices and make their work still more efficient.

Complicated arithmetic

There are 9 million cows in Russia (including 3.6 million kept by agricultural companies supplying milk for processing). On average, a cow gives 4,000 litres a year, while it

is 6,000-7,000 in Europe and over 8,000-9,000 in America. We have a huge potential for growth and thereby making up the missing 20% of milk for processing rather having to buy packaged milk abroad. To produce the 20% in question, we need to raise milk yields by 1,000 litres per cow per year. And we will receive 17 million tonnes, which will actually close the deficit.

Livestock specialists and veterinarians at school desks

Together with the Leningrad State Agrarian University, Unimilk has opened a business school for dairy sector specialists. Training is provided on a paid basis. A training course takes one month and the trainee group consists of 20 persons who are chief livestock specialists and veterinarians. Lectures are read by various experts and independent advisers for big companies such as Danon. Training has already started in the first region, the Urals. Trips will be organised to the best farms in the Leningrad Region. We hope that this will provide an impetus for further development of milk production in Russia, when people understand why some can make 6,000-8,000 litres and some cannot.

Milk fever

The average milk purchase price in our country is the highest possible, over 40 cents per litre. In Germany, for example, it is 31-35 cents per litre, and that is so for fat and protein contents that are never achieved in our country at all. But customers do not want to buy expensive milk. All processors lose sales and come to zero profitability. There will be nobody to sell milk to soon if the situation does not change. Everything may crumble like it was in 2008.

It is important for us to have seasonally stable supply and stable prices. But the market is out of control in our country. The European Union establishes intervention prices as the minimum allowed purchase prices for milk, and in this way regulates the market. Similar practices could be introduced in Russia too.



HELPFUL TIPS

On your marks, tractors!



The new farming season is coming shortly. To ensure a successful finish on the field for your John Deere tractor, you should not only put it into winter storage correctly, but also give it the right start after a protracted stay in storage during winter.

By Yulia SALKOVA

After "wintering," start up the tractor and keep it running idle for at least two minutes.

Evaluate the tractor's condition with the engine running. There must be no visible damage or leaks.

If the tractor is put on props, all of them must be removed using a jack. Otherwise, the slippage from one (as often happens) may cause some damage, for instance, to a hose on the steering cylinder hydraulic system.

Following the start-up and warm-up of the engine, drive for at least 200 metres to test all the

controls: brakes, steering, hydraulics and gear box.

If onboard computers are installed, check them for error codes. In case of serious errors or faults, call in a service centre specialist.

Bring pressure in the tractor tyres up to that advised by the agronomist.

All preparatory manipulation of the tractor must be accomplished before actual operation. In case of serious faults, this will enable you to call in a servicing engineer and save you from idle time when you must work.

HISTORY TAKES US BACK

A hundred year old American plough found in a Russian village

A Gilpin plough with seat from John Deere was found in Romny village, Amur region. This unique find was discovered by a local pensioner who was scanning abandoned places with a metal detector in search of hidden artefacts. According to historical sources, in the late 19th - early 20th century the Amur region was one of Russia's most developed agricultural areas inhabited by wealthy Cossacks who ordered various implements from abroad.

Designed by the John Deere plough manufacturing plant in the town of Moline, the Gilpin plough was first put on sale in 1875. It quickly became popular thanks to its practical design and excellent workmanship. By the late

1870s, it became, the best selling plough equipped with a seat sold in the U.S. By the year 1900, more than 100,000 Gilpin ploughs had been used in the US, Canada and other countries. The plough was named after its maker, Gilpin Moore, head of the John Deere metallurgical works. John Deere himself and his son Charles respected and appreciated Moore.

By the time he retired in the 1890s, Gilpin had 31 patents registered in his name plus four patents for joint inventions with other authors.

Now the plough awaits



restoration at the John Deere planter manufacturing facility in Orenburg.

A new procedure



for land transactions

On 11 January 2011, a procedure changed for transactions involving farm land

By Olga ROMANOVA, RATUM Legal Group

In December 2010, the Federal Law No.435-F3 amended the laws *On Farming Land Turnover*, *On Federal Registration of the Right to Real Estate*, the *Land Code*, the *Law On Validation of the Land Code*, the *Administrative*

Violations Code, and the *Law On the State Real Estate Cadastre*, all aimed at improving turnover of farm land.

Part of the amendments came into force on 11 January 2011, others after 1 July.

The *Law On Farming Land Turnover* changes the procedure for signing a lease on land possessed on a shared property basis. Previously this lease could be signed by a person acting on the basis of warranties issued by land

share owners and validated by a notary or an official of the local administration. Now the lease can be signed by a person so authorised by the decision of the general assembly of the shared property owners. In this case, no issue of warranty is required, whereas the authorisation is validated by a statement from the general assembly's decision. The buy-out value of farm land owned by agricultural organisations and farmers on the basis of

LEGAL NAVIGATOR

permanent (unlimited in time) ownership or as a right to legacy of perpetual possession is reduced to 15% of the registered value. Moreover, the Russian Federation's constituent entities are entitled to establish cases of free provision of farm lands. Land share owners are given an opportunity to revoke the right to own a land share.

COMMENTARY:

Valentin Denisov, Chairman of the State Duma Committee for Agrarian Issues.

"The accepted law will fill in the gaps in the current legislature. This will make it possible to carry out the federal registration of the rights of nine million land shares and to form land plots on an area of 95 million hectares."

According to Valentin Denisov, the involvement of municipal authorities in

registration of the rights to own the land will refill the local budget:

"Preliminary assessments suggest the municipal authorities will get 22 million hectares of uncalled-for shares. If those are sold at 15% of the registered value, the local budgets will get 55 billion rubles. Their expenses on holding meetings, measuring and registration will not exceed nine billion rubles."

TOPIC

EkoNiva's

new project

EkoNiva-Semena is starting a new project for the supply and sale of bull semen of the Simmental breed from Germany. We were told about the project by Aleksey Bibikov, director and coordinator of this area of activity of EkoNiva - APK Holding.

By Anna BORDUNOVA



Q. Why did you decide to supply semen from Germany?

A. Since 2007, EkoNiva has been cooperating with Besamungsverein Neustadt a. d. Aisch e. V. (BVN), a German artificial insemination station. BVN is an agricultural company that keeps thoroughbred, high class sires of various species. In 2010, EkoNiva-Semena bought a test batch of Simmental bull semen.

Q. Why did you choose Simmentals?

A. There are hardly any businesses in Russia selling German Simmentals' semen. EkoNiva-Semena will probably be the only company to supply this species' semen to Russian farmers. Simmentals are in good demand on Russian farms. This is a highly productive meat and dairy breed. Simmental cows can produce up to 9,000 litres of milk per year. Animals of this species are quite big, reaching live weights of about 750 kg, while newborn calves weigh 35-45 kg. They also adapt very well to any weather conditions.

Q. What are the criteria for selecting an animal whose semen is to be used?

A. It's a complex process. BVN specialists place stringent demands on the bulls' breeding qualities, physical development, health and semen quality. The hereditary characteristics that a bull passes on to its daughters are explored, and the best results in milk and meat productivity are identified. Cattle are evaluated in terms of exterior parameters by taking account of the animals' size, muscularity, legs and udder. The examination results in the selection of the best bull whose

semen will be offered for sale.

Q. Have you already tried imported semen on your farm?

A. We have been practicing artificial insemination for several years. We bought semen this year in order to obtain breeding offspring of better productivity. We keep more than 900 Simmentals and 400 milk cows in our dairy unit. The farm specialises in Simmental breeding. We work on improving animals' hereditary qualities and milk productivity. This year, we are starting construction of a new cattle breeding complex for 1,800 animals to accommodate Holstein-Friesian cattle we plan to import from the U.S. The livestock will be kept in accordance with loose housing practices, in group and individual cubicles. There will be a maternity unit and a milking unit with a carousel milking parlour and cooling equipment manufactured by GEA Farm Technologies. The complex will also have a laboratory where cattle embryos will be produced.

Q. How promising is embryo production?

A. Our goal is to have more offspring from high-yield cows. A cow gives birth to three or four calves during her life, but the use of embryo transplantation results in obtaining ten times more calves with excellent inherited qualities. High yield donor cows will be inseminated several times a year, and the obtained embryos will be transplanted to surrogate mothers. In this way we will increase the number of pedigree animals and improve the livestock's overall productivity. Selling embryos will also generate additional revenues for the company, as the average price of an embryo is about \$500 today on the agricultural market.

WEINOLD HB-Nr 169367/10



aAa: 624153

Arachnomyelitis:
Date of birth:
14 May 1999

VANSTEIN HB-Nr 191658/10



aAa: 516432

Arachnomyelitis:
Date of birth:
30 September
2000

ROMTELL TA HB-Nr 165810/10



aAa: 561432

Arachnomyelitis:
TA (non-transferable
to descendants)
Date of birth:
18 June 2001

IMPORT HB-Nr 10/183066



aAa: 423615

Date of birth:
19 June 2002



Focus ON US!

PHOTO EXHIBITION

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

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:

From the past – into the future!



Photo by Sergei Gerasimov, Rassvet Company, Promyshlennovsky district, Kemerovo region

I tell you plain I do love grain. The Twister bin Keeps it within.



The amazing big bag Accommodates a tonne of people!
Blondes in galore at EkoNiva!



EkoNiva sellers are Pretty enterprising. Their tractors on display Are client-mesmerising.



May all tractors work, big and small!



Old equipment unsuitable for future work

This spring, John Deere, the world's leading manufacturer of farming equipment, opened a spare parts production and distribution centre in Domodedovo. Because seeing is believing, the EkoNiva-Vyatka Company organised a familiarisation trip to the new plant for its partners and customers.

By Liudmila ZYKOVA



Of the 110 imported tractors operating in the Kirov region, 68 are from John Deere. They have been supplied to the Vyatka farmers by EkoNiva-Vyatka. Many have been used for more than a year and won universal acclaim.

That is why the managers and specialists of the region's leading farms readily agreed to visit the new plant to see for themselves the equipment on the assembly line and to discuss it with designers and engineers.

The guests saw 8 and 9 series JD tractors on the assembly lines, as well as push-button and rotary types of



combine harvesters. The current assembly rate of the Russian John Deere facility is one tractor a day. However, the manufacturing capacity allows daily production of six. The farmers noted the excellent quality control established for the

machines. Checking begins just as components arrive at the workshop and ends before shipment of finished products to customers. In addition, double quality control is

applied on each of the 12 stages of assembly when checks are made of what has been done at the current and the previous stages. At the final stage, all the systems, including electrics and hydraulics, undergo one more checking. This is followed by a five-hour test drive which evaluates the machine's operating modes at full load.

The spare parts depot favourably impressed the guests. On an area of 27,000 sq meters, the eleven metre high stacks accommodate over 65,000 component items. This system makes it possible to ship spare parts to customers within two or three days, with urgent orders being executed within 24 hours. Each day, ten tonnes of spares are being shipped from the depot to 48 dealership centres in Russia, including the EkoNiva-Vyatka inter-

regional depot in Kirov. Once the plant in Russia was opened, the farm equipment order time was reduced by nearly two months.

"The future of the farming sector is unthinkable without efficient imported equipment," says Sergei Yevstropov, Izhevskoye Company Director General. "The John Deere plant on the ground near Moscow is a blessing for farmers. In terms of quality and performance, John Deere equipment is second to none!"

"It's very good that the Russian-built John Deere equipment is eligible for credits and subsidies from dedicated programmes at Rosselkhozbank and Sberbank of Russia," says Nikolai Lozhkin, Mukhinsky Pedigree Farm Director General.

Ready for the sowing season!

EkoNiva-Ryazan specialists have provided a John Deere machinery training course for employees of Avangard Company (Ryazansky District, Khirino Village). The machine operators learned the technical parameters and settings of the JD 8420 tractor and the JD 730 pneumatic sowing machine.

By Yulia SALKOVA



maintenance staff, so far have time to give lectures."

The JD 730 sowing machine has been paid much attention. It has performed well on Russian farms aiming to improve crop yields and soil fertility. The wide-span driller (8.5 m, 11 m and 13.4 m wide) performs several operations in one go: sowing, fertilising and cultivation. The farmers have learned how to properly adjust the treatment and sowing depth, how to prevent blockage of scrapers, and what the benefits of using the AMS precision farming system are. The machine operators were also reminded how to "remove" the sowing machine from dead winter storage and to adjust the seed and fertiliser application rate.

AMS: maximum effect at minimum cost

The satellite navigation system for parallel tracking of AMS machines aroused great interest among Provintsia JSC specialists, who fully appreciated the system's advantages.

"There are many advantages," says Andrey Arnst, EkoNiva-Sibir Support Service Engineer. "The Parallel Tracking system allows you to make adjacent passages in the field concurrently." This improves the accuracy of tillage and increases productivity. The system controls the seeding rate and the speed of the unit during tillage, sowing, fertiliser application and spraying. AMS saves on fertilisers and reduces costs.

EkoNiva-Sibir specialists provide training on use of the AMS satellite navigation system for Provintsia JSC machine operators

By Anna BORDUNOVA

The system includes Autotrac, an application designed to ensure parallelism of adjacent passages in automatic operating mode. With the use of Autotrac, the operator does not need to touch the steering wheel except for U-turns and to get around obstacles, after which it is sufficient to re-enable the Autotrac mode and the machine will resume the set path. The training course allowed Provintsia JSC machine operators to see for themselves that the AMS system can improve efficiency and reduce the cost of both sowing and harvesting, as well as when applying mineral fertilisers and pesticides with automatic dispensing on field sections.



OUR PEOPLE

The more, the merrier!

Three years ago, Sergei came to work in Kursk from the small town of Novouzensk, Saratov Region. Since childhood, he dreamed of being a veterinarian, which is why after the ninth form he enrolled in a farming college. After that, he entered the Saratov State Agrarian University. Now, Sergei Kupriyanov is Chief Veterinarian at the Zashchitnoye Animal Farm. He ended up there by chance. His acquaintances told him that an animal breeding complex was under reconstruction at Zashchitnoye and they needed veterinarians there. He decided to try his luck. At first, luck was real hard. At the higher school, he majored in small animals like cats and dogs. Here he had to deal with horned cattle.

“Practice is the best master,” says Sergei with a smile. “It takes some time and effort to learn how to deal with animals, since they are living beings, not toys.”

When another doctor was needed on the farm, Sergei suggested his cousin Andrey Kochegarov, also a graduate of the Novouzensk Farming College, should work there. Andrey accepted the suggestion. In answer to the question “Why did you make this choice?” he said with conviction, “I’m very fond of animals!” Today, the cousins are the animals’ chief healers

Animals are no toys!



Sergei Kupriyanov and Andrey Kochegarov came to work on the Zashchitnoye farm right after graduation. Today they are well-versed veterinarians with nearly 1,000 “patients.”

By Anna BORDUNOVA

professionals. “These fellows perform their duties responsibly and conscientiously,” says



on the farm.

We are responsible for the tamed ones

The young specialists’ working day starts with an inspection round of “expectant mothers.” This is followed by scheduled examinations, and then a general inspection. The daily routine includes preventive treatment, animal care, tests, inoculations, and insemination. The cousins have become real

Yekaterina Brusentseva, the head of the complex. “Andrey is an excellent specialist in hoof diseases. Sergei successfully carries out complex operations, for instance, the Caesarean section.”

The veterinarians believe that treating animals is much more difficult than people because our “smaller brothers” cannot tell or show the sore point. So the vet has himself to determine the

veterinarian department. In his spare time he plays sports, attends the fitness studio, and practices volleyball and basketball.

Sergei keeps improving his professional skills. He attends training seminars and courses in cattle breeding and veterinary. This year, he participated in the All-Russian competition of inseminators held in Nalchik. He joined the top ten specialists. He spends his spare time with his wife Tatiana, who also works at Zashchitnoye, as an economist. The young couple dream of having a house of their own. Fortunately, their coveted dream will soon come true. The farm administration takes care of its young specialists and is building a large and cosy house for them.

Favourites? By all means!

Andrey and Sergei willingly agreed to introduce me to their charges. In all, there are over 900 Simmental cows on the farm, 400 being milkers. Among the favourite cows

are Cheburashka, Igrushka, Linda, and Colette, jokingly referred to as Kolya.

“We try to treat each animal with due regard to their features,” the vets say. “They are like people. Some are quiet and gentle, others are naughty. But they all feel love for them. That is why they are prepared to tolerate any pain from some doctors and refuse being examined by others. Winning their trust is all-important in dealing with them. This is a special talent granted, like any other, from above.”

illness judging by the animal’s

“Doctors treat people whilst veterinarians treat mankind!”

academician Ivan Pavlov

condition and behaviour.

“The important thing here is not to make a mistake,” Andrey asserts. “Our patients life depends on the accuracy of our diagnosis. They are in our charge.”

Knowledge is power

This year Andrey entered the Kursk Agricultural Academy, where he enrolled in the



Milk production:

from ABCs to PhDs

EkoNiva today is one of the leaders in milk production in Russia. President Stefan Duerr tells us how the company developed the dairy sector and how dairy production is developing today.

Stick and carrot How did EkoNiva begin working in the dairy sector?

It was Viktor Shevtsov, Head of the Liskinsky District of the Voronezh Region, who literally compelled us to keep



cows, just as he compelled many others. EkoNivaAgro, our biggest agricultural business, is located in his district. We were specialising in crop production and decided to keep the cows just to avoid getting into conflict with the local administration. We thought: let's keep the livestock even if it results in minor losses. As we calculated afterwards, the losses proved to be huge. We realised that there were two options: either to fight with the head of the district and slaughter all the cows or to embark on milk production at a professional level. We went for the second option and decided to try it. Today we are very grateful to the District Head and very glad we made this choice, because it has proved to be a profitable sector with stable revenues. The Government is providing big subsidies for further development. But if it had not been for Shevtsov back in 2002, we would not have cows today.

What does EkoNiva's milk production look like today?

Today we have over 9,000 sheltered cows in the Voronezh, Kursk, Kaluga and Novosibirsk Regions. We produce almost 150 tonnes of milk daily with more than 600 people are involved in the business. Milk production has become the central activity for the company. Milk brought us the biggest profits in 2010.

Two ways to choose from. What did you start with?

We began working with local cattle. We renovated old cow sheds, improved feeding and grew good young stock. As a result, we obtained fairly good yields and good quality milk using just simple means.

Today we are developing two lines of activity. The first line is about simple rehabilitation of livestock premises, work with local cows and improvement of the genetic stock with imported semen. The second line implies the construction of high-technology dairy complexes and the use of imported livestock with very efficient feeding, comfortable conditions for animals and, as a result, high yields.

Both directions have their pluses and minuses. As yields are lower in rehabilitated cow sheds, milk production becomes less profitable, with salary costs per litre of milk rising. But in this case, there is no depreciation and loan interest to repay either.

The construction of modern complexes requires big investments and is associated with high depreciations and significant interest loads. However, the interest loads are fairly easy to cope with today due to our receiving governmental subsidies. All pros and cons considered, the two approaches show nearly the same profitability today.



Which way do you plan to develop further on: the high-tech expensive milk production or the low-intensive but cost-effective approach?

I think it will be intensive milk production. Rehabilitation is a temporary option feasible for 10-15 years. The future belongs to modern livestock complexes. We will focus

on building complexes for 2,000 animals with carousel milking parlours.

From workshop to workshop Lack of skilled staff is a common problem today. How do you train your employees to use the new technologies?

It was difficult in the beginning, because people were used to working "the same old way."

Cows were squeezed into dark, moist and stuffy rooms. Calves were kept still worse. Feed was produced as if just to have something. We started by training people. Manager-Moloko Consultants were very helpful to us in this respect. Konstantin Udaltsov, head of the company, worked hard with our employees. Many of them adopted new practices; those who failed had to go. We employed many young specialists, veterinarians and heads of livestock farms are mostly young specialists who came to us from various regions of Russia. Know-how exchange with our Russian colleagues is very useful. We have well established contacts with such successful businesses as Trio from Lipetsk, Rozhdestvo from the Vladimir Region and Agro-Belogorye from the Belgorod Region. Each of them has their achievements and problems. So we try to learn from our colleagues' mistakes rather than from our own.

One can say that we have learned well the ABCs of milk production. We could now write a diploma thesis, but there is still a long way to go to the PhD degree. Still, we will finally make it.

Learn and grow

How do you see your business in time?

We have ambitious plans. We hope that in 2014 we will have 25,000 cows, 500 tonnes of milk daily and yields of no less than 7,500 litres.

Is there a risk that the market will change and milk production will become unprofitable?

70% of Russia's commercial demand in milk is covered domestically today, with the rest imported from Belarus, the EU and New Zealand. Furthermore, the numbers of household-kept animals are going down as young rural residents refuse to keep cows. Agricultural businesses that are not specialised in livestock farming are reducing their involvement in milk production. The rest is dairy farms. There are not many of them in Russia and they are not easy to establish. So we hope to find and retain our niche in the market.

We are sufficiently well protected from imports, and milk prices are much higher in Russia than abroad today. It is good that the state is protecting us at this stage, and also gives us subsidies. This enables us to continue investing for the next 2-3 years, to develop production and learn, and in five years we will have to produce milk at cost, just as it is done in other countries throughout the world. So we are getting ready for our prices to be brought closer to those on the world market.

EKONIVA
ЭКОНИВА

Publisher and founder: 000 IA EkoNiva-Media

Registered office:
305004 Kursk, ul. Radishcheva, 79-a,

Editor-in-Chief: Ms. Svetlana Weber

Address of the editorial office:
305004 Kursk, ul. Radishcheva,
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The journal is registered by the Federal Service for Supervision in the Sphere of Mass Media, Communications and Culture Heritage Security.

Registration Certificate for Mass Media
ПН № ФС77-31049 of 25 January 2008

Distributed free of charge

Translated by the Kursk Translation Bureau
www.perevod.kursk.ru, e-mail: buro@046.ru

The journal was printed in OOO Mechta
Russia, Kursk, Souznaia 71,
tel. +7 (4712) 319292

Signed for publication _____

Circulation: 750 copies Order No. _____