



On farming, in a common language

A delegation of the Republic of Belarus Ministry of Agriculture and Food Supplies headed by Minister Mikhail Rusy visited the Voronezh region. The talks resulted in the signing of an agreement for cooperation in the farming and food processing industries.

By Yulia SALKOVA



Aleksey Gordeyev, Governor of the Voronezh region, believes that cooperation in this area is very promising indeed.

"Here we have a lot of reserves which we may use to mutual advantage," noted Aleksey Gordeyev.

"One item under consideration has been the feasibility of creating joint ventures, for example, an interstate dairy production company. Our government supports establishing such a company.



During the visit, Mikhail Rusy visited the EkoNivaAgro LLC cattle breeding farm in the Liskinsky district where we agreed with the Minister over the role of the state in farming and learned about the know-how of the Belarus dairy production and his impressions of the trip to Voronezh."

On state support

"State support is a three-faceted effort. First, there are interest-free loans for nine years. Loan repayment starts a year after the facility comes into commission. It takes a year and a half to two years to build a facility. Another year is spent on optimisation, after which the facility repays the loan over a nine-year period. Today Belarus farms get 14 rubles per kilo of milk. The profitability is around 15%, which is not bad.

The second facet involves subsidies which enabled us to reduce the cost of mineral fertilisers to farmers by 33%. The third facet is the state's refunding of 50% of the cost of energy-intensive equipment for farms engaged in pedigree stock breeding. The state addresses these issues directly with lenders and produce suppliers. So the farmers get a loan for construction and purchase agricultural equipment or mineral fertilisers with the state's aid, all of which saves them from a lot of rigmarole and red tape. The proof of success of this sponsorship is the fact that major crop producing farms decided to launch some cattle breeding projects."

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ANNOUNCEMENTS

1 May. Farmers' familiarisation trip to German cattle selection stations and the Bulls' Parade

Venue: Bavaria

Organisers: EkoNiva-Semena LLC

May. John Deere Fodder Procurement Systems field day

Venue: EkoNiva-Chernozemye LLC servicing centre, Zaluzhnoye village, Liskinsky district, Voronezh region

Organisers: EkoNiva-Chernozemye LLC

May. John Deere AMS Precise Tilling Systems training session

Venue: Vladimir Machine Test Station, town of Pokrov, Vladimir region

Organisers: EkoNiva-Vladimir LLC

18-20 May. Second AGROPROM 2011 Interregional Congress

Venue: VETA TPP VO Exhibition Centre, city of Voronezh

Organisers: Voronezh region's Chamber of Commerce and Industry, Voronezh regional administration

May. John Deere 6130D tractor demonstration

Venue: Agrofirma Pakhma JSC, Yaroslavl district, Yaroslavl region

Organisers: EkoNiva-Kostroma LLC

June. Fodder Procurement Equipment seminar

Venue: Krasny Mayak Collective Farm, Markovo village, Rostovsky district, Yaroslavl Region

Organisers: EkoNiva-Kostroma LLC

7-9 June. Tenth International Sugar Forum

Venue: Kurskaya Korenskaya Yarmarka exhibition centre, Zolotukhinsky district, Kursk region

Organisers: Russian Sugar Producers Union, Kursk Regional administration, Russian Sugar Industry Research Institute (Kursk), Russian Ministry of Agriculture

17-23 June. Presentation of new John Deere equipment

Venue: Lisbon, Portugal

Organisers: John Deere Corporation

23-26 June. Kurskaya Korenskaya Yarmarka 2011 interregional fair of whole-and retail sale

Venue: Svoboda village, Zolotukhinsky district, Kursk region

Organisers: Kurskaya Korenskaya Yarmarka exhibition centre, Kursk regional administration, Kursk Chamber of Commerce and Industry

28 June. John Deere fodder harvesting equipment demonstration

Venue: Sibirskaya Niva LLC, Paivino village, Maslyaninsky district, Novosibirsk region

Organisers: EkoNiva-Sibir LLC

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EVENTS

On farming, in a common language

On big stakes

"We haven't destroyed the Soviet era's collective- and state-farms. We have preserved and updated them. We put our bets on big cattle-breeding complexes. Last year, the farmers supplied 5,000,100 tonnes of milk, of which only 380 tonnes were contributed by the private sector.

Our programmes seek to 'stir up' the farming areas in every way. Along with farming development, we create normal living conditions for people. A young family will never settle down in a village without schools, kindergartens and a suitable shopping centre. We have supported not

only farm workers, but also rural teachers, physicians, and librarians."

Looking ahead

"By 2015 we plan to produce 10 million tonnes of milk. Each year we are building 150 to 160 new breeding complexes with 800 to 3,000 animals in them. In the foreseeable future, shortages of food will become an acute problem for mankind.

Russia and Belarus have fairly large farming areas, which affords a fine opportunity to increase the production of foodstuffs and make good money. Given that consumption is growing by 13% and production by 3%, our countries have an excellent potential for filling this gap."

About Russian colleagues

"Upon visiting the Voronezh region, I am once again convinced that Russia and Belarus can learn a lot from each other. Today, Aleksey Gordeyev noted that we use a common language when we talk agriculture.

I couldn't agree more. We apply the same technologies, build similar complexes, and work similarly hard on fostering our agriculture.

I wish to corroborate the correctness of



the vision of EkoNiva president Stefan Duerr about the development of stock breeding and dairy production. Of course, profits don't come quickly, but once the products reach the market, the business starts to pay off. I unreservedly like the way the Liskinsky

district administration and EkoNiva company's management address social issues. They have arranged living conditions in the village properly and created a sophisticated infrastructure for villagers. We, too, treat our farmers in a very similar fashion."

Land to farmers!

The congress of the Association of Farming Enterprises and Cooperatives (AFEC) discussed the development of the farming business.

The focus was on land ownership. According to Valentin Denisov, chairman of the State Duma Committee on Agrarian Issues, it is necessary to ensure that the land belongs to those who actually till it. Agricultural producers must acquire land for 15 to 20% of its cadastral value without bidding.

According to Vladimir Plotnikov, AFEC president, today many farmers work and live on land without owning it officially. Twenty years ago nearly 12 million people received certificates of land ownership. However, in actual fact, the documents were formalised and validated for less than 20% of land shares. Only the

provide financial aid to farmers wishing to formalise their land ownership and to give them the right to buy out rented land by granting them a long-term loan at a low interest rate.

It was pointed out at the congress that the legal status of farmers is obscure. Today around 90,000 farming enterprises have the status of a legal entity. A re-registration date was set for them, and it was extended to 1 January 2013. The problem remains unresolved and little time is left for tackling it. Vladimir Plotnikov submitted a request to the Government that the re-registration period be prolonged till 2020.

Prime Minister Vladimir Putin offered a package of measures

to support farmers. Starting this year, Rosselkhozbank will significantly simplify loan issuance procedures for small farms borrowing up to 15 million rubles.

According to Vladimir

Putin, the farmers should receive grants for starting a business. Also the construction of family farms will be continued.



state who can set things right in the farming business. For this purpose, it is necessary to monitor the use of land, to

Where do agricultural specialists come from?

For nearly 20 years Russia and Germany have been cooperating on educating agricultural specialists. Over 1,500 Russian students and young specialists have undergone practical training on German farms.

By Yulia SALKOVA



Among the recent trainees are current political figures and executives of large farming enterprises, for example, Vladimir Plotnikov, president of the Association of Russian Farming Enterprises and Cooperatives; Yelena Gerasimenko, DLF Agrodello publishing house director; and Stefan Duerr, president of the EkoNiva Group of Companies. The prospects for advancing practical training abroad was a subject dealt with over the round table held at the Russian Ministry of Agriculture, Moscow.

Practical training abroad provides a young specialist with unique knowledge and experience. It's important to find a place in Russia for applying the newly acquired skills. By far, not all enterprises are prepared to embrace young specialists with cutting-edge ideas about agriculture. As Yevgeny

Kulagin, chief veterinarian of Sibirskaya Niva LLC and a recent trainee on a farm in Bavaria, noted, young specialists often have to struggle single-handedly against stereotypes that took root 20 to 30 years ago. Aleksandr Petrikov, the Deputy Minister of Agriculture agreed with him.

"We must change the thinking of domestic farmers, pushing them towards modern technologies and innovations," stressed Aleksandr Petrikov. "However, without pioneering trainees we won't get anywhere. We also need to restructure our educational system which has remained cocooned since the 60s."

In conclusion, round table participants pointed out that the progress of cooperation needs more active involvement of Russia's farming business and agricultural education organisations.

EkoNiva-News.

Once again at AGRO-SMI

EVENT

On March 25, awards were given out to the winners of the All-Russian AGRO-SMI 2010 competition. For the third time, the **EkoNiva-News** journal was a prize winner in this contest for All-Russian agricultural journalists.



This year more than 1,100 journalists and over 400 editorial boards of regional (territorial, republican and district) newspapers and TV/radio companies from 62 regions of Russia took part in the events. In the end, 15 newspapers, TV / radio companies, internet portals, and 40 agrarian authors of the best works on the subject of farming were awarded prizes. Among them was Yulia Salkova, a correspondent of our newspaper.

Her writings about young workers of EkoNiva who have dedicated themselves to farm work ("People do it! Whatever the age!"), and an essay about children of the kindergarten in Shchuchye village, Voronezh region ("Tomorrow's first graders"), took the second prize in the "Young Village" category.

"It's very pleasant to see a young face precisely in this category," noted Olga Platoshina, head of the Russian Union of Rural Youth, when she handed

out the award. "This graphically shows young people's interest in life in the village."

Yulia Salkova is genuinely interested in working for an agrarian publication. In her view, the agrarian mass media are among the few which are today free today from artificiality, inflated rumours and mudslinging.

"These journalists talk about real life in the village, about the difficulties, joys and hopes of ordinary farmers," says Yulia Salkova. "I'm pleased all the more to receive the prize knowing that a newspaper article reveals the fate of real people and shows the hard work of farmers and their invaluable expertise."

In the framework of the event, a seminar was held entitled "Russian Mass Media as a Sponsor of Innovative Development and Modernisation of Farming." Also, a meeting was conducted with Valentin Denisov, Chairman of the Committee on Agrarian Issues, to consider the work of the State Duma in the

area of legislative support of the farming industry.

Before the awards ceremony, Yelena Skrynnik, the Russian Federation's Minister of Agriculture, held a short press conference at which she thanked journalists for their concern about one of the most complex branches of the economy.

"Thank you for being a sort of a bridge between the state and the farmers," said Valentin Denisov. "Accustomed to relying exclusively on themselves, domestic farmers do not always trust the state-issued programmes. But thanks to your



articles telling us about their successful implementation on the farms, the farmers start to believe in and long for involvement with those projects."

Joint efforts will fix the housing issue

SOCIAL SPHERE

Lack of housing and low salaries are the two reasons why young specialists are reluctant to work in rural areas. That is what Tatiana Kuzmina, director of Kaluzhskaya Niva, believes. While the first problem is resolved at her enterprise, the state substantially aids in addressing the latter.

By Yulia SALKOVA

Since 2007, Kaluzhskaya Niva has been actively involved in the state-supported programme "Social Development in Rural Areas by 2012." Under this programme, each employee aged under 33 is able to acquire accommodation using the following scheme: 30% of own funds plus 70% provided by the federal, regional and local budgets.

This year, as many as four employees of Kaluzhskaya Niva have acquired accommodation of their own. Last year, 12 families celebrated their housewarming

everyday life. It's pleasing to watch their families grow and households expand," says Tatiana Kuzmina.

For three years, seven young specialists who started their career at Kaluzhskaya Niva right after graduating from agricultural academies have been getting benefits provided by the governor's support programme for agriculture. The amount of benefits grows from 30,000 to 75,000 rubles depending on length of service. This is a hefty addition to a young specialist's profits.

TESTIMONIALS:

Anastasia Popova, Kaluzhskaya Niva LLC accountant

"They say, my house is my fortress. I've long dreamed of having it. That dream materialised thanks to the programme 'Social Development in Rural Areas by 2012.' In just two weeks, I gathered the relevant documents, sent them to the Ministry of Agriculture in Moscow and half a year later my application was honoured!"

Aleksey Shapovalov, chief veterinarian of Kaluzhskaya Niva LLC

"While still at the university I learned about the governor's young specialists support programme. In 2009, upon taking a degree, I settled down at Kaluzhskaya Niva, where I got my first benefit. It became a substantial contribution to the overhaul of my house, which, incidentally, I'd bought using the programme 'Social Development in Rural Areas by 2012.' I have a son, but now that we enjoy a house of our own we're going to increase our family. There'll be enough room for us all!"

parties.

"We're happy to see our workers settle down in their new homes and organise their

Paris presents

VERNISSAGE

EkoNiva arranges a trip to the SIMA 2011 international agricultural exhibition (Paris, France) for its customers. There they familiarise themselves with the latest achievements in technology and equipment manufacture.

By Anna BORDUNOVA

Root Runner autopilot system, received a golden medal, SIMA-Innovation Award. In harvesting sugar beets, the autopilot precisely and independently steers the tractor along the track. The unique Plug & Play turns the trailed beetroot harvesting device into a self-propelled, all-purpose combine harvester.

The LEMKEN Company came up with a number of novel products, among them a semi-mounted Solitair seeder combined with a Heliodor short disc cultivator. Its chief advantage is the ability to operate at a high speed in fuel-saving



promising innovations

At the exhibition, Grimme and John Deere companies' novel product, the ISOBUS

mode. Also presented at the exhibition was a new Compact-Solitair KK seeding system combined with a Zirkon rotary harrow. The system features higher productivity and a capability of working on all types of soil.

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Servicing:

**PROMPT SERVICING
ASSURED**

customer satisfaction is our top priority



The optimum solution is a subscriber agreement for servicing. This provides a scheduled comprehensive check-out of farming machines before the seasonal work starts, all of which resolves the farmers' problem of equipment idle time during field work.

It is also possible to acquire the so called "Family doctor". This is your personal assistant, i.e. a servicing expert who can, at any time, give you first aid to repair inoperative machines. In an emergency, a technical support engineer will come to the rescue. He is a specialist in solving complex engineering problems.

"We treat our customers as

best we can, doing our utmost to please them in every way," says Dmitry Fetisov, head of the EkoNiva-Tekhnika LLC servicing department. "Achieving excellent



specific needs of each farm, with due regard to the equipment it already uses. The farms' engineers can improve their professional skills and insure

uninterrupted and trouble-free operation throughout the season. If a customer so wishes, the training can be conducted at one of the servicing centres located nearest to the farm or at the farm itself."

The hectic spring activities are at their highest pace both in the servicing and farming sectors. Not to be caught unawares, the EkoNiva servicing department has expanded the range of services offered to farmers.

By Anna BORDUNOVA

results is the guiding principle of our servicing work."

"This season we are offering our customers an essentially new training programme," says Anastasia Nikolayeva, EkoNiva-Tekhnika servicing coordinator. "The programme is tailored to the



Vladimir Maryin,
Oktyabrsky Stud Farm chief
engineer, Kumensky district,
Kirov region

"We are old friends and partners with EkoNiva. The specialty of the company is its professional and prompt servicing. Mobile servicing teams take their work responsibly and respond promptly to our requests. So, when buying equipment, we don't worry whether it will last the season or not since we know for a fact that in case of emergency a servicing specialist will come along to help at any time of day or night."

Reliably protected

NEW PROJECT

For over 10 years the EkoNiva Company has been supplying the Russian market with highly productive varieties of agricultural crops. This year, its EkoNiva-Semena division launches a new project to supply and monitor the effect of Bayer weed and pest killers.

This initiative has been undertaken for sound reasons. Weed and pest killers are an important component of agricultural technology and largely determine the seeds' potential and the crop they eventually produce.

"We offer well-proven Bayer preparations," says Anatoly Durdyev, EkoNiva-Semena LLC manager. "They feature superior quality and efficiency."

At present, EkoNiva supplies seeds of spring grain crops. At the customer's request, the seeds can be treated with a Lamador preparation. This protects grains

against root rot, smut, and other crop diseases. The service is in high demand since the seed treatment is a mandatory agricultural procedure whereas many farmers do not have dedicated equipment and personnel for treating seeds.

The Bayer Company is an acknowledged leader in the area of crop protection. Its product range has passed the test of time and helps in selecting the most efficient preparation.

Many farmers have understood the advantages of such preparations as Sekator Turbo, Sencor Techno, Betanal 22, Prestige, Puma Super 100, Puma Super 7.5, Sektin

Phenomenon, and Falcon.

The operation of weed and pest killers will be shown on demonstration fields that will be sown at one of EkoNiva farms, namely, Zashchitnoye LLC, in the Kursk region.

"We wish our customers would get everything from a single source: machines, seeds, and weed and pest killers," continues Anatoly Durdyev. "This enables us to achieve the best results and also saves time and money."



**TECHNICAL
INSPECTION**

John Deere

John Deere equipment enables farmers to harvest fodder thoroughly and on time. Novel decisions and developments help them increase efficiency and productivity.

By Anna BORDUNOVA

High quality silage and hay-making necessitates a number of procedures. These include crushing the vegetation mass around a certain stalk length and putting it fast into trenches for optimum storage. John Deere offers the highly efficient series 7050 (models 7250, 7350 and 7450) fodder harvesters. The machines have a crushing assembly with a variety of different blades and an extra maize grain crusher, plus a range of reapers and pickers for harvesting all types of crops. By virtue of such capabilities, the work is done fast and efficiently.

The series 7050 combine harvesters are powered by new Tier II PowerTech Plus engines with operating volume of 9 to 13.5 litres. The new engines are specifically designed for farming jobs and high loads. They feature increased power and high torque. The significant reserve of the engine's torque assures a steady operation

of the combine harvester in the event of abundant crops, on hilly terrain and during transportation. This enhances its cost effectiveness and increases the torque at low engine speed.

The combine harvester is fitted with a three meters wide picker, making it possible to operate using two or three rolls depending on the amount and type of mass. The repeat frame and gauge wheels help to follow the terrain and thus pick up the rolls cleanly. The Quik-Tatch connection system makes it possible to replace a picker by a reaper within minutes when harvesting maize.

Combined with Kemper maize reapers, the harvesters efficiently gather maize both



is a smart device!

along and across the rows regardless of the inter-row spacing. The reaper coverage width varies between three and seven meters. It is

660 mm, the width 710 mm. The crushing unit consists of a multiple section drum, which,

depending on the crop being treated, harvesting conditions and requirements applied to the crushed fodder quality, has 40, 48 or 56 blades and assures high cutting quality.

For harvesting fodder in adverse conditions, John Deere offers the innovative ProDrive transmission, which integrates a powerful hydrostatic transfer control with an automatic

switch of a two-step mechanical gearbox for continuous adjustment of high torque speed.

Only series 7050 combine harvesters offer an exclusive capability of determining the moisture of fodder being procured and automatic adjustment of the cutting length depending on the actual amount of dry matter and moisture of the mass. A HarvestLab infrared sensor for monitoring dry matter is installed on the silo delivery line. This supplies information to the AutoLOC system concerning the moisture content of the crop being harvested. The system adjusts the cutting length via its optional IVLOC device, thereby assuring harvesting with optimum dry matter content and cutting length.

The combine harvesters are fitted with integrated systems which supply information in real time mode about the size of harvest, cutting length, dry matter content and fuel saving.



possible to additionally fit the harvester with straight grass cutters having an operating width above three metres.

The reaper and picker operation corresponds well to that of the crusher. The crusher output precisely agrees with the machine power. The pressing rolls tighten the picked mass and feed it to the blade drum. The crushing drum rotation is 1,000 rpm. The diameter is

Testimonial:

Aleksey Sirotin,
deputy director-general for transport of Zapadnoye LLC,
Klyuchevsky district, Altai Territory

"Four Series Seven John Deere fodder combine harvesters work on our farm. They are doing a fine job! Those multi-purpose heavy duty machines can treat grains and pulses, as well as

grasses. They feature excellent productivity, power, reliability and steerability. We are very pleased with the operational results of the reapers, which are fast to mount and assure excellent cutting."

VERNISSAGE

Paris presents promising innovations

Beginning on page 3

Nikolay Slauk, Niva LLC director-general (Voronezh region) believes that the factory visit provides knowledge about the latest achievements in agricultural engineering and sets benchmarks for introducing modern technologies.

"I got interested in the new Kverneland seeder for seeding out mulched seeds of beets, maize, and sunflowers," says Nikolay Slauk. "We know about the quality of this company's machines firsthand, not by hearsay. For several years, we

have been using the Optima Kverneland seeder non-stop on our farm, and this prompts us to buy another such machine."

"Progress goes on," says German Byzov, director-general of Pizhansky Stud Farm JSC (Kirov region). "The exhibition proves this. The JD Company has offered a range of improved tractors. They are really good machines, which is why we prefer this particular company."

The Russian farmers visited farms where they familiarised themselves with animal keeping and care. As Valery Shkurin, director of Gigant JSC (Novosibirsk region), pointed out, the automatic milking system impressed everybody.

"For the

first time in my life, I saw cows being milked by robots!" says Valery Shkurin. "Our farm specialises in animal breeding, which is why I found this system particularly interesting. The unique milking system operates independently and successfully performs its functions without monitoring by a human operator. This is an essential advantage, since it reduces labour costs. The computer registers the animal's readiness for milking, and then the process starts. The robotised system treats the cow udder and pumps down the milk. In addition, the system monitors milk quality. It is pleasing to note that the entire



process enhances the animal's comfort and thus improves the quality of the milk and its yield."

Colleagues and partners unanimously expressed their genuine gratitude to EkoNiva for arranging such trips, which help them find new approaches to farm management, use foreign peers' expertise and introduce new technologies into their work.



John Deere tractors

The Agrosezon 2011 agricultural exhibition kick-started a new farming year for farmers of the Central Black Earth Region.

By Yulia SALKOVA



are popular at all times!

For four years, EkoNiva-Chernozemye LLC has been displaying John Deere agricultural machines at the Agrosezon exhibition. As EkoNiva-Chernozemye managers have pointed out, tractors from this company are always popular with Russian farmers.

"This year we are featuring the JD 8295R 295 hp tractor of the updated Series 8," says Yuri Maslov, EkoNiva-Chernozemye sales manager. "The operator sometimes spends over 12 hours behind the steering wheel, which is why comfort and convenient visibility are no less important to him than tractor power. The cabin space has been increased by 10%. The right-hand control panel is moved over to the controls on the armrest, which improves visibility on the right. The improved control panel facilitates monitoring the

functions and supervision by a single touch of hand."

The JD 8295R tractor will be ideal for work with sophisticated and heavy tilling tools, as well as with multi-role seeding systems. Its big advantage is the domestic assembly and, hence, the subsidies provided by the state for Russian-made equipment.

EkoNiva-Chernozemye was awarded the golden medal of the exhibition for its active promotion of the JD 8295R tractor on the farming market. However, the best compliment came from Mikhail Kondrukhov, head of Zarechye LLC, one of the Company's old customers, who said that after an operator has used "the old eight model," he can't be talked into changing it for an MTZ machine, since the comfort of the 8295R beats even that of a warm and cosy home.

"Second bread" comes first

EkoNiva-Vyatka participates in the third Potatoes and Vegetables 2011 inter-regional exhibition.

By Anna BORDUNOVA, Liudmila ZYKOVA

Over 500 experts from 28 regions of Russia and representatives of five foreign countries have come to Cheboksary to share their expertise in potato growing.

"EkoNiva presents highly productive varieties of potatoes from EUROPLANT," says Denis

Shishkin, Sales Manager of EkoNiva-Vyatka LLC. "Thanks to its very early tuber formation, the Colette variety produces two crops per year. Jelly is the most productive variety in Europe and Russia. This is the variety

on which the highest stakes are made in potato production. Rosalind is an early and highly productive table variety. It differs from others in that it forms large tubers. Vineta is the best variety in terms of taste. Its special agro-technical feature is resistance to drought. The varieties presented interested the local farmers."

Special attention was given to agricultural machinery. EkoNiva-Vyatka showed farmers a complete

range of Grimme machines for growing potatoes and John Deere series six and seven tractors.

"Grimme GL potato planters are highly productive and cost effective," says Denis Shishkin. "The machine performs several operations in a single pass, i.e.



introduces fertilisers and pesticides and carefully plants potatoes."

According to Denis Shishkin, such sessions help to better learn about the consumer demand, find new buyers and successfully sell products.

For its active involvement, EkoNiva-Vyatka was awarded a diploma.

JCB

The efficient telescopic loaders from JCB have long become popular with Russian farmers. Fast and manoeuvrable, they can do any job on the farm.

By Anna BORDUNOVA



means quality

JCB telescopic loaders feature their traditionally strong points, like high productivity, reliability, and design solidity combined with safety. The wide range of loaders on offer makes it possible to choose the right model for various applications, including those in a constrained space.

The JCB 531-70 loader is special in that it has a reinforced jib. The machine is designed so that it spreads the pressure throughout the entire length of

the jib, thereby reducing stress. The length of the connection on the jib inside and outside is around one meter, which prevents damage. The cabin design provides maximum space and comfort for the operator. The low position of the control panel and the large window assure excellent observability, making for easy monitoring of the machine's performance. The transmission angle arrangement is ideal for accessing components during maintenance. The basic units

of the machine, such as rolls, gearbox, hydraulic pumps and engine are simple to maintain. Thanks to audio and video sensors, the operator instantly receives information about the condition of the engine and transmission.

JCB telescopic loaders cope well with such jobs as fodder transportation, manure removal and loading of grains and organic fertilisers. They are indispensable for making silage clamps and stacking rolls into boxes.

CUSTOMERS SAY

Cost-effectiveness



Sergey Shabelnikov, Kabanovskoye-Agro LLC, Ust-Kalmansky district, Altai Territory. The farming enterprise is engaged in crop production and animal breeding. Also, it specialises in growing grains and pulses.

"A cost effective and quality-oriented approach to work is one of the advantages of JCB equipment. The telescopic loaders, of which we have two (nine and seven meters) on the farm, save our time and leave us the money to purchase other machines. They do any job we have. In spring, they easily load seeds, while in summer they tackle hay and in autumn the grains. In winter they are a fine alternative to bulldozers. They quickly and thoroughly remove snow from roads. Using them is regular enjoyment."

Manoeuvrability

Sergey Sukhoterin, head of the Sukhoterin S.M. Farming Enterprise, Shipunovsky district, Altai Territory. The enterprise grows crops and breeds animals.

"We've got two JCB Agri seven-meter telescopic loaders working on our farm. They are as busy as bees! What manoeuvrable and fast things! They move quickly about the warehouses and work even in very narrow passages. The machines load the silo just fine. And not a single complaint in maintenance. We are very pleased with their performance."



Versatility of applications



Sergey Bensler, director of Kolos LLC, Loktevsky district, Altai Territory. The chief businesses are crop production and animal breeding.

"JCB loaders are multi-purpose machines. They are ideal for use in warehouses, storage rooms and live stock barns, as well as on the fields. The machines easily distribute fodder, carry bales and load hay. They never stand idle on our farm."

Productivity

Aleksandr Astapechenko, chief engineer of Krasny Oktyabr Limited Partnership, Starodubsky district, Bryansk region. The prime business is pedigree and milch cow breeding. Specialises in growing grain seeds and potatoes.

"We've been using the JCB 541-70 Agri 100 hp loader for four years. This is a highly efficient machine. It's second to none in loading and unloading operations."



Reliability



Nikolay Bornusov, chief engineer of Chernozemye LLC, Rylsky district, Kursk region. The company is engaged in cattle breeding.

"The JCB 531 70 Agri telescopic loader is a reliable and convenient machine. Its design provides for the lateral position of the engine, which is convenient for maintenance and increases the loading capacity by moving the jib backward. It's been a permanent help to us for three years. And we never once had a problem with it."

NEW TECHNOLOGY

Milking machine:

from classics to modern

The bulk of working time at dairy complexes is taken up by milking. Pondering the choice of milking equipment, many specialists believe that the process can be accelerated by increasing the number of milking units. This is not true since they omit the cost of labour in the milking.

By Yulia SALKOVA

Saving time

Cutting working time depends on following several rules.

- Cleanliness of cow stalls cuts down the udder cleaning time, thereby increasing milk yield.
- Sometimes colossal efforts are expended on moving cows into the milking section where the stalls are in front of milking machines that "attract" the un milked cows. The problem is resolved by a pre-milking site that accommodates all the cows of a single group (around 1.5 sq.m for each cow).

- In a straight line. This is exactly how the cows must enter the milking section and leave it in the same way. If entry and exit are arranged differently, the animals move more slowly. Fix up the lighting issue. Remember that cows

machine has shifting pipes. When the cows are let out, the pipes swing out. The groups of animals are changed still quicker if a frontal limiter is used (quick exit). The cows leave the milking site simultaneously, thereby reducing change time by 8 to 10 seconds, while milk yield grows by 15%.

- Abandonment of the conveyor type of operation (first, only cows standing on one side of the machine are prepared, while the milking machines are activated "at the second stage") also reduces the time.

It is necessary to evaluate as precisely as possible how much working time is spent per cow. The guiding principles for evaluation are given above. After that, you will be able to choose the optimum model of a milking machine offered by GEA Farm Technologies (Germany).

GEA Farm Technologies is a dynamically developing global company specialising in the manufacture of milking machines, herd control systems, and equipment for cooling milk, feeding animals, removing manure, maintaining hygiene standards and conducting disinfection. GEA Farm Technologies is well known to Russian stock breeders for its consulting and full-time contracts for building major stock breeding complexes on a turn-key basis.

move slowly in the darkness.

- A quick change of the herd is assured if the milking

Choosing a machine

Herringbone is a classical milking parlour for



a modern dairy complex with a herd of milch cows varying

sites. With cows arranged side by side, the length of the parlour is reduced and this, naturally, reduces operator travel.

Advantages:

- Relatively small size combined with high throughput capacity
- Fast entry and exit of cows
- Clamping of cows to the edge of milking pit
- High efficiency
- Compact stall layout
- Safe design



Carousel is the optimal version for large dairy

between 240 and 1,000 animals. The product range is suited to serving precisely this number of livestock.

Advantages:

- Convenient lateral access to udder
- Modular design of milking station
- Individually adjustable chest support
- Electronic gate control
- Reliable and functional design



Parallel is a version for

complexes with a herd of milch cows numbering more than 1,000 animals. Rotary type milking equipment.

Advantages:

- Highest throughput capacity, optimal animal position
- Efficient milking at smooth and low operator load
- Best vacuum distribution
- Modern



automatic milking of a herd of more than 400 animals. The system is installed in various options for 2x6 to 2x24 milking

hydraulic drive that combines smooth start-up and noiseless platform rotation

- Durable use



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:

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
Please, feel free to contact us on the telephone:
+7 (4712) 39 26 60

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)

JCB acrobatic sketch

Field Day at Zashchitnoye farm



Whose HP is more powerful?



The race in the Novosibirsk region



Let's talk it over!

At the Vysokoye animal farm

Come on! Come on! Let's tug hard and we will make it!



Sometimes even servicing needs a service!

I study thoroughly What's wrong with John Deere. The fault must be cured And high yields procured.



EkoNiva experts will get to the bottom of anything!

Mastering Kverneland



Specialists of the EkoNiva service department paid a two-week visit to the Netherlands and Germany learning about Kverneland's agricultural equipment manufacturing facilities.

By Anna BORDUNOVA

The first training centre was the town of Nieuw-Vennep, the Netherlands, the home of Kverneland's factory manufacturing vegetation protection and fertiliser introduction equipment. EkoNiva specialists paid special attention to fertiliser distributors and sprinklers.

"RAU Explorer Kverneland sprinklers are fitted with high technology control systems (FMC flow regulation system), including improved systems for tank washing and filling," says Aleksey Priskoko, EkoNiva-Tula Company's servicing engineer. "The chief advantage of the device is its cost effectiveness and productivity."

The second training session took place in Soest, Germany. This time, the servicing engineers were mastering Kverneland seeding machines.

"At the training sessions, we thoroughly studied the operation and operating principles of Optima and Monopill seeding

machines," says Aleksey Priskoko. "Those are designed for high-precision dot seeding of beets, maize, rape, sunflower, and soya. Precision and uniformity of embedding are indisputable advantages of the Monopill seeder. The peripheral velocity of its sowing disc, which corresponds to the machine's movement speed, assures precise seed planting. The Optima guarantees high precision sowing due to a compact sowing centre located deep in the coulter. This adjusts the minimum height of seed fall, between 10 and 15 cm."

The engineers also studied Kverneland machines' electronic control systems as well as their operating principles and basics of programming the electronic control units.

According to Aleksey Priskoko, the training proved very successful. Upon completion of the training session, the specialists received qualification improvement certificates.

REGIONAL NEWS

John Deere's workhorse

The training session held for farming machinery sellers in St Petersburg focused on John Deere 6D tractors. At the session, EkoNiva specialists familiarised themselves in greater detail with advantages of those advanced machines.

By Anna BORDUNOVA

The new Series Six tractor, the 130 hp 6130D model, was first presented in Moscow at the Agrosalon 2010 agricultural machinery exhibition. Russian farmers are eagerly buying these reliable machines for their farm jobs.

"We have sold four John Deere Series Six tractors," says Aleksandr Zuyev, Sales Manager in the Kemerovo branch of EkoNiva-Sibir LLC. "And this is not surprising given that they are more powerful and cost effective machines. They are fitted with an improved 4.5-litre PowerTech engine and a powerful hydraulic system. The machines resist wear and

need only infrequent servicing."

The JD 6130D tractors are real workhorses. The reliable three-point mount and the vertically offset towing/coupling device superbly cope with overloads. The tractors can also do any job both on small and large farms. The 6130D is an all-purpose tractor. It can be integrated with seeding, tilling and hang-on equipment as well as with balers, mounted sprayers and loaders.

According to Aleksandr Zuyev, operating this machine is a real pleasure. Fitted with a pneumatic suspension, a comfortable seat and an air-conditioner, these machines assure extra convenience for an operator.



Sights set on sowing

Aleksandr Mikhailov pointed out that this year the farmers will have to overcome the impact of last year's drought and to harvest 3.2 million tonnes of grain. There are high expectations for potatoes given that this crop is always profitable and the market demand for it never flags. In 2011, the plans call for harvesting around 900,000 tonnes of this "second bread."

Anatoly Durdyev, EkoNiva-Semena's Sales Manager, said that the demand for seed potatoes has grown markedly. EkoNiva offers farmers highly

At a regular session, the Kursk region's Governor directed farmers to do the new season's field work efficiently and on time.

By Anna BORDUNOVA



productive varieties of foreign-selected potatoes, such as Jelly, Rosalind, Vineta, and Colette. Adapted to all freaks of weather, these superior varieties produce high crop yields.

Also, this year a new enterprise, EuroNiva, a joint venture of Russia's EkoNiva and Germany's EUROPLANT, started working on the Zashchitnoye LLC farm. This will grow and sell seed potatoes.

According to Aleksey Bibikov, Director of Zashchitnoye LLC, this year's plans call for sowing new varieties of potatoes on 100 hectares and harvesting the first crop.

OUR PEOPLE

Titles don't matter much



"Now I feed 400 animals, not a big herd. I request building a site for another 200 heads!" These are the words Nina Tyutyunnikova addressed to the EkoNiva management when she received a certificate of appreciation from the Russian Ministry of Agriculture. Even on this festive occasion the head of the fattening section of the Zaluzhnoye farm could not help thinking about her work.

By Yulia SALKOVA

Nina Tyutyunnikova has worked at the Liskinsky district for over forty years. Her impressive professional expertise is an accumulation of the knowledge of an entire generation of domestic cattle breeders spanning three eras: the Soviet period, the period of decline and the present time. In 1971, right after graduating from the farming high school, she started working as a veterinary attendant at the advanced Krasnaya Zvezda collective farm. After that, she headed a pig breeding farm. She recalls the boundless fame of the collective farm across the entire Soviet Union, thanks to superior milk yield, weight gain and grain production. And then the roaring nineties rushed in...

Back then, Nina worked as the collective farm's deputy director. She fought decline and demise. She remembers those hard times with pain and sadness.

"With hardly any fodder, we were ashamed of looking into our cows' eyes, to say nothing of the people. Our salary was a mere pittance. But even this we could not afford to pay."

In 2004, her farm joined the EkoNivaAgro group where Nina has been working till now in the horned cattle division. Today, her bull-calves are among the best "weight-gainers" in the district, with a daily weight

addition of 1,200-1,300 grams per animal. Nina is sure that current production, as compared to the Soviet and post-Soviet periods, is at the highest level.

"We didn't dream of 800 gram weight gains even when our farm was among the best!" says Nina Tyutyunnikova. "The upper limit was 500 grams. But what was the silage like back then? It used to be made of green maize without grains whatsoever! Now we make up energy-balanced rations individually for each age group of animals! The cowsheds are restructured, based on a German technology. They are spacious and well aired. A separate feeding platform is provided; there are no conventional troughs that need to be filled and cleaned, a procedure that takes time."

The 450 animal feeding branch is run by a staff of two calf-tenders, a cattle-farm worker, a tractor driver and Nina, who is a specialist in feeding and caring, all in one. The staff fully supports Nina's idea of increasing the livestock. It goes without saying

that they can manage another 200 bull-calves now that the work is organised quite differently.

Just looking at Nina raises one's spirits. Her eyes are glowing, she is bubbling with energy and her face is beaming. It seems that



she can do anything, whether catching a boisterous bull-calf or establishing a friendly atmosphere among the team. Cleanliness, order and discipline reign supreme in the place she oversees.

A man is as old as he feels. This fully applies to Nina! At her time of life, she has two grown-up

daughters, Yulia and Oksana, and two granddaughters, aged 20 and 14. Recently, the female kingdom got a streak of virility in the form of Andrey Andreyevich. This is how Nina jocularly refers to her newly born grandson.

Nina was recently awarded the title of Labour Veteran. As her colleagues say, the award has found its hero.

"To some, 'Labour Veteran' is a title of honour. But to Nina this is the way of life," says Vladimir Frolov, chief veterinarian of EkoNivaAgro LLC. "She is a skilled specialist with 40 years of work in this area."

Nina acknowledges that she was pleased to receive the title. But this is not what matters most to her in her profession: "I'm pleased with how the management treats our workers on the farm," she says with a smile. "As you know, the bosses are not always interested in how employees get along. Here

the farmers' work is treated with respect and is paid well. Since EkoNiva took us under their wing, our salaries have grown ten-fold. I am at retirement age, but I can't quit working. My colleagues have asked me to work for at least another year, which I'm willing to do. What shall I do if I retire?"

20 YEARS LATER...

Stefan Duerr on national features
of doing business in Russia

Over 20 years have passed since Stefan Duerr, a student at Bayreuth University, arrived to undertake training in agricultural practices in the Soviet Union. The country changed, making it possible to launch one's own business. Today, the EkoNiva Company he created successfully operates all over Russia, from Novosibirsk to Smolensk. It produces milk, grows grain, and supplies farmers with modern agricultural machines. Stefan Duerr told our correspondent about how the company was established.

By Svetlana WEBER

"What difficulties did you run into while establishing your business in Russia?"

"In the early 90s, a foreigner could not do normal business in Russia. Back then there were no rules for transacting business. From among the Western companies, the only ones here were those which could work without rules. That doesn't apply to me. The times were really tough for farmers back then. The state did not provide any support at all. Whatever was left over after the Soviet era was ruined. All thought it was better to sell gas and buy food abroad.

When Putin came to power in 2000, rules began to be established. Russian Minister of Agriculture Aleksey Gordeyev played a major role in this. I think his policy aimed at supporting expressly strong farms was absolutely correct. At first it was very difficult, but step by step farming started to develop. Since 2005, support has become quite substantial. Today, one can work in Russia successfully without resorting to corrupt practices. I know that not everyone will agree with me."

"What surprised you about doing business in Russia?"

"In the West, a deal is considered successful if both sides profit by it, even if one side's profit is slightly bigger. This is not yet so in Russia, where somebody must win while somebody else must lose. A deal is considered a failure if a partner wins a bit more than his counterpart. The win-win notion has just struck root in Russia is beginning to develop gradually.

Also, there is a great difference in how company workers perform their duties. If a German is commissioned to do a job, he will

do it precisely as he is instructed. A Russian is sure to do something differently and then say he was doing his best. It runs in his blood!

There are positive points in doing business here as well. Once a complex problem arises, a Westerner stops still and says it's a hopeless job. But the Russians never give in! They seem to know how to get out of any predicament. It looks to me that the Russians take their jobs closer to heart. If something goes wrong, they work till midnight, over weekends and on holidays, and no one will quit work at four."



"What have you achieved in these years?"

"Step-by-step, actually from scratch, we have built a big and steadily running enterprise. Of course, we have experienced the so-called growth problems. Greater stability would do us no harm. However, as milk goes, we are among the best dairy producers in the country. And we are determined to be among the world's best! What will stop us? Nothing! Just give us time."

"You were the second foreigner to be decorated with the medal 'For

Contribution to the Development of Russia's Farming'. How do you feel about the decoration?"

"This is my favourite decoration and I'm proud of it. As a foreigner, I feel that no matter how you work, you won't be 'one of our boys'. I think that all foreigners have this complex. So, this medal is a sign showing that though you are not yet 'our boy', you at least are not an alien. It was very important for me to realise this."

"What do you make of the German medal 'For Service to Germany'?"

"Russia's image abroad is not the finest, which I find wrong. Any state and any government can and must be criticised. Russia, however, is often criticised for the sake of criticism. There are a lot of good things in Russia which many also choose to ignore. I feel sore to see this and I want to change people's attitudes. In Germany, I argue with many people since I wish to convince them that not all in Russia is as bad as some try to present. The fact that I am decorated shows that in Germany my attitude to Russia and efforts to foster and enhance the Russian-German relations are acknowledged and appreciated."

"If you could return to the year 1989 and make a new choice, would you go to the Soviet Union again?"

"Of course! By all means! And I recommend this to others."

"Why?"

"I think that many would find the heartfelt atmosphere here very pleasing. As for opportunities in the farming business, there's no place like Russia."

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