



AN EVENT

Agritechnica 2011,



everything for smart farming

EkoNiva has arranged for its customers a traditional trip to the world's largest agricultural exhibition, Agritechnica 2011. Over 100 Russian farmers familiarised themselves with the latest achievements and newest products of agricultural engineering. The exhibition spotlight was on "smart farming."

By Anna BORDUNOVA

This year, Agritechnica featured the products of 2,800 companies from 48 countries. The event focused on the Smart Farming forum, which brought together the innovative developments in the field of electronics and sensor-controlled equipment. This trend was well pronounced in the exhibits, about a thousand of which were newly developed products.

One of the largest stands was hosted by John Deere. Here, the John Deere series 9R and 9RT caterpillar tractors made their first appearance. The more powerful and efficient "nines" have come to replace the series 9030 tractors. The new machines have an improved hydraulic system and an updated mounting which raises the lifting capacity to 9,072 kg. The tractors have also "honed" their intelligence. They have received the

Efficiency Manager system, which enables an operator to control different operating speeds. In 2012, the Russian market will see a modernized S series grain combine harvester. The special feature of this machine is the new Variable Stream rotor that raises output and improves straw quality.

John Deere specialists also broke important news to the farmers: next year the range of products manufactured in Russia will grow considerably.

John Deere won a total of five silver medals for its innovative developments. One of the winners was the HarvestLab system that permits identification of the vegetation mass during harvesting.

ANNOUNCEMENTS

January. The tenth anniversary of EkoNiva-Chernozemye LLC and EkoNivaAgro LLC

Venue: Liskinsky district, Voronezh region
Organisers: EkoNiva-Chernozemye LLC, EkoNivaAgro LLC

20-29 January. Green Week 2012 International Exhibition and Fair

Venue: Berlin, Germany
Organisers: Messe Berlin GmbH exhibition company

January. "Milk Pipeline Detergents and Udder Hygiene Compounds," a seminar on products for stock breeding conducted by GEA Farm Technologies

Venue: town of Bogoroditsk, Tula region
Organisers: Tula division of EkoNiva-Tekhnika LLC

January. Opening of John Deere shop at the maintenance centre in the Tula region

Venue: town of Bogoroditsk, Tula region
Organisers: Tula division of EkoNiva-Tekhnika LLC

January. Information seminar on John Deere tractor product line

Venue: Liskinsky district, Voronezh region
Organisers: EkoNiva-Chernozemye LLC

January. Opening of a potato storage facility at Zashchitnoye LLC

Venue: Shchigrovsky district, Kursk region
Organisers: Zashchitnoye LLC

January. Information seminar on John Deere equipment

Venue: town of Ob, Novosibirsk region
Organisers: EkoNiva-Sibir LLC

7-10 February. The 17th Grain-Mixed Fodder-Veterinary 2012 International Specialised Trade Fair

Venue: Moscow, Russia
Organisers: Expokhle Marketing Centre

February. Customer trip to John Deere factory in Domodedovo

Venue: Moscow region
Organisers: Tula and Kostroma divisions of EkoNiva-Tekhnika LLC

February. Leading Russian agricultural enterprises' amateur football final tournament

Venue: Moscow, Voronezh, Tula and Novosibirsk regions
Organisers: EkoNiva Company

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A really good job

On the eve of Farmer's Day, EkoNiva made a generous present to farmers of the Novosibirsk, a state-of-the-art agricultural equipment maintenance centre.

By Anna BORDUNOVA

Over 200 guests met for the holiday. Among them were heads of agricultural enterprises of the Novosibirsk, Kemerovo, Tomsk, and Altai regions plus a team of John Deere specialists and EkoNiva's friends and partners.

Opening the event, Andrei Albach, head of the Department of Mechanisation and Technical Support in the Novosibirsk Regional Ministry of Agriculture, said: "EkoNiva

is one of the first companies that started to develop the market for foreign equipment in our region. The company has firmly established itself in the farming industry and moved ahead briskly, offering top class equipment and excellent service."

The guests toured the new maintenance centre. In nearly a year's time, on an area of 2.2 hectares, a building was erected that covers 1,667.5 square metres, accommodating four heated

repair zones and maintenance workshops. Two overhead-track hoists were installed in the maintenance centre for unloading and repairing heavy machines. The guests toured a spare parts and consumables storeroom with a dedicated storage system. They saw a conference hall for training sessions. They also appreciated the "sauna" for equipment. That's how they dubbed the washing facility capable of cleaning even the biggest double-wheeled tractors. Among other

things, they liked the large commercial hall housed by the maintenance centre building. Expendables, oils, spare parts and John Deere souvenirs sold there like hot cakes.

Joseph Barrett, head of John Deere's Russian subsidiary, talked about the corporation's progress in Russia: "EkoNiva, as one of the major dealers in Russia, works hard to develop the country's agriculture. The proof of this is the up-to-date maintenance centre that will massively support the farmers."

Over ten types of John Deere machines were presented at the festive event. The company prepared another agreeable surprise for the opening of the maintenance centre, a 25% discount sale on all equipment.

One of those seeking a John Deere caterpillar tractor was Vladimir Selikhov, a long-standing friend and partner of EkoNiva, director of the Letyazhye Farming Enterprise (Tomsk region). As it happened, Vladimir delivered the first "patient" of the new maintenance centre, his John Deere tractor.

"I've cooperated with EkoNiva for around six years," says Vladimir Selikhov. "Most of our equipment has come

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from EkoNiva. This company does a really good job. But the opening of the new maintenance centre will improve it still more."

Yegor Kin, director of Rubin LLC (Krasnozersky district, Novosibirsk region) has two ambitions. One is to acquire one more John Deere series 9 tractor for his company; the other is to see a similar modern maintenance centre in his district.

"Our company was the first in the region to start acquiring equipment from EkoNiva," says Yegor Kin. "Thanks to their modern service, we began and finished our field work on time, becoming, in terms of harvest, the second best farm in the district. The new maintenance centre is another step to success in farming. We would like to have a maintenance centre like this in our district."

These wishes may soon materialise. As Stefan Duerr, EkoNiva's President, said, plans are under way to start building high-technology maintenance centres in the Krasnozersky district of the Novosibirsk region and in the Kemerovo region.

Business class for cows

In late November, EkoNiva Agro commissioned a 1,900-head dairy farm. This is the second such facility in the year, another sizable contribution to the milk production industry of the region.

By Yulia SALKOVA

As per good traditions, the festive opening of the Carousel milking parlour of the new farm in Zaluzhnoye was initiated by Voronezh region Governor Aleksey Gordeyev, Head of the Liskinsky district administration Victor Shevtsov, and Chairman of the Central-Chernozem Bank of Sberbank of Russia, Aleksandr Solovyov. Together with EkoNiva President Stefan Duerr, the guests familiarised themselves with the high-technology facility. In addition, they attended a "business class" cowshed. This is how, by way of a joke, Aleksey Gordeyev dubbed the accommodation for newly calved cows. 1,265 Holstein-Friesen heifers have been delivered to the farm from America. By the opening date, 60 of them gave birth to healthy young. It was they who tested Carousel, the region's most productive machine for milking 50 cows.



The total investment in the farm, once it reaches its full production capacity, will be 660 million rubles. This includes loans from the Liskinsky branch of Sberbank of Russia.

INCIDENTALLY...



Governor of the Novosibirsk region Vasily Yurchenko noted the economic importance of the new facilities, their high-tech equipment and the contribution they will make to the social factor by creating new well-paid jobs that will improve life in the village.

Two important events occurred simultaneously in early December at Sibirskaia Niva LLC. A new stock breeding accommodation designed for 1,800 animals was commissioned. And the first stage of the complex, a 36,000 tonne fodder grain storage and processing facility, was opened.



"Each farm of EkoNiva is not just another success of the company," says Aleksandr Solovyov. "The farm will need an increased fodder supply and larger seeding areas. Eventually, this means new jobs, wages and pensions. Each farm of the enterprise is a stimulant in the development of our region."

The second stage of the facility is due to be launched in the second quarter of 2012. This will employ 53 people when fully loaded. The average wage of 20,000 rubles is not bad for a village. The investments in stock breeding will eventually give a new life to the country. For example, the kindergarten built two years ago in Shchuchye village is already too small for all its little occupants.

SPORTS



Hailing the football season

The third football championship among amateur teams of Russian agricultural enterprises organised by EkoNiva has begun. The first game of the qualifying tournament took place among the enterprises of the Tula, Ryazan and Kaluga regions. The games proceeded on the pitch of the Grumand Sports Centre (Tula region). Eight teams fought for the title of the best squad. In a tough struggle, the title was won by teams of the Vorobyov G.A. Farming Enterprise (Tula region) and Molochny Produkt (Ryazan region). The next qualifying tournament will take place in the Kirov and Vladimir regions. The winning teams will compete in the championship's final stage scheduled for 18 February 2012 near Moscow. The winner will get the main prize, a John Deere series six tractor.

High quality seeds,

EVENTS



the pledge of a rich harvest

The development strategy of selection and seed production has become one of the principal subjects at the Russian Golden Autumn 2011 Agrarian Forum.

By Anna BORDUNOVA

Pyotr Chekmarev, director of the Department of Crop Production, Chemisation and Crop Protection, the Russian Ministry of Agriculture, noted that one of Russia's key problems is the shortage of high quality seeds.

"We cannot guarantee security of the country's food supply unless we properly organise the appropriate seed production based on the newest technologies and modern equipment," says Pyotr Chekmarev. "To resolve this problem, the Russian Ministry of Agriculture has worked out 'The Development Strategy for Basic Crops' Selection and Seed Production to 2020.' The plan is to allocate 370.5 billion rubles from the federal budget for developing this branch of agriculture."

EkoNiva also presented its work strategy at the exhibition. The company closely monitors the world's latest achievements in selection and produces annually more than 20,000 tonnes of certified seeds. Today, EkoNiva is among Russia's top three seed producers.

At the exhibition, EkoNiva

specialists also presented a completely new assortment of field crops. Soya and alfalfa seeds, chronically in short supply, were particularly in demand.

EkoNiva offered the farmers Canadian alfalfa seeds as well



as Canadian and Swiss varieties of soya that meet all agricultural standards.

"The seed production facilities of EkoNiva comply with the highest requirements applied to technology, equipment and personnel," says Yuri Vasyukov, EkoNiva-Semena LLC executive director. "This year, we've introduced a higher domestic standard of seeds, Premium. This will make our products more competitive and strengthen our position on the country's seed market."

New technologies - in practice!

Agricultural progress is unthinkable without breakthrough technologies. This idea was the subject matter of the Kaluga Autumn 2011 exhibition.

By Yulia SALKOVA

One of the most successful projects being implemented in the Kaluga region is deployment of robots in dairy farms. This has become a must due to the growing production of milk and ever more strict quality standards. The Tula division of EkoNiva presented at the Kaluga Autumn exhibition the

milk without stress, thanks to an individual, flexible approach to each of them.

Moreover, crop production in the Kaluga region is steadily being re-equipped. Russian factories of Lemken and Grimme in Detchino and the John Deere facility in Domodedovo, the



robotized milking machine Mlone from GEA Farm Technologies. As Aleksandr Venglinsky, head of the livestock equipment sales department noted, the robot is not a traditional workplace for milking, but a milking complex that integrates all the milking operations and herd management procedures. In addition, this enables the cows to give up

assembler of series 8 and 9 tractors, offer promising opportunities to the farmers. The sales managers of EkoNiva's Kaluga division point to the growth of the product range. John Deere series 6 and 7 tractors will appear soon on the fields of Kaluga, followed by updated machines of series 8 and 9 sporting the "Made in Russia" nameplate.

Farming also is an art!



Culture, education and ... farming of the two countries were intricately interwoven during "The Days of Germany" in Voronezh.

By Yulia SALKOVA

At the opening ceremony of "The Days of Germany" in Voronezh, Lilia Dobysh, an official of the FRG Embassy in Russia, said that over seven years similar events had been held in 25 Russian cities. Voronezh and the FRG closely cooperate in various spheres of education and such major events as "The Days of Germany" bring them still closer together.

As part of the agenda, the Voronezh specialists participated in various seminars on intercultural communication and journalism, as well as in presentations of training programs. The cultural part of the ten-day event included two film showings and master classes with producer Sebastian Heinzel on how to shoot

short dedicated footages.

In addition, farming issues were in focus. The Voronezh specialists visited EkoNivaAgro in Liskinsky district, a company incorporated by the Russo-German EkoNiva Holding. The guests, most of whom were students of the Voronezh high schools, took the excursion rather sceptically. However, on touring the high technology milk production facilities and a state-of-the-art elevator, and seeing the scale of production, the young people changed their mind and understood that - farming, too, is an art, the art of doing a fine job. The guests "envied" the calves. "They are born into an apartment!" By way of a joke, they sized up the accommodation

for themselves. On completion of the excursion, the guests agreed with the idea voiced by Heidi Bech, one of the organizers of the event.

"EkoNivaAgro fosters cooperation between Germany and Russia," says Heidi. "The farm largely relies on German expertise. Russian specialists take training in Germany, where German experts share their experience with them. Nonetheless, the farm employs many people from the local population without whose efforts our technologies would never work. As it happens, our daily work fosters our cooperation on a large scale!"

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AN EVENT

Agritechnica 2011, everything for smart farming



At the LEMKEN exhibition stand, guests saw a new disc harrow, the Rubin 12. This model is more efficient than the previous one. It tills the soil to a depth of up to 20 cm. A new seeding system, the Compact-Solitaire 9, won two silver prizes at the exhibition. The first prize

the telescopic loader 550-80. The machine features the highest lifting capacity in the Loadall product range. The crane arm height is eight metres; the maximum



In addition, the farmers attended the exhibition sites of Grimme, Bvl, Annaburger, Einbock, Kverneland, Degelman, Evroplant and other companies.

abroad increased demand for fodder crops. In this aspect, EkoNiva recommended Canadian alfalfa seeds.

Equipment of 2012!

At Agritechnica 2011, the John Deere 7280R (310 hp) tractor fitted with the smart control system won recognition as the tractor of the year, 2012. Among the combine harvesters, number one was a four-row VARITRON 470 potato harvester from Grimme. That was the verdict of a jury composed of 20 editors-in-chief from among European agricultural publishers.

In addition to the exhibition, the guests visited farms, where they familiarized themselves with European expertise in the agricultural business.

“Agritechnica is a fine

landmark in the field of advanced technologies,” says Andrey Galkin, director of Yermolovskoye LLC (Liskinsky district, Voronezh region). “I regularly attend this exhibition together with EkoNiva colleagues. One can always find here new ideas and innovative solutions. I’ve long set my sights on the Twister cultivator from Einbock. At the exhibition, I once again assured myself of its merits. So I shall consider the acquisition of a new machine.”

At its stand, EkoNiva introduced the guests to the latest trends in seed farming, offering them a completely new selection of crops. Company experts pointed out that this year farmers have taken a keen interest in the seeds of grains, especially, barley. The shortage of soya triggered demand for the seeds of this crop. Here EkoNiva offered the Canadian and Swiss varieties of soya that meet all agricultural standards. The development of stock breeding in Russia and



went to the automatic coulters pressure adjuster. The second silver was awarded to the anti-skidding regulator (ASR) of the packing wheel. A new tractor-drawn sprayer, Vega from LEMKEN, fully meets the latest agricultural requirements. The machine is fitted with a novel system of controlling fluid consumption on each nozzle. A special sensor allows you to identify faulty nozzles and replace them right on the field.

lifting capacity reaches five and a half tonnes.

The farmers attended the exhibition stand of Pottinger to see the fodder procuring equipment. Here they familiarized themselves with the new NOVACAT X8 collector mowers. Their advantage is the transverse belt-conveyor that puts the gathered mass in a single swathe. The mowers will be supplied to Russia fitted with both finger- and roller-type crushers.

Among JCB’s new products is



TECHNICAL INSPECTION

The Russian John Deere

At the John Deere facility in Domodedovo, the focus today is on assembling the JD series 8 and 9 tractors and series STS and W combine harvesters. Although only in its second season, this year the Domodedovo facility has assembled twice as many tractors as last year. In 2012, the product range of "made-in-Russia" equipment will grow substantially.

By Anna BORDUNOVA

boasts European quality

Tula farmers decided to see for themselves how farming equipment bearing a world-famous brand name is manufactured in Russia. The trip was organised by the Tula division of EkoNiva. The John Deere specialists held a seminar for the guests dealing with fuel economy. At the practical sessions, the farmers saw the assembly line of tractors sporting «a deer on the side.» Presently, the Domodedovo facility assembles two types of series 8 tractors, with a rated capacity of 295 and 320 hp, and series 9 tractors with a capacity of 430 hp. The latter is the high-end version of a wheeled tractor for large-scale farms tilling large areas. Each product turned out by the facility has its VIN number, just as in the automobile industry. Experts oversee incoming orders for equipment and the sequence of its manufacture so that the required machines can leave the assembly line just in time.

As specialists of John Deere at Domodedovo explained, the standards, specifications and quality control of John Deere equipment manufactured in Russia do not differ from that of foreign-made counterparts. Product quality has been directly entrusted to an American expert who previously oversaw this at the John Deere parent plant. Inspection starts as components arrive at the facility and end before shipment of finished products to the customer. Double quality control is exercised at each of the 12 assembly stages. This checks what has been done at the current and previous stages. At the final

stage, all the systems, including electric and hydraulic systems, undergo testing. This is followed by a five-hour test drive which evaluates all operating modes of the fully loaded machine. Each unit of equipment comes supplied with the assembly documentation which records all operations undergone by the machine during its manufacture.

The enterprise at Domodedovo was awarded a certificate of appreciation from the head



office in the USA, which confirms that the quality of equipment assembled in Russia and the USA is practically identical. This is a very telling appreciation.

The guests toured the spare parts warehouse, which shares the building with the manufacturing facility.

"The warehouse amazes you by its size," says Vladimir Gurov, head of the spare parts department of EkoNiva-Tekhnika's Tula division, describing his impressions.

"It's one of John Deere's four largest depositories in the world. The racks here are up to 11.5 meters high. The opening of the facility in Russia enabled us, the major dealers of John Deere, to promptly supply the farmers with spare parts."



around 1,000 items. The Russian warehouse promptly fills any order from a dealer. In short, once the customer thinks he might need something, the dealer comes up with the right item.

The availability of a warehouse of finished goods has reduced by at least two months the time it takes to fill customer orders.

"The manufacturing standards are amazing!" says Aleksey Zatirakhin, an engineer of the Znamenskoye LLC (Kurkinsky district, Tula region). "The machines from Domodedovo can be compared to Mercedes cars. They strictly meet all European standards of assembly, quality and workmanship. They do all farming jobs flawlessly. Today we are sure that in terms of quality the Russian John Deere machines are not any worse than foreign ones. What matters most, the John Deere machines made in Domodedovo are subsidised by the state and financed as Russian-assembled equipment."

The facility's proximity to transport thoroughfares and to the Domodedovo airport makes it possible to deliver spare parts to any region in the shortest possible time. Urgent orders are filled in 48 hours. A group of analysts works at the warehouse, analysing and planning the stored parts balance and helping forecast and ensure the availability of spare parts at the dealers' depots. The warehouse at Domodedovo uses the Fill index in the supply of the warehouse with spares and the filling of dealers' orders. This is

In 2012, the Domodedovo facility plans to double its manufacturing area and substantially increase the product range. The six (6130D), seven (7830, 7930), eight (8285R, 8310R, 8335R) and nine (9410R, 9460R) series tractors, S (S550, S660) and W (W650, W330, W540) series grain harvesters, reapers, cultivator 512, seeders (series 1910, 730, 1890, 455 and 1830), and trailed sprayers (740 and 732) will be manufactured in Russia.

GUEST
OF THE ISSUE

EkoNiva launches



the "Resurrection" of farming

This year, for the first time, the Russian Ministry of Agriculture held a "Russian Farmer" photo contest for the best work about farming life. Over 450 participants competed for the prize. The gold winner was Vasily Kalyagin from Sanchursky district, Kirov region, with his photo "Resurrection." The author told us about what he resurrected and how.

By Anna BORDUNOVA

Vasily Kalyagin first took to photography when he was a second former at school. Back then schoolboys didn't think photography could become all and everything in his life.

"I remember my infinite happiness when I acquired my first film strip camera," says Vasily Kalyagin. "I took snapshots of my friends, relatives and pets. I believed it was essential to leave a memory of each and every instant in life. So I did my best not to miss a single episode which, at the time, seemed to me really crucial. Then I ran back home to develop my pictures and see those moments of life again. To this day I remember the smell of the developer and of a garland of photographs. I will never forget the delight of realising that I succeeded in being at the right place at the right time."

His studies at the Mari El State Technical Institute and work as a software developer soon after army service separated Vasily for a time from photography. However, the career of a physicist in the realm of exact figures, algorithms and software did not appeal to him. By nature and by his frame of mind, Vasily is a true lyricist.

"I love liberty," says Vasily Kalyagin. "Liberty of creation, of thought and self-expression. Farming life unties my hands. On the farm, I breathe easier and work more productively. It's a pity that in today's Russia the public focus is still on the cities and their development. The countryside infrastructure today is inadequate. Farm workers are short of kindergartens, schools and modern medical facilities. There are few young people in the country. And even those few don't know where to find a decently paid job. People forget their origins, their home villages and the entire country. All this happens despite the fact that the beauties of the rural and urban landscapes are incomparable."

Vasily Kalyagin, a countryman to the core, found the vanity and bustle of town life to be unbearable. In spite of the hardships of country life, his love of the native place prevailed. Vasily armed himself with a camera and started taking pictures of his native village of Gorodishche. First, he made pictures just for himself. He presented his best works to his friends and relatives, putting the favourite ones away in a collection. As time passed, he started making photographic pictures, displaying them at fairs. Vasily believes that the photographer's

mission is to foresee and "catch" an unforgettable moment. In one of his first photographs, Vasily managed to catch such a moment. As the winner, he said that that picture showed the first sowing on the Resurrection farm. In 2009, Anatoly Gennadyevich, Vasily's father, received an invitation from a local businessman to head a seed production farm in Gorodishche. At that time it was very difficult to find high quality seeds in the depth of the country. Efficient machinery, too, was in short supply. However, the Kirov division of EkoNiva came to the rescue. It supplied the seeds of wheat, peas, barley and equipment "from overseas." This is how the Resurrection farm came into being.

"Our farm literally revived along with EkoNiva," says Anatoly Kalyagin, chief consulting agronomist of the Resurrection Farming Enterprise. "The company helped us to rise confidently, after which we steadily moved ahead. Today, it is hard to work with profit on a farm without technological breakthroughs. The John Deere 8430 tractor and TopDown Vaderstad cultivator are farming pioneers. These powerful machines allow us to minimize costs and to farm efficiently."

When the first field work began on the farm, Vasily's father asked him to take a snapshot of him.

Thus the "Resurrection" photo came about. The impressions of this photograph are irresistible: the John Deere tractor appears like out of solar beams, trailing a seeder that seeds the future crop. The title of the picture speaks for itself. Resurrection is visible in everything. Coming to life are the farms, the country's farming and Vasily Kalyagin as an artist and professional of photography.

For three years, the "Resurrection" languished in the author's collection. But once it emerged publicly, it was instantly appreciated at the All-Russian contest. When asked what is



Anatoly Kalyagin,
chief consulting agronomist
of the Resurrection Farming Enterprise

important in work, Vasily Kalyagin answered without hesitation – love of one's profession.

"Happy is the man who loves his work with all his heart and soul, and is fully devoted to it," says Vasily. «Trivial as this may sound, I measure my success not with money, but with the smiles of people who enjoy my pictures."

Timely servicing



means work done on time

Today, farmers choosing agricultural equipment opt for companies which can maintain the machines they have purchased in operable condition. EkoNiva meets the demands of the current market by providing prompt and appropriate service.

By Anna BORDUNOVA

A seller may successfully sell the first machine, but subsequent sales depend on whether the first machine got proper servicing. This rule is known only too well at EkoNiva, which is why it has built a solid servicing system. Special emphasis is laid on year-round servicing, its improvement and raising staff qualifications. High-quality and timely servicing has become the chief asset of EkoNiva.

Today, the servicing staff comprises 150 skilled professionals who ensure the trouble-free operation of equipment. Regular training, seminars on the entire spectrum of farming machines, and practice abroad at the facilities of the equipment manufacturers help the engineers to do the entire range of work related to consulting, installation, commissioning, diagnostics, guarantee and post-guarantee repair. This year, the servicing specialists have undergone 300 training sessions and received certificates of professional improvement.

The servicing department has its own fleet of 88 vehicles. Those are fully fitted with the relevant devices that permit trouble-shooting right in the field. When the season is at its height, the servicing department operates round the clock, resolving technical problems promptly.

Over the years of work, a powerful regional network has been created in the Tula,

Novosibirsk, Voronezh, Moscow and Kirov regions. The servicing zone includes four republics, four territories and 27 regions. The servicing department employs more than 5,000 units of equipment. The servicing centres house repair zones and workshops. Overhead-track hoists have been installed to unload and repair heavy machines. The proprietary spare parts and expendables depots with dedicated storage system considerably reduce the time to fill orders.

The company does not rest on its laurels. Soon, new high-technology servicing centres will be opened in the Ryazan, Kaluga and Voronezh regions.

This year, the servicing department of EkoNiva has significantly expanded its range of services. The servicing specialists offer various types of

maintenance agreements. The most common one is a subscriber's agreement. This allows for scheduled comprehensive examination of agricultural machines before the season starts, thereby eliminating downtime of equipment during field work. Many farmers choose the so-called Family Doctor service. This is assigned to a specific farm and regularly examines the "patients." In difficult cases, "the chief doctor," i.e. the technical support engineer, comes to the rescue. He is a professional versed in dealing with "complex diseases." Within three to four hours of an application being submitted, the servicing engineer will arrive at the farm to cure the problem.

The farmers can put their equipment in for wintering at the servicing centre of the Tula division. Here the machines will stay under daily care. Before the season starts, the equipment will undergo a



SERVICING ISSUES

comprehensive examination. EkoNiva will also increase the warranty period from one to two years.

The servicing specialists pay special attention to training the personnel of agricultural enterprises. On average, some 30 training courses are given each year. This year, the servicing department offers customers a completely new programme of training courses. This is made up on an individual basis for each enterprise, taking into account the equipment it uses. As the customer desires, the training can be carried out both on the premises of the centre and at the enterprises itself.

The EkoNiva servicing department decided that farmers must know the latest developments in the farming world. According to Dmitry Fetisov, head of the servicing department, EkoNiva-Tekhnika Holding, next year the company will start providing a new information service, the so-called "hot news." EkoNiva specialists will pick up from the supplier companies the relevant information about new equipment, special proposals and scheduled events. In addition, the farmers will be able to learn about the planned promotional offers, discounts, training courses and trips arranged by EkoNiva. The news will be regularly distributed among all the customers.

Manuk Avetisyan, head of the Avetisyan M.Zh. Farming Enterprise, Venyovsky district, Tula region (the enterprise grows potatoes and breeds dairy cattle and pigs):

"I've cooperated with EkoNiva for five years now. I can safely say that the company's servicing is just excellent. We were the first in the region to acquire John Deere series 6 and 7 tractors from EkoNiva. The machines are on the move all the time. The EkoNiva servicing department contributes to this. It follows the principle 'malfunction today, function tomorrow.' I plan to purchase one more John Deere tractor of series 8, two of series 6 and several grain harvesters."

Aleksandr Stebnyuk, head of the Stebnyuk A.I. Farming Enterprise, Kashirsky district, Voronezh region (the enterprise grows oil and grain crops):

"For three years I have been buying equipment from EkoNiva. Its servicing department keeps my 'bread earners' fit all the time. The specialists respond to emergencies at the first call and come to the rescue instantly. Buying a machine is no problem. The important thing is to find a skilled 'doctor' who can keep the machines running each and every day."

NEW TECHNOLOGIES

A smart robot



is a cow's best friend

Robot milking machines are nothing new to Russian stock breeders. Greater animal comfort, more free time for stock breeders, a flexible milking schedule, reduced labour inputs and high milk quality are indisputable arguments in favour of deploying robots. One of the chief advantages is the possibility of increasing production volumes. No other milking machine can grow along with the amount of the farm stock.

By Yulia SALKOVA

Plug&Milk is the name of the Mlone milking robot designed and manufactured by GEA Farm Technologies. This machine was so named because, when used for serving a small herd in a single stall, it can, as the herd grows, be extended by adding several more modules. Thus one robotised milking machine can optimally handle three stalls, with up to 65 animals in each.

Mlone is not just a stall where cows are milked. This is a state-of-the-art milking centre integrating all the respective functions. With its help, an operator handles the entire herd, which is different from the traditional method of milking parlours with a focus on milking exclusively "normal" animals, i.e. those ready for milking, excepting newly-calved, dry and ill cows.

Mlone replaces not just a milkmaid, but a whole milk quality control laboratory. It performs all the operations needed for preparing an udder. The first squirts of milk are discharged into separate containers. The milk supplied by each part of the udder is tested for diseases, and only after that is it delivered to the cooling tank. A display located on one of the robot panels shows, in real time, the main properties of the milk. The milking robot is always "in a good mood." It is "fond of" hard work. It never comes late and is at all times prepared to do what is required by the

standards. "The human factor" in work is reduced to zero.

Once a cow enters the stall, the smart Mlone milking robot scans it, using its own database. If it's time to milk this cow, the machine starts distributing the fodder specifically for it. The amount of fodder is calculated to last as long as the milking cups are applied. So, the cow stops

and starts to eat quietly while the robot's "hand", fitted with a camera, carefully connects the milking cups to the nipples. After that, the procedures start, including nipple cleaning, drawing off the first squirts, stimulation, milking and removal. All through the process, "the hand" monitors the position of the cups and direction of hoses.

As studies show, the milk yield on robotised milking complexes is on average 10% to 15% higher than in traditional milking parlours. This is the merit of not only smart devices, but also that of an individual "flexible" approach to the animals. A cow is not a robot. It has an individual living pattern. For example, a cow will yield more milk between 10 and 11 a.m., not in the early morning. On robotised complexes each cow lives a life of its own. However,

the milk yield will plummet if the herd is left without any control or management. Some cows will grab at the appetizing fodder, whereas others will clamour for repeat milking.

Unlike similar milking robots, the Mlone system unobtrusively picks up the right cow for the right action. A cow is automatically chosen for milking when it is

toward the milking area in a separate group.

Automatic selection of animals by means of the Guided Exit and Free Exit systems.

- The **Guided Exit** system requires a corridor right before the milking stall entry. Its gate is connected in parallel to the exit gates of the milking boxes. The animals can be directly guided either backwards into the feeding area or after milking, optionally, into the selection department, whence they can be guided toward any area of the cowshed.

- The **Free Exit** system has no corridor before the robot's milking boxes. The milked cows return to the cowshed through the waiting area and pre-selection. The animals whose yield proved below a certain limit can be again selected and moved into the waiting-to-be-milked area.

Advantages of the multiple-stall milking centre:

- **Expandable capacity;**
- **Simple integration with the existing cowshed;**
- **Reduced cost compared to several separate stalls;**
- **Flexible operating method; and**
- **Economy of working time.**

ready. The ready one is guided toward a waiting area where the milking robot is installed. Those unready for milking are moved toward the feeding area. Such sorting increases the installation throughput. Another advantage is that animals in need of special care are moved



Aleksandr Venglinsky, stock breeding equipment sales manager, Tula division of EkoNiva-Tekhnika LLC:

"Unlike other automatic milking systems, Mlone 'thinks' and 'decides' imperceptibly for the cow, moving it to where it should be. Due to the fact that the robot assumes the entire milking routine, more care can be given to a group of animals with special needs, e.g. to dry, non-calving young, newly-calved and sick cows because they

account for a large loss of labour and working time."



Focus ON US!

PHOTO EXHIBITION

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

305004 Kursk ul. Radishcheva, 79-a 000
EkoNiva-Media or e-mail them to: vesti@ekoniva.com
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)

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:



A prototype of ECO, a new tractor model from John Deere

Eight is no load for a real loader!



EkoNiva customers and staff check out a new model of the JCB loader at the Agritechnica 2011 exhibition.

Individual lodging for young specialists!



Voronezh students visit EkoNivaAgro LLC



The weak gender chooses strong machines!



Siberia ahoy!

EkoNiva-Sibir participates simultaneously in three regional exhibitions where it demonstrated its latest farming equipment and advanced agricultural technologies to Siberian farmers.

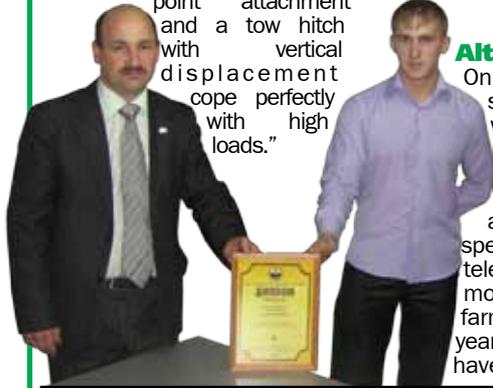
By Anna BORDUNOVA

Selmash-Expo

At the exhibition, the focus was on the John Deere 6130D (130 hp) tractor.

"This machine will do fine both on small farms and in large agricultural enterprises," says Aleksandr Zuyev, sales manager of the Kemerovo division of EkoNiva-Sibir LLC. "The tractor is fitted with an improved PowerTech engine with 4.5 litre capacity and a powerful hydraulic system. A reliable three-

point attachment and a tow hitch with vertical displacement cope perfectly with high loads."



Altayskaya Niva

On the soil of Altai, EkoNiva specialists came up with three really «strong gadgets.» They are the telescopic loaders JCB 531-70, 535-95 and 536-60. EkoNiva specialists believe these telescopic models are most popular with the Altai farmers. Over the past three years, more than 60 units have been sold.

Agrosib. Siberian Farmer

The exhibition guests were introduced to the John Deere series 6 tractors, John Deere 623 pickup presses and JCB telescopic loaders.

The JCB 531-70



Seven JCB telescopic loaders are operating in Altayskaya Niva JSC (Sovetsky district, Altai Territory).

"I wonder how we did without them earlier," says Sergey Reshetnik, director general of the enterprise. "They do all sorts of jobs on our farm, i.e. clear manure, load and unload grain and perform building operations."

The merits of "the strong gadgets" did not go unnoticed. Once the exhibition ended, each loader found its customer.

REGIONAL NEWS

loader is a cut above all, as per usual. It boasts a lifting capacity of 3 tonnes and a boom reach of seven metres. In addition,

it features an optimum cost to efficiency ratio which makes it an irreplaceable tool in farm work. The design envisions a lateral position of the engine, which is convenient for maintenance and increases the lifting capacity due to the boom's shift rearward.



EkoNiva-Sibir LLC

was awarded a gold medal for massive involvement in the exhibition and promotion of farming equipment and new technologies in the Novosibirsk region.



Dwarfing the hypermarkets

Since time immemorial the fairs in Russia have been real holidays with songs, dances, and fireworks. On such occasions people used to come together from near and far of huge Russia.

By Yulia SALKOVA

The people of Liski town, Voronezh region, are true to their old traditions. The farmers and residents of the entire district and the region gather for a farming exhibition timed to coincide with the Day of the Town. EkoNivaAgro, too, has prepared its products to agreeably surprise the Liski residents. This year its wide product range included meat, sunflower oil, potatoes, grain and animal combined fodder.

The fair was a roaring success. In one trading day, EkoNivaAgro sold more than 22 tonnes of wheat and just as much of barley, plus 9 tonnes of maize and sunflower. And the meat sales of 2.5

tonnes in 2.5 hours beat all records! Any modern hypermarket would envy such demand!

"Home-grown produce, raised before one's eyes, is superb!" says Vladimir Frolov, EkoNivaAgro chief livestock expert, who turned into chief trader at the fair. "We sell a kilo of meat that was only yesterday a mooring animal 30% cheaper than a supermarket. A substantial saving for the people of Liski! I doubt if any other trading network can offer such a price-to-quality ratio!"



Grain harvesting? Easy!

How do you bring in the largest harvest at the lowest cost and complete your field work on time? While harvesting was in full swing, these issues were considered by Siberian farmers at a seminar held by EkoNiva-Sibir at Nadezhda JSC, Bagansky district of the Novosibirsk region.

By Anna BORDUNOVA

This year, the celestial chancellery was particularly harsh on Bagansky district farmers. There was hardly one rainfall throughout the summer. Moreover, the district's farms are located in the wooded steppe zone. For Siberian farmers, each grain counts. That is why they choose their farming tools with special care. At the seminar, EkoNiva-Siberia specialists demonstrated to the farmers their John Deere 9570 STS class five combine grain harvester fitted with a 622R reaper and the W540 harvester fitted with a 625R reaper.

"John Deere grain harvesters are a blessing for the region's farmers," says Aleksey Burkhovetsky, EkoNiva-Sibir sales manager. "The machines

enable us to gather in the harvest virtually without loss. Real life experience proves this. Following the wheat harvest, we measured on-



the-field grain loss. It was a mere 0.6%."

One of the strong points of the W540 combine harvester is its Quadra-Flo key-and-drum operated cleaning system that can process a large amount of grain. The machine also owes its high efficiency to the big 8,000 litre capacity grain bin. The JD 9570 STS combine harvesters with rotary threshing system gather in the grain with minimum loss

even while working at high speed.

At Nadezhda JSC, they know the advantages of the John Deere machines not just by hearsay. A complete set of machines sporting this brand name has been in use there for over a year.

"The series 9 JD tractor works day and night, replacing six Kirovets counterparts," says Ivan Krasilnikov, head of the farm. "Our machine operators are delighted with John Deere and wish to have nothing to do with the domestic-designed machines. Putting them on a Russian-made tractor is tantamount to a firing! I'm going to get more 'nines!'"

This year, assembly of the JD 9570 STS and JD W540 harvesters was started in Domodedovo.

OUR PEOPLE

Who said that there's no way of attracting young people to farming? That they much prefer the urban life to work on the farm or field? Obviously, there is no end of such cases. But there are others, too, about which one can safely say that they are setting a promising trend in farming. Today, the heroes of our issue are the young specialists of EkoNiva who decided that their life and farming must become one.

By Anna BORDUNOVA

With heart and soul



"A careless attitude towards work, when one comes, puts in a bit and goes, is a road to nowhere," reflects Vlad Skorodumov. "Animals are not machines that can be repaired when they break down. They are living beings. They trust you and so you must treat each of them responsibly."

The young man confesses that his heart is free at the moment. Now he is doing his best to improve his professional skills and help his parents. When asked if it wouldn't perhaps be better to move to the city, Vlad answers categorically: "How can I change the beauty of rural life for the bustle of the city? The city has never attracted me. Vanities reign supreme there. My home is here. Little by little, the infrastructure is emerging in the countryside. This means kindergartens and schools for children. At its own expense, the farm is building houses for young specialists. If it goes on like this, the village will soon boast excellent living standards. Probably, the time will come when living in a village

Here's my home

"I am a man with roots in the land," Vlad Skorodumov, zootechnician of the Zashchitnoye LLC says proudly.

In the '90s, as a boy of eight, Vlad and his parents moved from Central Asia to the city of Kursk. They settled down in Meshcherskiye Dvory village (Shchigrovsky district).

Vlad has been accustomed to rural work since childhood. He used to help his parents, who worked on a collective farm, his mother as a milkmaid, his father as a mechanical engineer.

"I saw my parents working hard day and night," relates Vlad. "So I thought I wouldn't link my life with farming. Nonetheless, I entered the Kursk Agricultural Academy, in the department of zoological engineering. After graduation and service in the army, I returned to work in Zashchitnoye."

At that time, stock breeding began to be developed on the farm. A modern cattle growing complex was built. Imported animals were acquired. Vlad was charged with fattening pedigree bull calves and fodder preparation. The principal question «How much milk does the cow yield?» was joined by

another «What does it eat and how much?»

"Previously, fodder was not divided. All cows got the same food, both forage-fed animals and beef cattle," says Vlad. "The cows grew fat and yielded little milk, while the bull calves lost weight. Now, detailed balanced rations are prepared for each group of animals, since whole-crop fodder is a key to increasing the milk yield while high-energy fodders are required for beef cattle."

The zootechnician deals with farming issues every day. Any mishap in feeding will immediately impact the productivity, and this must be avoided at all costs.

"I've got 200 animals to fatten now," says Vlad. "Each age group must receive its special ration. In composing it, one should take into account the sufficient contents of macro- and microelements.

Compared to previous years, weight gain has increased



1.5 times, while the milk yield doubled."

Vlad believes that work must be done responsibly.

will be prestigious. Farming is developing everywhere in accordance with the same law. Do your best and leave the rest."

Continued on page 12

Stand by for the contest!

This year, EkoNiva launched for the first time its EkoNiva-Student 2011 programme, under which a contest was declared among 4th and 5th year students for the best research work in the field of farming.

"The programme seeks to support and reward gifted students and postgraduates of the country's leading agricultural institutions," says Tatiana Lyapina, EkoNiva-APK Holding deputy director general

for personnel management. "The winners of the contest will be paid monthly grants of five thousand rubles. In the future, the graduates of higher schools may be recruited into the EkoNiva Company."

Beginning on page 11

OUR PEOPLE

With heart and soul

The art of face reading

Yevgeny Kulagin, chief veterinarian of Sibirskaya Niva LLC, also does his best at work. He is a modest, responsible and conscientious workman, with skills, as his colleagues say, given him by the Lord. Yevgeny learned about EkoNiva when he was still a student on practical training in Germany. After graduating from the Agricultural University of Ufa, the young veterinarian decided to try his luck at this company.

"EkoNiva is a sort of a locomotive that leads former students into the world of professionalism. The company stakes its money on the world's cutting-edge technologies. The Academy, unfortunately, still teaches antiquated work methods."

After his trial period at EkoNivaAgro, Yevgeny Kulagin was transferred to Kaluzhskaya Niva. He worked there almost a year there as a veterinarian on the animal farm. After that, he decided to leave the village for the city and to find a new job. But he could do no such thing. There's no getting away from fate, as the saying goes. So, for a year now Yevgeny has been chief veterinarian of Sibirskaya Niva.

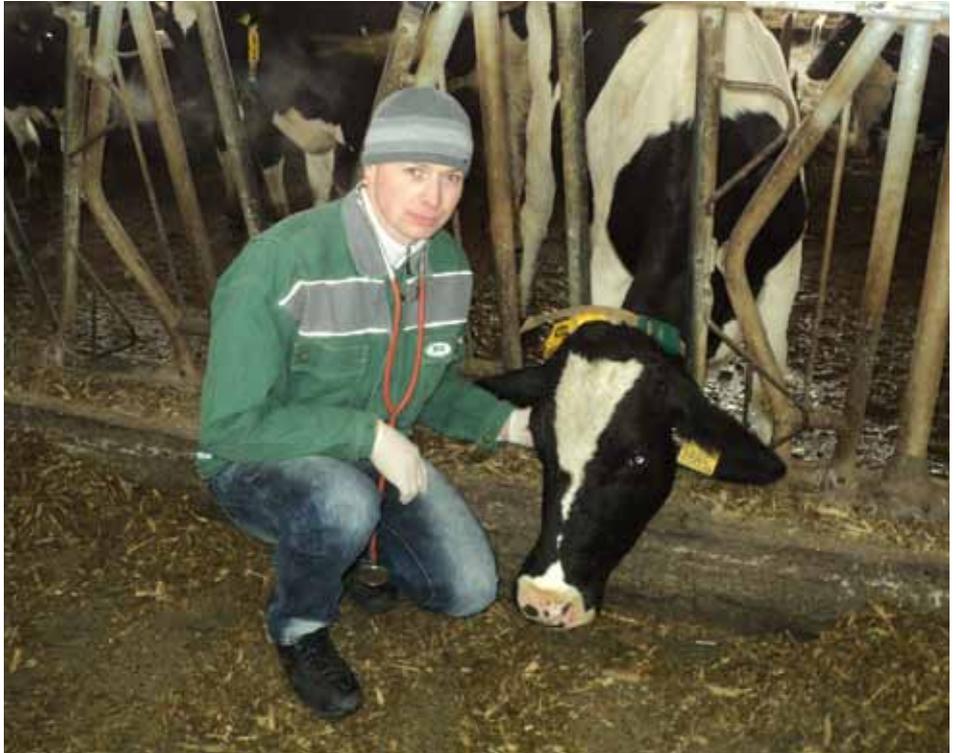
"With heart and soul, I'm deep into the farming. First, it draws you in like a quagmire. But time goes by and you realize that you just can't live without it," he says.

Now Yevgeny's life revolves around daily care for his 6,200 charges.

He is the chief doctor for the Simmental and Holstein cows. A morning round of the farm is followed by an examination of «expectant mothers,» after which he hurries off for scheduled examinations and visits to the local farms.

Such is his daily routine.

Yevgeny says that the important thing in his work is a kindly attitude to animals and the art of face (not to say muzzle) reading.



"If you are good at it, you instantly realise what worries the animal," says Yevgeny.

"The animal's eyes show the pain, fear, call for help. You perceive this and start to act immediately."

I discovered that my patient started to recover. I'm really grateful to the animal for this."

It's obvious that Yevgeny loves his work. He mentions his teammates with warmth.

Yevgeny Kulagin fears no difficulties.

He is particularly attentive to problem patients. He says they are easier to make friends with and one can't help being especially gentle to them.

"At Siberian Field, the workmen are treated with respect. Their opinions are heeded and every effort is made to resolve their problems," says Yevgeny. "Our company is an excellent team of like-minded specialists who do the same job and understand one another without words."

Vladimir Kavin, director of Sibirskaya Niva, is pleased with the work of the chief veterinarian.

"The saying that work makes the man and brings him fame applies most aptly to our Yevgeny," says Vladimir Kavin. "He is a kind-hearted person and a knowledgeable professional who knows his job. And his sense of responsibility is sharp. Life would be great if there were more people like him."

Yevgeny's greatest treasure in life is his family. His wife Maria works at Sibirskaya Niva as a translator. His little daughter Victoria is just two years old. Yevgeny believes that the basis of their relationship is kindness. The ideals of kindness must be everywhere, permeating one's personal life, convictions and work.



"There were occasions when I saw that an animal was close to dying. But I never succumbed, kept fighting for its life at any cost. The animal understood this. In the morning, as I turned up for the round,

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