



## ANNIVERSARY

# EkoNiva marks



## the anniversary of its trio

The incoming year 2012 has produced a bumper crop of anniversary celebrations for EkoNiva. Several divisions at a time will celebrate their first ten years of existence. EkoNiva-Chernozemye, EkoNivaAgro, and EkoNiva-Sibir were among the first to pass through a road full of hardships and go on to become industry leaders.

By Yekaterina GALUSHKINA

The year 2002 was crucial for EkoNiva since the company had to make a difficult decision – where to expand further. President Stefan Duerr understood that real farming goes on far beyond Moscow and without development of a regional network it will not work out. It was then that the first branches were created for sale and maintenance of agricultural equipment along with domestic farming enterprises. The choice fell on the well familiar Black Earth Region where EkoNiva-Agro and EkoNiva-Chernozemye were established and on the still quite unfamiliar and austere Siberia. EkoNiva-Sibir was created there and then.

Today, these three are, with good reason, considered to be the leaders both at EkoNiva and in their respective regions. EkoNiva-Chernozemye LLC is the largest supplier of agricultural equipment in the Central Black Earth Region. In ten years, it has sold around 1,000 units of self-propelled and 3,000 units of trailed equipment. EkoNiva-Sibir LLC was among the first to promote imported agricultural equipment on the Siberian market. Today it has become a leader in sales of agricultural equipment in the Novosibirsk Oblast. All the divisions have high-tech centres specialising in professional high quality maintenance.

Whereas it was clear enough how to go about setting up divisions that deal with equipment, the establishment and development of domestic agricultural operations proved much more difficult. Along with extremely fertile lands, EkoNivaAgro inherited neglected fields, dilapidated dairy farms and huge debts. In ten years, a lot of work has been done. Old farms were rebuilt, modern livestock breeding facilities were erected, elite cattle were acquired, advanced technologies in veterinary science were introduced and new feeding techniques were deployed. Today EkoNivaAgro LLC is the biggest dairy producer in Voronezh Oblast. Its daily milk production is 130 tonnes.

Dramatic changes also took place in crop production. The company's arable lands have grown to 80,000 hectares. They are cared for by modern agricultural machines and advanced agricultural technologies are being introduced. Moreover, the company is engaged in seed production.

Congratulations to the leading trio! It is pleasing to note their team spirit and the staunch perseverance that helped them win a distinguished place in Russian farming. May they keep it up! Best wishes to you, dear colleagues, on your anniversary!

**More details on pages 6-7**

## ANNOUNCEMENTS

**March.** «Modern Farming Technologies», information seminar

**Venue:** Ob town, Novosibirsk Oblast

**Organisers:** EkoNiva-Sibir LLC

**13-16 March.** Meat Industry 2012 and Dairy Industry 2012 international dedicated exhibitions

**Venue:** All-Russia Exhibition Centre, Moscow

**Organisers:** Russian Ministry of Agriculture, Meat Union of Russia

**14-16 March.** 6th agro-industrial exhibition AgroSeason 2012

**Venue:** Agrobiznes Chernozemya exhibition centre of the Voronezh State University of Agriculture, Voronezh city

**Organisers:** Voronezh Oblast Department of Agricultural Policy, Agrobiznes Chernozemya exhibition centre of the Voronezh State University of Agriculture

**March.** Customer trip to John Deere plant in Domodedovo

**Venue:** Domodedovo town, Moscow Oblast

**Organisers:** EkoNiva LLC

**14-16 March.** Training seminar for EkoNiva agronomists

**Venue:** EkoNivaAgro LLC, Liskinsky district, Voronezh Oblast

**Organisers:** EkoNiva-APK Holding LLC

**March.** Farmers' information trip to the JCB plant

**Venue:** JCB plant, England

**Organisers:** EkoNiva-Tekhnika LLC

**27-31 March.** Master class in feeding bovine animals for EkoNiva-APK Holding LLC specialists

**Venue:** Sibirskaya Niva LLC, Maslyaninsky district, Novosibirsk Oblast

**Organisers:** EkoNiva-APK Holding LLC

**27 March.** Information seminar on John Deere equipment

**Venue:** Kotelnichesky district, Kirov Oblast

**Organisers:** Kirov branch of EkoNiva-Tekhnika LLC

**March.** Farmers' trip to the John Deere plant in Germany

**Venue:** John Deere plant, Germany

**Organisers:** EkoNiva-Sibir LLC

**11-12 April.** AgroVyatka 2012 agricultural equipment exhibition

**Venue:** VyatkaAgrosnab OJSC, Kirov city

**Organisers:** VYATKA-Expo, Vyatka chamber of commerce and industry

**April.** «John Deere Original Spare Parts» training seminar for specialists of Novosibirsk Oblast's agricultural enterprises

**Venue:** Servicing centre, Ob town, Novosibirsk Oblast

**Organisers:** EkoNiva-Sibir LLC

**21-30 April.** Training trip to the USA for EkoNiva stockbreeders

**Venue:** Michigan and Wisconsin, USA

**Organisers:** EkoNiva-APK Holding LLC



# Gold

## on the field

This phrase has migrated from the pages of a prominent German publication to the politicians' statements and could be heard on more than one occasion during the Green Week. "This is audacious, but this is right," noted Mr. Sonnleitner, president of the German Peasants Association (DBV). How to pick up that gold and what must be done to supply the world with healthy food were the issues considered at the international agrarian conference in Berlin.

By Svetlana WEBER

### EVENTS

Over recent years, land has really become a precious asset and a sought-for resource. That is why it draws universal attention. At one of the Green Week forums, scientists and hands-on specialists discussed investments in the farming lands of Russia, Ukraine, and Kazakhstan. Is this a "seizure of lands" or an opportunity for development? Stefan Duerr, President of the EkoNiva Group of Companies and an investor of 20 years' standing, informed the forum about his experience. In his opinion, investors strongly influence the region where they work. And if they are concerned not with immediate profit, but long-term goals, they address social issues, thus creating favourable conditions for successful business.

"We are responsible for the people

we employ," says Stefan Duerr.

He also pointed out the general terms and conditions for investors in Russia. They are the substantial support of farming by the state, the absence of quotas on agricultural produce, high milk prices and a lean market. When asked about difficulties, the German investor answered as follows: "More rigorous requirements are applied to German farmers in the EU than to their counterparts in Russia."

As for buy-and-sale of land, Stefan Duerr initially opposed its private ownership. And now he still considers the purchase of land as a heavy burden on liquidity. However, due to the intensified purchase of arable land in Russia, he has had to join the process so that the lands his companies use would not become other people's property.

## Russian farmers like German potatoes

The new year began at EkoNiva with openings. Late in January, at one of the Zashchitnoye LLC's divisions, a modern potato warehouse, with a storage capacity of 6,000 tonnes, went into operation. One thousand six hundred tonnes of seeding potatoes of six German varieties have been laid in here.

By Anna BORDUNOVA

The leading potato growers of the Moscow, Voronezh, Orel, Belgorod and Bryansk oblasts arrived to see the facility despite the temperature 20 degrees below zero. Aleksey Bibikov, head of the company, informed the guests about his joint project with the German selection company EUROPLANT in seeding potato production. In 2011, six varieties of potatoes were sown on an area of 62 hectares. This produced an excellent harvest of up to 30 tonnes per hectare.

"The potato project in Kursk region is with good reason considered to be one of EkoNiva's most successful," says Yuri Vasyukov, executive director of EkoNiva-Semena LLC. "Here all the conditions for production of high quality seeds have been created."

The guests made a tour of the potato storage facility. They saw the storage and sorting sections fitted with modern Grimme equipment. The seeds are stored in wooden containers, which ensure thorough drying and airing. The unique ventilation system creates a required microclimate in each section. A temperature of +3.5 degrees and humidity of 75 to 95% are maintained in the room. All of the storage facility's controls are automated and it can be accessed from any point in the world.

The investments totalled 32 million rubles. This year, another facility, with a storage capacity of 3,000 tonnes, will be erected. The potato project will reach the designed full capacity in 2013. The seeding area will amount to 300 hectares. It is planned to produce each year up to 6,000 tonnes of seeds.

"Success in seed production is unthinkable without modern equipment," says Irina Yermilova, head of the I.P. Yermilova farming enterprise. "Our farm has produced seeding potatoes for over 15 years now, so we know that growing good seeds alone is not enough. Their appropriate preservation is just as important. The opening of such a storage facility at Zashchitnoye is a well thought-out investment. This will ensure high quality seeds for the farmers."

Having seen the potatoes, the guests tried different varieties of them in a blind tasting. Till the very last moment, the potatoes growers didn't know what varieties they were treated to. To the farmers' surprise, many opted for the new breeds like Europrima and Red Fantasy that are currently undergoing testing. The runners-up were Rumba, Omega, and Colette. Third place went to Bellarosa, Vineta and Jelly.

## More capabilities in the new season



Four years ago, EkoNiva opened a maintenance centre in the Tula area which – in terms of scale and equipment – outperforms all of the existing ones in the region. This year, the Tula branch will build up its capabilities by opening a specialised John Deere shop.

By Anna BORDUNOVA

A new trade and exhibition hall, measuring 120 square metres, will soon open its doors to visitors. This will sell spare parts and consumables. EkoNiva specialists will help choose the right machine components, filters, oils and accessories. They will also advise on purchase of equipment and its maintenance. Weekly replenishment of stock makes possible very quick filling of a customer's order. Samples of agricultural machines will be put on display in the salesroom. Incidentally, the JD6130D tractor already awaits its buyer!

The goods at the boutique will be a welcome purchase for adults and children alike. Here one will find a great variety of toys and souvenirs from John Deere. Also, for those who so wish they can buy here branded work clothes.

"The opening of the salesroom will considerably increase our range of services," says Aleksey

Kozichev, executive director of the EkoNiva-Tekhnika's branch in Tula. "At the height of field work, when every minute counts, farmers won't have to waste time searching for machine components, since they'll be able to buy them all from us. Even if some part is missing, our skilled sales consultants will find a replacement or execute an order in 48 hours."

### IN BRIEF

In 2011, LEMKEN increased its trade turnover 30 percent, to 266 million euro, which is the company's new record. This was achieved largely due to active introduction of new technologies. The four silver medals at the Agritechnica 2011 exhibition and the title "Machine of Year" won by the Diamant semi-integral plough are convincing testimony to the company's successful performance.

## Ryazan football players



### went home on a tractor

EkoNiva and John Deere are holding their third mini-football championship of amateur teams from Russia's leading agriculture enterprises. This season, 15 teams began to fight for the right to own a John Deere 6130D tractor. Based on results of the qualifications held in the Tula, Vladimir, Kirov, and Voronezh oblasts, six teams made it to the finals: KFKh G. Borobyov (Tula Oblast), EkoNiva-Agro (Voronezh Oblast), Molochnyi Produkt (Ryazan Oblast), SPK Shikhobalovo (Vladimir Oblast), APK Rus OJSC (Yaroslavl Oblast), and Agrofirma Mukhino LLC (Kirov Oblast).

By Svetlana WEBER

The passions were lit not only over the impressive first prize. The excellent fitness of the teams was also a contributing factor. The leaders became obvious at once, but it was not clear until the

end who would win.

Molochnyi Produkt won the prize, to no one's surprise. In 2007, they were third and in 2008 second. And now they scored the final victory! The runners-up were chaps from Tula. The third place went to the EkoNivaAgro team from Voronezh.

Special prizes were awarded to "the very best." So, the most beautiful goal was ascribed to the goalkeeper of EkoNivaAgro Sergey Ryzhov. He shot a goal from his own goalmouth. The spectators' sympathy prize was awarded to Vazha Khugashvili (SPK Shikhobalovo), who proved that his respectable age doesn't impair his play. The best goalkeeper was Sergey Sergeev (APK Rus). The best strikers were Vladimir Kuleshov (KFKh G. Vorobyov) and Andrey Makarochkin (AG Molochnyi Produkt). In defence Igor Kislukhin (Agrofirma Mukhino) excelled.

The organisers of the games

## EVENTS

didn't stand by idle. The EkoNiva and John Deere teams met in a friendly match. This tumultuous game brought a storm of emotions and spectators' applause, given that they are used to seeing the players mostly during talks, when they are wearing official suits and classic ties. Hard as business partners tried to be politically correct, no draw occurred. The JD team won 2 to 1.



The guests of the holiday also had a chance to demonstrate their sporting abilities, taking part in the curling and bowling championships.

## EkoNiva seeks new personnel

The construction of a new servicing centre in Detchino village is in full swing. That is why EkoNiva is now more than ever interested in employing young personnel. In this connection, much store is set by the country's agricultural institutes which train technical specialists for the farming industry.

By Yekaterina GALUSHKINA

The 4th and 5th year students of technical departments of Moscow-based V.P. Goryachkin State Institute of Agricultural Engineering met at EkoNiva-Tekhnika Company with its specialists. The students familiarised themselves with modern agricultural equipment and learned how the spare parts depot is organised. In addition, they saw in real life how the machines are repaired and asked relevant questions.

EkoNiva specialists gave a presentation of the company and talked about the construction of a high tech servicing centre in Detchino village, Maloyaroslavetsky district of the Kaluga Oblast. This will have a staff of around 600 people. The centre will be used for training specialists in various subjects, including foreign languages.

In addition to suitable working conditions and professional growth, the company promises help with housing, kindergartens and organisation of entertainment (football, bowling, cycling).

"Our ideal employee is a young specialist with a higher education, well versed in farming and with knowledge of foreign languages. He or she has persistent ambition and a desire to achieve outstanding career results," said Anna Bugrina, deputy head of the Kaluga branch of EkoNiva-Tekhnika LLC.

Following the presentation, the young people could submit their CVs. Many said they were willing to come to the company for the trial period as early as next spring.



## Give way to new seeds!

During last year, EkoNiva significantly expanded and renewed the range of its cereal, pulse and fodder crop varieties.

By Anna BORDUNOVA



The dramatic changes occurred not without reason. Today, the shortage of highly productive varieties of forage barley, alfalfa, soya, lentil, and winter wheat on the Russian market is obvious. So, much work had to be done to search for, study and test new varieties of crops from institutes of plant breeding in Russia, Europe, and America.

In 2011, varieties of spring crops selected in Germany, France and Scandinavia underwent trials. They showed, for instance, that the Belmondo peas excellently resist falling and are immune to early frosts. Among the new crops was the Governor of the Don winter wheat. Potentially highly productive, this variety is adapted to all climates. The tested varieties also included promising species of Canadian winter wheat, soya, alfalfa and

other forage grasses that showed themselves to advantage. This year, EkoNiva will be able to supply farmers with the seeds of these crops.

"Regrettably, the presence of genetically new seeds on the Russian market is restricted by the European and North American selectionists' apprehensions over protection of intellectual property rights," says Yuri Vasyukov, EkoNiva-Semena LLC executive director. "However, in recent years Russia has made a lot of progress in this area. On our part, we do our best to prove these fears are groundless."

Today, EkoNiva is among Russia's top three seed producing enterprises. Each year its companies produce up to 20,000 tonnes of certified Premium class seeds.

**USING OUR  
OWN EXPERTISE**

# Sprouted grain yields no seeds

The abnormal weather of 2011 in the Kursk and many other oblasts of the Central Black Earth Region manifested itself in protracted rains during warm weather. Such a situation adversely affected crop production by contributing to grain sprouting. Many farms started having serious problems preparing the seeding stocks, especially those of spring crops. That is why we would like to pay more attention to laying in spring crops for storage.

By Aleksandr TEREKHOV, deputy head of Rosselkhoztsentr Federal State-Owned Establishment for the Kursk Oblast

During the harvesting in 2011, 30% to 40% of grain in ears displayed signs of sprouting. This is a detrimental phenomenon, since it damages seeding stock quality and is very difficult but possible to prevent. To achieve this, it is necessary to take some measures aimed at improving the germination ability.

Given that the prominent sprouts reduce the weight and increase the sowing capacity of the seeds, it is necessary to observe the following sorting modes: in sorting the grains on an air-and-screen cleaner, an increased airflow speed separates 3 to 5% of the sprouted seeds, thus raising the germination ability by the same figures. Cleaning the grains on a pneumatic sorting table raises it to 40% because the sprouted grains of lower specific weight are rejected as waste.

Grains that started growing – without full sprouting – are more difficult to separate. In this case, the germination ability is reduced by activation of growth in the grain and the germ's poisoning by products of its vital functions. The seeds' intense breathing in the bulk builds up the carbon dioxide and the seeds themselves develop anaerobic breathing with excretion of ethyl alcohol that ruinously impacts on the grain germs. The measure that prevents the germination ability is in this case reducing the seed temperature, since all vital functions proceed more slowly at a lower temperature. Another measure is the periodic aeration of the grain bulk. This is easy to do by passing the grain through

grain loaders, grain blowers, and grain cleaners.

Active development of microorganisms also reduces seed storage life. Weather conditions during grain formation contribute to its damage by such fungi as *Aspergillus*, *Alternaria*, and *Helminthosporium*. If the number of colonies of mildew fungi reaches 2,500 per gram of grain, its germination capacity in laboratory conditions can

warming of the grain bulk. The moisture content and breathing intensity of weed seeds are much higher than those of the grain and the main crop. At seed moisture content of 14% to 15% (standard), the moisture content of seeds may reach 35%-40%. The intensified breathing of the grain reduces, in turn, the germination ability. The timely cleaning of the grain to an appropriate condition helps to stop the negative impact of admixed weeds on

reduced germination capacity on account of pest invasion, it is recommended to cool down the grain below +8 degrees, at which temperature the pests stop feeding and breeding. The next stage is the fumigation of the infected grain by using chemicals and by fighting mice, rats and birds, the carriers of storage pests.

It is recommended to strictly observe the storage conditions in granaries and grain treatment technologies. The height of the bulk must correlate with the grain mass. The higher the physiological activity, microorganism presence and moisture content of the grain, the lower the bulk must be. Various treatments of the grain and its movements, for example scooping, may also trigger self-heating. If in scooping the heating grain is not cooled sufficiently, its aeration may result in violent self-heating. It is also necessary to permanently monitor the storage conditions by using thermal sensor rods and to regularly clean, move and cool the grain and to control its bulk height.

Mechanical impact on the grain at low temperatures typically occurs, especially recently, in the case of seeds of soya and peas. During cleaning of seeds and their re-moval at below zero temperatures, the germ axis easily separates from the cotyledon (seed-lobe), although outwardly no damages appear. As a result, the germination capacity in the laboratory comes down by more than 20%. The chief prevention for re-reduced germination ability in this case is the timely cleaning of the grain at temperatures above zero.



**Sprouted winter wheat seeds**



**Sprouted oat seeds without primary treatment**

drop to 40% -50%. To prevent reduction of the germination capacity, it is necessary to periodically cool down and aerate the grain, since mildew fungi that have a tremendous breathing intensity compared to grain (by a factor of more than 1,000) will start the processes mentioned in the point above. In addition, before seeding, the seeds must be treated.

The vital functions of weed seeds increase the wetting and

preservation of useful crop seeds.

The development of bread grain pests may seriously damage seeding stock quality. The larvae of stored-grain insects can almost fully gnaw away the grain content, whereas the germinating ability can be impaired even by minor germ injury. The products of insect vital functions increase the moisture content of the grain and promote its self-heating. In order to prevent

**TECHNICAL  
INSPECTION**

# A seeding

# test drive

When it comes to seeding, farmers have no right to err. Errors are inadmissible here. And if the farmers use modern energy-efficient equipment, seeding in spring is no problem for them. The equipment from John Deere helps them do the best possible seeding job.

By Anna BORDUNOVA

**Economy from John Deere**

One of the chief requirements in energy saving is the use of wide-grip tools that perform a maximum of operations in a single pass. The John Deere 730 pneumatic wide-grip seeder offers precisely this forte. It works simultaneously as a cultivator and as a double-disc seeder. The machine tills the soil and introduces seeds and fertilisers at the same time. Four rows of the tiller tines are replaced by

**Novosibirsk Oblast**

*"The John Deere 730 seeder has been operating on our fields for the fourth season. This machine has taught us the lessons of good farming. It 'treats' 2,500 hectares of land. The seeder has reduced our spending on acquisition of equipment, fuel and labour. Previously, in the seeding period we used five tractors with seeders. Now, just one 730 system combined with the John Deere tractor does all the jobs."*



**Starting from scratch**

Switching to the no-till technique was the first step to preservation of soil fertility, savings on materials, profitability growth and output expansion. However, in real life such an experiment is associated with a number of difficulties. But if the work is done correctly, no problems, or very few problems, arise.

The experts of EkoNiva recommend to farmers who risk beginning everything from scratch, to employ the John Deere 1890 pneumatic seeder. This is expressly developed for the no-till technique of seeding. Two rows of

seeding coulters are fitted on the seeder. Due to a special single disc design of the coulters, an ideal seeding depth and soil packing are achieved regardless of the soil type. The Active Hydraulic system ensures a steady pressure (181 kg) on each seeding coulters. In addition, this provides even embedding of the seeds. In a single pass, the seeder simultaneously introduces seeds and fertilisers.

**Yuri Sheludyakov, head of Olimp Farming Enterprise, Isketimsky district, Novosibirsk Oblast**

*"I started using the no-till technique along with the John Deere 1890 seeder. I long was sceptical of this method. However, I took the risk and seeded last year 2,400 hectares of grain crops. The results surpassed all expectations. In terms of productivity (2.7 tonnes per hectare), the farm was second best in the district. The seeder 1890 introduces seeds at an even depth. As a result, the sprouts come up good and even. This year, I plan to increase the seeding area to 3,000 hectares."*

**Classical seeding**

Farms using the traditional technique with soil pre-treatment will benefit from the John Deere 455 seeder. This has double-disc coulters similar to those on the 730 model, but it has no tilling elements for preparing

the seed bed. The rotating discs cut the soil and crop residues. After that, they cut the soil apart like a wedge, forming a furrow. An active embedding system of the coulters introduces the seeds at a set depth over the entire seeder width. The depth adjustment compacting wheels operate behind the coulters, creating excellent conditions for even embedding of the seeds. The seeder simultaneously introduces seeds and fertilisers. A 10.7 m wide seeder moving at a speed of 10 km/h achieves a productivity of around 10 hectares per hour.

**Sergey Parfyonov, chief engineer of Agrofirma Mukhino LLC, Zuyevsky district, Kirov Oblast**

*"We've used two John Deere 455 seeders for some five years. They enable us to gather a steady harvest each year. We like the evenness of seeding they assure and their high efficiency. Sixty to seventy hectares per shift is their standard working quota, though – if we make a special effort – we can seed up to 100 hectares."*

The John Deere seeding systems proved their capabilities. Those who liked them are in for good news. As of this year, the models 1890 and 455 are assembled in Orenburg.

**Jakov Merts, head of Aleksandrovka Association of Farming Enterprises LLC, Suzunsky district,**



## ANNIVERSARY

# EkoNiva-Chernozemye, always on top!

EkoNiva-Chernozemye has celebrated its tenth anniversary. The celebration for company workers took place at the Voronezh race course, which is quite symbolic considering that all through these years they have worked hard "to stay in the saddle."

By Yuliya SALKOVA

EkoNiva-Chernozemye is among the top ten major companies selling and servicing agricultural equipment in Russia. It all began with just a fax message in a flat from which invitations flew to the region's companies to attend the Voronezhagro 2002 exhibition. This was the first such event for the company. On display were an imported plough and a seeder.

"At first, we specialised in servicing agricultural equipment," says Nikolai Buravlyov, EkoNiva-Chernozemye director. "After a time, we undertook sales. It was not an easy matter, given that cautious farmers didn't hurry to buy equipment costing several times more than domestic counterparts.

In 2002, Aleksandr Rybenko, chairman of Tikhyy Don, left for the capital in search of an investor. There he met Stefan Duerr, the president of EkoNiva. The meeting proved to be crucial, since it led to the establishment of EkoNivaAgro LLC on the basis of the cooperative.

It all started with 5,500 hectares of cropland. In a decade, its area grew to 81,600 hectares. The approximately 55,000 hectares of arable land is used for growing commercial grain, highly profitable industrial crops and fodders. The company also produces seeds.

The principal activity of EkoNivaAgro is dairy production. It has 16 stock breeding facilities, including three state-of-the-art dairy plants and 15 rebuilt farms. Each day it produces 70% of the total milk supplied by the Liskinsky district. In 2002, this seemed fantastic, considering the sorry state of the stock breeding with its dilapidated cowsheds and starved cattle. This is what the company got,

By and by, however, the farmers realised the advantages of machines sporting a deer on their side. Today, more than 70% of the tractors and combine harvesters working on the fields of the region come from John Deere."

In 2004, the first servicing centre was opened in Liskinsky district, Voronezh Oblast. In 2007, it built new workshops, a large spare parts depot, and training rooms.

Today, this is one of the best servicing centres in Russia's John Deere dealer network. Here servicing is provided to the companies of Voronezh, Lipetsk, Tambov, Kursk, Volgograd and other oblasts. One more servicing centre is scheduled for construction in

Verkhny Mamon village for providing services in the south of the country.

In ten years, EkoNiva-Chernozemye has sold over 1,000 units of self-propelled machines, each of which can trail two to three implements. Friendly relations have been established with many farming enterprises.

"We were rising together with many other companies," says Ivan Vorobyov, sales manager of EkoNiva-Chernozemye. "We have learned a lot from each other. The first buyers were RusAgro, Yudanovskiy Prostory, Prodimeks, Liskinsky agricultural production cooperative, Yermolovskoye, Agro-S, and Agrotekh-Garant. They remain our active

customers."

As Nikolai Buravlyov noted, ten years is not a long time. There is still much work ahead. So, everything is just only beginning.



## Perseverance

## bears fruit

Ten years ago it was hard to imagine that the bankrupt agricultural cooperative Tikhyy Don would become one of the most successful farming enterprises in the region.

By Yulia SALKOVA

together with lands of the former kolkhozes a clear-cut order from Victor Shevtsov, head of the Liskinsky district: "Stock breeding must rise!" So, they set to work. They selected the local cattle breeds, rebuilt structures, studied European technologies and adapted them to their conditions. Over the years, their perseverance was rewarded as dairy production

became not only a profitable business but "an insurance policy" in the event of crop failures.

"In the first ten years, we laid the groundwork that will keep our business going for another twenty years or so," says Aleksandr Rybenko, EkoNivaAgro LLC executive director. "Now we've got running three large

dairy facilities and we plan to build one more. We've also built a modern elevator, a seed production plant and a meat processing factory. We didn't stand idle in hard times. We worked, moved ahead and those ten years passed for us like one day. It's not easy to work and live at such a pace, but we just can't help it!"

The chief asset, however, is the people. Farming is unthinkable without due regard to social issues, so they believe at EkoNivaAgro. The company does its best to organise the farmers' life. It supports educational and pre-school programs as well as sports clubs and it helps its workers to acquire housing. Nor does EkoNiva ignore the culture and recreational aspects. Among its immediate plans is the construction of a second kindergarten, given that the first one, built in 2010, can no longer cope with the baby boom in the villages. In 2011 alone, workers of EkoNivaAgro gave birth to 19 babies.

## The pioneers



The first park of EkoNiva-Chernozemye maintenance vehicles, 2002.



The first John Deere seeding system in Siberia, 2004.



The opening of the first stock breeding complex at EkoNivaAgro, Shchuchye village, Voronezh Oblast, 2007.

# Ten years of difficult victories!



**EkoNiva-Sibir started operations in 2002, when interest in imported equipment in the region was close to zero. The company had to assume the mission of a pioneer, proving that only technical modernisation will enhance the efficiency of work on the land.**

By Anna BORDUNOVA

In ten years, the company has supplied a total of some 1,500 machines to Siberian farmers. The first sale in 2003 was the Kverneland rake. In 2004, four companies of the region, Novomaiskoye CJSC, Zaprudikhinskoye CJSC, Yevsinskaya Poultry Farm JSC, and Irmen Pedigree Farm CJSC, were the first to acquire John Deere 9420 tractors. And then the numbers grew like a snowball, i.e. the first satellite navigation on the Siberian fields, the first field day with demonstration of modern equipment, scores of seminars, trips abroad and the first awards at regional exhibitions.

Fairly soon, the company gained a reputation as a serious and reliable business partner. Today, EkoNiva-Sibir supplies agricultural equipment for 400 hundred companies of the Novosibirsk, Kemerovo and Tomsk oblasts. In the early years, the company had to rent storage premises and office rooms. In 2005, two maintenance centres were established with proprietary spare parts

depots in Novosibirsk and Barnaul. Last year, the company opened a modern high-tech centre for servicing agricultural equipment. Technologically and in terms of scale, this is the best such facility in the region. However, the company is not going to stop at what has been achieved. It plans to build similar maintenance centres in the Kemerovo Oblast and in Krasnoyarsky district of the Novosibirsk Oblast.

In ten year of production, the company has achieved outstanding results both in quality and quantity. At the outset, the company consisted of a mere six people. Today, this is a large team counting over 100 employees, 30 of whom are maintenance engineers, 11 are in equipment and just as many are spare parts sales managers. The ambition to turn farming work into highly efficient and well-paying business prompts the EkoNiva-Sibir team to grow strong and productive.



The first fax message of EkoNiva-Sibir, 2004.

Russia's first seed production field of the German brewing barley Annabel, EkoNivaAgro LLC, Voronezh Oblast, 2002.



The first participation of EkoNiva-Chernozemye in Voronezhagro 2002 exhibition, 2002.

## ANNIVERSARY

### WELL DESERVED LAURELS

**Aleksey Gordeyev, governor of the Voronezh Oblast:**



"In ten years, EkoNiva has done a great deal of work contributing to the revival of agriculture in the region. It has proved that it is possible not only to create an advanced farming enterprise with good working conditions and high salaries, but also to raise the prestige of farming life."

**Oleg Votyakov, director of Novomaiskoye CJSC, Krasnoyarsky district, Novosibirsk Oblast:**



"Since 2004 we've been buying agricultural equipment only from EkoNiva. We like very much its all-embracing approach to work. It provides everything: agricultural machines, servicing and consultation on new technologies. Its experts really know their job. I'm grateful

for the trips arranged on my behalf by EkoNiva. This enables me to obtain the maximum useful information and to look at farming from a new perspective. I wish the company every success in implementation of all its plans. They include the establishment in our Krasnoyarsky district of a modern maintenance centre similar to the one in Novosibirsk. May this anniversary become a starting point on the way to new victories and achievements!"

**Andrey Albach, head of the mechanisation and technical support department, Ministry of Agriculture of the Novosibirsk Oblast:**



"EkoNiva-Sibir solidly occupies its niche in the region's agriculture and is rapidly developing still further. Today it is among the three leaders in sales of imported equipment in the Novosibirsk Oblast. Steady as you go! I thank all the team for their professionalism. I wish good health and happiness

to the personnel and prosperity, big projects and invariable success to the company!"

**Vladimir Kartashov, director general of Yudanovskiye Prostory LLC (Yudanovka village, Bobrovsky district, Voronezh Oblast):**

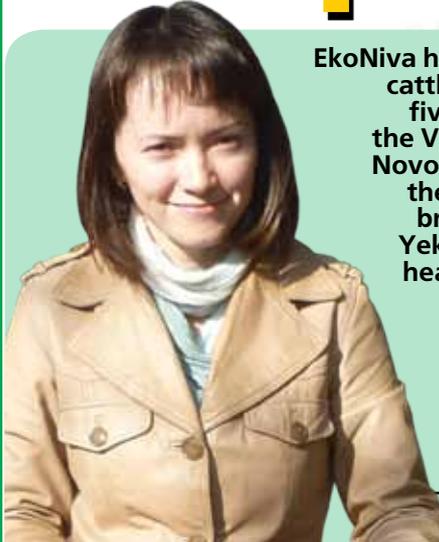


"We have cooperated with EkoNiva-Chernozemye for over seven years. This is so because we find our partners to be understanding specialists who really know the farming business. They are always willing to help with advice or to make concessions, even to the detriment of their own interests. In short, they look

ahead, avoiding fast and easy profit but caring for the future. They feel genuinely responsible for each and every machine they supply to us. We wish EkoNiva-Chernozemye reliable partners, lasting business, prosperity and implementation of all their plans!"

## A SUBJECT

## From pedigree reproducer



By Yekaterina GALUSHKINA

EkoNiva has been in pedigree cattle breeding for over five years. Its farms in the Voronezh, Kursk and Novosibirsk oblasts have the status of pedigree breeding enterprises. Yekaterina Yozhikova, head of EkoNiva-APK Holding's pedigree stock breeding department, talks about how this industry fares and what lies ahead for it.



## to pedigree farm

Today, the priorities in the Holding's selection efforts are the growth of high quality young stock and an increase of cattle productivity. By the beginning of the year, the pedigree stock of EkoNiva animal farms amounted to some 9,800 animals, of which 4,200 were cows. The main breeds are Simmental, Brown Swiss, Red Brindle and Hereford.

"How did the quality change?"

"In the last three years, milk production has grown steadily. As Simmentals go, the yearly milk yield rose to 6,600 kg at EkoNivaAgro, to 6,100 kg at Sibirskaya Niva and to 6,600 kg at Zashchitnoye. In the case of the Red Brindle, this was 5,600 kg per year. These results were achieved largely due to the well thought-out herd management strategy involving foreign specialists and our skilled staff."

"What new techniques is EkoNiva introducing in selection work?"

"At present, all of the farms use sex-sorted bull sperm, which determines by 89 to 99% the birth of heifers. This is particularly important relative to black-and-white Holsteins, since it is necessary to increase the herd by reproduction whereas the bull-calves feature low fattening

## REFERENCE:

**According to the Russian Ministry of Agriculture, supplies of domestically selected beef cattle in 2011 amounted to 62,600 head, while those of imported cattle came to 44,700 head. The need for pedigree young stock was 58.3% satisfied met from own reserves and resources.**

and meat production figures. I think that soon we'll start using embryo transplantation. At our pedigree farms, we have isolated bull production groups in which the milk production exceeds 7,000 kg in 305 lactation days. These cows are prospective mothers of stud bulls and highbred cows. They are the ones who will become 'embryo production plants.' For artificial fertilization of cows and heifers,

we use the sperm of imported bulls from Germany, the USA and Canada."

"Our pedigree reproduction farms have worked for the fifth year. What are the plans for the future?"

"Next year, we plan to receive the status of pedigree production farm for breeding Simmental cows at the facilities of EkoNivaAgro LLC and Zashchitnoye LLC. Next will be those of Kaluzhskaya Niva (Brown Swiss breed) and Sibirskaya Niva (Simmental breed). Of course, very special demands are placed on pedigree stock production farms. All the animals must be highbred in no less than four generations, and

more than 15% of the cows must produce over 8,000 kg of milk (for Holsteins) and 7,000 kg for Simmentals and Red Brindle. In addition, 90% of the cows must be of elite-record class. The pedigree farm must sell pedigree young (not less than 10%), including bulls (not less than 2%). One of the principal indicators is the calf production per 100 cows, which must not be below 80 head. This directly depends on the servicing period, which shows the animals' condition and, hence, the work of animal technicians, fertilization experts and veterinarians. Our farms still have a year at their disposal for improving all of the indicators and becoming real pedigree farms."

## FIGURES

**The calf production per 100 cows in 2011 was:**  
71 head at EkoNivaAgro;  
74 head at Zashchitnoye;  
81 head at Kaluzhskaya Niva;  
86 head at Sibirskaya Niva.

## First robots will strike root in Bebelevo

Today, EkoNiva is Russia's third largest milk producer. Last year, its production grew by 70% to 50 million litres per year. As the new year began, it set another record, 200 tonnes of milk per day. Such achievements became possible thanks to the introduction of new technologies in stock-keeping, milking and animal care.

By Yekaterina GALUSHKINA



In order to familiarize themselves with the latest innovations in animal husbandry, company specialists attended the Agroferma 2012 international exhibition in Moscow, where they saw milking equipment from the world's leading manufacturers.

"The future of the milk production industry belongs to robotised systems," says Ravil Meshcherov, regional director for production of

the EkoNiva-APK Holding's branch in Kaluga Oblast. "This year, we plan to acquire Mlone milking machine from GEA Farm Technologies for the Bebelevo division of Kaluzhskaya Niva. The double-box automatic system will serve up to 420 head of milch cows. This will increase the production of milk, improve its quality, reduce labour input, individualize the milking process and facilitate it."

Reconstruction of livestock houses in now in full swing in Bebelevo. The first two will be commissioned as early as the end of the current year. These will accommodate red pied cows. There are also plans to arrange a site for loose housing of 1,500 young animals and two new facilities for 1,200 milch cows.



# 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

**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:

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)

**A rainbow day in Kirov region**



**Photo by Vasily Kalyagin  
Kokshaga River, Sanchursky district, Kirov Oblast**

**Too little of a good thing!**



Dedicated clothing for men strong in body and spirit!

**Sloppy endearments!**



**Photo by Yuliya Yepfanova  
Vyazemsky district, Smolensk Oblast**

**I'd gladly carry such a machine in my arms!**



**Potatoes! What a tasty meal!  
To all of us, it does have appeal.**



Tasting different varieties of potatoes at Zashchitnoye farm

# Yaroslavl farmers stand up for modern technologies

REGIONAL NEWS

The new year started for the Yaroslavl farmers with discussion of the previous year's achievements and formulation of a task for the upcoming season. A round-table was arranged at the Komsomolskaya Pravda press centre, among whose participants was the Kostroma branch of EkoNiva-Tekhnika LLC.

By Yekaterina GALUSHKINA

The issues under consideration dealt with the modernisation of farming in the Yaroslavl Oblast. The adoption of the national project in 2005 raised the production of pork and poultry. However, production of beef and dairy products still remains a problem in the region. This is mainly due to technological backwardness.

"In 2011, we produced 3,677 tonnes of milk and 10,000 tonnes of vegetables," says Vasily Finogeyev, director of Krasny Mayak CJSC, listing his successes. "Technical re-equipment increased our output and substantially

reduced costs."

Today, around 20 agricultural machines operate on the fields of Krasny Mayak. Among them are those offered by the Kostroma branch of EkoNiva. Since 2006, the company has supplied the Yaroslavl region with some 70 self-propelled machines and 100 trailed systems. Over this time, the farmers could adequately appreciate the capabilities of not only purchased equipment, but also of modern agricultural technologies in operation.

"In addition to equipment and servicing, we offer comprehensive technological decisions for



Photo courtesy of Komsomolskaya Pravda

growing specific crops, all of which substantially raises efficiency," says Denis Povalikhin, director of the Kostroma branch.

Vasily Finogeyev believes that only

cooperation can help small farms survive today, since this will optimize spending and assure steady sales of produce at a reasonable price.

## On new combine harvesters into the new year

Thirty odd representatives of John Deere dealers visited the Domodedovo facility. Attention was focused on grain combine harvesters, the new products of 2012. The training was attended, among other visitors, by specialists of EkoNiva-Sibir.

By Anna BORDUNOVA



The specialists were introduced to all the models of the Russian-assembled grain combine harvesters. Those were the well-known W650 and W540 key-actuated models, as well as newly developed types. John Deere specialists said that the new S550 series improved rotary harvester has replaced the STS9570 model. The S660 harvester was designed expressly for Russia.

This features an enlarged cleaning and separation area and an engine whose power has been increased by 40 hp. It also includes new dedicated software which maintains the steady engine and rotor function and controls the drum rotation frequency.

EkoNiva-Sibir specialists familiarised themselves with the W330 key-actuated fourth class combine harvester, a prototype of the CWS1470 model. This year, the first limited lot of

W330 harvesters will roll off the assembly line. The machines will undergo tests on Siberian fields.

"It is important that John Deere has considerably increased its product line of Russian-built grain combine harvesters," says Aleksey Burkhovetsky, EkoNiva-Sibir senior sales manager. "The W and S series harvesters are in high demand in our region. The machines make possible harvesting with minimum losses. We measured the grain losses on the field, and it turned out that they were only 0.6%. Last year, we supplied more than 30 machines to Siberian farmers."

Upon completion of the training, all the specialists received certificates of professional development.

## For up-and-coming farms

Each year, the issue of cost reduction and work efficiency becomes more and more important for the farmers. That is why they increasingly rely on precision farming technologies to improve their productivity. A seminar held at Oktyabrsky OJSC, Kumensky district, Kirov Oblast, dealt with expressly this subject.

By Yekaterina GALUSHKINA

Executives and specialists of farming enterprises of the Kirov Oblast, Perm Territory and Mari El Republic gathered at the premises of the pedigree stock-breeding farm. Pyotr Gusev, the leading engineer of EkoNiva-Tekhnika LLC talked about the John Deere navigation system, telematic control units and communications and data processing devices. The highlight of the seminar was a demonstration of the John Deere 8320R tractor fitted with AutoTrac and iTecPro systems.

"The built-in AutoTrac unit ensures the automatic parallel passage of adjacent elements," says Pyotr Gusev. "So, in the next passage the operator needs only to activate this mode again to make the

machine move automatically along the right path."

EkoNiva again surprised its guests, showing them how to ease the operator's job. The iTecPro integrated smart control system comprises the AutoTrac automatic steering and the implemented management systems (IMS). These ensure fully automatic tractor control plus automatic turns, thus reducing gaps and overlaps. Such a technique saves fertilisers, seeds and fuel.

According to Sergey Zykov, executive director of the Kirov branch, today the iTecPro system is available for 8 and 9 series of John Deere tractors. Soon it will also be presented for other models.



**OUR PEOPLE**

# From Mezhdurechye with love

Many think that in this age of high technologies there is no place left for feelings. It would seem that friendship, love and family must be put aside as less important. Supposedly, the priorities now are doing calculations, making profit and career growth. In spring, however, when everything comes back to life after the winter hibernation, you have to believe in love and in a solid family. That is why it is so pleasing today to see two people brought together both by gentle feelings and by an interesting job.

By Yulia SALKOVA



Perhaps Tatiana and Alfred Abdulin never thought how lucky they are to be in the farming business. But it so happened that the Department of Animal Science at the Tyumen State Academy acted as a matrimonial agency for them, and the farming business consolidated the spousal union in which they have lived now for seven years. Tatiana and Alfred work on a dairy farm of the Mezhdurechye LLC (Yarkovsky

district of Tyumen Oblast). This is one of the “youngest” divisions of EkoNiva. Tatiana is an animal breeder, while Alfred is an animal expert. They have worked at Mezhdurechye a little over a year, but they already know the company quite well given that they were previously here several times on probation in their job. Furthermore, Sruzyan and Khaidar Abdulin, Alfred’s parents, have also worked here for many years.

“Alfred and Tatiana are promising young specialists,” says Ivan Shkaleta, executive director of Mezhdurechye. “They are responsible, conscientious and honest workers. What matters above all: they are people of a genuinely Siberian character who fear no difficulties.”

Like all the Mezhdurechye people, the Abdulins look forward to the opening of a new 1,900 head dairy production facility. In the meantime, they are learning new technologies and picking up knowledge on the old farm.

“All of us at the company are awaiting the new facility,” says Alfred. “We must learn still a lot. But we are making preparations. We are mastering new techniques of animal feeding. The rations are formulated based on productivity and the physiological features of the animals. The milk yield soared at once. No wonder, considering that previously the feeding was one and the same for all the animals. Colleagues from other divisions of EkoNiva are teaching us and providing advice. This is very helpful.”

The Abdulins supervise 700 head of horned cattle and 200 milch cows. Tatiana is in charge of the herd record-keeping and care of fresh cows and calves. Alfred is responsible for the entire herd.

There is much work on the farm. Their duties get them out of bed at six in the morning and do not “let them go” before 8 or 9 PM.

Tatiana and Alfred are together both at work and home. Does this negatively impact on their family life style?

“Often there is so much to do on the farm that we see each other only at home,” says Tatiana with a smile. “Nonetheless, we understand one another better. Alfred helps me keep house since he knows how tiring the farm work is. Upon graduation from the Academy, we didn’t move to Mezhdurechye at once, since we planned to stay in the city. But lodgings had to be rented and no permanent work was available, least of all in our professional area. Who knows if our family could have withstood such hardships? Here, by contrast, a house was immediately made available to us, and our little son Artyom got a place in the kindergarten. The job is interesting and promising. And the salary, too, is adequate. Some time ago we bought a car on credit.”

As plans for the future go, the Abdulins’ ambitions are really great. They wish to work together, to grow professionally and to gather expertise. For themselves personally, they wish to arrange a small and cosy garden around their own house.

## Over snow-covered fields on John Deere



By Diana TUTBERIDZE

Over the course of several years the EkoNiva Company has been publishing a calendar featuring children’s pictures. This year, 18 young painters, the youngest of whom is aged 3, contributed their creations. Children of company employees painted whatever related to their parents’ work, i.e. fields, tractors, cows

and the like.

The children’s creativity was duly appreciated. In addition to public recognition, EkoNiva awarded all the contributors with John Deere sleds. Those came in very handy in such a snowy winter. When Yana, Yulya and Zurab Tutberidze saw the gifts, their joy and happiness knew no bounds. They wished to test them then and there. After two hours of tobogganing, the pink-cheeked kids said happily: «Classy fun! Will have more tomorrow!» In short, the test drive passed off without a scratch or a

single knee injury. Among the presents, there were also mini-loaders for beginner operators. True, turning the pedals (the loaders operate on the same principle as a bicycle) moves the vehicle over snow, but the understanding parents didn’t mind the early opening of the season at home.

Everybody assured himself once again that John Deere supplies reliable equipment which makes people happy whatever its size and application or whatever the user’s age.



Pavel Salkov, aged 3 years



Kirill and Maria Galushkin, aged 6 and 2 years



Yulya and Zurab Tutberidze, aged 9 years, Yana Tutberidze, aged 10 years



Aleksey Kopayev, aged 4 years

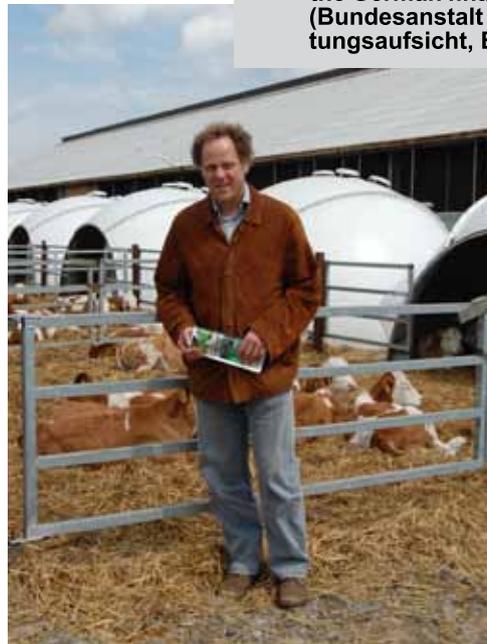
## Opportunity to participate in the Ekoniva Group's success

### Ekosem-Agrar GmbH, the Group's German parent company, plans to issue a corporate bond in 2012

Ekosem-Agrar GmbH, the parent company of the Ekoniva Group based in Walldorf, Germany, plans to issue a corporate bond in the German capital market in 2012. This was announced by the company in a statement released on the occasion of the International Green Week Berlin, the world's biggest fair for food, agriculture and horticulture.

The corporate bond, a fixed-interest instrument with a fixed term, is intended to provide Ekosem-Agrar with capital for the Ekoniva Group's continued growth in the Russian agricultural sector. The issue is targeted at such institutional investors as investment funds and family offices as well as at private investors in Germany and other select European countries. This move will broaden the company's funding base and give it additional resources for

The German capital market is one of the best developed financial markets worldwide. Frankfurt is Europe's second most important financial centre next to London and home to many highly solvent investors. Moreover, the Ekoniva Group has German roots in Stefan Dьrr, its CEO, and is well connected in Germany's business, political and agricultural spheres. Against this background, management has decided to give investors an opportunity to participate in Ekoniva Group's success by way of the upcoming bond issue.



### What are the Ekoniva parent company's plans regarding the proceeds from the issue?

In the past five years alone we have invested the rouble equivalent of more than EUR 100 million in the acquisition of new farmland, the construction of new sheds and the expansion of our cattle herds. We want to continue on this successful course.

### BOND TO FUND GROWTH

**Investors seeking exposure to the opportunities in agriculture will be able to subscribe to the Ekosem corporate bond in 2012.**

- EUR 1,000 minimum investment
- Fixed interest rate
- 5-year term with regular interest payments
- 100% repayment at maturity
- Daily listing and trading on a German securities exchange
- Corporate rating from Creditreform
- Prospectus to be approved by the German financial markets regulator (Bundesanstalt für Finanzdienstleistungsaufsicht, BaFin)

Russia offers excellent conditions for dairy farming. We plan to use the proceeds from the issue to double our dairy herd by 2015. Investors in our corporate bond gain exposure to a sector with a promising future while also benefiting from an attractive interest rate, a fixed maturity and repayment at 100 percent of the bond's face value.

### What is a bond?

A bond is a security created by its issuer in order to raise a loan in the capital market subject to clearly defined borrowing terms which include the interest payable, the maturity and the repayment. In the case of fixed-interest bonds, the interest payments remain fixed through the life of the bond. Bonds are repaid at 100 percent of the face amount at maturity.

### REFERENCE:

The historically low level of current interest rates has created an attractive funding alternative for medium-sized companies. Until 2010 corporate bonds were predominantly available as a funding instrument only to major companies. Today several German securities exchanges also offer this route for comparatively smaller and mid-sized companies like Ekosem. This creates a win-win situation for issuers and investors. While the former can now tap into a third source of capital next to equity and bank loans, the latter have the opportunity to invest in high-yielding securities from solid issuers.

the acquisition of more farmland and for the expansion of its existing locations.

### Why is Ekoniva going to the German capital market?


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