



## Russian farming business on the

# European stock market

**On 19 March, Ekosem-Agrar, the parent company of EkoNiva-APK, one of Russia's leading agrarian holding companies, successfully placed a funded loan on the Stuttgart Stock Exchange. The amount of the placement was 50 million euros. The coupon rate is 8.75% per annum.**

By Svetlana WEBER and Yulia SALKOVA

"In my opinion, the placement of such an amount of bonds on the Stuttgart Stock Exchange is a substantial success for our company", says Stefan Duerr, director general of EkoNiva-APK Holding. "I think it became possible thanks to the remarkable progress of our company, a favourable investment climate in Russia's agriculture in general, and, especially, in the Voronezh oblast where the bulk of our company's assets are. We are pleased that investors valued our financial position and development prospects so highly."

In 2006, EkoNiva wagered on milk and today it has become one of Russia's top 3 milk producers, yielding more than 230 tonnes of milk each day. And it continues to increase its production. According to Stefan Duerr, the 30 million euros of revenues obtained from the placement of the bonds will be used to optimise the company's financial structure and 20 million euros will be channelled into further expansion of dairy production.

The Stuttgart Stock Exchange, with a trading volume of 100 billion euros, is the leader among medium business stock markets. In the period from May 2010, when a new segment was formed on the market expressly for financing medium-sized businesses, to February 2012 twenty corporate bonds were issued with a total value of more than 1.4 billion euros. Ekosem-Agrar became the first company to represent the Russian farming business and to place its loans in Stuttgart.

### More on the subject

The members of the Ekosem-Agrar Advisory Board visited EkoNivaAgro LLC, Voronezh oblast. The Board included influential representatives of German farming businesses: Dr. Franz-Georg von Busse, director general of LEMKEN GmbH & Co KG; Dr. Thomas Kirchberg, member of the board of Suedzucker AG Mannheim/Ochsenfurt; Wilhelm Rupp, member of the board of Volksbank Kraichgau Wiesloch-Sinsheim eG; Rolf Zuern, director general of Zuern GmbH; and Thomas Stuerz, member of the board of Nordmilch eG. One of the main jobs the Board is to map out the holding company's development strategy. On visiting all the facilities of the company Dr. Kirchberg said: "The scale of farming work is really huge. In order to move ahead, it is necessary to develop a clear-cut 'action plan' which will increase output and boost profits. Also, I ought to point out the genuine interest of the regional administration in creating favourable conditions for investors."

This is what the members of the Board discussed at the meeting with Aleksey Gordeyev, governor of the Voronezh oblast. He spoke about the efficiency of EkoNivaAgro and named Stefan Duerr "an outstanding Russian entrepreneur". Considering his many years' work and understanding of the Russian farming business, this is a very apt definition.



### ANNOUNCEMENTS

**May.** Field Day of John Deere, "Fodder making machines"

**Venue:** Service centre of EkoNiva-Chernozemye LLC, Zaluzhnoye village, Liskinsky district, Voronezh oblast.

**Organisers:** EkoNiva-Chernozemye LLC

**2-6 June.** International Sugar Forum

**Venue:** Kurskaya Korenskaya Fair exhibition centre, Zolotukhinsky district, Kursk oblast

**Organisers:** Russian Federation Ministry of Agriculture, Union of Russian Sugar Producers, Kursk Oblast Administration, Russian Research Institute of the Sugar Industry

**5-10 June.** Customers' familiarisation trip to Vaderstad facility

**Venue:** Vadstena, Sweden

**Organisers:** EkoNiva-Tekhnika LLC

**15 June.** A seminar on John Deere fodder making machines and grain combine

**Venue:** Kirov Pedigree-Cattle Breeding Cooperative Farm, Orichevsky district, Kirov oblast

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

**14-17 June.** Kurskaya Korenskaya Fair 2012

**Venue:** Svoboda village, Zolotukhinsky district, Kursk oblast

**Organisers:** Regional state establishment of the Kurskaya Korenskaya Fair Exhibition Centre, Kursk Oblast Administration, Kursk Chamber of Commerce and Industry

**18-23 June.** Field Day in Germany

**Venue:** Bernburg-Strenzfeld, Germany

**Organisers:** German Agricultural Society (DLG)

**19-26 June.** Customer trip to Canada, visiting the Farm Progress Show.

**Venue:** Regina, Saskatchewan, Canada

**Organisers:** EkoNiva-Tekhnika LLC

**June.** Demonstration of trailer sprayers and John Deere series 6 tractors

**Venue:** Krasnozersky district, Novosibirsk oblast

**Organisers:** EkoNiva-Sibir LLC

**28-29 June.** Field Day of Kaluga oblast

**Venue:** Opytnaya Stantsiya settlement, Peremyshl'sky district, Kaluga oblast

**Organisers:** Kaluga Oblast Ministry of Agriculture

**June.** Seminar on fodder making with presentation of John Deere A 400 self-propelled mower

**Venue:** Agrofirma Planeta LLC, Igumnovo village, Buisly district, Kostroma oblast

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

# GLONASS for farmers? Why?

**THE EVENT**

In late March, chairman of the Russian government Vladimir Putin paid a working visit to Voronezh. The chief purposes of the trip included a consideration of the sowing campaign and measures to be taken by the state for supporting the farmers.

By Yulia Salkova

The Prime Minister attended the agricultural exhibition, held a conference on the course of field work and met with executives of the region's farming enterprises. The spotlight was on preparedness for the season and the quality of seeds and mineral fertilisers. The hottest subject was the state's support for farming. The subject interested the farmers all the more given that Russia is about to join the WTO. The Prime Minister assured the farmers that they will not



be left without subsidies.

"This year, the federal budget alone will channel 170 billion rubles into the farming industry. A further 159 billion is planned to be made available as loans", said Vladimir Putin.

The exhibition showed

how the farmers are going to invest the allocated funds. Vladimir Putin's attention was drawn by the NivaControl precision farming system introduced in EkoNivaAgro LLC. Based on the GLONASS-GPS, the system makes it possible to monitor all production and technical

parameters, as well as to rapidly receive information from the fields. The system stores information about each field, automatically feeding it to the company's economics department.

"On our farms we use this system to monitor the operation of agricultural

equipment and the course of field work. It is also useful in introduction of fertilisers and seeds", says Denis Dudkin, precision farming expert. "We have achieved good results both in terms of production and economics. The productivity of all crops has grown by 5-7%. The economy of fuels, lubricating materials and fertilisers made up 10-15%. So the system paid off in a year".

Vladimir Putin expressed strong approval of innovative development and noted that the future of farming will depend on space technologies.

"To this day many still doubt if we need GLONASS. Without talking much about it, the Voronezh farmers just put it into service. Moreover, they have themselves developed a precision agricultural system the like of which is not to be found even in Western countries", concluded Vladimir Putin.

## EkoNiva-APK

EkoNiva is one of Russia's top three milk producing companies. Each day, the company's dairy facilities yield more than 235 tonnes of milk. The demand for this strategically important product keeps growing, so this year the company again will add to its milk-producing capabilities. In spring, construction of four large stockbreeding facilities began.

By Yulia Salkova



### set to produce still more milk

EkoNivaAgro Company is building two dairy production facilities at a time, each for 2,000 animals. The total investment (including purchase of cattle) is 874 million rubles. The facilities will be equipped with the most productive Carousel milking systems serving 60 animals. For the first time, thrice-a-day milking will be introduced. The complete commissioning of the facilities is scheduled for the third quarter of 2013. By the end of the current year, the first stage of each facility will go into operation. Holstein-Friesian cattle will be brought over from the US.



The red-spotted Holstein cows will also take up quarters at the new 1,800 head facility of Kaluzhskaya Niva. There, for the first time, Mlone multi-box milking robots (manufactured by GEA Farm Technologies) will be installed. This will increase the output of milk and improve its quality, simultaneously easing the milking process and individualising it. In autumn, there are plans to commission the first stage of the facility. In addition, a site will be built for loose keeping of up to 1,500 young animals.

The Sibirskaya Niva is building a 1,800 head facility. There will be four cowsheds, each for 450 animals, a calving department for 150 animals, a young animals' site and individual cabins for calves. The key concept of the facility is to significantly grow production of local cattle through comfortable maintenance and efficient feeding. One yard and a small Herringbone milking parlour are due to be commissioned by late October. The facility will be fully commissioned in 2014. The investments will total 480 million rubles.

**THE EVENT**

# The Detchino Phenomenon



**This year, EkoNiva-Tekhnika plans to change its place of permanent residence, i.e. to move from its native home in Zakharovo to Detchino village in the Kaluga oblast. Here, a high technology service centre will be built. In terms of scale and the level of equipment with modern machinery and appliances, it will have no peers in the region. The total of investment is 400 million rubles.**

By Yekaterina Galushkina

Today, construction work is in full swing on an area of four hectares.

“At the moment, the main building of the service centre is 70% complete”, says Anton Cherdantsev, chief engineer of NivaProyekt LLC. “The special feature of the building will be exclusive stained-glass panels on the facade. This will make

it visually attractive.”

The three storey office building is designed for 160 work stations. This will offer comfortable working rooms, a modern conference hall and a large

showroom where samples of farming equipment will be displayed. Also, this will provide two classrooms for 60 and 12 people where EkoNiva specialists and farming engineers will be trained. Thanks to superior

equipment, it will be possible to systematically study the specifics of using and servicing modern agricultural machines.

The servicing department will contain six heated repair sections and a washing facility. A spare parts depot, with an area of 1,300 ml, and an addressed storage system will offer a wide range of components. There will be a large demonstration site and a parking lot for heavy-duty vehicles in the centre’s compound. The corporate fleet of maintenance vehicles and dedicated diagnosis and repair equipment

will enable the servicing engineers to respond quickly to customer requirements.

Both the company’s old-timers and “the young guard”, i.e. certified graduates of the country’s farming institutions, will come to work in Detchino. EkoNiva needs engineers, sales and equipment order managers and economists. In addition to suitable working conditions, steady wages and opportunities for career growth, the company promises to supply them with housing, kindergartens and social entertainment.



## An award well deserved!



**By decree of the Russian Federation President, the executive director of EkoNivaAgro LLC, Aleksandr Rybenko, has been awarded the medal For Merit to the Fatherland, second class, in recognition of outstanding successes in the profession, many years’ responsible work and committed public activities. As his colleagues noted, this is a reward well deserved.**

By Yulia Salkova

Aleksandr Rybenko has headed EkoNivaAgro LLC since its foundation in 2002. In the past ten years, the farm changed beyond recognition. Sixteen bankrupt kolkhozes were assembled around one enterprise. Thus, a major entity emerged, growing into the largest milk producer in the Voronezh oblast. New technologies are here not dreams but reality that helps achieve high results. The 81,600 hectares of the new company’s land are used to produce fodder, grains, and highly profitable industrial crops. The company is also involved with seed production. More than 1,500 people have found a well-paying job here and suitable working conditions.

From the very first day, the

social sphere was one of the priorities. The company builds lodging and kindergartens. It also supports educational institutions and cultural and sports establishments.

“Effective work is not our only concern”, said Aleksandr Rybenko. “Among our other concerns are the land we work on and the people we deal with. The rural population is the strategic asset of the country!”

The head of the company is unswervingly true to this principle. The increase of production and improvement of living standards result in many ways from his well thought-out strategy and kindly, fair attitude to people. This didn’t go unnoticed by the highest ranking officials.

## Welcome to Russia, Alta Genetics

Two months after the EkoNiva-APK specialists’ training trip to the Alta U Dairy Manager School in the USA (see page 6), the company Alta Genetics paid a return visit to EkoNivaAgro (Liskinsky district, Voronezh oblast).

By Yulia Salkova

The seminar for stockbreeding specialists was conducted by dedicated experts of Alta Genetics from the USA and Russia. They were Charlie Perotti, a reproduction adviser, and Dmitry Posunko, director general of Alta Genetics Russia. The aim of the seminar was to increase dairy production. The key subjects were genetic research and development and efficient herd management. In addition, among the issues considered were the crossbreeding of local and

imported animals, the use of improved quality semen and artificial insemination. Much attention was given to work with various groups of animals, keeping them comfortable and supplying them with high quality fodder. “Recently we have been particularly interested in the US methods”, says Vyacheslav Ionov, chief veterinarian of EkoNivaAgro LLC. “Last year, we acquired US-selected animals, which piqued our interest still more. I hope that our cooperation with the US colleagues will be fruitful.”



### FIGURE

**Towards the beginning of the farming season, the EkoNiva-APK Holding Company updated its fleet of agricultural machines. Its facilities will receive 95 units of self-propelled and 117 units of**

**trailed and mounted equipment. One hundred eighteen units (50 self-propelled, 68 trailed) are already on the farms. Compared to 2011, the supplies of agricultural equipment have grown by 27%.**

# Is the No-Till



## method workable?

The Krasnozersky district in Siberia is famous for its rich grain crops. The farmers here harvest one-eleventh part of the oblast's total grains. Last year, the grain producers of Krasnozerskoye were among the first to finish harvesting, attaining the best results in terms of the total grain production in the oblast. On some farms, the yield was as high as 3.2 tonnes per hectare.

As Oleg Votyakov, director of Novomaiskoye CJSC says, the secret of this success is the use of No-Till technology. Having around 20,000 hectares of tillable land, the farm allocates now more than a third of it to grain sown by the No-Till method. And the results are quite pleasing. For instance, last year the grain crop productivity amounted to 2.57 tonnes per hectare.

"It's good that John Deere has the complete product line of machines for introducing this technology", adds Oleg Votyakov. "EkoNiva-Sibir has successfully supplied us with them for some nine years now. We use an entire arsenal of such equipment. This includes seeding systems 1895, tractors, the self-propelled sprayer 4730, and the 9670 rotary combine harvesters."

Willi Drews, a consultant at EkoNiva-Tekhnika

Holding LLC, spoke at the seminar. He told the farmers about special features of the No-Till technology. He pointed out that it substantially reduces tilling operations since it doesn't need extra ploughing and soil cultivation. Moreover, it involves direct introduction of seeds into the soil. This technology is most widely and effectively used in arid areas. Precise soil moisture control is the principal advantage of direct seeding. The crop residues on the field are a natural obstacle to evaporation during temperature fluctuations.

According to Willi Drews, problems may occur in case of switch-over to the No-Till technology for lack of dedicated knowledge of and expertise in use of this method.

The No-Till subject triggered tumultuous discussions among the farmers. Some believe that this is a key to increasing operational profitability, whereas others doubt its efficiency. The experts of EkoNiva-Sibir think that the No-Till method is workable so long as the proper equipment is used, to which end they offer their solution in the form of the John Deere 1895 pneumatic seeder for seeding by the No-Till technology. The special single disc design of the couler facilitates ideal seeding depth control and soil packing regardless of the soil type. In a single pass, the seeder simultaneously introduces

### BASED ON ONE'S OWN EXPERIENCE

Over 70 agricultural producers of the Novosibirsk oblast got together at Novomaiskoye CJSC, one of the largest farms in Krasnozersky district and a long-standing partner of EkoNiva, in order to discuss the subject of No-Till technology.

By Anna Bordunova

seeds and fertilisers.

Yegor Kin, head of the Rubin LLC, Krasnozersky district, shared his experience of using the JD 1895 seeder for seeding by the No-Till method: "For the arid Kulundinskaya zone, the No-Till method is the optimum that maximally saves both soil moisture and humus. The technology was introduced together with the JD 1895 seeder. Each year, I am persuaded that we made the right choice. For five years, the machines have operated just as we expected. Last year, on an area of 12,000 hectares, we harvested more than 31,500 tonnes of grain. The wheat productivity was 2.72 tonnes per hectare. Some fields yielded more than 3 tonnes."

Yuri Sheludyakov, head of the Olimp Farm, Iskitimsky district, has long doubted the efficiency of the No-Till method. However, he did take the risk and bought a JD 1890 seeder from EkoNiva. Last year he seeded 2,400 hectares of grains. The results surpassed all expectations as the sprouts came up even and all in line. With a productivity of 2.7 t/ha the farm took the second place in the district.

Experience shows that the No-Till method produces obviously positive results, but the decision whether to switch to it or stick by the "classical" technology remains with the farmer.

# Seeds from EkoNiva – assure quality and have promising prospects

Seeds from EkoNiva assure quality and have promising prospects. EkoNiva-Semena took part in the oblast's seminar on the sowing campaign, offering the farmers a new assortment of field crops. As Aleksey Zolotaryov, deputy governor of the Kursk oblast noted, the farmers must give serious attention to quality seeds.

By Anna Bordunova

Today, EkoNiva is one of Russia's leaders in the production of field crops. For many years the Company has remained true to its guiding principle – foresee today the demand of tomorrow. This year, its specialists did much work on the study and testing of new highly productive varieties of grains, leguminous plants and fodders of Russian, Ukrainian, German, French, Scandinavian and Canadian selection.

As Anatoly Durdyev, sales manager of EkoNiva-Semena LLC pointed out, plant breeders took an interest in the grain crops, especially barley. Also, they wanted more potatoes. The



company is prepared to supply farmers with German seeds of "the second bread" of both traditional and new but promising varieties. Now that stockbreeding is developing rapidly, fodder crops are attracting much attention. Seeds of Canadian alfalfa, perennial herbs

as well as Canadian and Swiss varieties of soya from EkoNiva attracted considerable interest among the guests. Specialists said that the seeds supplied by the company meet all agricultural requirements. Skilled personnel, modern equipment, advanced tilling technology and their own seed control laboratory in the Kursk oblast on the land of the Zashchitnoye facility, the principal one in the Company, make it possible to bring to market high quality seeds, including premium class. For the new season, the company has already supplied 12,000 tonnes of quality seeds of spring crops and potatoes.

**TECHNICAL INSPECTION**

# Pöttinger secret

EkoNiva introduces Russian farmers to a new supplier, the Austrian company Pöttinger, the world leader in the production of fodder making equipment.

By Anna Bordunova



## revealed

The family enterprise Pöttinger was established in 1871. From the start, the company oriented itself to the production of fodder making equipment. Its first product was a fodder cutter. Today, Pöttinger is a manufacturer of a wide range of mowers, agitators, swath makers, and balers. It has its own research centre involved with development, design, and modelling of equipment and testing its performance and life cycle. That is where design concepts were elaborated which won silver medals at the Agritechnica 2009 exhibition. This year, Pöttinger will mark its 140th anniversary. The company possesses more than a century of experience and its own agricultural equipment manufacturing facilities with all stages of work – from blueprint to roll off the conveyor belt. These assets make it a trustworthy partner for farmers all over the world. EkoNiva revealed why Pöttinger is popular and advises the farmers to use its equipment for fodder making.

**Hit of the season**

The Pöttinger HIT 800 AZ trailed agitator with six rotors ensures excellent field performance. High quality fodder results from close following of the terrain surface and sparing treatment. The machine combines with a 40 hp tractor. The width in



operating condition is 7.85 m. The HIT 800 AZ agitator has a particularly short bracket. The centre of gravity is located very close to the tractor, which reduces strain on the front bridge. The small rotor diameter (130 cm) ensures excellent adaptation to the surface features, better fodder making and regular distribution.

rotor ensures exact ground hugging. Sparing treatment of fodder is the know-how of EUROTOP. The rakes form swaths with a minimum loss of herbage and minor contamination. As a result, farmers obtain vitamin rich fodder.

**Triple blow**

The structural components and functional capabilities of the machine significantly influence fodder quality. The chief advantage of Pöttinger mowers is clean cutting, easy movement and stability. The 8.3 m wide Pöttinger

**Advantage of extra dry crusher:**

- reduced drying period on the field, lesser dependence on weather
- increased energy content
- better silage quality
- reduced agitation of mown grass or its complete absence
- saved operating time and simplified technological process

Model	Required tractor power, hp	Operating width, m	Multitast extra gauge wheel	Transport width, m
EUROTOP 651 A	From 50 hp	6.4	available	2.85
EUROTOP 851 A	From 60 hp	7.8-8.5	available	2.9

**Advantages:**

- strong double cross pieces
- the frame's steel pipes need no extra reinforcement
- anti-grass-sticking system on all wheels
- rotor operating angle adjustment
- HD rakes: excellent durability; rake inclination is adjustable.

**Let it live!**

EUROTOP twin-rotor trailed rakes with lateral swath forming move easily and are extremely agile. Using the boom for precise taxing, the rakes closely follow the tractor. The Multitast gauge wheel immediately before the

NOVACAT X8 ED trailed three-section mower-crusher consists of three mowers, has a stone-proof capability and ideally follows the terrain relief of the field. The forte of the mower is its collector (cross belt conveyor), which puts all the gathered mass in one swath. The extra-dry type of crusher with a regular swath formation and sparing crushing reduces foliage fall-off, thus increasing the protein content in the silage. Thanks to the modified lateral wings, various swaths can be formed. For Russian farmers, the mower is supplied both with pin and roller crushers.



# A school of management,

**ABROAD**


## American style

Twice a year, America's Alta U Dairy Manager School invites leading stockbreeders from across the world to participate in its sessions. For the first time, representatives of the Russian company EkoNiva-APK also took part in such event.

By Yekaterina Galushkina

**Aleksey Bibikov**, director of Zashchitnoye LLC (Kursk oblast) and **Ramon Schenk**, stockbreeding adviser at the Sibirskaya Niva LLC (Novosibirsk oblast), talked about their two-week training at the world's largest private company involved in reproduction and genetic improvement of horned cattle.

"The Alta U Dairy Manager School was opened last year," says Dmitry Posunko, director-general of Alta Genetics Russia. "Its curriculum is designed for specialists with a good basic education and high professional skills, as well as for managers working in the dairy industry."

Among the fellow trainees were specialists from the USA, Canada, Argentina, the Netherlands, Germany and Scotland. All of them, regardless of the nationality, age and gender, were primarily interested in how to maximise the efficiency of dairy production and how to increase livestock.

### On fine points and essential features

World-renowned professors answered these and other questions. Each of them delivered a course of lectures on various subjects of management. Paul Fricke spoke

about the cattle reproduction, Sam Leadley, on the raising of high quality young animals, and Nigel Cook, on cow upkeep management. David Reed spoke as an expert on dairy



equipment.

"On their farms, these experts have long used all the technologies presented at the lectures," says Aleksey Bibikov.

Much attention was given to the dairy production management, without which success is unthinkable. The noted experts believe that today it is not enough just to have modern milking equipment, quality cattle, and good cowsheds: it is also necessary to know how to use all this correctly. The training of specialists and suitable organisation of their

work received special attention. Each stage of the management process must address a clearly defined task.

"With reference to the growth of young animals, we wished to learn how to produce healthy, strong and highly immune progeny," says Aleksey Bibikov, head of Zashchitnoye LLC.

In order to avoid morbidity and mortality of the animals, the specialists feed the newly born calves on foremilk. The North American specialists, however, have a secret of their own. The calves must get precisely four litres of foremilk in the first hours of their life. Based on this theory, such an amount of beestings is a pledge of the calf's future health. This information was taken as a call for action. Each farm can try it out as early as today without extra expense.

### Milky dreams

The second week was an extramural training session. Our specialists visited several American dairy farms. One of them was Dairy DREAMS, where they made a tour of cowsheds and milking parlours. They also evaluated the manger and watched the animals.

What particularly impressed them was the high intensity of labour and self-sacrifice of workers. Just 28 people, including the farm owners, look after 2,500 milch cows. Here, the daily milk yield per cow exceeds 40 kg.

"Everybody there does his best to attain the best result", said Ramon Schenk sharing his impressions. "Nobody

has a minute of idle time. It seems that everything gets done quickly and easily. But this is just a sign of well organised personnel management."

On the other farm, the stockbreeders saw an ultra-modern cowshed with cross ventilation that fully ventilates the room without harm to the animals. They were also agreeably surprised by the electrically operated automatic manure removal system. To be sure, many noted that such a technique would not be good for some farms. If it stops for an hour or so, a disaster will occur. They also visited two big complexes which looked rather like large dairy factories employing advanced technologies and running in full compliance with all requirements.

### EkoNiva: what's that?

Despite the brief training period, the colleagues had time to make friends and exchange expertise. Aleksey Bibikov and Ramon Schenk spoke about the EkoNiva Holding they work for. Today, this company operates in several regions of Russia on an area of 160,000 hectares.

It should be noted that not a single farm in the US operates on such a scale. The farming business is built there quite differently. Usually American farmers have little land of their own or none at all. They either rent it from somebody or somebody grows fodder and young animals for them.

Both the trainees and trainers were surprised by such an amount of land. Nobody could imagine how it can be used in real life. Many were interested in visiting Russia personally and seeing the EkoNiva farms.

That is why it was particularly pleasing to learn that starting this year Alta Genetics plans to cooperate closely with EkoNiva. The Holding's facilities will be used for conducting training seminars with participation of North America's leading experts on stockbreeding. We look forward to seeing these guests. Welcome to Russia!



**A TOPIC** **Factory on the wheels**



**from John Deere**

**Why do millions of farmers all over the world prefer John Deere equipment? What is so attractive about those green-and-yellow machines? EkoNiva has helped Russian farmers to find answers to these questions by organising for them a trip to three John Deere facilities in Germany.**

By Anna Bordunova

First off, the participants of the trip headed for the facility in Zweibruecken. This is where series W (W540 and W650), C and T grain combine harvesters and fodder harvesters of the entire product line are assembled. The farmers learned a new name from among the grain harvesters, the fourth class W330 model. This year, the harvesters will make their debut on the Russian market and will undergo trials on the Siberian fields. The guests were impressed by the scale and technology level of the production, which employs modern metal-cutting equipment, robotised machines and automatic assembly lines.

The farmers were particularly

surprised by the six-step component painting process that consists of three stages: prime coating, painting and drying. This technique makes it possible to achieve high quality work.

John Deere combine harvesters are real "factories on the wheels", consisting of 17,000 components. The assembly of each one is rigidly controlled. The checking starts as components arrive at the assembly shop; it continues at each assembly stage; and it ends before shipping the finished product to the customer. In the end, a final test of all systems is carried out. An individual "logbook" is created, i.e. an electronic certificate which records all operations performed on the machine

during its manufacture. Once a week, specialists of the facility randomly pick out a harvester and thoroughly test it for several days, trying to discover whatever fault it has. Should a single discrepancy be found, the machine goes back for remaking. The farmers were particularly impressed by the test range where machines of new models are tested under 100% load. For instance, the reaper screw is tested in a special device where a month's operation is equal to that of three years on the field. This makes it possible to quickly detect the weak points and to eliminate them. The strength-resistance test substantially improved the harvesters' reliability. Unsurprisingly, many participants of the trip evinced a desire to acquire such equipment.

"We've been using John Deere fodder combine harvesters and tractors on our farms for several years now", says Oleg Ochinsky, executive director of Shepilovo 26 LLC, Serpukhovskiy district, Moscow oblast. "Next year, we expect to increase our inventory. The trip assured us of the reliability of the John Deere equipment. The quality standards at the facility are maintained in the strictest possible fashion. Such an approach to business makes John Deere different from other suppliers."

The farmers visited the John Deere facility in Mannheim. This is the birthplace of series five and six tractors. Every three minutes, a new tractor rolls off the conveyor line. All the machines are manufactured in compliance with customers' individual requirements.

The last point visited was the cabin assembly facility in Bruchsal. That is also where the European spare parts distribution centre is located, the world's second largest such facility.

At the end of the trip, Joseph Barrett, head of the Russian division of John Deere



Corporation, broke welcome news to the farmers: starting this year, the product line of Russian-assembled equipment has considerably expanded and by 2014 the plan is to increase the number of "made-in-Russia" machines.



**Speaking the language of the land**

**"Farmers all over the world hold John Deere farming equipment in high esteem for its quality and reliability. The secret of such a perfect blend of assets is, first and foremost, that John Deere equipment manufacturers speak to the farmers in the same language, i.e. the language of the land", says Mike Lindemann, marketing director of John Deere's Russian branch.**

By Yulia Salkova

Several years ago, John Deere added Russian to the languages it speaks. In 2005, a new sowing and tilling equipment production was established in Orenburg and in 2010 the Euro-Asian spare parts distribution centre was created in Domodedovo. Since then, the dialogue between Russian farmers and John Deere has steadily grown. EkoNiva regularly arranges trips to John Deere's Russian house.

This spring, EkoNiva-Chernozemye brought the

to participate in "John Deere's Customer Day". The guests saw the wheeled tractor and rotary and straw-walker harvesters assembly lines where they were shown a double quality control system used in assembly. They were also introduced to upgraded JD S550 and JD S660 added efficiency rotary grain harvesters. After that, they toured a spare parts depot boasting an area of 38,000 sq m. This keeps more than 80,000 items in permanent stock, thereby assuring their delivery within 2 to 3 days. Urgent

orders are fulfilled in 24 hours at most.

Among the guests were also those who visited the corporation's facilities in Germany and the US. Andrey Galkin, executive director of Yermolovskoye LLC, believes that Domodedovo is not inferior to its foreign counterparts in terms of industrial engineering and equipment.

The farmers got interested in the corporation's latest products, such as the recycling programme co-developed with Rosselkhozbank. Under it, a farming enterprise receives a certificate for acquiring

new John Deere machines to replace old machines.

"John Deere needs no introduction", says Aleksandr Stebnyuk, head of the farming enterprise. "More than 60% of the tractors and combine harvesters operating in the Black Earth Region are of this trademark. However, for me this trip was like a personal acquaintance. On the production sites I saw the process of assembly, learned new products, and consulted with experts on all the issues that interest me. I think the trip did us good given that I have chosen the JD S660 rotary combine harvester for my farm".

## GUEST OF THE ISSUE

Sport means daily  
“ploughing”!

Svetlana Ryazantseva, a 19-year old sportswoman from Nizhny Ikorets village (Liskinsky district, Voronezh oblast) won the silver prize at the European cross country race in Slovenia.

By Yulia Salkova

Irina Yashchenko, Svetlana's coach, calls her “a ploughman” for her unflagging perseverance, steady self-improvement and lust for new victories.

“In order to win at least a bronze medal you must work very hard each day, improving your physical condition in every imaginable way”, says Irina. “In farming, the particularly hard periods come with the season, but in sports hard work is a way of life. Sveta sweats away like nobody else. That's why she won silver in Slovenia. And several months before this, she became Russia's champion in cross country running”.

We met with Sveta when she was hurriedly leaving for the Kislovodsk-bound train for a new coaching session. Modestly, and with no signs of “star sickness”, the vice-champion of Europe and master of sports in track and field shared her impressions of the “silver victory” and plans for the future.

#### On starting in sports

“I took up running professionally 5 years ago. My current coaches from the Lisky school of track and field athletics, Ivan Bitsenko and

Irina Yashchenko, singled me out at the local school games and invited me to their establishment. I am very grateful to them for instilling in me the will to win and teaching me to overcome difficulties. Sometimes it was not easy, I must confess. At times I felt like quitting it all, but they could always put me on the right track: sometimes by rigid drilling, sometimes by a heart-to-heart talk. Recently, I left the juniors for the national youth team”.

#### On the European championship

“I don't remember what I was thinking about all through the six kilometres of the run. At the final stretch only one thought hammered my brain – I must! I can! I didn't want to win just for the sake of winning. I was resolved to live up to my coaches' expectations and to justify our team's and my own hopes. All this is based on a huge amount of work, emotions and never-ending self-improvement. Our team was second, but in all-round standings my result was seventh, so I have something to work on.”

#### On what is most important

“The most important thing in the

life of any sportsman is participation in the Olympic Games. I'm not an exception. Now we are preparing for the Russian cross country running in Zhukovsky. As plans for the future, they are all linked with professional sports. Now I am a second year student of the Voronezh Institute of Physical Culture. My specialty is track and field athletics”.

#### On what is needed

“Both sportsmen and sports establishments in our district get support. In this respect I would like to thank the administrations of Nizhny Ikorets village and of Liskinsky district. Also, my thanks

go to the district enterprises, including the Lisky passenger transportation company.



EkoNivaAgro often sponsors our trips to competitions and training sessions. They also rewarded us for our successful performance. Thank you very much! But more attention must be given to ‘the sports of the young’. We have a lot of talented and ambitious young people who don't want just

to guzzle beer on the street but to break records at the competitions. However, they often do not have where to train. I believe that our victories will prove that sport must be actively supported and promoted”.

#### Aleksandr Rybenko, executive director of EkoNivaAgro LLC:

“It's commonly believed today that Russian youth are good for nothing. All they dream of is the sweet life without work. They, allegedly, lack ambitions in life and a desire for self-improvement. However, the grass root boys and girls in the Russian province, who come from simple families and often grow up without due comfort and amenities of civilisation, prove the opposite. It's they who defend the colours of the country on the international arena. Our goal is to give them an opportunity to develop, to train from an early age and to realise that sport is life. Therefore we support and will keep supporting the sports establishments. We are also determined to actively participate in the sporting life of the district”.



**Victor Sayenko**, a graduate of the Lisky school of track and field athletics. In 2010, he became a bronze winner of the European cross country championship held in Portugal. In personal standings, the sportsman has dozens of medals, among which are the gold of the Russian 2009-2011 championship, and the silver of the Russian cross-country championship of 2012. This spring, at the Russian Cup competition, Victor showed the best result in the youth group, and a third in the adult group. Victor is the first master of sports in track and field athletics in Liskinsky district. He was brought up by Ivan Bitsenko, merited master of sports, and Irina Yashchenko, merited worker of physical culture.

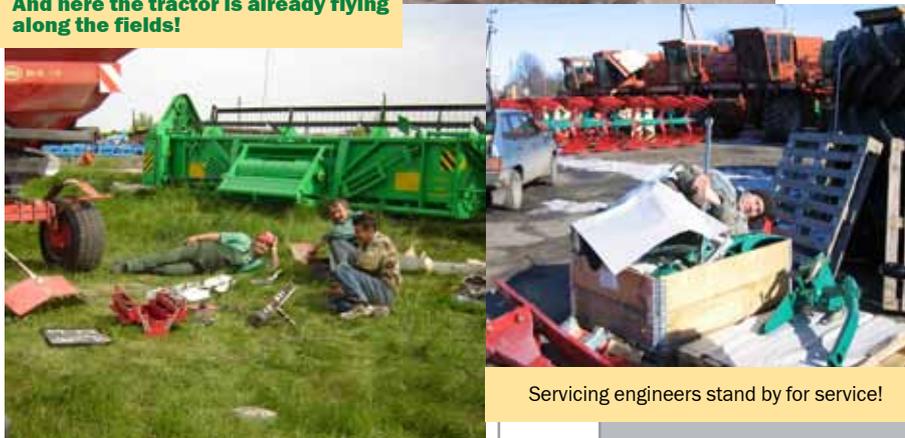


# Focus ON US!

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:

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

Not a minute of rest at the height of the season: Sleep rough, Eat standing up, Shave in a hurry, The work cannot wait. And here the tractor is already flying along the fields!



Servicing engineers stand by for service!

## PHOTO EXHIBITION

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

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

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 cream of society.



EkoNiva milk makes you strong and handsome!



John Deere attacks!  
Both Vyatka and Siberia dream of John Deere

## The Amazing AgroVyatka

Over 1,000 people attended the exhibition stand of EkoNiva-Tekhnika's Kirov division at the AgroVyatka 2012 exhibition.

By Yekaterina Galushkina



For the first time, the spotlight was on fodder-making equipment. In this context, the Kirov division presented a range of John Deere, Pottinger and JCB machines. As part of the event, the company arranged a seminar on the product line offered in this season.

"Farming has made a giant stride forward," says Gennady Nepomnyashchy, deputy director-general of EkoNiva-Tekhnika Holding. "Today, farms prefer to choose highly

### Extra info

In the Kirov division's seven years of operation, 900 units of imported equipment have been supplied, of which 180 are John Deere tractors and combine harvesters. In 2011, total sales doubled, exceeding 507 million rubles.

productive equipment, like that from John Deere."

A test drive of advanced farming machines was conducted on the exhibition site. By the way, all of the displayed exhibits were subsequently sold.

At the EkoNiva-Semena stand, visitors familiarised themselves both with the well-known varieties and newest varieties like Samurai winter wheat, Sunshine barley, Belmondo peas, lancet soya, and Canadian blue alfalfa.

"Today we are witnessing an upsurge of agricultural production," concludes Sergey Zykov, director of the Kirov division. "Therefore farmers are keenly interested in the new machines and promising new seeds".

## REGIONAL NEWS

### A trouble-free field season

The Ryazan branch of EkoNiva-Tekhnika LLC invited specialists of the region's farming enterprises to a seminar on how to minimise problems with agricultural equipment

By Yulia Salkova

"We maintain a permanent contact with the Ryazan farmers, which is why we know very well their needs and requirements", says Yevgeny Lvov, head of the service department of EkoNiva's branch in Ryazan. "We shall do our best to share with them our knowledge of correct use of the equipment".

The service engineers laid emphasis on the safe operation and characteristics of each machine. Special attention was given to the requirements applied to equipment under warranty. The important thing is to use original spare parts. This is one of the musts not only in warranty maintenance, but also a pledge of the farming machine's durability. Much of the seminar was devoted to John Deere original spare parts and the Corporation's new programme - John Deere Reman. This makes it possible to acquire upgraded original John Deere

subassemblies and subsystems at a cost 30 to 40% below new ones.

"At the height of the season, the farms are swamped with problems, one of which is equipment downtime due to failures that occur usually for lack of knowledge", says Igor Polikarpov, chief engineer of the Oka Agro LLC. "Such seminars minimise the so-called fool-caused failures and thus reduce unjustified downtime".



## A master class from Eller



Over the years, the EkoNiva-APK Holding Company has been cooperating with the German Academy of Herd Management, Consulting and Servicing, which successfully works in the sphere of veterinary and stockbreeding. Company specialists regularly take training abroad from Dr. Georg Eller. Each year, Eller pays a return visit to the EkoNiva agricultural facilities. Recently, he came to the Sibirskaya Niva Company with a lecture on new approaches to stockbreeding.

By Anna Bordunova

The issues under discussion for three days included reproduction, veterinarian care, suitable feeding and upkeep of a milch herd. Georg Eller focused attention on artificial insemination, proposing to try a new scheme of simulating the sexual cycle of the first calving cows, i.e. the so-called "double-

ovsynch" method. For large facilities, like those of EkoNiva, where the herd is formed by introduction of a large number of heifers, this technique is needed for increasing reproduction. Ovsynch implies the gradual injection of drugs into the animals after calving to increase the likelihood of fertilisation.

"Thanks to the cooperation lasting many years, the entire course of training offered by Eller is adapted to the EkoNiva stockbreeding facilities", says Yevgeny Kulagin, chief veterinarian of Sibirskaya Niva LLC. "The consultations helped us to understand the new technologies better and we will now boldly introduce them".

## How can you make money from potatoes?

This was the question with which a seminar at the Zashchitnoye LLC, Kursk oblast, on how to improve potato quality, began. The invited experts on the subject were specialists from the German selection company EUROPLANT.

By Yekaterina Galushkina

Participants of the seminar were specialists from the EkoNiva-APK Company's divisions in Kursk, Kaluga, and Novosibirsk oblasts, plus representatives of potato growing farms.

Since last year, a potato production project is being successfully implemented together with the German partners. This season there are plans to plant five varieties of potatoes on 100 hectares. Those are Colette, Rosalind, Vineta, Bellarosa, and a new variety, Red Fantasy.

"We try to offer new varieties to Russia", says Thomas Bottner,

exports director. "Due to appear next year are Red Sonia and Viviana varieties, now undergoing tests."

Among the issues discussed was the toughening of requirements for potato quality, which plays a crucial role in its sale. Retail networks wish to see good-looking and even potatoes on the counters, without any flaws, such as dark peel, brownish pulp, fungal damage and tuber deformation.

Plant breeders of EUROPLANT related which methods are applied to prevent flaws and damages and gave recommendations on the production of seed potatoes.



**OUR PEOPLE**

# HOTHEADS OF EKONIVA

The EkoNiva Company has long been friends with the V.P. Goryachkin State Agricultural Engineering University of Moscow, the country's chief educational institution training farming engineers. Many key specialists of EkoNiva-Tekhnika are graduates of this establishment. Not long ago they were mere students who ran from one lecture-room to another, copied fellow students' notes, prepared cribs as well as got acquainted with one another, fell in love and dreamed about the future. So, we decided to find out what the Goryachkin institution means to them today. How did they fare once they left their Alma Mater? And what did EkoNiva give them by way of profession?

By Yekaterina Galushkina

**Sergey Skrobkin**, head of the sales department (Department of Farming Business Processes and Machines, graduating year 1999):



"I am grateful to the Goryachkin institution for the basic knowledge it gave me. It was here that I learned the fundamentals of my profession. Upon graduation from the university, I moved from one organisation to another until in 2002 I ended up at EkoNiva. I had worked in the advertising business, car servicing and road construction. My colleagues at EkoNiva advised me to try my hand in their organisation. So I came to work as a sales manager. Back then the team was quite small, just 25 to 30 people, and we all were like one family. Each machine we sold was a great joy for us all. More than ten years have passed. I'm still keen about my job, which keeps me going all the time, arranging all those meetings, talks, trainings and exhibitions. I never stop moving!"

**Svetlana Nepomnyashchaya**, human resources department head (Engineering and Pedagogical Department, graduating year 2001):

"My Alma Mater is a place where we studied, came to know life and one another. The students leave this institution as well trained specialists versed in professional theory and practice. I found myself at EkoNiva by chance. It so happened that my hostel roommate worked for the company, so she drew me in. They needed specialists with a knowledge of German. I started as a secretary, after which I performed the functions of an administrator, president's assistant, and now I am the human resources director. EkoNiva was my first serious job that prepared me for life and gave me both professional skills and an understanding of myself".



**Dmitry Demidov**, chief service engineer (Department of Farming Business Processes and Machines, graduating year 2005):

"The Goryachkin institution is a stepping stone towards EkoNiva. I work at this company for the eighth year. My friend and I were the first students of the Goryachkin institution to be employed before

we got our diplomas. My work at EkoNiva helped me to write a diploma thesis since I had already operated many models of foreign farming machines. Back then it was almost a fantasy. The service



department is run by a team of close-knit workers. Here one can always count on aid and support in time of trouble or obtain working knowledge from a colleague".

**Roman Katkov**, electrical engineer (Department of Power Engineering, graduating year 2005):

"I entered the extra-mural division of the Engineering and Pedagogical Department, but as early as in the second year I transferred to the department of farming electrification and automation.



Since childhood I've been fond of tampering with technical things and electronic gadgets. While studying, I found a job at the experimental farming station in Zakharovo, where subsequently EkoNiva was relocated. For my diploma thesis I was asked to restructure the power supply of the organisation I worked for. And that's what I did. I succeeded in implementing a lot of my ideas, and made many things for EkoNiva with my own hands. For me it was both training, and practice and learning the facts of life".

**Aleksey Priskoko**, chief service engineer, Tula branch (Department of Farming Business Processes and Machines, graduating year 2008):



"EkoNiva is a good starting point for career growth. Before the Goryachkin institution, I studied at the agricultural college. I came to the company for practice in my third year as a higher school student. First they employed me as a mechanic just for 'tightening the bolts'. But the work proved to be more interesting and sophisticated than I expected. And when my practice period ended, I even got paid! Before EkoNiva, I knew no other machine than the SUPM8 seeder. That is why the sight of the six meter Rapid system absolutely delighted me. I poked my nose everywhere and thoroughly enjoyed it. I was curious to know how the machines were made and what made them work. So, when a maintenance centre was opened in Bogoroditsk, my native town, I gladly came back home."

# New impetus for cooperation between Germany and Russia

Russian parliamentarians met with their German counterparts under the German-Russian Agro-Political Dialogue program. The results and work plans of the "dialogue" were discussed during a round table at the Federation Council. This was attended by senators, deputies of the State Duma and the Federation Council agrarian committees, representatives of the Russian Federation Ministry of Agriculture and the Federal Ministry of Food, Agriculture and Consumer Protection of Germany.

In the course of 15 years, the Russo-German cooperative project has become a link between political leaders, research institutions and industrial unions of the two countries. Aleksey Chernyshyov and Nadezhda Shkolkina, deputy heads of the agrarian committees of the Federation Council and the State Duma, and the guests from Germany, Dr. Harald Hoppe, Guenter Beger and Florian Ammersdorfer, spoke in favour of continuing this fruitful cooperation in the future.

The participants discussed pressing issues of collaboration, including the monitoring of arable lands, environmentally friendly and ecologically clean farming, the development of rural territories, seed breeding, grain processing and milk production.

Aleksey Chernyshyov, deputy head of the Federation Council Committee for Agrarian and Food Policy and Nature Management, noted the obvious usefulness of communication concerning the development of the two countries' legal systems, consultations on alignment of the Russian agricultural legislation with the European Union's standards and regular contacts between agrarian specialists of the two countries. Aleksey Chernyshyov expressed gratitude to the German party for the support it



gave to our country in joining the WTO.

In turn, Innokenty Yegorov, member of the Federation Council Committee, suggested combining some events planned under the German-Russian Political Dialogue with the Baikal Economic Forum due to be held in September.

## Rural tourism



"Rural Tourism in Russia", this is the title of the first international festival forum due to be held in early June, this year, in the Altai Territory.

The place of this event, unique for our country, was not chosen by chance. In 2012, the Altai Territory will turn 75 years old. But what matters more is that for several years the region has been the centre of tourism, including its rural variety. Over this time, the population of Altai has acquired a wealth of expertise in organising this labour-intensive business, which brings good profits in many countries. Russia is taking its first steps in this direction.

The fulfilment of this task is envisaged by the Federal target programme for development of tourism in Russia. Designed for completion by the year 2018, the programme costs 220 billion rubles. According to this document, there are plans to implement five projects on the territory of Russia, namely, in the town of Plyos, Ivanovo

The guests and participants of the forum will be introduced to exhibition and presentation sites of the Russian regions and foreign countries. They will see the "Masters of the Folk Craft" exhibition and participate in the Furrow Holiday. Among other events, they will be offered a performance of folklore artists, an auction exhibition of pedigree cattle and sightseeing excursions across the Altai Territory.

This attests to the scale of the forum festival: participants from more than 30 foreign countries and the former Soviet republics were invited to it. Almost 700 invitations were sent to different addresses. Eighty governors, 83 representatives from the country's educational institutions, leaders and members of the Russian Agrarian Movement, 63 members of the Association of Agricultural

## Meeting place must not to be changed

oblast, in Altai, and in Ryazan and Pskov oblasts.

In one of the prospective centres, i.e. Novotyryshkino village, near the town of Belokurikha in Altai, a festival forum entitled "Rural Tourism in Russia" will be held. A number of very interesting round tables, excursions, competitions and other events will be held over four days.

Consulting Organisations, 150 heads of private and farming enterprises involved with rural tourism, 140 tour operators and other guests will arrive in Russia's most beautiful region.

However, the key event of the forum festival will be the contest "For Superior Achievements in Rural Tourism and Alternative Employment". This will be held in four categories: the best farming and subsidiary small-holding enterprise involved with rural tourism; for contributions to the development of popular arts and folklore crafts; for superior achievements in the development of rural tourism and effective support of employment of the rural population. The winners will receive prizes: a Gold Medal, First Class Certificates of Appreciation and Diplomas of Merit of Contest Laureates.

The festival will be a starting point for more intense development of rural tourism in the country, which will make it possible not only to replenish the regional treasures but also to ensure employment in many rural territories. In addition, this will improve Russia's image as a vehicle of more than a thousand years of history and culture.

Vera Zelinskaya, Russian Agrarian Movement

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www.ekoniva.com

e-mail: vesti@ekoniva.com

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