



ANNOUNCEMENTS

5 October. Seminar on John Deere grain combine harvesters and Reman spare parts

Venue: Kostroma

Organisers: Kostroma branch of EkoNiva-Tekhnika LLC

8-12 October. The 14th Russian Agro-Industrial Exhibition Golden Autumn 2012

Venue: All-Russian Exhibition Centre, Moscow

Organisers: Russian Federation Ministry of Agriculture, All-Russian Exhibition Centre CJSC

10-13 October. All-Russian Farming Equipment Exhibition Agrosalon 2012

Venue: Crocus-Expo International Exhibition Centre, Moscow

Organisers: Rosagromash Russian Association of Farming Equipment Manufacturers

23-26 October. Altai Field 2012 Agricultural Exhibition

Venue: Barnaul

Organisers: Russian Federation Ministry of Agriculture, Altai Territory Administration

24-26 October. Harvest 2012 Inter-Regional Specialised Exhibition

Venue: Voronezh

Organisers: Voronezh Oblast Department of Agricultural Politics

30 October – 2 November. Agrosib. Siberian Farmer 2012 Agricultural Exhibition

Venue: Novosibirsk

Organisers: Novosibirsk Oblast Administration

12-16 November. EuroTier 2012 International Stockbreeding Exhibition

Venue: Hannover, Germany

Organisers: German Agricultural Association (Deutsche Landwirtschafts-Gesellschaft, DLG)

13-19 November. Selmash-Expo 2012 Agricultural Exhibition

Venue: Kemerovo

Organisers: Russian Federation Ministry of Agriculture, Kemerovo Oblast Administration

14-16 November. VoronezhAgro 2012, the major agricultural forum in the Black Earth Region

Venue: Voronezh

Organisers: Voronezh State Agricultural University's Exhibition Centre, Voronezh Oblast Department of Agricultural Politics

Robert Kloos:



Voronezh oblast deserves close attention

Robert Kloos, the state secretary of Germany's Federal Ministry of Food Supplies, Agriculture and Consumer Protection visited EkoNivaAgro LLC, the largest farming enterprise of EkoNiva in the Voronezh oblast.

By Svetlana WEBER

Before this, however, he held political negotiations with his colleague Aleksandr Petrikov, deputy minister, at the Russian Ministry of Agriculture. He also attended the Field Day in the Lipetsk oblast. The discussions focused on seed production and the related legislation.

In Voronezh, Mr. Kloos met with Aleksey Gordeyev, the oblast governor. They spoke about the development of bilateral cooperation. The governor believes that a promising direction could be production of biological products and agricultural equipment plus the processing of foodstuffs. Robert Kloos pointed out that the Voronezh oblast is much more attractive than other regions in terms of investments, which is why it deserves the close attention of investors. The guests from Germany could see for themselves how the German investors work today on the Voronezh soil, for which purpose they visited one of Stefan Duerr's enterprises.

The season at EkoNivaAgro proved quite hot and harvesting was at its. But despite the heat, the guests spent all the day on the field and the farms and watched the pastures. The company operates on an area of 88,450 hectares, has 19 stockbreeding houses, more than 19,000 head of cattle and is a major milk producer in

the Voronezh oblast. Such scope impressed the guests more than a little.

"I would like to point out the excellent organisation of work both in crop production and stockbreeding," says Mr. Kloos. "This is very important when an enterprise is so large. The concern of each workman in the common cause is evident. He does his best at work and tries really hard. The art of dealing with colleagues as equals and the ability of building relationship with partners at various levels is an essential prerequisite for business progress and a recipe of Stefan Duerr's success."

Summing up his visit, the deputy minister noted that the Russian agricultural politics are moving in the right direction, especially with reference to subsidies for various productions. In due time, the same measures were taken in Germany and they appeared very effective. Also, Mr. Kloos said that he would surely advise the German investors to pay special attention to the farming industry in the Voronezh oblast.

"They have established here a constructive cooperation between administration and business and created adequate conditions for work protected by law. One can find here good partners, start up a business and do really fine!"

A heart-to-heart talk



with a loader

More than 70 representatives of the dealer companies of Russia, Ukraine, Belarus, and Kazakhstan met for a practical training session arranged by the JCB Company in Belgorod. Among those wishing to test the loaders in real life were the specialists of EkoNiva.

By Anna BORDUNOVA

JCB has now provided this type of training for the third year, but this is the first time so many examples of equipment and representatives of interested companies have come together. According to

Semyon Kostin, JCB business adviser on farming equipment in Russia and the CIS, the emphasis was on practice during which the participants were able to test the equipment in operation, to see

its work, and to compare the JCB models with the rivals.

"One must know the machines not only by sight," accentuates Semyon Kostin. "One must also look into it, penetrate its soul, as the saying goes. That is the only way a manager can recommend a specific model to a farmer, taking into account the nature and specifics of a given farm."

The theoretical training was followed by a test drive on the field. New 225 and 225T wheeled and tracked side-turn mini-loaders aroused particular interest. Though designed for heavy duties, they look like toys. The unique PowerBoom design employs a single boom, instead of a traditional double boom arrangement. The single boom machine hampers the operator less, thus increasing his efficiency.

Among the first timers was the improved 527-58 Agri loader developed expressly for poultry farms. The new options, created for the Russian and CIS markets, include blue headlights, 2,000 wide fork, and a large 1.5 m³ bucket for loading and unloading the grain.

An outstanding performance was demonstrated by the «strong machine» Loadall 550-80 Agri Plus. The specialists of JCB worked on it

AN EVENT

for eighteen months. The so-called Mega-telescope can lift a load of up to 5 tonnes to the height of 8 metres, boasting the highest lifting capacity among its counterparts.

"The JCB equipment advantageously differs from its counterparts by the simple control and the well thought-out design of everything, in construction, appearance, controls layout, etc.," says Yevgeny Buravtsov, sales manager of EkoNiva-Chernozemye LLC. "We have strongly assured ourselves of this once again. The wide range of compact telescopic loaders makes it possible to select the right type of machine for any farm."



John Deere tractor



consolidates cooperation

Russia's leading agrarian educational establishment, the Goryachkin Moscow State Agro Engineering University (MGAU), and the John Deere Corporation signed a contract of cooperation. The historic event was attended by officials of the EkoNiva Company.

By Anna BORDUNOVA

In a classroom, expressly outfitted for studying the John Deere equipment, Joseph Barrett, head of the Russian branch of John Deere, and Aleksandr Sysoyev, president of the MGAU, signed a memorandum. Its chief goal is to train highly skilled professionals for work in the farming industry. The curriculums imply the training of students and instructors both at the MGAU itself and at the company's training centre in Domodedovo. Also, they include the exchange of expertise and the students' probation work with subsequent employment by John Deere divisions in Russia and abroad.

"A momentous event for our institution took place today"

noted Aleksandr Sysoyev, the MGAU president. "The John Deere officials and we realise that food security is one of the keenest problems in the world. It is difficult to resolve without modern technology. But without trained personnel it can't be resolved at all."

Joseph Barrett pointed out that John Deere particularly trusts the MGAU for its innovative approach to education and the ability to make the best use of the facilities available.

The cooperative ties were sealed by the ceremonious award to the university of keys to the John Deere 6925 tractor which will become the students' first teaching aid. Sergey Skrobkin, head of the EkoNiva-Tekhnika sales department, the MGAU graduate, presented it with a certificate for 500 motor hours of free servicing.

"Today we have initiated an important movement in agriculture which will help the future students to leave the establishment fully trained and prepared for work on modern equipment," concluded Sergey Skrobkin.

Dreams come true!



EkoNiva-Sibir has realised the cherished dream of Siberian farmers in Krasnozersky district. Soon the company will open a servicing and maintenance centre for them.

By Anna BORDUNOVA

Last year, at the opening of a major dealer centre of EkoNiva in the Novosibirsk oblast, the company president Stefan Duerr promised the Krasnozerka grain growers that soon they would have a servicing centre of their own. Said and done! The new agricultural facility, measuring 3,404 sq m, housed four heated repair zones, offices, a commercial hall, spare parts and expendable materials depot, and a vehicles maintenance area. The workshops (428 sq m) are fitted with modern equipment for all types of repair. The total investments amount to 7,300,000 rubles.

"Dedicated training sessions and master classes for various types of equipment will be held at the servicing centre," says Yevgeny Gorbunov, EkoNiva-Sibir executive director. "Also, the sales

managers will always help to choose the required machines and equipment for each farm, taking into account its production volume, the technologies it uses and the development strategies it implements."

"The farmers of the district are happy that the company fulfilled its promise and made an excellent present," says Yegor Kin, Rubin LLC director (Krasnozersky district, Novosibirsk oblast). "The Krasnozerka farms nearly all use the John Deere equipment. A minute's downtime spells a disaster for us. But today we can stop worrying about force majeure. The company is serious and its servicing quality is excellent."

This is not the last surprise from EkoNiva. Shortly, it will open a similar centre for the farmers of the Kemerovo oblast.



A VISIT

Seed growers on a visit

The Zashchitnoye farm has played host to the partners of EkoNiva, specialists of the IG-Pflanzenzucht seed selection and production company and Saatzucht Gleisdorf selection company of Austria. Colleagues familiarised themselves with special features of the Russian agrarian business and saw how the varieties they had supplied sustained acclimatisation.

By Anna BORDUNOVA

Over the last two years, EkoNiva has cooperated with IG-Pflanzenzucht, one of Germany's leading seed selection and production associations incorporating 11 seed companies. The seed production area in Germany amounts to 37,082 hectares. Of those, 27,000 hectares are occupied by winter wheat.

While touring the company facilities, Yuri Vasyukov, deputy director-general of EkoNiva-APK, told the guests that field crop seed production plays an important role in the company's economics. Every year, the facilities of EkoNiva produce up to 15,000 tons of certified seeds of grains, leguminous plants, perennial herbs and potatoes. For a second year, the company has been replacing its varieties stock. The emphasis is laid on the search for highly productive and adaptive varieties of winter and spring wheat, peas, barleys, soya, and fodder grasses.

The Zashchitnoye firm, a leading seed production

division of EkoNiva-APK, is doing a good deal of professional research work on testing and growing of new field crops.

This year, a large batch of new varieties of winter and spring wheat, oat, barley, and peas, supplied by IG-Pflanzenzucht, underwent preliminary tests on the Shchigrovsky pilot production plot of the Zashchitnoye farm. Galina Dyudina, head of the pilot production plot, related that the good results during preliminary tests were demonstrated by the field peas Antelope and two varieties of oats, Max and Kurt, all supplied by IG-Pflanzenzucht. The highest harvest, 6.74 t/ha, was obtained from the Max variety. EkoNiva, in association with IG-Pflanzenzucht, will hand this variety over to the National Variety Certification Committee for testing.

The guests witnessed the harvesting of the barley Calcutte. This year, 40 hectares of it have been sown. The yield was 5 t/ha. The spring wheats Epos and Amaretto also demonstrated high productivity. Those are going to be put on the market in addition to the yet unsurpassable variety Trizo.

The foreign selectionists attended a modern European style potato storage facility, a stockbreeding complex, and the Twister elevator. They watched the putting of grain into storage and visited a seed production plant featuring a 10 t/hr product output. Aleksey Bibikov, director of the farm, told how the seeds undergo a four-stage



cleaning to assure the best quality. The guests saw a new plant under construction (3 t/hr product output) designed for grass seed pre-treatment.

Franz Beutle, IG-Pflanzenzucht executive director, confessed that he had visited Russia only once and he first familiarised himself with the country's farming at the EkoNiva Company.

"If other Russian farms pursue agricultural production the way they do it at Zashchitnoye, then Russia, a country of huge areas and outstanding technological capabilities, faces a promising future," said Mr. Beutle. "We have our own genetics business and we know the results it produces in Europe. So we'd like to employ our expertise in Russia. We clearly realise today what varieties we should advise for production in Russian conditions."

Getting acquainted personally



Over the last seven months of this year, the EkoNiva-Chernozemye Company supplied 200 units of John Deere equipment. Each year, over 1,000 machines of this brand undergo servicing.

By Yulia SALKOVA

At the end of this summer, John Deere key personnel, headed by Joseph Barrett, chief of the corporation's Russian division, got personally acquainted with the official dealer in the Chernozemye (Black Earth) region, visiting the EkoNiva-Chernozemye servicing centre in the Liskinsky district of the Voronezh oblast. The delegation included John Deere leading international experts on the manufacture of combine harvesters and plant protection equipment. Among them also were marketing and sales specialists.

Accompanied by EkoNiva president Stefan Duerr and EkoNiva-Chernozemye executive director Nikolai Buravlyov, the guests attended the workshops and storage facilities and learned the production process, the people who maintain it and the company personnel. After that, Stefan Duerr related in detail about EkoNiva in the Voronezh oblast, its history, manufacturing capabilities, personnel and financial performance. The company's trade turnover in the current fiscal year will come close to

US\$ 32.9 million in sales of machines, US\$ 9.2 million in sales of spare parts and US\$ 950 thousand in servicing. John Deere will account for 73% of the total trade turnover.

Much attention was paid to the future, i.e. the modern servicing centres of EkoNiva-Chernozemye under construction in the villages of Verkhny Mamon and Davydovka of the Voronezh oblast.

The guests familiarised themselves with EkoNiva's agricultural production in the Voronezh oblast and visited the EkoNivaAgro firm. Roman Litvinov, deputy executive director of the farm, noted that 50% of the equipment used in agricultural work comes from John Deere. The eighth series tractors got special praise. At EkoNivaAgro, of 55 John Deere tractors 19 are "eights".

Concluding the acquaintance, Joseph Barrett thanked everybody for the warm and informative reception.

He said: "The on-the-spot familiarization with the company's life helps to better understand the people we work with. This 'reveals' the dealer's soul better than figures in the financial statements."

Milk comes from cow's tongue

The Tula Dairy Plant OJSC, in association with EkoNiva-Farm LLC, arranged a trip to the EkoNivaAgro stockbreeding facilities in the Voronezh oblast for the farmers of their region.

By Anna BORDUNOVA

While touring the reconstructed farms in Dobrino, Maryino, Shchuchye and Vysokoye, the specialists of EkoNivaAgro told the farmers that obtaining high milk yields necessitates well balanced and regularly timed feeding plus keeping animals in comfort. An integral part of the dairy farm is its milking equipment. All of the reconstructed and newly built complexes are equipped with machines from the GEA Farm Technologies Company.

"To answer the question 'how much milk does the cow produce' we need to find out what she eats and how much, as well as how we milk her and what with," says Vyacheslav Prostyakov, head of the quality management department of EkoNiva-APK Holding LLC. "The cow's milk comes actually from her tongue. That is why the specialists of the farm prepare

well balanced and thoroughly detailed rations for the animals, strictly observe the feeding and milking schedules and maintain their udders hygienically clean. The results speak for themselves. On the Dobrino farm, for instance, the annual milk yield exceeds 9,000 kg per cow. The local stock animals on the Shchuchye and Vysokoye farms produce around 6,000 kg a year."

The principal purpose of the trip, i.e. refuting the notion that high milk yields can be obtained only by super-modern automated complexes, was achieved.

A the conclusion of the visit, Sergey Mitusov, director-general of the Tula Dairy Plant, suggested, in cooperation with EkoNiva, holding training sessions on stockbreeding for specialists of the Tula oblast farms.



Väderstad is everywhere

BASED ON OWN EXPERIENCE

Today, the Vaderstad tilling and seeding equipment is everywhere where farming is. Its special feature is versatility. In a single pass, the units perform several operations, which saves time, energy and money. About ten years ago, as the Vaderstad equipment emerged in Russia, many farmers revised their classical tilling and seeding patterns. Many abandoned the plough which not only saved them funds but also increased their crop productivity and improved the soil quality.

By Yulia SALKOVA

where farming is

The Vaderstad equipment has operated on the EkoNivaAgro farm (Liskinsky district of the Voronezh oblast) for seven years. Today the farm's inventory numbers 10 seeding and 11 tilling machines operating on 66,200 hectares of arable land.

"The versatile nature of the Vaderstad equipment made it possible to quickly abandon ploughing and switch to no-till technology employing TopDown and Carrier cultivators and Rapid seeders," says Roman Litvinov, EkoNivaAgro deputy executive director for production. "This called for ample knowledge of agronomy and more sophisticated work with seeds, fertilisers and plant protection compounds. Of course, the effect was not instant and much had to be learned."

Nonetheless, in some aspects the effect leaps to the eye. For instance, the fuel consumption decreased by a factor of 1.5 to 2. This is particularly important in case of tilling equipment. The EkoNivaAgro specialists employ TopDown multi-cultivators as the main tilling tool, using them at different operating

depth of 5 to 25 cm on difficult black earth soils. Due to the grip width being larger than that of the plough, the fuel consumption is only 9-10 l/ha at the same power employed. The TopDown model operates at a high speed of 8 to 20 km/hr (depending on the treated crop). In tilling the soil at the depth of 25 cm, in a single 12 hr shift the five metre TopDown does the job on 40-50 hectares. This exceeds by 2-2.5 times the rate of the eight-component plough with a grip width of 3.2 m. Another forte of this machine is the absence of the plough sole hampering the plant root growth.

The cultivator consists of four operating zones that fully prepare the soil for seeding.

The first one does the soil loosening and crushes the crop residues, the second loosens the lower soil layers at a set depth, the third preliminarily smoothes over the soil and breaks the lumps, the fourth one, the compacting zone, performs one of the chief functions that can't be fulfilled in ploughing, i.e. prompt compacting of the surface layer. Thus the moisture is retained in the soil. Even in the abnormally droughty summer of 2010 when the mean productivity of grains in the Voronezh oblast did not exceed 1.3 t/ha, that at EkoNivaAgro was around 1.5. This year, the mean productivity of the farm is 3.8 t/ha as compared to the average one of 2.3 t/ha obtained elsewhere in the oblast.

EkoNivaAgro often got lands that had not been tilled over the last 3 to 5 years, which brought in wanton weeds reaching up to the waist. But even on such difficult fields the TopDown did a fine job, in two passes if not in one.

Today, 20% of the farm's sown areas are tilled using the No-Till technology since they have been brought up to the required condition, i.e. the fields are ideally smoothed over and feature an excellent soil structure.

For seeding, EkoNivaAgro employs mechanical and pneumatic Rapid seeding systems with an operating width of 4 and 6 metres. Due to the set of pre-seeding tools, the Rapid system not only seeds but also performs the complete range of pre-seeding cultivation. The machine is used for seeding various crops like grains, leguminous plants, rape, and maize for silage.

"The Rapid system reduced the production cost by 30-35% and increased the productivity on average by 500-700 kg per hectare," says Vladimir Litvinov, the chief agronomist of the farm. "This is a multi-role seeder that excellently cultivates, makes the seed bed, embeds seeds, and forms a layer of mulch on the surface which retains moisture. The spouts are wonderfully regular despite the high speed of the seeder reaching 12-15 km/hr. Thanks to these assets we do all the seeding job in 15-20 days."

The seeder is remarkably small, measuring only 3 metres, which eases its transportation. This is very convenient since quite a few fields are located more than 30 km apart.

After the harvesting, the Carrier always goes across the fields. This cultivator, also performing several operations, is a lighter than TopDown. It evenly spreads the straw, loosens the soil and does the compacting. The machine provokes the sprouting of weeds and invasive plants, which are destroyed in the cultivator's subsequent pass.

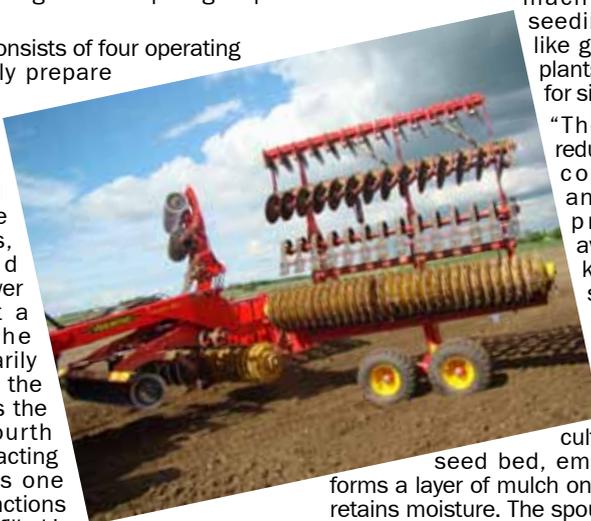
AN OPINION:

Willi Drews, doctor of agronomy:

"The next year's productivity is determined by the 48 hours following the harvesting. That is when it is imperative to retain the soil moisture. In the now increasingly frequent droughts



the transition to the minimal tillage or even direct seeding is unavoidable. However, the transition to these techniques must be smooth. The new methods ought to be introduced step by step, with due regard to special soil features of a given field. Thanks to its versatility, the Vaderstad equipment is well suited both for the 'transition period' and for work by the minimal tillage, or No-Till technology."



TECHNICAL INSPECTION

In 2011, the import of foreign made tractors, both new and used ones, exceeded 13,000 machines in Russia, with a value of US\$ 217 million. The bulk of them were wheeled tractors (around 10,000 machines). The number of caterpillar tractors supplied to the Russian market in the past year exceeded by 31% the number of those in 2010. The interest in caterpillar tractors grew due to their earth sparing features and the capability to start field works earlier.

By Anna BORDUNOVA



Tractors advance

The John Deere Corporation continuously works on the creation of highly productive and economically efficient equipment. This year, the company offers a new product line of 8 RT (8335 RT, 8310 RT) and 9 RT (9510 RT, 9460 RT, and 9560 RT) caterpillar tractors.

The "eighth" wonder of engineering

The new 8RT series caterpillar tractors (310 to 335 hp) enable working on very wet and sticky soil fields, and on abrupt slopes

wheel, which increases manoeuvrability in turning.

Heavy duty machines

The John Deere 9RT caterpillar tractors (506 to 616 hp) are the strongest, most productive and comfortable full-drive models ever manufactured by the company. They are built for heavy duty jobs on large fields. The new prime movers came to replace those of the 9030 series launched into the market in 2007. All the models are powered by the John Deere PowerTech PSX (13.5 l) diesel engine. The 9 series model features a solid frame

18-speed PowerShift transmission with the Efficiency Manager system enables moving at a speed of up to 40 km/hr. The new comfortable Command View II cabin is 10% more spacious. It is fitted with the Command Arm simple-to-use control panel and a new GreenStar 3 Command Centre display. This can simultaneously activate many different accessories, including the JDLink and Service ADVISOR Remote intellectual systems. Due to the electric-hydraulic three- and four-point



inaccessible to a wheeled tractor. The 8RT tractor's wheelbase is 254 mm longer than that of the previous model caterpillar counterparts of the 8030T series. Its advantages include enhanced tractor stability and increased area of contact with the earth which eases work on the field. Due to the unique air cushion suspension, the machine operates at a top speed of 42 km/hr. The 8 series models feature improved cohesion, minimal soil compression, increased draft and smoother motion. The ActiveCommand exclusive steering system is the most reliable and functional in its class. The dynamic control of the wheel shift maintains the set direction of the machine with the minimal effort applied. This assures the tractor's stability as it moves. The steering system with an adjustable transfer ratio assures a short travel of steering

for caterpillar alignment and special drive wheels for better adhesion. This assures the maximally possible ease of maintenance, durability and high productivity. The

suspension, the lifting capacity of the "nines" reaches 9,072 kg. This makes it possible to fit them with large trailers, wide width seeders and heavy duty ploughs.

AN OPINION:



Aleksey Priskoko, chief engineer of the EkoNiva-Tekhnika servicing group, Tula branch:

"Compared to the wheeled tractors, the caterpillar types provide a stronger draft, greater contact with soil and higher manoeuvrability. Thus it becomes possible to start field work in spring three to five

days earlier and to finish it in autumn later. The farmers say that by consuming up to 15% less fuel the caterpillar tractors add to their incomes. These tractors skid less, especially on wet soils. Their skidding is only 2-5% compared to 12-15% of the wheeled types. It means that in 1,000 motor/hours the wheeled tractor's idle time is 150 hours while that of caterpillar type is only 50. So, the owners of caterpillar tractors save 100 motor/hours or nearly two weeks' work. The biggest shortcoming of most caterpillar tractors is their inability to move over asphalted roads."

GUEST OF THE ISSUE

Nikolai Kharkin:

The Agrofirma Sredneivkino CJSC is a large enterprise specialising in dairy and meat production. It boasts a nearly half a century's history. This is one of the top five farming firms in the Kirov oblast. Its head is Nikolai Kharkin. He unquestioningly believes that gainful work is only possible when it is done using new ideas, cutting edge technologies and improving the infrastructure of the homeland.

By Yekaterina GALUSHKINA

**"We share a common fate"****A professional approach**

Nikolai Kharkin, the head of the enterprise since 1989, comes from the village of Sredneivkino. After school, he graduated from the agronomical department of the Kirov Agricultural Institute. For some time he had worked at the chemicalisation station in Kirov, and then at the pedigree production trust. He returned to his home village in response to his fellow villagers' proposal requesting him to participate in the elections of the head of the Sredneivkinsky state farm.

Since then, for over twenty years Nikolai Kharkin has headed the farm and all the chief experts have worked with him just as long. His colleagues describe him as a knowledgeable, energetic and proficient leader. He knows how to work for the future, precisely calculates in terms of economy, and persistently strives to achieve his goals. Such are Nikolai's inherent traits. These assets helped him attain outstanding results in the career. Nikolai holds the title of an honourable workman of the Russian agricultural complex and is a member of the council of the Kirov oblast department of agriculture and food supplies. He is decorated with the medal "For merits in serving the country, second class" and the honourable sign "The best leader of farming enterprise".

Re-equipment strategy

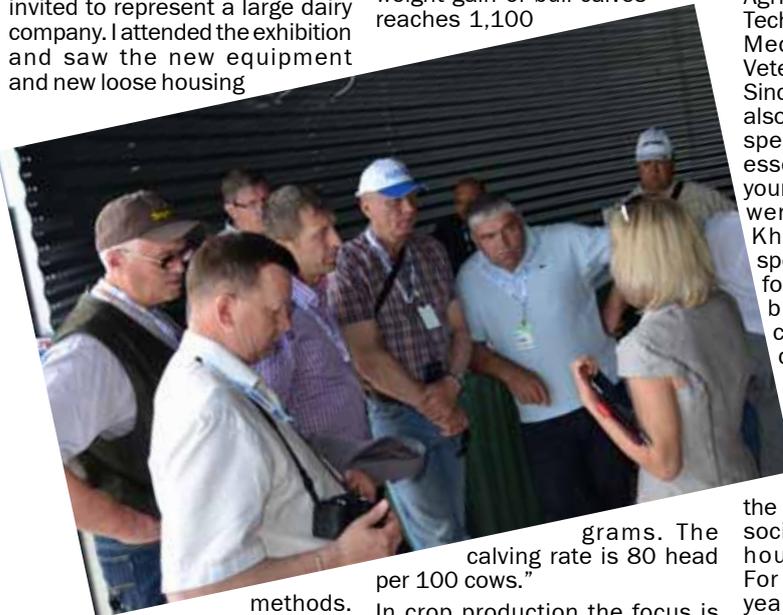
Headed by such a leader, the Sredneivkino farm is among the best farming enterprises of the Volgo-Vyatsky region. Its area of arable land amounts to 14,700 hectares. The cow herd totals 2,918 animals, 1,165 of which are milch cows. In 2011 the farm sold 220 million rubles worth of

agricultural produce.

Recent years have seen the intense development of stockbreeding. A new cowshed has been built for 400 cows and a calf house for 200 young animals. This summer, a 400 head dairy farm equipped with the Herringbone milking system went into operation.

"I was urged to introduce the new technologies following my trip to Germany," recalls the director of the farm. "That was in 1996. I was invited to represent a large dairy company. I attended the exhibition and saw the new equipment and new loose housing

feature outstanding productivity and endurance. The 'red' cows' milk is fat and features high protein content. The pedigree selection work steadily increases the head of livestock. Today, the annual average milk yield is 7,196 kg per cow. There are, however, record breaking cows yielding 9,000 to 10,000 kg. Today the stock breeders face the task of increasing the animals' productivity so that to exceed the 8,000 kg landmark. The daily weight gain of bull-calves reaches 1,100



grams. The calving rate is 80 head per 100 cows."

methods. So, I decided to borrow foreign expertise. Back in the Soviet era the Sredneivkino farm opted for the Ayrshire cattle brought in from Karelia. Today the complex maintains that tradition. In 2000, the firm received the status of a pedigree production enterprise specialising in breeding Ayrshire cows. These animals adapt themselves well to the northern latitudes and

In crop production the focus is on growing high quality fodders. Simultaneously, the company grows grains, vegetables, and potatoes. Today, "the second bread" is grown on 350 hectares with employment of the modern GRIMME potato equipment. Every year, Sredneivkino sells around 8,000 tonnes of potatoes.

Much attention here is paid to re-equipment of the facilities. In the last five years the stock

of machines and tractors has been completely renewed. Modern economically efficient equipment of world-renowned brands has been acquired. The Kirov branch of the EkoNiva-Tekhnika LLC helps to do this by offering a wide range of agricultural machines and follow-on servicing. Over 30 units of self-propelled and trailed equipment from John Deere, Vaderstad, Grimme, Lemken, Einbock, Degelman operate on the company's fields. Those have been supplied by the Kirov branch. The head of the agricultural company takes special pride in the John Deere 9435 tracked tractor purchased this year in the Verkhoshizhemy district. Also, Nikolai Kharkin often goes on business tours abroad with specialists of EkoNiva. Such trips supply him with new ideas.

The young do it

The head of the agricultural company believes that success in farming is only possible if a well organized team of energetic experts works in concert. Over the years of operation the company has built up a mainstay of real professionals.

Nonetheless, it has always relied on the younger generation and continues to do so. Thus the Sredneivkino Company is a fine base for students of the Vyatka Agricultural Academy, Nolin'sk Technical School of Agricultural Mechanisation, and Urzhum Veterinarian Technical School. Since 2010, a consulting centre also operates here for farming specialists of the region. "It's essential for us to fasten the young people to the land they were born on," says Nikolai Kharkin. "Many beginner specialists and workers work for our company. We do our best to create adequate conditions for them. But it's difficult to stop the outflow of the young. Therefore we seek to modernise the production process, thus making up for lack of labour."

Developing the production, the company doesn't ignore the social aspect of life. It builds housing for its personnel. For instance, in the last two years seven families enjoyed their housewarming parties. Three more houses are under construction. Also, the company improves the village infrastructure, from repairing the roads to building socially essential facilities. In August, according to a tradition, the Day of the Village is held, called "We share a common fate". This title echoes the fate of Nikolai who, as it happens, came in useful at home.

**NEWS FROM
THE FIELDS**

An agrarian city in Siberia

This year, the Siberian Field Day broke all records in terms of number of participants and guests. Over 130 companies from all over Siberia, some 500 agricultural machines and nine thousand guests turned the exhibition into a real farming city.

By Anna BORDUNOVA



planter. Designed for operating by no-till method, this machine produces excellent results in planting sunflowers, which is a welcome factor for the Siberian region. The JD 9430T tracked tractor is very popular in that region. In the four past years the machine has won over the Altai farmers.

The climax of the event was a competition of fodder harvesters. EkoNiva was represented by the time-proven veteran, JD 7450 combine harvester (530 hp) fitted with the JD 645C picker featuring the working width of 4.5 meters. The two demonstrated a fine job, not succumbing to any rival.

Aleksandr Karlin, the Altai Territory governor, noted that one of the key issues – engineering modernisation of the agro-industrial complex – must be all-embracing and trigger not only the improvement of the quality of agricultural products, but also updating of the farmers' work methods.

The EkoNiva-Sibir firm arranged a large-scale exposition of 25 machines. Those represented the world-renowned brands like JCB, John Deere, Kverneland, and Vaderstad. This year, 88 agricultural machines left the company's storage depot.

Over the years of their work, the EkoNiva specialists launched around 580 units of farming equipment into the fields of the Altai Territory.

"Every year, the farmers' demand for efficient farming equipment is growing," says Denis Tyurin, head of the Altai division of EkoNiva-Sibir LLC. "The farmers keep abreast of the times, increasingly relying on advanced technologies."

Among the first time exhibits were the John Deere 4630 sprayer and John Deere R450 self-propelled mower fitted with

the JD 995 grass reaper. The spotlight was on the JD 1740



EkoNiva conquers Udmurtia

The third agricultural forum, The Volga Field Day 2012, became a site for exchange of knowledge and expertise between the Republic's agricultural enterprises and farmers' market operators from other regions. The Kirov branch of the EkoNiva-Tekhnika demonstrated its products.

By Yekaterina GALUSHKINA



The Field Day held in the village of Zyambai, Vavozhsky district, exhibited some 200 units of various farming equipment. The Kirov branch of the EkoNiva Company enthralled the guests with a wide product range of highly efficient

machines of such brands as John Deere, Vaderstad, Grimme, Lemken, JCB, and Pottinger. Particularly interesting were cultivators, seeders, and potato growing machines.

"The agriculture of Udmurtia doesn't stand still," says Maxim Reutov, sales manager of the Company's branch in Kirov. "It keeps abreast of the times, updating the production process, seeking new approaches and introducing the latest technologies."

The guests of the agricultural forum wished to learn in detail the terms and conditions of supply of equipment and spare parts and provision of follow-on servicing of the supplied foreign machines. The eventful day resulted in the conclusion of some two dozen

contracts for cooperation with Udmurtian agricultural enterprises.



NEWS FROM
THE FIELDS

From exhibition to farm

The Voronezh Field Day is a major exhibition and feast in summer attended by all the farmers of the region. During it, much was spoken about the crops, grain prices and purchases of new equipment for the next farming season.

By Yulia SALKOVA



Anatoly Spivakov, head of the oblast's Department of Agricultural Politics, started with optimistic predictions.

"The agricultural performance of the Black Earth Region is essentially higher than average," he noted. "The grain prices are maintained at an adequate level. I think that the Voronezh farmers will turn their work into good profits that will be invested in development of production and modernisation of farming equipment."

The agricultural producers fully agree with the head of local farming, which is proved by a high demand for agricultural machines. On its exhibition site, the EkoNiva-Chernozemye company presented 15 units of farming equipment for various field works and technologies.

"This Field Day features the farmers' particularly keen interest in equipment," says Ivan Vorobyov, head of the EkoNiva-Chernozemye sales department. "More than half

of the presented machines will leave the exhibition for the farms. For instance, the John Deere S550 rotary combine (assembled at Domodedovo) and the JCB 531-70 loader went to the Dokuchayev agricultural artel in Talovsky district."

The company guests also took interest in the novelty of the year, the Swedish-made Tempo seeder from Vaderstad. This will become available on large scale next year. But the farmers are already placing orders for it. It features a perfectly new seed embedding

method. The seed-out device «shoots» a seed into the soil. Such a technique maximises the seeding precision.

During demonstrations, EkoNiva-Chernozemye presented its Lemken EuroDiamant plough with a feather-type mouldboard. The guests believed this plough did the best ploughing, compared to seven rivals competing at the show. The EuroDiamant left ideally loosened soil, embedding all the crop residues.



Insider's view

How to be competitive on the agricultural products market? The Tula farmers who gathered for a seminar at the Lazarevskoye pedigree farm, LLC (Shchokinsky district of Tula oblast), sought an answer to this question.

By Anna BORDUNOVA



The adequate equipment and proper treatment of the fields at Lazarevskoye, plus advanced expertise, enable this company to turn out highly competitive agricultural products. Fyodor Romanovsky, director of the enterprise, told that the company keeps 60 thousand head of pigs and 2,500 head of horned cattle. Grain crops,

rape, peas, potatoes and buckwheat are grown on an area of 19,000 ha. The company's own processing facilities turn out high quality products eagerly consumed in the Tula region and beyond. The fleet of agricultural machines is fully equipped. For over eight years the company has used the machines of John Deere, JCB, Kverneland and other

brands. According to Fyodor Romanovsky, the profitable work today necessitates the use of highly productive and wide-grip machines.

The Tula branch of EkoNiva-Tekhnika introduced the guests to such machines, demonstrating over 10 models of equipment from John Deere, Einbock, Vaderstad and JCB. For the first time the farmers saw the JD 4630 self-propelled sprayer.

The company specialists held a number of dedicated seminars.

Pyotr Gusev, EkoNiva-Tekhnika leading engineer, related about the AMS John Deere precise tillage system.

Willi Drews, the consulting agronomist of EkoNiva, dwelt on the Strip-Till method of soil treatment. Its main difference is that treatment is applied to separate narrow strips in which the seeds will be introduced. This technology is chiefly used in planting the seeds of maize, sugar beetroots and soya.



OUR CHAMPIONS

Four winners, that's our way!



Winners of the insemination experts' contest
Photo by Viktor ODINETS

Over the last several successive years, the Petropavlovskoye division of the Sibirskaya Niva Company played host to stockbreeders coming from all over the Maslyaninsky district to participate in the professional contest. After a year's break the farm resumed the tradition. Some 16 machine milking operators and insemination experts gathered here to demonstrate their skills and exchange expertise.

By Anna BORDUNOVA and Viktor ODINETS

compete I feel like I'm doing it for the first time," says Nadezhda with a smile. "There's always just one thought of Socrates in my head – I know that I don't know anything!"

The young workers of Sibirskaya Niva have a fine example to follow. Nadezhda is an experienced expert working on the farm since its foundation. This notwithstanding, she continues to study, learning new technologies and directions in work. "It is never too late to learn," says Nadezhda. "Dr. Eller from Germany visits our farm regularly. He advises us on all the relevant issues and holds training sessions. We use now on our farm the rectal-cervical method of insemination. The knowledge we obtain helps us achieve effective results." The other representative of Sibirskaya Niva, Galina

Schleiger, took second place. Vladimir Zakharov, Sibirskaya Niva LLC deputy director-general for stockbreeding did not conceal his pride in his colleagues: "Four prizes, that's our way!"



Yevgenia Marchenko, Sibirskaya Niva LLC, winner of the milkmaids' contest
Photo by Viktor ODINETS

The contests proceeded for all the participants in two stages: a theoretical one which offered many difficult questions and a practical one in which participants competed in manual skills. The milkmaids disassembled and assembled the milking machine, prepared it for operation and did the milking. The insemination experts had to demonstrate their

professional skills over the laboratory bench and to present the reporting documentation.

The prize of the milkmaids' contest went, as previously, to Yevgenia Marchenko of Sibirskaya Niva, a repeat winner of the district and oblast competitions. Her colleague, Natalya Neverova, a first timer participant, took, in accordance with the referees' decision, the

bronze.

Among the insemination experts, Nadezhda Vostrikova from Sibirskaya Niva became a winner for the sixth time in a row. The colleagues never doubted her victory. They describe her as a real professional who knows her job.

The winner herself does not conceal that she had been excited all through the contest from beginning to end. "Each time I

Ploughing with Kverneland

At Russia's first open championship in ploughing the best machine operators strived on their ES 85-200 one-way ploughs to win the

champion's laurels. For fifty years the Kverneland ploughs have been the farmers' efficient helpers that have won over 48 gold medals.



Silver goes to Tempo



The Tempo F8 Vaderstad seeder unique batcher operating under won the silver medal at the high pressure. This minimises professional contest of innovative the vibration impact and farming technologies, Agrosalon maintains exceptionally high seed 2012. The machine got the introduction precision despite high honourable prize for its use of a speed and irregularities of soil.

The specialists of EkoNiva-Chernozemye were introduced to the New Era of John Deere Combine Harvesters, a presentation of updated rotary and straw walking machines.

"The share of grain combine harvesters in sales is not large in the Voronezh oblast, hardly exceeding 40 machines per year, thirty of which come from John Deere," says Ivan Vorobyov, head of the sales department of EkoNiva-Chernozemye. "Representatives of eighteen farming enterprises have come to attend our function. These are people willing to acquire combine harvesters and persistently seeking answers to specific questions."

The guests were particularly interested in rotary combines. Aleksandr Savushkin, head of Agro-S LLC intensified the interest saying:

"From our own experience we realised that the 'small' rotary combine harvester JD S550 (271 hp) with the 7.6 m reaper is in practice not inferior to the JD W 650 straw-walker combine (with



This summer, the EkoNiva-Chernozemye Company held several dedicated trials and demonstrations on the fields of customers' farms. One of them took place at the facilities of the Agro-S LLC in the Paninsky district, Voronezh oblast.

By Yulia SALKOVA

the mean power of 350 hp) fitted with a similar reaper. In harvesting barley with a productivity of 3.8 t/ha, the S550 featured the output of 4.3 ha/hr, and the W650 4.5

ha/hr. The fuel consumption of the rotary combine harvester was considerably lower, 7.6 l/hr, compared to 9.8 l/hr."

The shortcoming of the

REGIONAL NEWS

machines with this threshing and separation system is often believed to be the high grain loss in straw. This is true of other brands of harvesters with a fairly short rotor, due to which there is not enough time to treat all of the mass flow.

The losses for the updated John Deere harvesters are just a myth. Their rotors have been elongated so that there is enough time even for a highly productive mass to be fully threshed. The bullet-shaped rotor «tears» the incoming mass, preventing it from winding around, which often occurs in harvesting the wet mass. Finally, the myth of high losses was dispelled on the barley field. The JD S550 rotary combine harvester was tested twice: on the entry into the plot with the rotor partially loaded and in the middle of the plot when the rotor was fully loaded. In the first case the losses were 1.8%, in the second 1.5%.

The variety race

Every year, at the facilities of the Zashchitnoye seed production farm, the EkoNiva-Semena Company holds a Field Day dedicated to new varieties of crops and agricultural technologies. This year, around a hundred guests from 11 regions of Russia took part in this event aimed at thorough study of crop varieties.

By Anna BORDUNOVA



Yuri Vasyukov, deputy director-general of EkoNiva-APK Holding LLC, said that for a second year the company has been doing a major job on variety replacement, seeking new genetic resources that cut production costs and improve crop quality.

In the fields, the guests inspected the advanced varieties of the Canadian soya. In terms of quality and protein content they by far outdo their Russian counterparts. The new varieties of the Danish and French-selected malting barley, Evergreen and Calcule, attracted considerable attention from crop producers. Particularly interesting was the Evergreen variety used for low cost production. It resists diseases and needs no fungicidal treatment. A wide range of peas from Denmark, Germany, France

and the UK drew the attention of the farmers. Among the novelties were the Belmondo and Jackpot varieties. The crops of the new German spring wheats Amaretto and Epos received the highest evaluations. Willi Drews, EkoNiva adviser, pointed out that these varieties feature a stronger ear.

"We have already bought seeds of peas and wheat from EkoNiva," said Ivan Dyadkov, deputy director-general of Mordovsky Bacon CJSC, the Republic of Mordovia. "We are pleased with the results. This year, the Trizo spring wheat occupies 5,600 hectares. We are setting our sights on new varieties of the French forage barley, peas, and soya. It's essential that the seeds come supplied with advice on the growing technologies."

Experts of technology

At the YarAgro 2012 agro-industrial exhibition the Kostroma branch of EkoNiva once again proved that it provides absolutely the best equipment for real professionals. The company presented its ten most efficient farming machines and tools.

By Yekaterina GALUSHKINA

At the exhibition one could watch a product line of John Deere 6130D, 6920, and 7830 wheeled tractors, and John Deere 732 trailed sprayer. In addition to the basic product line, on offer were two novelties of the season, i.e. John Deere W330 grain combine harvester and Lemken Chrystal stubble cultivator.

"The new W330 fourth class straw walker combine is based on the CWS 1470 model," relates Denis Povalikhin, head of the EkoNiva-Tekhnika LLC branch in Kostroma. "Small, but reliable and highly efficient, this will cope with any loads. Besides, its price is very appealing!"

Many Yaroslavl farmers know the Lemken tilling equipment not only by hearsay. The agricultural firm Planet has used this

plough model for more than one season. Yevgeny Shikholev, chief engineer of the farm, is pleased with the implement, believing that this tool makes ploughing much faster and easier.

For those farms employing the minimal treatment and No-Till technologies, the Chrystal cultivator came in particularly useful. This combines the advantages of a double- and multiple-row tool, which allows better stubble treatment.

The "pet of the public", the JCB 531-70 telescopic loader, drew, as per usual, the farmers' attention. The boom of this model reaches 7 metres at a lifting capacity of more than 3 tonnes. Denis Povalikhin is sure that such an assistant makes even the hardest of jobs easy.



OUR PEOPLE

A virtuoso of sales

As it happens, we almost live at work. However, few of us can match up our work and daily life. It can be a real art to be able to enjoy each and every working day.

By Yulia SALKOVA



Ivan Vorobyov, head of the EkoNiva-Chernozemye Company's sales department, seems to have mastered this art fully. He really loves his work and his feeling is returned.

In 2003, three days after his graduate thesis defence at the Voronezh Academy of Agriculture, Ivan got a job with an emergent EkoNiva-Chernozemye company. Back then managers had only just started to learn how to sell imported agricultural equipment, until then unknown to the Russian market.

"At first I didn't understand how equipment could be sold for ten million rubles while the flat I live in costs just two," says Ivan. "But we saw our Moscow colleagues from EkoNiva-Tekhnika doing a more than successful business. Even then they managed to sell up to ten tractors and combines in one package to a single farm. Dealing with the farmers we realised that by acquiring modern equipment they gain, in the first place, new economical, technological and manufacturing capabilities. The manager's number one job is to aptly slot a specific piece of equipment into the farm's working scenario."

Ivan believes that it is just as important to clearly understand the situation in the region's agriculture. It is imperative to be not a mere seller, but «the friend of the family» and to steadily maintain contact with the people.

"We have cooperated with Ivan for over five years," says Aleksandr Savushkin, Agro-S LLC director, the customer of EkoNiva-Chernozemye. "He is a knowledgeable specialist capable of assessing the situation and choosing the right equipment. He expertly finds solutions to all problems, even those that have nothing to do with him. I know for sure that in case of an emergency with

my people. Thus the managers see me working and talking to customers. Working so, I better find my bearings on the work site." Ivan assures us that the special nature of his work never lets him stand idle.

"Once you stop, you roll down immediately and then climbing back up is much more difficult," says Ivan.

Ivan seems to be so used to living in permanent motion at work that this influences all other aspects of his life. Two years ago he took management courses under the Presidential programme. Now he is in the third year of postgraduate studies at the Voronezh Institute of Economy and Law. Recently, he revealed

himself as a gifted showman, who came up with an ingenious idea of the Fashion-Farmer field day at which he performed as a master of ceremonies for three hours at a stretch.

When asked if he has any time left for his loved ones, relatives and hobbies, Ivan answers thus:

"My hobby is the building of my dacha. But sometimes I make my appearance there just once a fortnight. I am fond of football, but can't remember when I last watched it. Earlier, I used to know our national footballers by sight. Now I won't

recognise anybody except Andrei Arshavin. I have no time for this."

Ivan is the youngest in the family. He has four sisters, but in difficult life situations he often acted as an elder, coming directly to rescue. He is short of time even for his family, which is why he appreciates every minute he spends with his wife and son.

"Everybody makes his own choice and seeks to enjoy different aspects of life. I love my work, especially when it bears fruit, for instance, when we win a new transaction and when I see my managers grow professionally. It means that I too am growing as their leader."



equipment, I can turn to Ivan for help round the clock. He can cope with any crisis."

Since 2007 Ivan has been in charge of the sales department. His chief concern today is performance of his team. Actually, it is doing quite fine. This year, for instance, the sales of EkoNiva-Chernozemye amounted to 1.7 billion rubles. This is the second highest figure among enterprises of the entire holding.

"Did the promotion trigger your move to a personal office with a gold-plated nameplate on the door?"

"What do I want with an office?" asks Ivan with a smile. "I'm with





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.

From talks over the table to talks ... on the field!



EkoNiva-Chernozemye servicing engineer at command centre

A reverence, English style



What an interesting vehicle! Give us a ride, boys!

John Deere equipment sells like hot cakes at the Altai Field Day



A straight talk



Hold the bag wide!



Potato harvesting at Zashchitnoye



Legends parade at the Farm Progress Show in Canada

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