

The boiling point

The fourth congress of the National Union of Dairy Producers considered how to be safe in milk deals, compete against imports and to fight fake statistics

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LEMKEN: **how steel was tempered...**

A virtual tour of the facility producing “the blue wonder”, i.e. ploughs, seeders, and tilling machines

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The Olympic reserve **of EkoNiva**

How sports help to set records in life and work

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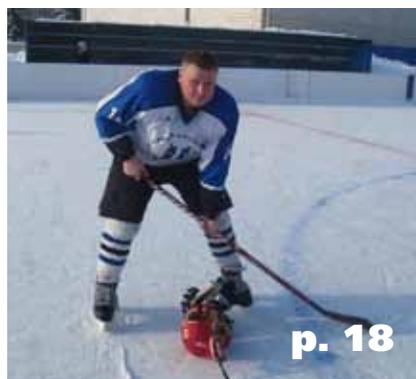
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New faces of old friends

Today it is obvious that in the last ten years farming in Russia has changed dramatically. The destroyed farms, abandoned fields and boarded up offices of collective farms exist practically no more nowhere.

Russian farmers today face different tasks. Among them is learning to work effectively as WTO partners. In order to remain competitive on the global market, we must develop, acquire new knowledge and skills and apply them to production. Our EkoNiva-News has already realised this.

We have been with you seven years now. We grew and evolved together. The changes in the world's information community also changed us. The journal you are holding is convincing proof of this. We have changed both our appearance and contents, producing now a greater number of pages.

Our journal will carry more analytical materials and expert opinions. We shall pay special attention to the world's trends in agriculture and coverage of political developments in farming. We are prepared to speak about unique

social programmes in the country. Nor shall we leave unattended the work of EkoNiva, its projects and developmental prospects. We shall appreciate if you, our dear readers, give us tips on interesting subjects for consideration. We are always glad to present you as the heroes of our publications.

We hope that our updated journal, as before, will help you at work and be a reliable navigator in the realm of information.

*By Stefan DUERR,
president of the EkoNiva Group of Companies*



The agrarian "Davos"

Opening the Russian pavilion, Russia's Minister of Agriculture, Nikolai Fyodorov, called on the regions to start working with major investors. The call for action was accepted, so that in the course of the exhibition 22 contracts were signed, amounting to 252.1 million euros, plus a number of memorandums and engagement agreements for international cooperation.

At a presentation held in the Orenburg oblast, EkoNiva president Stefan Duerr spoke about Russia's openness to investments.

"In recent years, the investment climate in Russia has warmed remarkably," says Stefan Duerr. "Don't be afraid of difficulties, since every country has them. After all, there are not so many of them in Russia now, contrary to common belief. One of our enterprises has been operating in the Orenburg region for over 12 years now, occupying an area of 13,000 hectares. We've been engaged exclusively in crop production. But this year we'll launch a new business, beef cattle breeding (see details on page 17)."

Stefan Duerr pointed out that the development of rural territories must stem directly from investments in agriculture. Much was said to this effect in the framework of the German-Russian agropolitical dialogue.

The EkoNiva Company participated in the contracts stock exchange where meetings took place with young specialists from Germany who wished to try their hand at Russian farming.

By Yulia SALKOVA

The Green Week in Berlin once again demonstrated this exhibition's leading role in promoting global agriculture. Here, again, the politicians sought ways to fight famine; the investors presented their projects, while laymen enjoyed the best products brought here from all over the world.



The largest in Europe

The building of the EkoNiva dealer centre is close to completion. This will be the largest of its kind in Europe. The investments total 400 million rubles.

"In Detchino, there will be a head office of the EkoNiva-Tekhnika Company, housing 160 workstations and a modern service centre for maintaining agricultural equipment," says Yelena Levina, EkoNiva-Tekhnika LLC director general.

The dealer centre will open this spring. Finishing work on the ground floor and in the showroom is already completed. The

equipment parts depot and servicing area are already fully operative.

During his visit to the Agrotekhcentre maintenance facility, Nikolai Fyodorov, Head of the Russian Federation Ministry of Agriculture, pointed out the significance of the project and the role of the Kaluga oblast administration in attracting investors in the region's agriculture.

By Yekaterina GALUSHKINA

Preliminary results of the annual contest for the best student's paper on agriculture, EkoNiva-Student 2012, have been evaluated.

This year, 130 students from 28 Russian higher schools of agriculture took part in it. The largest number of works came from the state agrarian universities of Stavropol, Saratov and Orel and from the Kurgan State Agricultural Academy. Twenty-six participants made it to the finals. According to the organising committee of the contest, those still under consideration are contenders for the chief prize, a 6,000 rubles monthly scholarship for a 5-month period. We shall publish the winners' names in the next issue of our journal.

Growth through investment

2012 was clearly a year of sustainable growth, and the Russian agricultural sector promises huge potential also for the future. EkoNiva Technika has made it its mission to support the positive developments and to implement modern technology in Russia's agricultural sector. For the current year, EkoNiva Technika plans to install additional agricultural machinery facilities, to extend its product range and to expand its team.

Our sister company, EkoNiva Agro, also has plans for continued growth. The foundation for this growth was laid last year, when Ekosem-Agrar, the German holding company, issued two bonds worth EUR 110 million in the German capital market. The funds were used, among other things, to finance the expansion of the agricultural land. Issuing the bonds was a positive experience for Ekosem-Agrar. Both papers were fully placed before the end of the subscription period

and have traded above the 100 percent offering price at the Stuttgart Stock Exchange ever since. These factors show that the Russian agricultural sector is an attractive investment target for investors from all over Europe. Based on the positive experience of Ekosem-Agrar there is now an evaluation for a corporate bond from Ekotechnika GmbH – the German holding company of EkoNiva Technika.

is one of the world's most organised financial markets and offers good access to investors of all sizes. As one of the largest stock exchanges in Germany, the Stuttgart Stock Exchange and its bond segment, Germany's first segment for SME bonds, provides an ideal platform for the bonds of small and medium-sized companies. Ekosem-Agrar chose this securities market for issuing and trading its bonds not least because of its proximity to the company's headquarters in Walldorf. The high transparency of the German capital market and the high visibility of the bond segment mean perfect conditions for both issuers and investors.

Why the Stuttgart Stock Exchange?

The German capital market

Continued on page 23



In for more milk!

The first part of the stockbreeding complex for 2,500 animals started working at Sibirskaya Niva in December 2012. Each day it turns out 10 tonnes of milk used for production of dairy products under the Academy of Dairy Sciences brand.



The JCB pledge

The Kirov branch of EkoNiva-Tekhnika held a training session in the use of JCB equipment. This was attended by servicing engineers from the regional divisions of the company. The seminar considered the issues of maintenance for Loadall JCB loaders and preparation of equipment for handover to customers. The focus was on diagnostics of the loaders by the Master Servis-4 system and the use of the Power Shift transmission.

"The seminar involved practically all the personnel of the EkoNiva-Tekhnika engineering service," said Sergey Mosunov, head of the Kirov branch's servicing department. "This enabled us to hone the personnel's professionalism and prepare them for the new season."

By Yekaterina GALUSHKINA



We do not fear the WTO!



How to raise the company's profitability? This issue was dealt with at a seminar held at the service centre of EkoNiva-Chernozemye (Liskinsky district, Voronezh oblast).

Under consideration were all the prerequisites of good farming, including, agricultural machines, technologies and seeds.

"The modernisation of farming means the right choice of equipment, tilling technologies and crop varieties," Willie Drews, Doctor of Agronomy, an adviser with EkoNiva, said in his opening remarks.

He believes that in the Black Earth Zone it is necessary to abandon the plough, thereby stopping soil erosion and preserving soil moisture. The Carrier and TopDown multi-cultivators from Vaderstad will sparingly treat the soil,

performing all the required operations in a single pass. Particular attention was given to the concern's newly developed seeders, the Spirit for grains and Tempo for row crops. The Spirit is good both for conventional technology and the minimal tilling technique.

Willie Drews gave strong advice on what should be done to avoid turning a productive field into an asphalted site, i.e. to work on twin wheels. A still more sparing option is provided by the John Deere tractors whose on-soil pressure is a third of that of their tracked

counterparts.

EkoNiva-Semena presented the most promising of its crops, namely, Epos and Amaretto spring wheat, Calcule barley, and Jackpot, Belmondo, Phoenix and Rocket varieties of peas.

The guests familiarised themselves with John Deere Water sprinkling systems. Natalia Zharkova, JD regional manager in Russia, pointed out that drip irrigation increases the productivity of vegetables on average by 40%, and that of maize and soya by 20%.

By Yulia SALKOVA





Let's do good deeds!

The beginning of the year came in with a big holiday for EkoNivaAgro employees. They celebrated the tenth anniversary of their farming enterprise and summed up the results of the outgoing agricultural year.

Anatoly Spivakov awarded the Voronezh oblast administration's honorary badge "With appreciation from the Voronezh land" to Stefan Duerr, president of the EkoNiva company. In doing so, he wished ambitions plans would be conceived and realised both in 2013 and in the years to come.

The outgoing year was quite eventful for EkoNivaAgro. Two stockbreeding facilities, each for 2,200 animals, were built in the villages of Volchanskoye (Kamensky district) and Petrovskoye (Liskinsky district). They are equipped with Carousel machines, each with capacity

for milking 60 cows. Five thousand Holstein-Friesians heifers were brought from the US. Today, the milk-producing herd numbers over 10,000 cows. The company has also grown geographically, annexing four new farms. Today its cropland totals 94,500 hectares. The harvest brought joy, too: an impressive 62,000 tonnes of grain and 108,000 tonnes of sugar beets. In addition, 90,000 tonnes of haylage and more than 150,000 tonnes of maize were procured. The agrarian holding has twice successfully placed a funded loan on the Stuttgart stock exchange, thereby ensuring new opportunities for growth.

In the village of Petrovskoye, construction began on Dokuchayev Street, where 30 houses for the company's workers will be erected. Kindergartens, schools and sports teams are also the focus of attention. A special

place among the good deeds belongs to construction of the Church of the Nativity of the Blessed Virgin in Shchuchye village.

When congratulating the personnel, Stefan Duerr also shared information about the plans for 2013. These include construction of a further two dairy production facilities, each for 2,200 animals, in the Bobrovsky and Liskinsky districts.

"This year, EkoNiva is starting to process milk and produce its own products branded Academy of Dairy Sciences," says Stefan Duerr. "The first project in the Voronezh oblast will be a processing plant in Shchuchye with a 30-tonne production output."

Plans like this have inspired the head of the Liskinsky district.

"Stopping in agriculture is like dying!" noted Victor Shevtsov. "We must move ahead all the time, just as EkoNiva does!"

The wall of fame

Based on the year's achievements, Tatiana Kaplina (machine milking operator) and Yaroslav Kashirsky (veterinarian) were named "Best in the profession" and received the keys to VAZ-2104 and VAZ-2107 cars from Aleksey Gordeyev, governor of the Voronezh oblast. Olga Pasyukova (seeding agronomist) was awarded the honorary title of "Emeritus farmer of Russia". In all, more than 150 workers of EkoNivaAgro received awards from the Russian Federation Ministry of Agriculture, the Voronezh oblast and the Liskinsky district.

By Yekaterina GALUSHKINA and Yulia SALKOVA





During the Green Week in Berlin, Head of the Russian Ministry of Agriculture Nikolai Fyodorov attended a summit meeting and business forums with his counterparts and arranged his own press conference. Below is a summary of the minister's most outstanding thoughts about the future of agriculture in Russia.



Nikolai Fyodorov: "We shall open another window on Europe!"

Green light to investments

"Over recent years, we have been implementing a number of comprehensive programmes to support agriculture and rural territories, thus encouraging an influx of private investments into agricultural production. The investment portfolio totals around 40 billion euros. I should note long-term investments exert a very positive influence on life in the country.

We are willing to join experts for partnership in their constructive efforts within the framework of the United Nations Food and Agriculture Organisation (FAO) and to contribute to the development of principles of responsible investment in agriculture."

Ambitious plans

"Today, diversification is important

for all regions of the country. Clearly, farming must also be pursued in regions where oil and gas production predominates. We shall actively support exports and imports aimed at production of pork and poultry. I see my country as an exporter of added value products. What goes abroad must be processed products. I will not tire of saying that our plans ought to be ambitious!

Among the priorities is rural infrastructure. This is a prerequisite for farming to move steadily ahead. Once the rural population gets good houses, modern schools and hospitals, adequate roads and access to information technologies, the cattle will grow faster and milk production will increase. That is when skilled specialists and young people will come to stay in the country. We have convincing examples of this,

including those with foreign investors. Operating in Russia for nearly twenty years, EkoNiva successfully conducts its farming business and is building the rural infrastructure. That is why the company faces no labour shortage and the villagers have all the required amenities of civilisation."

Learning competition

"WTO membership implies hard work. So we have to learn how to compete against our Western counterparts. It's not easy to open a new window on Europe, but the state will help the farmers. A National Programme which has been adopted envisions new forms of support in addition to the well-proven methods. Farms and enterprises introducing innovations and new biotechnologies will get special support in beef farming and pedigree animal husbandry. We shall increase the subsidies for production of consumer milk."

By Yulia SALKOVA





The boiling point

In terms of passions, the fourth congress of the National Union of Dairy Producers was comparable to boiling milk. The audience expressed the view that the dairy industry is not groaning; it is crying for salvation.

Who will get subsidies?

The obstacles were the 2013-2020 National Programme items establishing very high standards for fat and protein content and the calf accretion that must be observed in order to receive subsidies. The dairy producers consider them to be biased criteria for evaluating the efficiency of their work. Even the most advanced companies can hardly meet them, making it impossible to obtain subsidies.

Global competition

An equally sensitive issue is the Russian producers' competitiveness on the world's open market. It is difficult to compete against imports both from the former Soviet republics and foreign countries where state support is much more substantial, resulting in cheaper production of these products.

Where's the profit?

Russia today is the largest importer of milk, bringing in each year 8 million tonnes of dairy products. However, just 20 years ago it was one of the world's major producers of milk.

Nobody argued the necessity of developing the dairy industry. However, in the situation prevailing today it hardly pays, considering the negligible final profits. In the words of Sergey Novikov, director general of the Agrokompkletsatsiya LLC, the profit margin of dairy production is only 2.5%.

No milk found in milk

Another problem is fake products crammed with vegetable fat of tropical origin. Andrei Danilenko, chairman of the Soyuzmoloko board of directors, said that 48% of inspections detected fakes. It's unconceivable but true that no animal fat was found in curds supplied to a maternity hospital.

Paper cows

The situation with animal count, milk production registration and other figures looks almost paradoxical. Fearing administrative penalties, the farms' directors overstate the results achieved. The bogus statistics do not show the real state of things. In 2012, milk production dropped by 12-17%, whereas statistically it noticeably grew.

What is to be done?

Vladimir Labinov, director of the department of stockbreeding in the Russian Federation Ministry of Agriculture is convinced that support must be provided for modern farms producing premium quality milk, as stipulated by the National Programme. Thus, state support will grow and the subsidies distribution pattern will improve.

Vladimir Plotnikov, deputy

chair of the Federation Council's Committee on Agriculture and president of the Russian Association of Farming and Agricultural Cooperatives, proposed increasing the head of livestock, as was done in the Ukraine, thus stimulating the growth of the milk-producing herd.

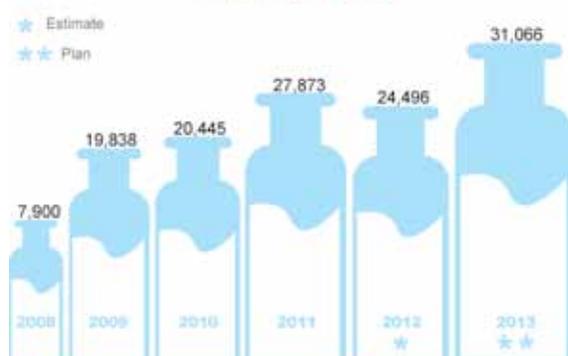
Airat Khairulin, deputy chairman of the State Duma's Committee on Agricultural Issues, sees one solution in the state's payments to producers of 5 and 25 rubles for a litre of marketable milk and a kilo of beef respectively.

Stefan Duerr believes that state support is on the right track, but there are some faults that must be rectified through joint efforts. What is needed is long-term subsidised loans, help in attracting new investments and rigid control of fake products.

According to Yevgenia Uvarkina, the current situation offers one unbeatable advantage, i.e. the producers' and processors' drive to pool their efforts in overcoming the problem. Actually it was the first time the producers and processors had no disputes at the congress.

By Svetlana WEBER

The federal budget's support for dairy stock, million of rubles





Pöttinger menu for cows

Scientists have proven that cattle productivity is 60% dependent on feeding and fodder quality. The latter factor is closely associated with one's choice of equipment. The Pöttinger Company knows perfectly well how to compose a cow menu. Austrian "cooks" will help stockbreeders to treat their animals to premium food.

Pöttinger mowers boast high quality cutting and low foliage loss. The NOVACAT X8 ED three-section crusher is 8.30 m wide. Consisting of three mowing devices, it resists stone impact

and ideally hugs the terrain. The mower's forte is its transversal band conveyor (collector) which stacks the gathered mass in a single swath. An extra dry type of crusher evenly forms a swath and sparingly

flattens the mass, thus increasing the protein content in the silo. Changing the lateral flaps changes the swath shape. The mower is delivered to Russian farmers fitted both with finger and roll crushers.





A new generation device

Fitted with six rotors, the Pöttinger HIT 800 AZ mounted agitator does an excellent job. The high quality fodder results from the close terrain hugging and careful mass treatment. The machine aggregates with a 40 hp tractor. The operating width is 7.85 m. The HIT 800 AZ agitator has an expressly short hanger. The centre of gravity is placed very close to the tractor, thus reducing front bridge load. The small rotor diameter (130 cm) ensures excellent adaptability to the terrain, better fodder procurement and even distribution.

On the TOP!

The two-rotor EUROTOP mounted rake with lateral swath formation is extremely agile and moves very easily. Approaching precisely with the help of a special rod, the rake moves after the tractor track in track. Located right before the rotor, the Multitast slave wheel follows the terrain features. Careful handling of fodder is a special feature of the EUROTOP rake. It forms swaths with a minimum loss of the green mass and only minor contamination. This produces fodder rich in nutrients. The rake is simple to maintain. If necessary, all the fixtures of the rake blades can be easily removed and swiftly replaced.

Welcome!

The Pöttinger presents a new model of the swath maker, TOP 812, with a lateral swath formation. New 3.70-metre rotors with 13-blade rakes ensure the best possible swathing at a high operating speed. The TOP 812 got a new chassis with Multitast wheels. The cardan rotor suspension assures adaptation to the field features within +/-5 degrees. A serial five-wheel chassis with two tandem axles and internal slave wheels enables the rotor to negotiate all irregularities. As a result, the TOP 812 turns out premium quality fodder.

By Anna BORDUNOVA

Full speed ahead on caterpillars!

The regional enterprises of EkoNiva presented new John Deere 9460RT and 8335 RT chain caterpillar tractors to Russian farmers.

The John Deere 9460RT caterpillar tractor presented by EkoNiva-Sibir stole the show at *Agrosib. Days of Harvest 2012* exhibition.

“The new series 9 machines are ideal for work in Siberia,” says Aleksey Burkhovetsky, senior sales manager of EkoNiva-Sibir LLC. “These are the most powerful, efficient and convenient full-drive machines ever built by John Deere. They are made for really hard work on large fields.”

The tractors are powered by the John Deere PowerTech PSX (13.5 l) diesel engine. The series 9 tractors

feature a strong, solid frame fitted with a caterpillar alignment system and special drive wheels for better coupling. Due to the electric-hydraulic three-point mount, the lifting capacity of the series 9 machines reaches 9,072 kg. This enables them to operate jointly with large trailers, wide coverage seeders and heavy ploughs. The 18-speed PowerShift transmission with the Efficiency Manager system makes it possible to achieve speeds up to 40 km/h.

At a seminar, the Tula branch of EkoNiva-Tekhnika introduced the farmers to the 8335 RT

caterpillar tractor. This machine is ready for work at all times. It features an improved coupling, minimal soil compacting and increased draught. The wheelbase of the new 8RT series is 254 mm longer than that of the previous 8030T series caterpillar type. The wheel displacement dynamic control system maintains the preset movement direction with minimum effort, thereby enhancing tractor stability on the move. The sole drawback of the caterpillars is their inability to travel along asphalted roads.

By Anna BORDUNOVA





1780, Germany. In a cosy smithy of the little hamlet of Birten, a real “blue wonder” came into being to the sound of a hammer pounding the anvil. This is how the farmers across the world refer to the Lemken-made equipment. At the time, the founder of the company, Wilhelmus Lemken, could not imagine that his unpretentious family business would grow into a major enterprise employing over 1,100 people and boasting a trade of more than 300 million euros. In 1936, the company’s chief factory, a manufacturer of ploughs, tilling equipment and seeders, was relocated to Alpen. We invite our readers and EkoNiva customers who have attended this facility to make a virtual tour of the Lemken business.



LEMKEN

how steel was tempered...

Victor Lemken, the founder of the company, personally greeted the Russian guests:

“Lemken ships fourteen percent of all the equipment it manufactures to Russia. This is the third largest share of the company’s exports. It is very important for me that you should know what we do to ensure the high quality of our products.”

Located on an area of 5.5 hectares, the huge manufacturing facility processes 1,300-1,500 tonnes of high quality steel each month. This is equal to what is carried by 60 trucks. The steel is marked and shipped to the laser cutting plant.

The company’s “smithies” know how to temper steel correctly and to make it strong. To this end, they have developed a know-how of their own, i.e. a special steel heat-treatment technique. Firing produces stronger, more wear-resistant products. For this purpose, high temperatures and rapid cooling are used. The challenge is to keep the steel whole under such extreme conditions, which is why the products have no holes or perforations. Some products are heated in ovens to a temperature of up to 900 degrees, after which they are

shaped and cooled. Before painting, a dedicated robot polishes them.

The pride of Lemken is a new painting line (13 immersion troughs for washing and painting), which is the size of a football field. This makes it possible to varnish up to 2.3 million items per year. The cathode immersion system coats the products with a very hard layer of varnish. By means of electrolysis, the varnish particles are deposited on the product surfaces while the controlled current is on. After that, the varnish is fired in a low temperature oven (around 160 degrees Celsius). As a result, a hard and even surface is formed that naturally gives a blue colouring to the Lemken products. The last stage is assembly. Following this, the machines are tested on the proving stand. That’s all! At the height of the season the workers ship up to 40 trucks of Lemken equipment per day.

After an interesting tour, the guests enjoyed a real parade of farming equipment. One after another, the Ruby 9 disc harrow, Karat 9 semi-mounted cultivator, Albatross and Primus sprinklers, and Jewel 7, Jewel 8 and Diamant ploughs were shown off on the

podium. Fine looking girls handled the powerful machines’ controls!

Company specialists spoke about a new generation body, the DuraMaxx. Its special feature is bolt-free fastening and simple replacement of operating elements. The absence of holes and perforated openings reduces the risk of breakage. Tool steel ensures reliability and durability of the body. The new bodies increase by 75% the durability of the system and shorten by 80% the component replacement time. The final treat for the guests was “the generosity auction” arranged by Lemken and EkoNiva. Many machines left the show auctioned off at a considerable discount.

Nikolai Kharkin, director of Agrofirma Sredneivkino OJSC, Kirov oblast, has been cooperating with Lemken since 2002. The array of equipment supplied is quite impressive: two Diamant 10 ploughs, a Smaragd cultivator, a Korund 9-metre cultivator, two Zirkon harrows and other machines.

“Lemken tilling equipment is beyond competition!” comments Nikolai Kharkin. “I have great respect for this equipment due to its quality, reliability and productivity. In the first year, our Diamant plough tilled 3,800 hectares. And there has not been a single serious breakdown in ten years.”



Figures

- In Alpen, Lemken turns out around 15,000 units of equipment each year
- The company is Germany's leader in the production of reversible ploughs with the market share over 40%
- In 2012, the Company exported 22.1 million euros worth of goods to Russia
- The Company's representation offices, importers and dealers operate in 24 countries worldwide

Lemken philosophy:

- Development of innovative solutions
 - Product quality, reliability and durability
 - Huge investments in business development.
- The following were introduced in the past two years:
- product shipment centre for optimising international supplies
 - four additional assembly shops
 - a new painting line

By Anna BORDUNOVA

Seeds at work

Today, EkoNiva is one of the leaders in the production and sale of field crop seeds. The company sells both imported seeds and those produced domestically. In this section, our partners shared with us their impressions of “dealing” with the seeds and varieties of different crops. Some have grown them for a long time, opting for no other, while others tried them for the first time. Willi Drews, Doctor of Agronomy, an adviser with EkoNiva, shared his expert opinion.

Smirnova Private Enterprise, Minusinsky district, Krasnoyarsk Krai. The enterprise specialises in growing grains, grain legumes and oil-yielding crops

Denis Smirnov, deputy director:

“Last year we acquired from EkoNiva 15 tonnes of Trizo wheat seeds of first reproduction. On 26 May, we sowed 70 hectares. For our region, this is fairly late. The seeding rate was 4 million units



per hectare (180 kg/ha). We fertilised with ammonium saltpetre (160 kg) and treated them with herbicides, fungicides and disinfectants. A regular and intense tillering with 3 to 5 stems. The sprouts are even and look fine. The variety is of low-growth (80 cm) and resistant to lodging. This is an essential capability for growing the crop in our region where August to September is normally a time of rains and gusty winds. The Russian counterparts do not resist such weather. Despite a severe drought, the Trizo gave a rather

good yielded, 3.5 tonnes per hectare. On some areas the productivity even reached 5 t/ha. For the new season, we have purchased elite varieties. We plan to increase the Trizo-sown areas to 450 hectares.”

Willi Drews: *The Trizo variety of spring wheat is grown from Kaliningrad to Novosibirsk. It boasts a high yield, resistance to lodging and root germination plus excellent gluten quality. In 2012, the crop capacity of Trizo on the fields of the Moscow test station reached 5.7 t/ha.*

For the 2013 season, EkoNiva offers farmers two new German varieties of spring wheat. One is Epos, a compensatory type of crop. Depending on the presence of moisture and nutrient elements, it produces a high stem cluster due to excellent tillering capability. It assures a high yield and excellent bread baking characteristics. The second one, Amaretto, differs in having a stronger ear, medium tillering and thick standing. High yield is obtained due to the ear's higher grain content and the heavier weight of 1,000 seeds. The variety is designed for use in low-cost technologies.

Korolyov V.P. Farming Enterprise, LLC, Novoburassky district of Saratov oblast. The farm grows grains, grain legumes, and oil-yielding crops

Vyacheslav Korolyov, director-general:

“We've cooperated with EkoNiva since 2004. For the sixth straight season, we have bought the Margret variety of barley.

We sow it near the sunflowers. Last year, we sowed 500 ha. The seeding rate was 3.5 million units per hectare. We fertilised the crops with ammonium saltpetre and treated them with fungicides.

This year, despite the severe drought, we obtained 3.6 tonnes per hectare. In 2008, on an area of 900 hectares, we got a bumper crop of 6.1 t/ha, reaching 7.5 in some places. The variety performs excellently in our climate, resisting both



frost and heat. At one point in June there were spells of frost (-10 degrees!), whereas in 2009 the heat struck us abnormally hard. In those years, we obtained on average up to 3.4 t/ha. The variety tillers fine and the grains are large.

For three years in a row, we have investigated Margret at the laboratory. The investigations showed that the variety meets all of the strict requirements applied to it by brewing. It is also good for making cereals.”

Willi Drews: *Last year, EkoNiva tested new varieties of spring barley for brewing. The Calcule variety was entered in the Register in 2012. It boasts high crop capacity and excellent immunity. In addition, it resists lodging. Calcule offers superior brewing capabilities, e.g. steady protein content. Evergreen, a new variety from Denmark, is now undergoing acceptance trials. On our fields, it performed like a highly productive and lodging-proof type of crop.*



Starodubtsev V.V. Private Farming Enterprise, Novomoskovsky district, Tula oblast. The core activities are crop production and stockbreeding

Vasily Starodubtsev, head of the enterprise:

“For several years, we have grown the Rocket peas for fodder. This variety never left us without a harvest. Last



year we bought 12 tonnes of it. We sowed 49 hectares rather late, in early May. The seeding rate was 270-280 kg/ha. A drought occurred at the first stage of growth. We fertilised with sulphoammophos (150 kg), and, after vegetation, treated with herbicides and insecticides. We really like this variety. The plant features an average height (50 to 90 cm) due to which it is lodging-proof. The beans are whole and do not crack. We obtained an adequate harvest of 4 to 4.4 tonnes per hectare.”

The Mordovsky Bacon Agro-Holding Company, the Republic of Mordovia. The enterprise grows crops, raises cattle, produces fodders, processes meat, and sells meat products and sausages

Ivan Dyakov, deputy director general for crop production:

“For harvesting to pass off without a hitch, I sought a variety of pea that

ripens before winter crops. Rocket meets this demand. Last year we sowed 800 hectares at an early date (22-25 April), based on the No-Till technology. The seeding rate was 1.2 million units per hectare. There was enough moisture for the initial growth. We additionally fertilised with nitrogen (34 kg). Then came an enduring drought followed, towards harvesting, by incessant rains. Nevertheless, Rocket ripened regularly. The plant height is 85 cm. It neither lodges nor drops the grains. The on-field yield is 80%. The harvesting rate was 3.0 t/ha. I can't explain the reason, which could be root rot or other factors, but the protein content of this year's Rocket was only 17%, which is 4% less compared than other varieties. We'll see what we can do about increasing it.”

Willi Drews: *Rocket is a high-tech variety for fodder. Its seeding rate is low and it ripens earlier than others do. In 2012, on some farms of the Ryazan oblast, the productivity of Rocket exceeded 4.0 t/ha. In addition, EkoNiva offers new varieties of the French- and Danish-selected peas, Belmondo and Jackpot respectively. The varieties undergo trials at the Federal Variety Testing Station. The demonstration crops produce good results in terms of quality that meets the standards of food peas. The varieties resist lodging and bean cracking.*

Yermilova Farming Private Enterprise, Voronezh. Dedicated producer of seed and food potatoes

Irina Yermilova, head of the enterprise:

“Last year we bought from EkoNiva the seeds of highly productive varieties of potatoes, Vineta, Colette, and Bellarozza. Their seeds are of premium quality. We sowed them on 50 hectares. We made full use of preservatives and preventives, such as various types of herbicides, a dedicated comprehensive programme for enlarging tubers, blight prevention compounds, etc. The potatoes were grown without watering in a severe drought. The harvesting started early. By the first of August, we obtained, on the whole, a good crop capacity of 25-26 tonnes per hectare. In later harvesting, the crops produce up to 35 tonnes per hectare. All the varieties are suited for growing in our Black Earth zone. Vineta flexibly adapts to all types of soils. The variety is highly drought-proof and rich in starch. It assures a harvest of up to 25 tonnes per hectare. In case of drip watering, the productivity doubles. The

variety is of a multiple tuber type. The tubers are always even and uniform in size. Growing them is a real pleasure. Vineta stores fine even in poor storage conditions. A large quantity of tubers (up



to 20) in the cluster is a special feature of Colette. The tubers differ in size, from small to large ones. However, they are always ideally shaped. The variety is less resistant to drought, which is why watering is recommended. The early variety Bellarozza has large tubers, is drought-proof and very tasty. It forms buds fast and produces large tubers. On the 45th day it is possible to obtain a tuber larger than a hen's egg.”

Expressly for stockbreeders!



Willi Drews: *For optimisation of the fodder procuring process, EkoNiva offers stockbreeders Russian- and Canadian-selected varieties of soya, respectively, Belgorodskaya 48 and OAC Prudence. According to the latest news, the analysis of shipments of soya at the Zashchitnoye LLC (Shchigrovsky district of Kursk oblast) showed 32-36% of raw protein in Belgorodskaya 48 and 38% in OAC Prudence. The variety is very convenient to handle. The height of the upper bean fixture is 18 cm, which makes it possible to harvest the OAC Prudence variety with minimum loss.*

By Anna BORDUNOVA



Only in the Orenburg oblast!

This year, Severnaya Niva (Orenburg oblast) will start several investment projects at a time, in stockbreeding, crop production and grain management.

In crop production, the company is putting its money on the growth of flint wheat as the best selling variety in the region. According to Stefan Duerr, president of EkoNiva, the Orenburg oblast is one of the world's best places for producing precisely durum varieties of wheat. In addition, the company will grow lentil and chickpea. All the products are meant for export.

The implementation of such a project needs modern facilities for storing and shipping the grain. Therefore, construction of an elevator is under way at the Dymka station. The 30,000 tonne elevator will use North American

technology of grain storage and railroad shipment. This year, the elevator design will be developed, topographic and geodesic work will be done and a site prepared.

The opening in Orenburg of Russia's first Russo-Canadian Consulting Centre for promotion of beef raising offered new opportunities for investors seeking to produce beef. In addition, Severnaya Niva is coming up with a meat project to grow suckling calves. They plan to start with a breeding stock of 300 to 400 head.

"The Orenburg region has historically been the centre of Russian stockbreeding," says Sergey

Ovcharenko, executive director of Severnaya Niva. "On our farm we shall grow calves till the fattening age of 6 to 8 months. Then the bull calves will be transferred to other stockbreeding facilities of EkoNiva and supplied for sale. For a start, we decided to try Herefords, Angus and the Kazakh white-headed breeds. By 2018 we plan to increase the breeding livestock to 5,000 head."

Given the emergence of new trends, there are also plans to increase the land area from 13,000 to 20,000 hectares.

By Yekaterina GALUSHKINA



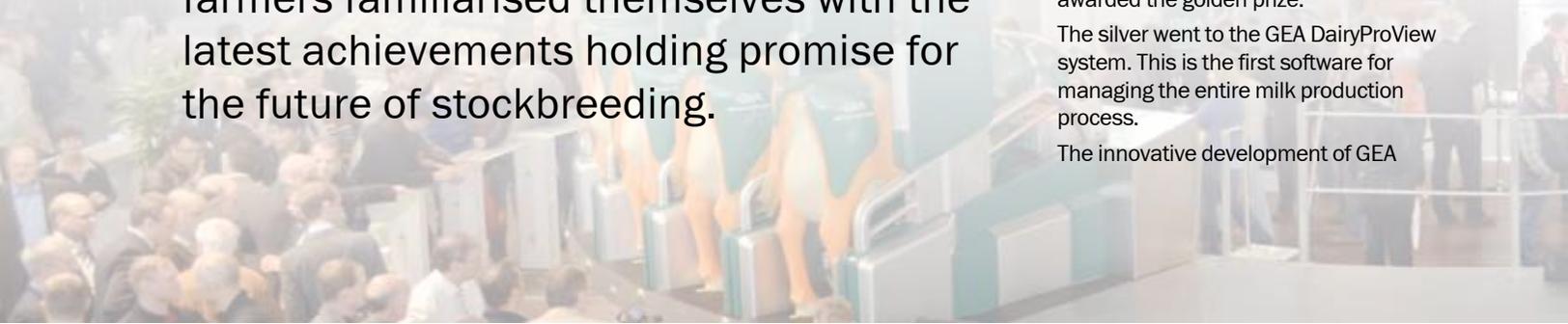
Lectures on modern stockbreeding

EkoNiva customers attended a major stockbreeding exhibition, EuroTier. The farmers familiarised themselves with the latest achievements holding promise for the future of stockbreeding.

The stand of GEA Farm Technologies sported a very wide range of technological novelties, for instance, the GEA DairyProQ, the world's first automatic milking station module for different types of milking parlours. The station automatically performs all the milking operations, for which it was awarded the golden prize.

The silver went to the GEA DairyProView system. This is the first software for managing the entire milk production process.

The innovative development of GEA





EkoNiva improves the public image of milk

This year, EkoNiva will start to process its own milk and produce dairy products in the Novosibirsk and Voronezh oblasts under the Academy of Dairy Products brand.

The step towards milk processing was taken after careful consideration:

“Today, the image of milk in Russia leaves much to be desired,” says Stefan Duerr, EkoNiva company President. “Many stopped buying milk altogether on account of its poor quality. People wish to consume naturally grown products and to be sure about their quality. We want to give them every reason to feel confident about what they are buying.”

The company has everything necessary for attaining this, i.e. modern farms, highly productive cows (15,700 head), its own fodder and skilled personnel. All this makes it possible to produce high quality

milk (the internal standard for premium quality is 3.7% fat, 3.2% protein). Today, EkoNiva is the second largest producer of milk in Russia, turning out 295 tonnes per day.

In March, a dairy plant will start operating in the Novosibirsk oblast. Its output will reach 10 tonnes.

“Initially, we’ll produce pasteurised milk (2.5% and 3.2%) and sour cream,” says Aleksandr Belyayev, head of the EkoNiva-APK Holding LLC processing division.

“Once we train the personnel and optimise the equipment, we shall expand our product range. We plan to produce curds and other dairy products. We shall sell them via our own shop and the nearby food stores in Novosibirsk. In March, we shall start building a dairy plant in Shchuchye village, Voronezh oblast, with an output of 30 tonnes of milk.”

“Commissioning these plants is the first step towards a large-scale processing,” says Stefan Duerr. “First, we’re going to train our people and organise steady sales. After that, we’ll launch a major production under the Academy of Dairy Products brand.”

For this purpose, the company plans to build what amounts to a town with “a transparent plant” and a children’s entertainment park. Here everybody will be able to watch all the stages of milk production and processing and just have fun.

By Anna BORDUNOVA



CowView makes it possible to locate an animal and analyse its behaviour in real time. Using sensors, the CowView Label system sends the information to a tablet/desktop computer or to a smart phone.

Also noteworthy is the IQ ApolloMilkSystem milking machine, which automatically milks a cow and washes and treats its nipples.

Furthermore, BVL presented its new Maxium self-propelled fodder mixer. This single-screw machine (160 hp) is good for work on small animal farms (400 animals).

Aleksandr Venglinsky, EkoNiva-Farm LLC executive director:

“Nowadays stockbreeding equipment manufacturers seek to automate all the processes on the farm, such as milking, feeding, animal upkeep, management and even calving. In addition, efforts are made to work out system solutions that would integrate all the processes on the farm. The Eurotier exhibition presented a variety of integration options for various branches of stockbreeding.”

Muslim Mutayev, Director General of Stroikomplekt Manufacturing Company CJSC, Kemerovo city:

“The Eurotier exhibition can be compared to a university of agriculture. In a few days, I took a course of lectures on modern stockbreeding. This gave me invaluable information that will help find new approaches to management and introduce innovative solutions into the production process.”

By Anna BORDUNOVA



Excellent shooting over!
The Sibirskaya Niva team in biathlon competition

The Olympic reserve of EkoNiva

Sports are among the major preoccupations of EkoNiva. The Olympic alliance of like-minded people has been tested by time and successful efforts in work and sports. Today, among those working for EkoNiva are not only professionals, but also lay enthusiasts genuinely true to sports.

EkoNiva employees are particularly keen on volleyball, basketball, football, paintball, tennis, skiing, skating, ice hockey, biathlon, motoring, carting, judo, boxing, rafting, and swimming. The company supports these infatuations of its personnel. EkoNiva-Tekhnika repeatedly holds tournaments of mini football and bowling for its workers and partners. Only a little while ago, the company management showed themselves in fine style on the pistes of Austria. The victories of the EkoNiva football team ring loud across the Voronezh oblast. Yevgeny Lyubenko, head coach of the team, believes that EkoNiva has resurrected sports in the village.

Other companies are also bubbling with sporting passions. At Zashchitnoye,

for instance, they seek to become champions both in harvesting and sports like volleyball and football. Biathlon competitions have taken place at Sibirskaya Niva. Its head, Sergey Lyakhov, promised to hold the next competition on the eve of 23 February, the country's day honouring

its defenders. EkoNiva-Chernozemye and EkoNivaSibir are also famous for the team spirit fostered by such sports as volleyball, football, and paintball, which are known as sources of collectivism. At the Kirov branch, they prefer



Andrei Gapeyenko,
expert of the EkoNiva-Tekhnika Company's
customs department, ready for an extreme trip!



swimming, which very efficiently helps to keep fit. In addition, at Kirov they plan to hold a skiing relay race for families.

EkoNiva can boast heroes of personal achievements. One worker from the EkoNiva-Tekhnika division is a reputed lover of extreme sports events. A year ago, he “put his foot on the board” and now tries to master the pistes of the Moscow region. “I thought it was easy to learn riding the snowboard,” he tells us. “But it’s not! I had no end of falls and once even lost consciousness for a few seconds.” However, injuries and bruises drive up the adrenaline. That is why, in addition to this, Andrei also drives a quad bike and a snowmobile. He chooses exciting routes such as abandoned military installations and

self-preservation. Two years ago, his childhood dream came true. He bought the BMW R 1200 GS motorcycle. So, his “iron friend” is now always with him. “Sometimes I go to visit my customers in hard-to-reach places where a car is virtually useless,” says Aleksey Plakhotnikov. “People tempered by sports work harder and live happier. Sports

“People tempered by sports work harder and live happier”

heads towards the unknown. He says he’s come to love winter, at long last! By contrast, Ivan Sviridov, a senior engineer of the Kaluga branch, has always been fond of winter. At five, his father took him to the skating rink and ever since he has played ice hockey for the Peremyshl-Avanguard club. His sons support him in his hobbies. Valery, 11, plays in the junior group, whereas Yaroslav, 2, already stands on his skates. The father says his sons have the lust for sports, a prerequisite for success in everything!

Aleksandr Fedotov, manager of the EkoNiva-Chernozemye spare parts department, has been pursuing wrestling since 9 in Liski’s local team. He has become a first category judo and sambo wrestler in the adult league. Coming from a sports family, Aleksey Plakhotnikov, EkoNiva-Chernozemye sales department manager, has been keen, since boyhood, on motoring. Previously, he used to be referred to as “a breakneck racer”. However, he notes himself that today he has developed a sense of

instil discipline and help you attain goals.” The boss is a convincing example! In his youth, Stefan Duerr was a successful long distance runner (5 and 10 km). He keeps it up now, playing football and volleyball and skiing. He is also willing to have a run across the vast expanses of Siberia at 30 degree below. There are quite a few such sports enthusiasts at EkoNiva! Each of them does his bit towards building the EkoNiva all stars team.

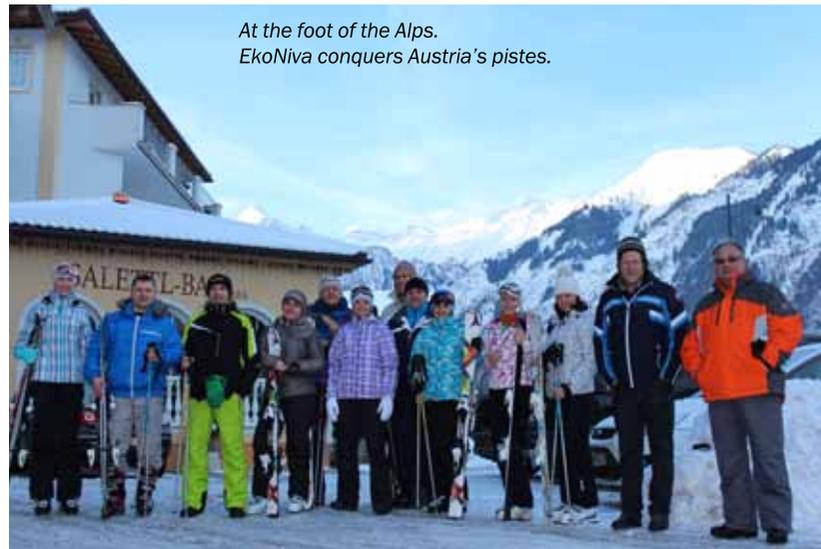
By Yekaterina GALUSHKINA



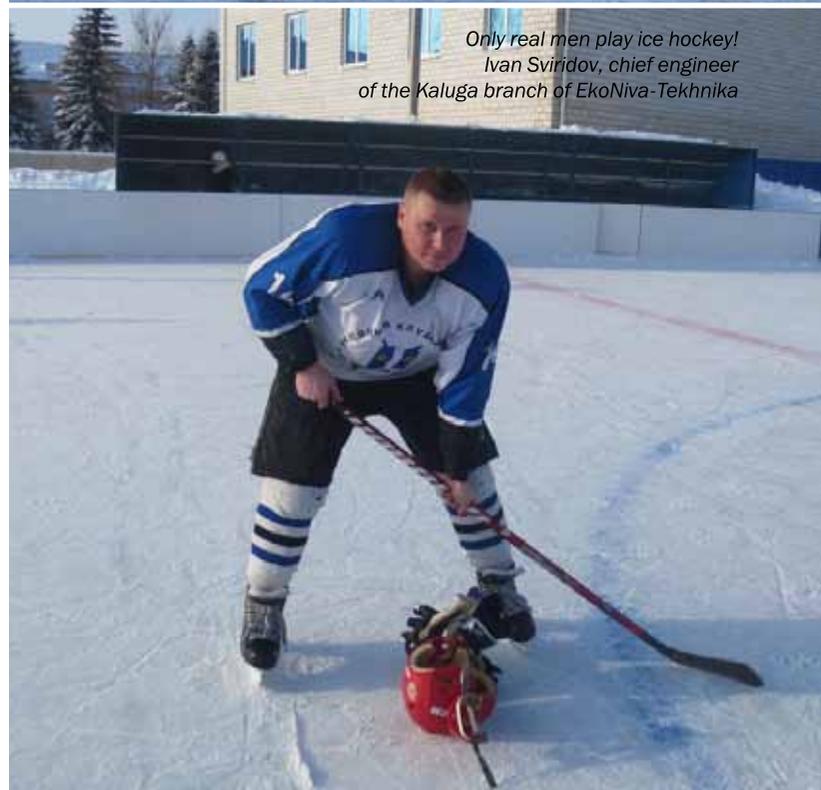
Sambo wrestling champion Aleksandr Fedotov, EkoNiva-Chernozemye



Aleksey Plakhotnikov with his best friend, Tula branch of EkoNiva-Tekhnika



At the foot of the Alps. EkoNiva conquers Austria’s pistes.



Only real men play ice hockey! Ivan Sviridov, chief engineer of the Kaluga branch of EkoNiva-Tekhnika



20 Our people



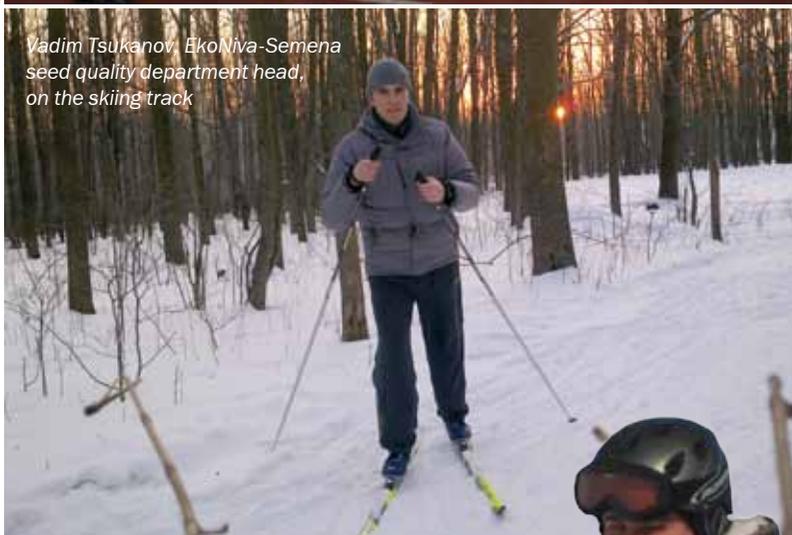
Valentin Nechayev, EkoNiva-Media designer, enjoys driving the cart



All stars line-up of the EkoNiva-Tekhnika football team



EkoNiva-Sibir is all for shooting, too!



Vadim Tsukanov, EkoNiva-Semena seed quality department head, on the skiing track



The Cup is awarded only to the best strikers. Yevgeny Pascal, EkoNiva-Chernozemye manager



The Kirov branch is prepared for a plunge!



Champion's cup! Mini football tournament at Zashchitnoye



Vladimir Danilyan, EkoNiva-APK Holding regional director in Tyumen oblast rides a snowboard and plays lawn tennis



Everybody, both young and old, in the Liskinsky district, Voronezh oblast, is a football fan. At EkoNivaAgro, this infatuation is quite common, too. Moreover, the farming enterprise has a team of its own.

Last year, the football team of EkoNivaAgro became a runner-up at the Liskinsky district championship, was third at the oblast competition and made it to the semi-finals at the inter-district level. The Agro players are incredibly unyielding in the game, demonstrating a will to win and enjoying the uproarious support of their fans. All their matches show what kind of football we like.

Yevgeny Lyubenko, head coach of the EkoNivaAgro football team, revealed why football is so popular in the Liskinsky district.

Are people the secret?

“Of course, a lot depends on people. Our players are of different ages and with different playing styles. The group numbers around thirty. They are EkoNivaAgro workers, schoolchildren from neighbouring villages and workers from other companies. The youngest players are 13 to 14 years of age. Even girls come to us for practice. We try to interest everybody, starting from school and do our best to show that sports are a grand business! The older ones find it difficult to bring themselves to the gym after a hard day's work. However, those who once

participated in any of the championships fall in love with football for ever and ever!”

Is the secret in fans?

“We very much appreciate the support of our Liski population and we don't wish to upset them. For how would we look into the eyes of those who live with us on the same street? Victor Vladimirovich Shevtsov, the head of the district, is our VIP supporter, which is also a contributing factor. Sports made rapid progress in the district largely thanks to his efforts. At EkoNiva, too, they love football. In 2007, EkoNivaAgro took us «under its wing». They helped us with everything, from sports gear and outfits to vehicles. We couldn't but duly respond. In

that same year, we won the third place at the district championship.”

Is the secret in future victories?

“We didn't once win the first place in the oblast or district championships, so we have something to strive for. This is our main goal! But I don't think we'll go slack once we attain it. Holding the golden cup is always a pleasure. A pleasure increased many-fold by the sensation that the fans, the district administration and EkoNivaAgro management all support us like one man.”

By Yulia SALKOVA





Focus on us!



No holy place remains unoccupied

Erecting crosses on the domes of the Nativity of the Most Holy Mother of God Church in Shchuchye village, Voronezh oblast

EkoNiva-News continues to publish the best snapshots under the FOCUS ON US! project. We urge participation on everyone who believes that interesting moments showing country life and people working the land are worth preserving for posterity.



The vastness of Siberia

On the fields of Sibirskaya Niva LLC, Maslyaninsky district, Novosibirsk oblast

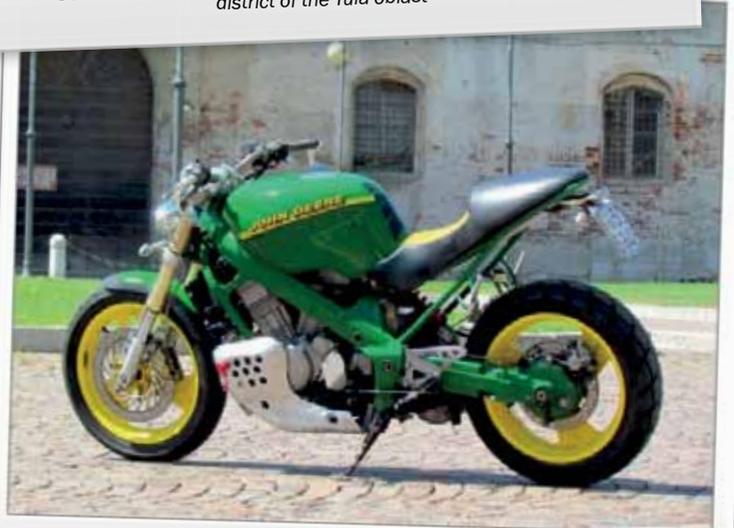


By the Lord's grace!

Harvesting passed off successfully at the Bogoroditsky Alliance LLC, Bogoroditsk district of the Tula oblast



Complete understanding!



Bikers opt for John Deere!

Admirers of the brand are upgrading their "iron mounts"

Please, send you photos marked FOCUS ON US! to:
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Feel free to contact us on the telephone: +7 (4712) 39-26-60

Beginning on page 5

Growth through investment



Question: Mr. Wolfgang, what are your expectations for the company over the next five years?

W.B.: EkoNiva Technika will continue its growth strategy in the coming years. For this purpose, we will extend our product range and install additional modern agricultural machinery facilities. We also plan to expand our sales and service teams. We will do this in order to continue meeting our customers' growing demands. Our aim is to achieve a sustainable increase in both sales revenues and operating profits over the coming years.

Question: Do you also plan to expand your operations into other regions?

W.B.: From today's c we will not expand into other regions. The territory served by us is as big as Germany, Italy and France are together. We still see sufficient potential in the regions in which we have already established a presence.

Question: Would a corporate bond also be an option for EkoNiva Technika?

W.B.: We are examining various options. I would not rule out the possibility of issuing an SME bond through our German holding company, Ekotechnika, in the German capital market. This would give us the opportunity to build on the success of our sister company. Investors from Germany and other Western European countries are interested in Russia's growth opportunities. The demand for the bonds issued by Ekosem-Agrar and their positive performance show us that the confidence investors place in Russia's agricultural sector is growing – and rightfully so.

Question: What could make EkoNiva Technika interesting to investors?

W.B.: EkoNiva Technika has a lot to offer to potential investors. Being one of the largest John Deere dealers in Europe, EkoNiva Technika has a strong position in a fast growing market. We benefit from the constantly growing demand for agricultural commodities and the modernisation of Russia's agricultural industry. We have grown by an average 28 percent over the past three years and boosted our operating result by roughly 380 percent in the past financial year alone.

Disclaimer: This information does not constitute an offer to buy potential securities of Ekotechnika GmbH and should not be regarded as a substitute for a securities prospectus

What are the advantages of an SME bond?

The classic SME bond offers advantages for enterprises and investors alike. As a result of the global banking and financial crisis, numerous rules and regulations have been imposed on banks over the past years, leading to very restrictive lending policies. On the other hand, the returns generated by conservative types of investment in the current low-interest environment hardly exceed the rate of inflation. Since 2010, more and more private and institutional investors have thus found SME bonds to be a highly attractive form of investment.

What is a bond?

A bond is a debt instrument issued by a company in the capital market for the purpose of long-term financing. Bonds usually carry a fixed interest rate and have a fixed maturity, a fixed point in time when the principal (the invested capital) is repaid to the investor. During the term of the bond, investors have the possibility to sell or buy the paper, provided that it is traded in the capital market.

Background

Due to the historically low interest rates, new forms of financing for small and medium-sized enterprises have emerged over the past years. Up to the year 2010, corporate bonds used to be issued almost exclusively by large corporations. About three years ago, the German stock exchanges identified the trend and launched dedicated trading segments for SME bonds such as Ekosem-Agrar's "agricultural bonds I and II". This is a win-win situation for issuers and investors in SME bonds. The issuing company benefits from an additional financing option besides traditional equity capital and bank loans, while investors are given the opportunity to invest in instruments offering attractive interest rates and traded in an organised capital market.

Interview with Mr. Wolfgang Bläsi, Managing Director and CFO of Ekotechnika GmbH

March. Opening of stock breeding complexes in the Voronezh oblast

Venue: Petrovskoye village, Liskinsky district; Volchanskoye village, Kamensky district

Organisers: EkoNivaAgro LLC

March. Opening of a dairy plant in the Novosibirsk oblast

Venue: Maslyaninsky district, Novosibirsk oblast

Organisers: Sibirskaya Niva LLC

March. An information-sharing seminar on John Deere equipment

Venue: Voronezh

Organisers: EkoNiva-Chernozemye LLC

March. A familiarisation trip to the JCB manufacturing plant

Venue: England, JCB company facilities

Organisers: EkoNiva-Tekhnika LLC, JCB

13-15 March. Agrosezon 2013 Farming Exhibition

Venue: Voronezh, Agrobiznes

Chernozemeya exhibition centre of the Voronezh State Agrarian University

Organisers: Voronezh Oblast Department of the Agrarian Policy, Agrobiznes

Chernozemeya exhibition centre of the Voronezh State Agrarian University

12-15 March. Meat Industry 2013 and Dairy Industry 2013 international specialised exhibitions

Venue: The All-Russian Exhibition Centre, Moscow

Organisers: Russian Ministry of Agriculture, Russian Meat Production Union

March. Opening of a service centre in the Kemerovo oblast

Venue: Kemerovo city

Organisers: EkoNiva-Sibir LLC

3-4 April. Agrovyatka 2013 Agro-Industrial Exhibition

Venue: Kirov city

Organisers: Vyatka-Expo Exhibition Centre



To download the electronic version of the journal scan the QR code



March.

Opening of stock breeding facilities by EkoNivaAgro LLC (Voronezh oblast).

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