

20 years working for prosperity of Vyatka

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of EkoNiva-Tekhnika
celebrates its anniversary

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2009

Stefan Dürr: Aleksey Gordeyev has preserved traditions and introduced a new mindset to the Russian farming industry

We have all encountered people of great impact on our way. For me, Aleksey Gordeyev is the person. His recent anniversary is a good occasion to recount his path and appreciate his contribution to the Russian agriculture.

His role in my professional and personal evolvement in the Russian environment can’t be overstated. We met in the late 90s when he had taken the position of First Deputy Minister of Agriculture. We went to Germany together to explore how they had restructured the agricultural sector after reunification. German experience encouraged him to preserve large enterprises by creating favourable economic conditions as only large, cost-efficient agricultural enterprises can implement innovations and

challenge the stereotypes.

In the late 90s, Russia was fully dependent on the imported wheat, which is inconceivable today, when a lot of countries greatly rely on the Russian wheat. Aleksey Gordeyev did know that, contrary to common perception, the Russian farming sector wasn’t a ‘black hole’, but an industry of high potential. It was him who turned Russian agriculture into a consistent business of global level combining good traditions and new mindset. The foundation he laid back then ensured further development and achievements of the modern Russian farming sector.

Moreover, EkoNiva and other companies would have never taken up dairy business but for the national project ‘Agriculture Development’ launched in 2005. It



2009

was a comprehensive long-term government support programme that facilitated rapid takeoff of the investment-intensive dairy sector with a lengthy payback period. Aleksey Gordeyev has always been proactively committed to developing the rural community understanding that people are the key driver of rural transformation.

Mr Gordeyev is a credible and far-sighted politician with excellent management skills and expertise who cares deeply about his country and people. Over his 8-year’s term as Governor, Voronezh oblast shifted from a depressed region to a flourishing economy, securing since 2017 an annual position among the best Russian regions to invest in and ranking number 3 by the GDP in the Central Federal District following behind

only the city of Moscow and Moscow oblast.

For me, Aleksey Gordeyev is the person against whom I verify my internal compass. We were both born in Germany, we both live and work in Russia. And maybe these biography facts in common are some of the reasons why we are on the same page on many fundamental issues. I am deeply thankful to Aleksey for all his wise advice and help, and for all the criticism, which is also necessary sometimes in order to take right decisions.

I appreciate all the colossal work and the immense contribution Mr Gordeyev made into the Russian agriculture development and I wish him many more productive years and new achievements for the benefit of Russia.

Stefan Dürr,
EkoNiva Group President



1998

Delicious feed always at hand

EkoNiva and Rosselkhozbank have launched a new feed mill in Penkovo village, Maslyanino district, Novosibirsk oblast. The investment in the project totalled 429 million rubles, with the bank acting as the financial partner.

The infrastructure of the feed mill comprises an 8,000-tonne grain reception, handling and storage line, a crumbled feed line with a capacity of 10 tonnes per hour and a pelleted feed line producing 2 tonnes per hour. The crumbled feed line carries out macro- and micro-dosing, crushing and mixing. The pelleted feed line provides for a possibility of including liquid components into the formulation. There are also raw material bins with a total capacity of 200 tonnes and finished product bins with a volume of 216 tonnes. In addition, a modular gas boiler house was built to generate heat and steam.

The production line of the feed mill is controlled by cutting-edge automation tools, in particular industrial controllers, for the finished

fodder to meet the stringent quality standards. The facility also has its own laboratory to check the quality of incoming raw materials and manufactured compound feed.

The estimated capacity of the feed mill is approximately 73,000 tonnes per year. It produces up to 10 tonnes

of compound feed for milking cows or 2 tonnes of pelleted feed for young stock per hour, all intended for covering the needs of EkoNiva's Siberian subdivision. When the facility reaches its full capacity, it will create 28 jobs.

'Having the necessary amount of high-quality feed and controlling the production

processes are essential for boosting cow productivity. Thus, the launch of the feed mill allows us to keep developing our farms in the Siberian region. Our project will also offer the locals plenty of opportunities, including career prospects', says Sergey Lyakhov, Regional Director of EkoNiva Group in Siberia.

'The investment financing of the region's farming sector, and the dairy industry in particular, is one of Rosselkhozbank's priority areas of activity. Novosibirsk oblast is among the top ten regions in terms of milk production, and EkoNiva Group is one of the leaders. This initiative is the sixth joint investment project successfully implemented in Siberia. The new feed mill will definitely contribute to the further development of the regional economy, provide the villages with new jobs and improve the community's living standards', notes Stanislav Tishurov, Director of Rosselkhozbank Novosibirsk Branch.

By Talgat MUSAGALIYEV



Superior quality

EkoNiva's curds have been awarded gold medals at the Prodexpo 2025 international trade fair.

EKO NIVA 9% traditional curds in a 300-g and 180-g packaging won the Best Product 2025 contest, receiving the highest prizes and laureate diplomas. The awards ceremony was part of Prodexpo 2025 held in Moscow in February.

Since 2022, the company has been producing its curds at Anna milk plant in Voronezh oblast. The facility's capacity amounts to 10 tonnes of curds with the fat content of 5% and 9% per day. The plant is currently being refurbished, which will result in ramping up the output. The curds have a pure sour-milk taste and creamy flavour. They

can be served as a separate dish, used as a base for curd

fritters and baked puddings or as a pastry filling. In 2023, EkoNiva's 5% and 9% curds already became the top products at Prodexpo, confirming their high quality

and excellent taste again this year.

The Prodexpo international trade fair is the largest industry-specific event for food and beverage producers, bringing together over 1,800 companies from 36 countries in 2025. Its exhibitors showcase finished products and raw materials: from staple ones and everyday drinks to exquisite delicacies, sports nutrition, organic, halal, kosher and exotic foods.

By Eleonora DUBININA



Commended by President



Roman Litvinov

Ivan Vorobyov, Deputy Director General of EkoNiva Group's processing business, and Roman Litvinov, Regional Director for Kaluga oblast, have received commendations from the President of the Russian Federation for their career achievements and many years of dedicated work for the benefit of the national agricultural sector.



Ivan Vorobyov

Both managers joined EkoNiva after graduation from Voronezh State Agricultural University and have been part of the team for more than twenty years now.

Ivan Vorobyov started his work at EkoNiva-Chernozemye as a mechanic in 2003. The talented young man gradually moved up the career ladder and years later became the head of the company. Under his supervision,

it turned into one of the leading machinery dealers. In 2019, Ivan Vorobyov was offered the position of Deputy Director General of EkoNiva's new business: raw milk processing. Today, this area is successfully developing, and the company is ranked high in the food market.

Agronomist Roman Litvinov joined EkoNivaAgro in 2002. About ten years later, he was put in charge

of EkoNivaAgro-Left Bank subdivision, after which the enterprise soon became a top performer by production. Last year, Roman Litvinov was appointed head of Group's Kaluga division.

'It is a great honour when your work is recognised at such a high level, but I would not have received this award without EkoNiva's team. So, I would like to thank my colleagues – agronomists,

crop growers, cattle breeders, milking machine operators and everyone contributing to our common cause of producing wholesome and natural milk. There is no overrating their commitment', says Roman Litvinov.

We heartily congratulate our managers and wish them further professional and personal development.

By Viktor BARGOTIN

Happy new home



The flats in two residential blocks built in Maslyanino village, Novosibirsk oblast, and provided under a rental agreement have interior finishing and all the basic amenities. The company's machine operators, herd managers, veterinarians, an odd-job man, a deputy chief engineer and their families found their new homes.

In Ryazan oblast, the corporate houses are situated in Chyornaya Sloboda village. In 2024, the local administration allocated 22.5 hectares for the construction of three dwellings with an area of 62 m² each and one with an area of 79 m². The project was funded by the federal and regional governments. The

The employees of EkoNiva's Ryazan and Siberian divisions have been granted accommodations under the Comprehensive Rural Development programme. The Group co-financed the construction, the investments amounted to about 7.6 million rubles in Ryazan oblast and 6.7 million rubles in Novosibirsk oblast.

houses have all the essential utilities: gas, water, electricity supply, drainage and interior finishing.

Stefan Dürr, President of EkoNiva Group, attended the key presentation ceremony in Ryazan subdivision.

'A cosy home is essential for any person's life and good work, especially in our business. I would like to congratulate the first residents of the new corporate houses and wish their families peace, health and warm atmosphere at home', says Stefan Dürr.

EkoNiva is also engaged in housing construction under

the Comprehensive Rural Development programme in other regions of its operation. In 2024, 12 employees of Kaluga subdivision settled in the houses built in Penevichi village, Khvastovich district, with the Group's investments totalling 24.4 million rubles. In addition, 26 dwellings in Liski, Bobrov and Anna districts, Voronezh oblast, are ready for residents to move in.

In total, EkoNiva contributed over 73 million rubles across the regions to ensure good quality of life for the employees.

By Kristina AMANN

Organic-style production



Savinskaya Niva farming enterprise and MosMedynagroprom milk processing plant have confirmed their full compliance with the Russian and European organic standards. Both facilities have passed the routine audit procedures required to renew their organic status.

MosMedynagroprom received a certificate attesting to its compliance with Russian organic production standards from Russian Quality

System (Roskachestvo). The verification of EkoNiva Organic lineup status is valid for three years. The Certificate of conformity to EU regulations issued by ECOGLOBE, an

agency with over twenty years' experience in certifying products for the European market, entitles the producer to display the Euroleaf label on the packaging of its organic lineup.

As for Savinskaya Niva, a year has passed since the farming enterprise obtained new certificates, so a routine inspection was due. The audit procedures for renewing previously issued documents are required by both the Russian and European certification systems.

'Every year, we confirm compliance with the Russian and European organic production standards. This is a testament to the consistent product quality and a high level of employee responsibility, both on the farm and at the plant. Customers can rest assured that EkoNiva Organic milk adheres to the environmental principles', says Lyubov Aksyonova, Manager of the GR&ESG Division at EkoNiva Group.

Savinskaya Niva farm is located in Savino village,

Mosalsk District, Kaluga oblast. The enterprise is engaged in organic dairy farming and crop production. This type of farming is subject to strict regulations based on the principles of protecting the ecosystem and human health. The cows are kept in conditions as close to natural as possible and are free grazing for about six months of the year. The farm also grows its own organic fodder.

Raw milk from Savinskaya Niva is supplied to MosMedynagroprom processing plant. Here, it is used to produce the EkoNiva Organic range. The range includes whole pasteurised milk with 3.3-6% fat and UHT milk with 3.2% fat. The plant's production processes adhere to strict norms and regulations: organic milk does not come into contact with conventional milk during the transportation and processing, and filling and packing are carried out separately from other dairy products.

By Talgat MUSAGALIYEV

Tourism beyond convention

EkoNiva has drawn up the results of its tour project. The performance has proven phenomenal: since its launch in 2013, over 340,000 people have visited the Group's farms and processing facilities.

With each passing year, the number of attendees on the tours steadily increases, partly owing to the opening of new sites. In 2024, EkoNiva's first tour project in the Volga region was launched at Naratly dairy, Bugulma district, Tatarstan. Meanwhile, the second tour project site in Novosibirsk oblast, Penkovo dairy, opened its doors to visitors. Today, EkoNiva welcomes guests to nine of its facilities, including a cheese plant in Voronezh oblast and a milk processing plant in Kaluga oblast. A total of 88,500 people took part in

the tours in 2024.

The Group's project is of great significance for the development of Russian domestic tourism and educational purposes. The tour programmes are designed to cater for different categories of visitor groups, including schoolchildren, students, business partners and others. On an overview route, guests can find out about milk and dairy farming first-hand and learn about agricultural professions and farm operations. They also have an opportunity to observe the production of a wide range



of dairy at the processing plants. Tailored to the age groups of the attendees, the tour programme may also incorporate various active outdoor games, creative tasks and culinary masterclasses.

For over a decade, EkoNiva has been promoting natural milk and farming through its in-house tour project. The

Group's farms and processing plants in Voronezh, Kaluga, Moscow and Novosibirsk oblasts and the Republic of Tatarstan are now open to the public. All of the tour sites are organically integrated into and complement the existing tourist routes in the regions where the Group operates.

By Eleonora DUBININA

New varieties – new opportunities



EN Beluga lentil variety developed by the Group's Plant Breeding and Variety Maintenance Centre has been entered into the State Register of Plant Breeding Achievements in 2025. It is EkoNiva's first lentil variety that has been approved for use in Russia. The winter wheat EN Titan and the first domestic high-protein soya beans EN Proton have also been added to the register this year.

EN Beluga, a small-seeded variety of the conventional black lentils with a yield potential of up to 4 t/ha, is adapted to the Central Black Soil, North Caucasian and Ural regions and can be introduced into the crop market in the shelled, split or whole form. EkoNiva's in-house lentil breeding programme has been underway since 2019. Two more varieties developed by the Group's breeders are currently undergoing state trials.

'It is a crop characterised by high plasticity and rich in vegetable protein, which is traditionally cultivated in Russia. Although undeservedly neglected for some time, lentils are now becoming popular again due to the export development and the growth of domestic consumption and processing. The popularity of this excellent crop will further increase owing to the implementation of our breeding programme', says Vitaliy Voloshchenko, Director of Plant Breeding and Variety Maintenance Centre, EkoNiva Group.

The intensive short-stalked soft winter wheat variety EN Titan adapted to the Central Black Soil

region can deliver high productivity even under adverse weather conditions. It boasts such quality characteristics as resistance to lodging, shedding and grain sprouting in the ear, drought tolerance, high winter and frost hardiness, an intensive tillering capacity and the ability to form over 800 productive stems per 1 m². The yield potential of EN Titan is 13 t/ha, and the maximum potential unlocked during the variety trials in the Group's Kursk subdivision reached 12.75 t/ha in 2023.

The first Russian high-protein early-maturing soya bean variety EN Proton

is adapted to the Central and Far East regions. It requires a sum of effective temperatures of 2,200 °C for ripening. In the Central Black Soil region and Amur oblast, the variety matures in about 100 days. The protein content varies from 42% to 50%, but most often it reaches 47%-48% with yields on par with the regional standard.

'Since protein biosynthesis is one of the most energy-intensive processes in nature, the main issue we face while breeding high-protein varieties is the negative genetic correlation between the yielding capacity and grain quality. EN Proton outperforms

its ripeness group counterparts. For example, its last season's output in the trials held in Kursk subdivision was 3.4 t/ha against that of a similar variety – 2.9 t/ha', says Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva.

Every year, the Group's specialists submit two or three new plant breeding achievements for state tests and registration. Now, they are working on varieties of different pulses – lentils, chickpeas, lupine and peas – and spring cereals – wheat and malting barley. A breeding programme for flax, alfalfa and forage grasses has also been launched to meet the growing demand.

'Modern plant breeding is a multifaceted process that begins with making a model of a variety which would be a success in the market. Our main task is to monitor and anticipate trends to find out what crops and variety features are sought-after and further carry out the corresponding breeding work, using diverse methodological tools, including fast-track breeding practices', points out Vitaliy Voloshchenko.

By Tatyana IGNATENKO





Among the leaders

EN Argenta, EkoNiva's in-house bred soya bean variety, is among the top ten varieties by the volume of seeds sown in Russia in 2024.

The rating of the most popular varieties and hybrids of the main agricultural crops by the quantity of seeds planted last year was published by the Federal State Budgetary Institution Rosselkhozcentre (Russian Agricultural Centre), which is subordinate to the Ministry of Agriculture. The document is based on the analysis of consolidated information covering 82 subjects of the country gained from the Centre's branches in 2024 and other available data.

EN Argenta is the first variety from EkoNiva's in-house breeding portfolio to be entered into Rosselkhozcentre's annual rating. Compared to the previous period, its demand in 2024 doubled: 11,100 tonnes of seeds was sown on an area

of about 120,000 hectares versus 5,500 tonnes on 60,000 hectares a year earlier.

This variety was included in the State Register of Plant Breeding Achievements allowed for use in 2020 and

is a reliable predecessor for winter crops, maturing in the Central Black Soil region during the first ten days of September. In addition to this zone, it is widely sown in the southern part of the Central

Vitaliy Voloshchenko, Director of Plant Breeding and Variety Maintenance Centre, EkoNiva Group:



'Our lineup of soya bean varieties is to be further expanded. EN Argenta is the major intensive variety. Since last year, we have also been offering EN Avior, a variety with consistent yields that can be grown in a wider range of conditions,

from the Central Black Soil region to Amur oblast and Northern Kazakhstan. Besides, in our portfolio, there are two ultra-early-ripening varieties with increased protein content for northern regions and Siberia – EN Accent and EN Argument. A new high-protein (up to 48%) variety – EN Proton – has been registered recently.'

proved a success among Russian farmers. EN Argenta

Non-Black Soil region. The variety was created for the edaphoclimatic conditions of these areas and adapted by the photoperiod response: it ripens at a sum of effective temperatures of 2,300 °C.

The variety has great technological features: it is not prone to lodging or shedding, is genetically resistant to seed dormancy, and stubble losses are minimal due to the high attachment of lower pods. It is an intensive variety distinguished by excellent response to fertiliser application, increased compensatory branching

of up to 5-6 branches and yield stabilisation in case of non-uniform stands', says Denis Goloyenko, Soya Bean Breeder at EkoNiva.

'What is more, due to good branching, EN Argenta has a low sowing rate of less than 100 kg/ha, and its maximum yield potential in the 00 group (varieties maturing in 100-110 days) officially registered during state trials amounts to 5.04 t/ha', adds Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva.

Over the last few years, EkoNiva has been working on its in-house soya bean breeding programme and developing a range of varieties for different agro-ecological zones and uses.

'Our lineup of soya bean varieties is to be further expanded. EN Argenta is the major intensive variety. Since last year, we have also been offering EN Avior, a variety with consistent yields that can be grown in a wider range of conditions, from the Central Black Soil region to Amur oblast and Northern Kazakhstan. Besides, in our portfolio, there are two ultra-early-ripening varieties with increased protein content for northern regions and Siberia – EN Accent and EN Argument. A new high-protein (up to 48%) variety – EN Proton – has been registered recently, and it is the first domestic variety in this category', comments Vitaliy Voloshchenko, Director of Plant Breeding and Variety Maintenance Centre, EkoNiva Group.

By Tatyana IGNATENKO



Dairy super achievers



Last year, EkoNiva broke its own record producing 1.4 million tonnes of raw milk (bulk weight). The company owes this success to its 119,000 cows, some of which can boast milk yields of up to 70 kg/day. Here is the 3rd annual ranking of the top performing cows of the holding. The leaders were determined based on 305-day milk yield.

No 5

The cow named Visha opens the ranking. Visha was born five years ago at Semyono-Makarov dairy, Severnaya Niva operation, Bashkortostan. Within the past 305 days in milk her yield amounted to 18,925 kg, which is equivalent to 62 kg/day. The butterfat content is 3.5%, the protein content is 3.5%. Holstein-Friesian cows from Severnaya Niva are always among EkoNiva's top achievers demonstrating excellent lactation performance.

No 4

The true Siberian cow Dvinka has been living at Penkovo dairy, Novosibirsk oblast for 6 years. She is well-accustomed to Siberian frosts, and they do not affect her productivity. Within the last 305 days of lactation, the cow produced 19,406 kg of milk. The average daily yield reached 64 kg of milk with 3.4% butterfat and 3.3% protein.

No 3

The cow with a funny name Visyulka (Dangle) produced 400 kg more than Dvinka which

made her a top 3 performer in the ranking. She arrived at Bobrov dairy in Voronezh oblast almost ten years ago and has been living there ever since – she is the oldest animal on the list. Her 305-day yield amounted to 19,818 kg with average daily output totalling 56 kg. The butterfat content stood at 3.3%, the protein content was 3%.

No 2

Gusevo dairy houses a cow named Gertruda – most probably, after Gertrude Ederle, the first woman to swim across the English Channel in 14 hours in 1926,

setting a global record. Even if she was not named after the record-setter, Gertruda deserves no less attention. She produced 20,695 kg of milk with a butterfat content of 3.6% and a protein content of 3.4% within 305 days of lactation.

No 1

The champion, cow Agro, set an absolute record – 21,459 kg of milk within 305 days of lactation, which exceeds the result of the previous leader by impressive 1,200 kg. The super achiever producing as much as 70 kg of milk with butterfat 3.9%

and protein 3.3% per day lives at Nesterovo dairy, Ryazan oblast.

This list represents just five highest-yielding cows out of many hundreds of dairy champions from EkoNiva's herd. Cows are the company's most cherished asset making it an unbeatable leader in raw milk production in Russia and Europe. EkoNiva's specialists work hard to ensure comfort and well-being of the herd, taking care of the young stock, introducing the best health-care practices and the most advanced herd management software, including the in-house-developed EkoFeed and EkoCrop applications, producing high-quality haylage, silage and concentrates and balancing nutritious rations to meet all requirements of a high-producing herd.

'The company puts a lot of effort into breeding work and genetic progress of the herd. We assess butterfat and protein content in milk, exterior properties, health and general condition of the animals. The breeders put together a herd development strategy for 10 years, assessing the current traits of the animals, predicting the properties of the future herd and determining the required improvements. EkoNiva's dairy record-setters are the best result of our breeding work', says Valeriya Pavlova, Head of Breeding Department of EkoNiva-APK Holding.

By Viktor BARGOTIN



Building the future together



EkoNivaSibir has been providing its partners with road construction machines from leading manufacturers for several years now, presenting its reliable products at industry-specific trade shows. One of them was the Siberian Construction Week, an international forum in Novosibirsk, where the company's experts demonstrated new products to the guests.

EkoNivaSibir's booth featured up-to-date models of LiuGong

machinery: front loaders, mini loaders and backhoe loaders. A mini loader is a versatile

tool that is indispensable in construction works. In the dealer's portfolio, there are four such units, one of which is the LiuGong 375B, a high-performance and manoeuvrable loader. In addition to building works, it is well suited for use in agriculture and urban improvement.

One of the most popular front loaders in the LiuGong range is the 835H. According to EkoNivaSibir's experts, it is an excellent choice for tackling various tasks at the work site. The machine with a lifting capacity of 3 tonnes and operating weight of 10 tonnes is available in three packages: standard, improved and top-of-the-range.

'As for the standard features, the LiuGong 835H front loader has the Yuchai engine with a capacity of 123 hp and the LiuGong BS205 transmission. The bucket volume is 2 m³, and the maximum speed is 37 km/h', says Yevgeniy

Novak, Brand Manager for Road Construction Machinery at EkoNivaSibir.

The company's rich display attracted the attention of the visitors, and the spotlight fell on LiuGong's main bestseller – the 777A-S backhoe loader. The machine is fitted with the Perkins engine, Carraro Power Shift automatic transmission, Carraro 4WS axles with a self-locking differential, pallet forks and a 1.1-m³ front jaw bucket with a width of 2.44 m.

During the four days of the trade show, hundreds of guests visited EkoNivaSibir's booth to take a closer look at the most cutting-edge road construction machines. The experts gave them advice on how to select spare parts and tyres for a wide range of equipment and shared servicing programmes and ways to purchase imported machinery on a lease.

By Viktor BARGOTIN

Investing in talent pool

Ryazan State Agritechnological University n.a. P. A. Kostychev (RSAU) has launched a specialised EkoNiva lecture room, where it is planned to hold classes for future veterinarians, herd managers, agronomists and other students.

RSAU and EkoNiva have a long-standing, close relationship: students of the educational institution do their internships at the company's enterprises in Ryazan and often start a job there upon graduation. In their turn, the university's professors take part in various retraining courses at EkoNiva, giving lectures to agriclass students. The new room was opened as part of the cooperation with the RSAU administration. The renovation, purchase of furniture and laptops were carried out with the Group's support.

'Interaction with partner companies operating in our region plays a significant role in the educational process. The main benefit for us is that the university graduates, who are qualified employees of the company now, and their colleagues share their experience with our students. It is highly important to be aware of the ins and outs of modern production. This specialised EkoNiva lecture room is intended for holding theoretical and practical classes, project activities and company-related case studies', says Aleksandr Shemyakin, Rector of RSAU.

'Today, it is hard to imagine EkoNiva's local subdivision without students from Ryazan State Agritechnological University. We strive to make future professionals confident that they will have plenty of employment opportunities after graduation. I am positive that the new modern space will further spark the students' interest in our company',

comments Vladimir Materikin, EkoNiva's Regional Director for Ryazan oblast.

Cooperation with educational institutions is one of the key ways of forming EkoNiva's talent pool. High-quality university training provides agribusiness with competent specialists.

By Kristina AMANN



Best solutions to meet farmers' needs



EkoNiva has taken part in AGROS 2025, a major international trade fair held at Crocus Expo. The Group's experts had meetings with farmers to exchange experience and present cutting-edge solutions for the farming sector.

An important area of EkoNiva's activity is pedigree cattle sales. For about two decades, the company has been breeding cattle with high genetic potential, paying attention to the key parameters of animal performance and all production processes.

'Currently, our farm has more than 1,000 cows purchased from EkoNiva', says Natalya Zubareva, Manager of a farming enterprise in Krasnoyarsk area. 'The company can supply the required quantity of animals from one operation. Its specialists control the transaction at every stage and ensure proper logistics, providing us with healthy and highly productive cows.'

EkoNiva's pedigree cattle are already setting performance records in Russian regions, and the geography of sales is constantly expanding, with Krasnodar area and the Republic of Tatarstan remaining at the top of the list.

'This year, we expect further growth in the demand for our cows', says Viktor Voronin, Manager of Cattle Sales Division at EkoNiva-APK Holding. 'But the scope of the market offer for our heifers is reduced due to the changes in the Group's herd

reproduction strategy and high internal demand.'

EkoNiva's booths warmly welcomed agribusiness professionals to demonstrate them the BvL mixer wagon,

given the Dealer of the Year by Coverage title. Today, EkoNiva-Tekhnika operates in 39 regions and offers about 40 different brands of Russian, Chinese and



the SANY telescopic handler, genuine spare parts for farm machinery, their OEM-counterparts and those under the company's own brand AGROZNAK.

Last year, the Group's dealership holding became the top supplier of LOVOL tractors and SANY telescopic handlers in Russia. In addition, it significantly expanded its presence by opening 14 new service centres in different regions of the country and was

European machinery.

'Despite all the challenges, we remain a strong and sustainable company, continuously developing and diversifying our products', says Gennadiy Nepomnyashchiy, Commercial Director of EkoNivaTekhnika-Holding. 'Our portfolio includes reliable brands providing farmers with high-performance machinery for profitable agricultural production. Our key priority has always been customer support through quality

after-sales service.'

Vasily Finogeyev, Manager of Krasniy Mayak agricultural holding, Yaroslavl oblast, visited the company's booth to share the achievements of the company and discuss further plans.

'For many years now, we have been cooperating with EkoNiva, appreciating its responsible business approach and willingness to help us and other farmers implement all the ideas', emphasises Vasily. 'We grow and overcome difficulties together. Currently, the focus of attention is shifted to machines from Chinese manufacturers – there are six LOVOL tractors and a SANY telescopic handler in our fleet now. And what impresses us most is that EkoNiva guarantees their smooth operation.'

Alongside machinery, Krasniy Mayak purchases cattle, seeds of cereal crops and forage grasses from the Group. This year, it was decided to try soya beans from EkoNiva-Semena's portfolio.

'Due to the high demand for pulses, we are actively developing the legume group', points out Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena. 'We have an in-house breeding programme for soya beans, and five varieties have already been entered into the State Register. Besides, EkoNiva was awarded the Lentil Exporter of the Year prize last year. I would also like to add that today, we can offer varieties of different crops to meet all the market needs.'

EkoNiva-Semena is represented in 73 regions of Russia and expands its seed portfolio primarily with in-house bred varieties. Currently, 16 varieties of winter wheat, soya beans and lentils are listed in the State Register. The company's plant breeders keep developing programmes for other crops: spring wheat, barley, peas, chickpeas, lupin, flax, alfalfa and forage grasses.

By Tatyana IGNATENKO



Harvest Day

EkoNivaAgro has celebrated the successful completion of the previous agricultural year with a grand event at Bobrov Community Centre, which brought together the best specialists of the company and heads of regional and municipal administrations. The award ceremony became a true highlight of the Harvest Day.

From the very first days of its operation, EkoNiva set the highest

development and social welfare of the region. I wish good health, optimism,

and Natalya Krotova, Subsidy Department Manager, were awarded a top regional

accolade, 'Gratitude from Voronezh Land'. Thirteen specialists of the farming operations of the company were awarded Letters of Gratitude from the Ministry of Agriculture of Russia. Besides, commendations from the Administration of the region were handed to over 60 employees.

Aleksandr Gusev, Governor of the region:

'The key asset of the company is its large, close-knit team of enthusiasts setting and beating new records every day. EkoNiva is a reliable partner of Voronezh Administration contributing a lot to the economic development and social welfare of the region. I wish good health, optimism, happiness and prosperity to all the specialists of the company.'

standards of dairy business, which made it No 1 raw milk producer in Russia and enabled to launch its own milk processing to supply high-quality delicious dairy products to the domestic and international markets. The key asset of the company is its large, close-knit team of enthusiasts setting and beating new records every day. EkoNiva is a reliable partner of Voronezh Administration contributing a lot to the economic

happiness and prosperity to all the specialists of the company', said Aleksandr Gusev, Governor of the region, an honoured guest of the event.

The first award presented at the ceremony was the Order of Friendship given to Stefan Dürr, EkoNiva Group President. Roman Volodin, First Deputy Regional Director, received a Letter of Gratitude from the President of the Russian Federation. Natalya Solovyova, Feed Mill Manager,



'I would like to thank you, Mr Governor, and all the heads of the districts in which EkoNivaAgro operates. The past year was a successful one for EkoNiva. We are still one of the world's top three raw milk producers, and this is just the beginning!'

As a member of the federal project Comprehensive Development of Rural Areas, EkoNiva provides accommodation for the farming specialists moving to the village. In 2024, 35 employees of the company became owners of their own apartments, several specialists received certificates for new cars made in Russia. Attractive working conditions created by EkoNiva facilitate the professional path of each

of those who once chose agriculture as their calling.

'When I first came to Russia, the construction of

what is?'. By the way, when I was making my first career steps in EkoNiva, the company had no more

Ramon Schenk, Deputy Director General for Livestock Production, EkoNiva-APK Holding, Regional Director for Voronezh Oblast:

'Looking at the fertile soil of Voronezh, I thought to myself, "If this is not a perfect place to develop agriculture, what is?". By the way, when I was making my first career steps in EkoNiva, the company had no more than 5,000 cows. Today, the total cow herd approaches 120,000 head, of which 45,000 are in Voronezh oblast. EkoNivaAgro is an indisputable leader in all the regions of presence, employing the most competent specialists in the industry!'

Shchuchye dairy was just at its start. Looking at the fertile soil of Voronezh, I thought to myself, "If this is not a perfect place to develop agriculture,

than 5,000 cows. Today, the total cow herd approaches 120,000 head, of which 45,000 are in Voronezh oblast. EkoNivaAgro is an

indisputable leader in all the regions of presence, employing the most competent specialists in the industry! I am very lucky to live in Russia and to work with such talented professionals, committed to agriculture', shared Ramon Schenk, Regional Director for Voronezh Oblast.

Today, the Group produces 57% of all raw milk in Voronezh oblast. In 2024, EkoNivaAgro produced over 520,000 tonnes of raw milk, while the average daily milk yield reached 1,450 tonnes. The company also prepared 181,000 tonnes of maize silage and 107,000 tonnes of haylage. This was the result of successful work of EkoNiva specialists, labouring in the fields, on the farms, at the milk processing plants and in the offices of the company.

'I have been walking hand in hand with EkoNiva for 16 years', says Sergey Savitskiy, Tractor Operator of EkoNiva Right-Bank subdivision awarded the Letter of gratitude from the Ministry of Agriculture of Russia. 'I love my work and try to contribute to the common cause every day. I am happy that my labour is appreciated, it motivates me to aspire to even better results'.

By Irina KRASNOSHCHYOKIKH



Laying the groundwork for high yields



Anticipating the start of the new growing season, EkoNiva-Chernozemye has held a client meeting with managers and specialists of agricultural enterprises. The company's experts presented brand-new products and popular models of farm machinery as well as a timely spare parts provision and repair strategy.

The event was attended by over 170 representatives of farming businesses from Voronezh and neighbouring oblasts, who were demonstrated tillage and seeding machinery, cutting-edge equipment for fertiliser and crop protection application, tractors, the MAXAM agricultural tyres and other tools designed to boost the efficiency and profitability of any enterprise.

Last year, a promising novelty from a Russian manufacturer – the Sirius 500

cultivator – hit the domestic agricultural market. The versatile machine performs four operations: discing, loosening, levelling and rolling. It is fitted with discs measuring 510 mm in diameter and thus handles a large volume of crop residues. Its 18 tines are spaced 28 cm apart, which contributes to better soil loosening and mixing. The self-cleaning rollers are suitable for operating in severe conditions and on wet soil.

'The Sirius 500 cultivator has bright prospects as it

meets all European quality standards, yet mainly requires components manufactured in Russia. This season, we will definitely invite colleagues from EkoNiva-Chernozemye to our farm to hold a demo show of this cutting-edge unit', says Andrey Tsvetkov, Head of Tsvetkov farm.

The LOVOL tractors will be an excellent match for the Sirius 500. At the event, the company's experts presented the most popular models in the power range from 90 to 260 hp.

'The tractor is fitted with a 240-hp engine from Weichai, a member of Weichai LOVOL global corporation, and fully meets the stated performance ratings. The hydraulic system of the machine features an axial piston pump with a flow rate of 105 l/min, while the PTO options available are 540, 760 and 1,000 rpm', says Dmitriy Tokmakov, Sales Department Manager at EkoNiva-Chernozemye.

The company's specialists believe that every farm should have a SANY unit. Telescopic handlers of this brand will come in handy in livestock and crop farming. Those present at the client meeting received a full product overview, including the comparison with a model of a well-known European brand in terms of the controls, height and speed of the boom reach, operation modes and other features. The farmers were amazed to learn that the SANY STH742 was as good as its reputed counterpart.

'The telehandler has a maximum lift height of 7 metres and a maximum lifting capacity of 4.2 tonnes. It operates perfectly in limited spaces due to its compact wheelbase of 2.75 metres and small turning radius of 3.6 metres. It is possible to choose from the front-wheel steer, all-wheel steer and crab steer modes. The telehandler can also be coupled with various attachments thanks to the unified carriage, which makes for using it in all kinds of works', notes Dmitriy Tokmakov.

The client meeting in Dobrino provided an excellent platform for the agricultural producers to discuss the problems of the farming business with experts, share their experience with colleagues and take a closer look at state-of-the-art and reliable machinery for the most challenging tasks. Such events boost farmers' confidence before the upcoming season, thus laying the groundwork for high yields.

By Viktor BARGOTIN



20 years for the benefit of Vyatka



The sixth business forum Agrimaslenitsa 2025 has been held as part of the celebrations around 20th anniversary of the Kirov branch of EkoNivaTekhnika-Holding. Representatives of regional farming sector came together for the event. The honorary guests, among them Governor Aleksandr Sokolov, were accorded a warm, hospitable welcome by Stefan Dürr, President of EkoNiva Group.

Over 100 agricultural producers from Kirov oblast and neighbouring regions attended the customer event. The guests were met with traditional treats, lively songs and folk dances. The highlight of the festivities was a spectacular parade of machinery from EkoNiva-Tekhnika's portfolio.

The Head of Kirov region Aleksandr Sokolov toured the service centre looking at new farm machinery models and conversing with the President of the Group Stefan Dürr. The Governor emphasized the success of the streamlined cooperation.

'The company provides our farmers with modern and reliable machinery. Moreover, it plays an important role in raw milk production in the region. The joint plans could well take the shape of a processing facility in the future. There is also another point of cooperation: the dealership serves as the base for summer internship of prospective technicians and machinery operators. The partnership promotes building of talent pool for the farming sector. It also ensures proper implementation of the national

project Technological support of food safety', commented Aleksandr Sokolov.

In his speech, Stefan Dürr noted the high rates of regional farming development, citing the local farmers' extraordinary abilities to successfully work in the challenging climatic conditions as a major factor.

'The Kirov climate is characterised by late springs and early autumns. Only a true pro can work in such conditions. There are plenty of good, kind-hearted people here – skilled craftspeople who know how to produce a lot of high-quality feedstuffs and milk. It is the local specialists, with their experience and dedication, that is the backbone of success', said Stefan Dürr.

The Kirov branch was established in 2005. It was one of the first dealers of high-performance modern machinery in Vyatka region back then. In 2012, the construction of a new facility began, and the new service centre opened its doors 3 years later, in 2015. Today, this is a major base, a one-stop shop where one can buy premium machinery, enjoy consistently good service and consult an expert on any

professional issue.

'Agricultural industry is a large family and a single organism, whose building blocks – farms, processors, farm machinery and equipment dealers – are closely interrelated. We've gathered here to see the latest trending machinery as well as to exchange experience', commented Sergey Zykov, Head of Kirov branch of EkoNiva-Tekhnika.

Agrimaslenitsa 2025 gave all attendees a real parade of state-of-the-art farm solutions for efficient business. A total of

30 farm machines and pieces of equipment were showcased. Tractors of LOVOL make took the centre stage. The machines are in high demand in the Russian market. The units in the display area were no less impressive: the Haybuster H-1000 bale buster, the SANY 742 telehandler, the BvL V-Mix Plus 13-2S mixer wagon, a wide range of Grégoire Besson and Bednar equipment, the Fascar baler, the Pöttinger MERGENTO 9220 VT front merger, the XGMA 765H-4TX backhoe loader and the BONUM trailers. During the agriforum, the Kirov farmers also observed the following demo shows: the RUKAS dissolving unit by NAGRO enabling to saving up to a third of the fertiliser costs; the GM-50 Polymya grain cleaning unit, the MaterMacc MS 8100 precision planters for maize. Besides, the guests were introduced to the specifications of the versatile Sirius 500 cultivator of domestic make.

The demo-show of technical solutions was followed by the festive part of the anniversary celebration, where the company's long-term loyal partners, associates and companions were recognised and commended for their trust, productive work and contribution to technical reequipment of agricultural production. The best employees of the Kirov team were awarded certificates of honour. A lot of warm words were said about the celebrating company, and a lot of which were directed at the professional team.

By Tatyana IGNATENKO



EkoNivaSibir knows how to impress



grain is not damaged during unloading, making it suitable for a broad spectrum of crops. The hydraulic slide gate valves over the feed auger and the adjustable hydraulic discharge chute, which comes standard, serve to considerably enhance operational efficiency', continues Vasily Stepanov.

New challenges

EkoNivaSibir places particular emphasis on the road and construction sector. For several years, the dealer has been cooperating with companies engaged in the commercial sector, offering cutting-edge excavators, loaders and other equipment.

In this area, the dealer has partnered with the Chinese manufacturer LiuGong. One of the most popular units is the LiuGong 777A-S backhoe loader. This machine is equipped with a 1.1-m³ loader bucket measuring 2,440 mm in width. It can lift loads up to a height of 2,746 mm. A 0.2-m³ backhoe bucket with a reach of 5,443 mm from the swing pivot at ground, combined with a maximum digging depth of 4,345 mm ensures high productivity.

By constantly expanding its portfolio with tried and tested machines from trusted brands, the company stays true to its mission of supporting agricultural and road-construction businesses. Moreover, the EkoNivaSibir team works closely with the company's partners to gain a better understanding of their needs and supply them with cost-effective solutions.

By Viktor BARGOTIN

The Biysk and Omsk branches of EkoNivaSibir have hosted client meetings, bringing together a total of over 60 partners. The dealer presented its updated machinery portfolio and briefly outlined the company's current business strategy to the managers of farming and road construction enterprises.

The displays featured a wide range of equipment, including both self-propelled and trailed farming and road-building machinery as well as state-of-the-art digital solutions designed to boost enterprise efficiency.

Flagship in Siberian fields

EkoNiva's experts showcased a selection of the ZOOMLION tractors, including the RN904, RS1304, RS1604 and PG2004 models, all of which are in high demand on today's market. The PG2004 is the most powerful unit in the lineup, equipped with a 6-cylinder engine delivering 200 hp. A key feature of this tractor is the axial piston pump, which has a variable flow rate of up to 150 l/min.

'The robust axial piston pump and pressureless drain facilitate seamless integration with modern sowing systems, pneumatic seeders and other hydraulically driven units operating at a high hydraulic flow rate', says Vasily Stepanov, Sales Manager of EkoNivaSibir.

The PG2004 features a ZF automatic transmission and a creeper gear as part of its standard configuration, ensuring smooth operation with a variety of implements.

Perfect tandem

Optimising harvesting process without compromising the crop quality remains a critical concern. At the meeting, EkoNiva's specialists held a discussion on the three-link harvesting system. Drawing on the team's extensive experience, BONUM trailers manufactured in Russia

have consistently proven their effectiveness as grain chasers, the second link in the combine-harvester and hopper-truck chain. It is worth noting that these machines operate in perfect tandem with ZOOMLION tractors in the field.

'We have commenced the delivery of BONUM grain trailers this year. Our current portfolio comprises several models, and today we are displaying the unit with a body volume of 40 m³ and an unloading capacity of up to 600 tonnes per hour. The auger screw ensures that the



Charged for success



In the run-up to the new farming season, EkoNiva-Chernozemye has hosted a large-scale client seminar in Dinskaya village, Krasnodar area. The exciting business programme included an in-depth presentation of various cutting-edge machines, spare parts and innovative solutions for high performance in the industry.

The meeting is aimed at demonstrating the company's development strategy for the region to the local agricultural producers', says Yuriy Dyachenko, Machinery Sales Department Manager at Krasnodar Branch of EkoNiva-Chernozemye. 'The seminar has brought together over 70 guests, some of whom came from the most remote parts of the area. Live feedback from our clients yet again highlights the importance of the event.'

The farmers were particularly impressed by the Apache AS1250, the largest model in a wide range of state-of-the-art self-propelled sprayers of the brand. Two key advantages of the unit are its reliable Cummins QSB Tier 3 diesel engine with a capacity of 215 hp and robust mechanical drive with a torque converter, which ensures an average fuel consumption rate of up to 20 l/h.

The showpiece of the display was the versatile Sirius 500 cultivator, which combines all the benefits of a disc harrow and a deep ripper in one machine. Two rows of 510-mm discs on individual tines spaced 12.5 cm apart ensure proper soil tilling, levelling and rolling.

Many guests of the event also expressed a keen interest in the lineup of attachments manufactured in Voronezh oblast – the Lumberjack tree and bush dozer, the Stimul grain pusher and a special loader hook designed for moving loads weighing up to 4 tonnes in total.

A colourful show of the MST MP7.42 and SANY STH742 telehandlers became the most spectacular part of the seminar. The farmers could not help trying out the machines and taking a ride behind their wheels.

'These two units are versatile solutions suitable for doing any tasks both in agriculture and construction', points out Yuriy Dyachenko. 'They feature a maximum load capacity of 4.2 tonnes and unrivalled manoeuvrability on account of three wheel turning modes: 2WS, 4WS and 4WS CRAB.'

Aleksandr Legkodym, Manager of Krasnodar Branch of EkoNiva-Chernozemye, introduced the seminar participants to machinery after-sales service and the extensive stock of spare parts. He also spoke about the company's internal quality control system and in-house spare parts brand – AGROZNAK.

At the event, EkoNiva-Semena presented a comprehensive package of effective solutions prepared with the clients of Krasnodar area in mind. One of the important crops for the southern region is soya beans. According to Maksim Golovanyov, Seed Sales Representative, EN Argenta and EN Avior are the go-to varieties that deliver a good harvest and outstanding grain quality.

Sergey Sidorenko, Regional Sales Manager, offered the guests useful insights into the latest precision farming systems. Electric and hydraulic

autopilots and navigation equipment are designed to solve the challenge of making agricultural production more efficient and profitable. To conclude the seminar, the farmers received memorable gifts in recognition of the fruitful cooperation.

'During the workshop in Dinskaya, every area of EkoNiva's activity has been presented in the best possible way', shares her impressions Yuliya Belitskaya, Head of a farm in Krasnodar area. 'I'd like to thank the company's employees for reliable partnership and ultimate responsibility. Last year, we purchased a loader and a mower from EkoNiva, and both units have been running smoothly. I'm happy to take part in such client meetings as they motivate us to work towards new business goals.'

By Irina KRASNOSHCHYOKIKH





Siberia: land of peas

Every year, the area allocated by Siberian farmers for peas is increasing. Siberian Federal district is leading in terms of the area sown with peas. Read on to discover more about the advantages and specifics of cultivation of this crop in Siberian fields.

The surge in farmers' interest in leguminous crops is largely due to the effect that the constantly changing market conditions have on the cropping plan. Every farmer knows that to properly organise a crop rotation one needs leguminous crops. They structure the soil, enrich it with nitrogen, give it a break from cereals while bringing profit to farmers. Peas account for around 80% of the total area under legumes in Russia. According to the results of research, pea is one of the best sources of plant protein (24-30%), and pea protein is closest to meat in terms of amino acid content.

Peas are an optimum previous crop for winter crops. As a rule, the cultivation costs are lower than those of spring cereal crops. Moreover, pea is relatively inexpensive when it comes to crop protection inputs, with the short time to maturity virtually eliminating the need for fungicide application. Early sowing can be used to better utilise spring moisture reserves in the soil. Given that pea is a cool-season crop which is ideal for temperate climate, Siberia is a great place for its cultivation. Altai area and Novosibirsk oblast are in the top-5 pea producing regions in terms of gross yield. The crop tolerates recurring spring

frost, it is undemanding to temperatures and photoperiodicity whilst maturing in 75-80 days, making it suitable for Siberian conditions. In addition, peas are attractive as an export crop, and Siberia is logistically conveniently located for supply to Asian countries.

For many years now, the company's plant breeding and seed production branch EkoNiva-Semena has been offering not only seeds of high-yielding pea varieties but also comprehensive custom-tailored agritechnical support covering every step of the growing process, from sowing to harvest.

'We are currently expanding the leguminous group in response to high demand for these crops at the market. Pea, for instance, is relatively easy to grow and is considered a good predecessor in the crop rotation. A pea breeding programme aimed at the development of new high-margin varieties is currently underway at the Plant breeding and Variety Maintenance Centre of the Group. The programme is important and relevant since the farmers' interest, driven by export development, domestic consumption and processing growth, is not waning but rather deepening', comments Yevgeniy

Kucheryavenko, Executive Director of EkoNiva-Semena.

According to the ranking of the most popular varieties compiled by Rosselkhozcentre subordinate to the Ministry of Agriculture, EkoNiva's varieties traditionally take up the leading positions in terms of seed sowing volume. The modern pea varieties offered by the company are shorter stalked, of leafless type, with a white flower and yellow cotyledon, more lodging resistant, do not shatter during ripening and are suitable for combine harvesting.

'Rocket has been the top-selling variety for two years now, according to the data from the same ranking. Trendy and Jackpot, two more varieties from EkoNiva's portfolio, occupy the third and the sixth lines, respectively. All of the above along with two more varieties favoured by Siberians – Belmondo and Madras – are in the State Register of the Russian Federation. For reference, the average yield of Trendy at the variety testing plot

in Maslyanino (Novosibirsk oblast) last year amounted to 3.62 t/ha, Rocket demonstrated 3.51 t/ha, Madras, Belmondo and Jackpot delivered 3.12 t/ha, 3.19 t/ha and 2.84 t/ha, respectively', says Willi Drews, Doctor of Agronomy, EkoNiva Adviser.

Pea is not only a grower's crop of choice, but also a natural source of nitrogen. The pea leaves behind at least +60 kg of nitrogen due to *Rhizobium leguminosarum* bacteria, living in symbiosis with the pea root system, forming nodules and fixing nitrogen.

'For instance, farming enterprises in Central Russia have largely abandoned the practice of black fallow, sowing legumes – peas, soya beans and lentils – instead. Black fallow implies additional costs for tillage (10-15 thousand rub/ha) and a reduction of humus content in the soil, which is not the case if peas or soya beans are introduced into the crop rotation. Black fallow provides a greater advantage than peas since it builds up more moisture over a year as compared to peas, but heavy rainfall in autumn typical for Siberia is sufficient to replenish the moisture reserves', underscores Willi Drews.

Through the use of peas, the farm receives not only a saleable product, but also a free dose of nitrogen, thus laying the groundwork for a future bumper crop, which is every grower's dream. In line with high domestic demand for peas, the popularity of this crop abroad is also on the rise. The main export markets are China and India.

By Tatyana IGNATENKO



Trendy peas

Filling the lentil niche



EkoNiva-Semena has hosted an open workshop dedicated to lentil cultivation technology in Saratov oblast. The event gathered over 70 local agricultural producers, who were keen to learn more about the niche crop, whose area is rapidly expanding in numerous regions of the country.

In the context of export duties for the top-requested cereal and oilseed crops, agricultural producers are increasingly turning to alternative crops. The area of niche crops has dramatically increased, with some gradually becoming more prevalent. Top lentil producing regions are Altai area, Saratov, Omsk, Orenburg and Ryazan oblasts. The current popularity of lentils can be attributed to the steady domestic and growing international demand. Over the last few years, the export volume of this leguminous crop has increased manifold. Approx. 100,000 t – this is almost one-third of all lentil grown in Russia – is harvested every year from the fields of Saratov oblast alone. Local growers are particularly interested in the development of this segment.

'Lentil is one of the most profitable crops offering high-margin returns', says Nikolay Degtyarev, Sales Rep of EkoNiva-Semena.

'The crop is relatively easy to cultivate provided that the specifics of its management are taken into account. EkoNiva is eager to share the know-how. The holding has been growing lentils since 2016 – expanding from an estimated 20,000-25,000 ha historically up to 35,000 ha in 2025 growing season – and exporting since 2019. The major export countries are the UAE, Turkey, Pakistan, India, and the list is constantly updated. In 2022, EkoNiva received an award in the category Lentil Exporter of the Year.

In 2025, EN Beluga, a classic black lentil variety and the first one bred in-house, was included into the State Register of Plant Breeding Achievements Permitted for Use. Currently, two more lentil varieties of proprietary breeding are undergoing state trials. The company's experts are now identifying and testing the most efficient agronomic practices, facilitating proper

cultivation of the crop, to pass them on to partners.

Lentil is a high-protein crop, which can be used in both food and feed industries. Not only is it drought-resistant, but it also takes nitrogen from the atmosphere and converts it to a nutrient source in the soil, thus reducing the need for expensive nitrogenous fertiliser. Moreover, lentil does not accumulate any harmful or toxic elements. An important argument in favour of lentils is its high protein content amounting to 22-26 g per 100 g. For comparison: chickpeas have only 19 g, peas – a little over 20 g. The best predecessors for lentils are cereals, the worst ones are sunflower and maize. The volunteer plants left after the harvest suppress lentil sprouts, and maize leaves behind a lot of residue, which interferes with uniform embedding of the seeds. Since lentil is capable of accumulating a significant

amount of nitrogen, it is itself an excellent previous crop for other crops.

Every year, lentil is grown not only as a cash crop, but also for seeds which are supplied to the company's partners. Last season, around 2,500 t seeds of red and green lentils were sold all over Russia and to the Republic of Kazakhstan.

Farmers from Saratov oblast have been actively buying the seeds of this crop recently. The lentil area in this region is increasing by 10% every year, the feedback from local farmers attests to the high quality of EkoNiva-Semena seeds.

Aleksey Mysenkov, Agronomist of Krivosheyeva D. S.

farming enterprise (Balashov, Saratov oblast): 'We've been cooperating with EkoNiva for 5 years. Last year, we sowed CDC Kermit lentils, and the yield was 2.4 t/ha in the fields which were spared by strong recurring frost. In the fields hit by the frost, the yield amounted to 1.5-1.7 t/ha. And that in the conditions of a harsh drought. I believe we owe the success to a wise choice of previous crops. We sow lentils after winter crops, preceded by fallow.'

Oleg Zinko, Agronomist of ZAO Remtekhpred (Arkadak district, Saratov oblast): 'We've been buying lentils from EkoNiva for 6 years now. Selling the crop for export via traders has proved profitable. Last year, the yield of CDC Kermit and CDC Redcliffe amounted to 1.8 t/ha and 2.2 t/ha, respectively. The performance in 2023 was also quite good: CDC Kermit delivered 2.6 t/ha, while CDC Redcliff produced 2.2 t/ha. I think the high soil fertility in the field played its part. When growing the crop, we go by the cultivation guide offered by EkoNiva, which has enabled us to achieve some decent results.'

By Tatyana IGNATENKO



Science-backed way to a big crop

To make the most efficient use of resources, including fertilisers, and to figure out the local peculiarities of topsoil fertility restoration, it is crucial to do an in-depth study of the processes taking place in the soil as well as how they are affected by rainfall, solar radiation, relief, etc. To this end, Soil Fertility Monitoring Division has been established at EkoNiva.

In previous issues, we covered the first steps undertaken by the company in this direction. To recap, the first profile pits with subsequent morphological description and soil sampling were made in Voronezh oblast in summer 2023. Upscaling of the pilot project, consistently building the statistical yield modeling for still more precise prediction was ahead. So how did the following season go as viewed in this context?

‘In 2024, the research was carried out across all our production facilities’, says Sergey Kapustin, Precision Farming Director, EkoNiva Group. ‘The project covered the entire area of 18,500 hectares where we cultivate our major crops – maize for grain and silage, alfalfa, sunflower, sugar beets, a variety of annual grasses, wheat, barley, soya beans and lentils.’

A total of 4,500 soil samples and 200 plant samples was taken. Not only the employees of the farming operations, but also interns from universities, with which EkoNiva closely cooperates, including Soil Science Department of MSU, actively contributed to the work. A test agrichemical analysis of soil and plant material was carried out at four reference fields (two in Voronezh oblast and one in Orenburg oblast and

one in Kursk oblast).

The in-house laboratory created on the premises of EkoNivaAgro-Right Bank in Voronezh oblast is instrumental in developing innovative approaches. It is the place where the samples from the reference fields are

determined within minutes.

A database containing information on all the samples collected has been set up. The soils have been classified according to their type against each field where the profile pits were made, their morphological

been digitised and transferred to a corporate geoportal. The company experts with access to the portal can refer to the repository at any time, ascertain the soil quality and thickness at a given reference field and pull up the photos.

‘We’re going to continue expanding our cooperation with higher education institutions this growing season’, says Sergey Kapustin. ‘Apart from soil science specialists, we’d be happy to welcome the students of agrichemistry and biochemistry departments at our farms. We’ve already started testing principally new models of calculating fertiliser application dose in different preparation forms. This season is going to be productive both scientifically and practically.’

By Aleksandr KUTISHCHEV

delivered. At first, they are dried in a specially equipped drying room and undergo sample preparation: dedicated mills clean the soil from foreign inclusions and grind it. The lab is actively testing and introducing various research methods, considering international expertise on soil fertility restoration and improving crop yields. Analyses are carried out to establish the cation exchange capacity as well as potassium, calcium, magnesium, sodium, phosphorus, nitrogen, carbon and sulphur content. With the help of a laser diffractometer, the particle size distribution is

descriptions have been drawn up and sensory evaluations conducted. The data array has



Love and care



Two weeks after birth is an essential period for a baby calf, during which it gets adapted to the new environment and develops its gastrointestinal tract and immune system. In fact, the right management in this fortnight lays the foundation for a productive, healthy dairy cow that can fully unlock its genetic milk potential in the future.

Calves arriving

About 150 calves arrive on EkoNiva farms every day. To identify the first signs of labour in time, a herd manager examines cows regularly. Once a cow is ready, it is moved to an individual calving stall bedded with clean dry straw. It has a free access to feed and water, peaceful environment and is supervised by a specialist.

‘As soon as a calf is born, we immediately clear all the mucus from its mouth and nose and rub it roughly with a wisp of clean dry straw. After that, we remove the calf from the stall, weigh it, disinfect the navel cord with iodine solution and put the calf into a drying box. While in the box for 8-10 hours, the calf dries off completely and gets its colostrum according to the protocol’, recounts Aleksey Krasnyanskiy, Manager of Calf Raising Department at EkoNiva Group.

Three Qs rule

EkoNiva specialists manage colostrum based on the Three Qs rule: quality, quantity and quickly.

In the first few hours after birth each calf receives colostrum through drenching: about 4 litres at 38-40°C with the first feeding and two more litres six hours later. Newborn calves are fed on high-quality colostrum rich in immunoglobulins to maximise their passive immunity and liveability.

Hygiene is no less important than timely administration and quality of colostrum. EkoNiva specialists take a special care of clean colostrum harvesting. Mobimilk milking units and drenchers are

washed and colostrum bottles are thoroughly sterilised after each application.

Healthy diet

Twelve hours after birth, calves are moved to individual hutches on the open-air site. For two weeks, the babies are fed only on pasteurised saleable milk in the morning and in the evening for them to develop a strong immune system and have a good growth.

‘Besides, from their first days, calves get granular starter feed. The intake, low at the beginning, gradually increases. All starter feeds

are in-house produced and contain soya beans – a source of protein, maize and barley – sources of starch’, continues Aleksey Krasnyanskiy.

The animals have an access to fresh water at any time, otherwise the feed intake and weight gain can plunge by 30-40%. Starter and water availability at this stage help the baby calves to get adjusted gradually to further changes of conditions.

Highly-productive herd is reality

At EkoNiva, calves stay outside in individual hutches for 70 days. To keep baby calves warm in winter, specialists put special jackets on them at extremely low temperatures and replace the straw bedding every day to make sure a calf has the right microclimate and good insulation inside the hutch.

‘When it comes to calf raising, every detail counts. It is crucial to comply with the certain action sequence managing calvings and colostrum feedings in terms of quality, volumes and timing, to ensure proper starter feed delivery and calf comfort to grow a cow that will build your high-production herd in the future’, concludes Aleksey Krasnyanskiy.

By Viktor BARGOTIN





Through students' eyes

EkoNiva Day has taken place at Voronezh State University of Engineering Technologies (VSUET). The students took a closer look at the company, found out about job prospects it offers and attended lectures from its specialists.

An important part of the programme was the grand opening of EkoNiva's branded area within the university. Together with the rector of VSUET, the Group's leaders presented an original space designed in the corporate style, which will allow students to gain deeper insights into the agricultural sector and have some rest at the same time. A TV screen placed in the branded area will broadcast current information about the projects, job vacancies and career prospects within Russia's largest dairy holding.

As part of EkoNiva Day, the students also had discussions with company employees, who gave an overview of

the Group's structure, key priorities, performance indicators, working conditions, opportunities for young professionals and shared their own inspiring career stories. The speakers outlined the key areas of scientific research carried out at the holding's enterprises and delivered lectures on cheese production technologies, agricultural engineering and agritourism.

The rich programme included interactive activities as well: the participants were offered to solve the case 'Enterprise of the future: from tractor to field, from field to shop shelf'. The results were evaluated by the holding's experts, and the winner team received a tourist trip as a

gift from EkoNiva. A tasting of natural dairy products and a colourful photo spot added to the mood of the event.

EkoNiva and VSUET have been partnering for seven years. In 2024, they signed a Memorandum of Cooperation, which implies joint work to create advanced university-based engineering schools. They are essential for forming an effective system for training engineering personnel in skills that are in demand across various sectors of the processing industry. Students selected for the new project will develop their knowledge and competencies while working in partner companies, with guaranteed employment

upon completion of their training. The Advanced Engineering Schools project commenced in September 2024.

'We have been collaborating closely with EkoNiva as part of VSUET educational project Advanced Engineering Schools. It is aimed at preparing specialists who meet the needs of the modern economy and, specifically, the requirements of the holding's enterprises. EkoNiva provides substantial support to our students, offering ten scholarships this academic year and planning to increase the number, which reflects a high level of trust and interest in our university. The opening of the company's branded area today further confirms our shared commitment to developing partnership relations. We are confident that such interaction will enhance the quality of education and the training of sought-after specialists', comments Nikolay Repnikov, Rector of VSUET.

'Our partnership with VSUET enables us to diversify the educational programmes for students and make their learning more practical. In our turn, we get the opportunity to attract young individuals having new ideas and approaches to the agricultural and dairy production sectors, which are greatly needed by the industry. I am positive that we have a lot of interesting and fruitful work ahead', says Ramon Schenk, Regional Director of EkoNiva Group for Voronezh Oblast.

By Alyona FROLOVA



Natalya Solovyova: 'EkoNiva motivates us to improve'

Natalya Solovyova's career in livestock farming dates back to 2005, when she worked on Rodina collective farm in Petrovskoye village, Voronezh oblast. A few years later, EkoNiva acquired the enterprise, and Natalya was offered the position of nutrition herd manager at Kolybelka dairy. The employee's impressive performance over two years did not go unnoticed, and she was appointed Head of EkoNivaAgro's feed production site. In recognition of the twelve years of life that Natalya Solovyeva has devoted to this responsible job, she has been awarded the highest regional award – the Commendation from Voronezh Land badge of honour.



Is it easy for a beginner to manage a farm?

'My first education is medical. For several years, I worked as a midwife in Shchuchye medical and obstetric centre. Day and night, in any weather, I needed to be ready to help the locals. Challenging tasks and a strong sense of responsibility towards people played their part in building my character. In Petrovskoye, where I moved after marriage, there were no vacancies in my speciality, and I had to get a job as a cow milker on the farm. After a while, I was unexpectedly appointed Manager, and thus my fascinating career in livestock farming took off. By the way, I have had plenty of opportunities to work in medicine since then, but I have chosen to stay at EkoNiva.'

In 2013, you were put in charge of the feed production site of EkoNivaAgro. What tasks did you face in your new position?

'At first, it was difficult for

me to go in-depth into the site's operation processes. The friendly team and deep responsibility for the important job we are doing encouraged me. We produce four types of compound feed and grind maize kernels with a special crusher. My main task is to control the whole production process, so that the necessary components are supplied on time, and the resulting feed is fully in line with the ration, which varies depending on the season.'

How do you motivate your employees?

'I once heard a simple but very profound thought that stuck in my memory: "When someone starts doing something, I am there too!" Is there a more worthy example of motivation? When employees see me working together with them, for example, helping them to clean the warehouse, it brings us all closer together, and that's how a truly trusting relationship with the team develops. And if someone is missing, I am always there to replace them – I have never considered myself a big boss.'



What does the Commendation from Voronezh Land mean to you?

'I could not even imagine what kind of award was awaiting me at the solemn ceremony of Harvest Day in Bobrov. I felt great excitement when they suddenly called my name on the stage of the Community Hall. Incredible warm feelings filled my heart as Aleksandr Gusev, Governor of Voronezh oblast, shook my hand while presenting me with the award. If my work is so highly appreciated, I believe I should put even more effort into it, especially now that my workload has increased significantly – not so long ago, I was offered the position of nutrition herd manager at EkoNivaAgro-Right Bank.'

Is there anything you feel grateful for in your life?

'Surely, I do appreciate the opportunity to work at EkoNiva, a reliable company that is always ready to support and motivate every employee to improve their professional skills. While heading the feed production site, I got a higher herd management education at Voronezh State Agricultural University in 2018. My youngest son is now also studying to become a herd manager, and two more children are already working in livestock farming at EkoNiva.'

What do you do in your free time as a hobby?

'I love skiing very much. I even managed to take third place in a corporate competition organised by EkoNiva. You won't believe it, but I hadn't skied for over 20 years before that day!'

Interviewed by
Irina KRASNOSHCHYOKIKH



Corporate futsal cup

While the entire country was celebrating the last days of Maslenitsa and welcoming the arrival of spring, amateur sportsmen from EkoNiva were preparing for the inaugural interregional EkoNiva Futsal Cup. With a sports facility in Shatsk, Ryazan oblast, serving as the venue, the tournament brought together 9 football teams of the holding from Voronezh, Ryazan, Novosibirsk, Kaluga, Kursk oblasts and Volga region.

The big sports festival kicked off with an opening ceremony. Vladimir Materikin, Regional Director of Ryazan branch of EkoNiva, greeted the football players and their fans in his speech.

'I'm very glad to see here my friends and colleagues from neighbouring and distant regions of EkoNiva's presence. Thank you for accepting the invitation. This tournament is friendly in nature and meant to unite us. After all, we all work for a common cause: feeding our vast homeland. Only a truly cohesive and united team can accomplish such a daunting task. I sincerely hope that the tournament will become a good tradition', says Vladimir Materikin.

While friendly in spirit, from the get-go it was clear to the fans that none of the teams was willing to concede the ground. Based on the results of a draw, the teams of EkoNivaAgro, Oka Moloko, Zashchitnoye, Kaluzhskaya Niva and NivaStroy met in Group A. Sibirskaya Niva, EkoNiva Chernozemye, Severnaya Niva and EkoNiva-APK Holding were drawn into Group B.

At the group stage, numerous interesting and exciting games were played,

with the derbi between the teams of Kaluzhskaya Niva and NivaStroy one of the most

NivaStroy players scored the winning goal in the last seconds and snatched the victory.

Vladimir Materikin, Regional Director of Ryazan branch of EkoNiva: 'Friendly in nature, this tournament is meant to unite us. After all, we all work for a common cause: feeding our vast homeland. Only a truly cohesive and united team can accomplish such a daunting task. I sincerely hope that the tournament will become a good tradition.'

spectacular. Until the very last minute of the match, the result was tied, 2-2, and then the

The highest scoring team at the group stage was Oka Moloko: the Ryazan players

kicked 29 goals in the opponents' gates. The squad that conceded the fewest goals – just one over three matches – was EkoNiva-APK Holding. Both teams took first places in their groups, having scored 9 points each.

'It was interesting to pit ourselves against the Siberian and Volga teams in the courtyard. A special thanks to the guys for coming here and elevating the event with their skillful game. Overall, the competition level is quite good here: with such players, we could put together a combined EkoNiva team and take part in national tournaments', points out Vadim Sitnikov, Head of Investment Department of EkoNiva-APK Holding.

The teams of EkoNiva-Chernozemye and EkoNivaAgro also made it to the play-offs bracket. Notably, three of the strongest



four teams were from Voronezh oblast.

The first semi-final saw Oka Moloko facing off EkoNiva-Chernozemye, and this one was not a close contest. Ryazan showed complete dominance on the pitch and confidently beat their rivals from the technical holding with a score 6-2 to coast to the finals. In the second semi-final, the fans were treated to a real spectacle. Two Voronezh teams, EkoNiva-APK Holding and EkoNivaAgro, competed against each other. There were zeros on the scoreboard after the first half, but it did not mean that the match was boring, quite the opposite – passions were running high, with both teams poised to take the upper hand. In the second half, the teams scored two goals each, the game moved to a series of penalties. This time, luck was on the side of EkoNivaAgro, which advanced to the finals.

To beat the hosts of the tournament Oka Moloko, a team with the strongest line of attack, in the finals was a real challenge for EkoNivaAgro. The Ryazan sportsmen took an early lead and went on to solidify their position. By the final whistle, the score was 8-1. The team of Oka Moloko won gold medals and was awarded the EkoNiva futsal cup trophy. The team of EkoNiva-APK Holding took third place.

'We started planning the tournament after the interregional volleyball championship, which took place in Voronezh oblast last year. That was when it

transpired that the sports at EkoNiva had reached the interregional level. We emailed the regions and were surprised by the number of teams eager

Voronezh teams particularly stood out. I am positive that we will see even more applications for participation in the next tournament, and the

Yevgeniy Konyaev, Deputy Regional Crop Production Director at Oka Moloko: 'We started planning the tournament after the interregional volleyball championship, which took place in Voronezh oblast last year. That was when it transpired that the sports at EkoNiva had reached the interregional level. We emailed the regions and were surprised by the number of teams eager to take part in the football tournament. Despite this being the first-time experience, the level of competitiveness has turned out quite high, the Voronezh teams particularly stood out. I am positive that we will see even more applications for participation in the next tournament, and the competition itself will be even more thrilling.'

to take part in the football tournament. Despite this being the first-time experience, the level of competitiveness has turned out quite high, the

competition itself will be even more thrilling', says Yevgeniy Konyaev, Deputy Regional Crop Production Director at Oka Moloko.

All the participants of the tournament were awarded commemorative diplomas, the prize takers were handed cups and medals, and the winners – Oka Moloko athletes – received certificates for the purchase of football club Fakel Voronezh kits plus playing jerseys autographed by the players of the same club.

EkoNiva's sports calendar is getting busier and busier. Whereas previously the only subdivision to hold corporate tournaments was Voronezh, now the practice has been adopted by the Kaluga, Kursk, Ryazan, Siberia and Volga branches. The employees lead a healthy lifestyle, joining various events – from fishing competitions to team sports – organised for them by the company.

By Viktor BARGOTIN



Caring for each and every one



EkoNiva has commenced the production of lactose-free milk. This is a welcome addition to the EKONIVA Professional Line range, which is designed for the HoReCa sector.

The company has diversified its drinking milk lineup with a 2.5% fat lactose-free UHT milk. At first, the product will be available exclusively as part of the EKONIVA Professional Line. It will be supplied to hotels, restaurants and cafés, METRO wholesaler and Perekryostok retail chain, particularly Select cafés. Plans are afoot to further expand the sales channels.

EKONIVA Professional Line lactose-free milk is based on a carefully crafted recipe which has passed rigorous testing to meet the needs of coffee lovers opting for this product for their cappuccinos, lattes and other milk-based coffee drinks.

EkoNiva's specialists conducted blind tastings and collaborated with baristas, coffee machine manufacturers and industry experts to create a product that perfectly complements coffee with its smooth creamy flavour. As with regular Professional Line items, the lactose-free milk with high protein content – a minimum of 3.4 g per 100 g

of milk – is easily whipped into a thick stable foam, which is crucial for professional use. Lactose-free milk is produced by the breakdown of lactose, a disaccharide found

slightly sweeter taste may encourage consumers to reduce the amount of sugar they put in their coffee.

The lactose-free milk is made using raw milk sourced from the Group's farms and processed at the plant in Kaluga oblast. Stringent quality control based on the 'from field to shop shelf' principle is adhered to at every stage of the production

Aleksey Maslennikov, Deputy Director General for Sales and Marketing at EkoNiva-Food:

'The EKONIVA product portfolio now includes an extensive range of drinking milk, including pasteurised, ultra-heat-treated, whole, baked, organic and lactose-free varieties. Customers have options with different fat content to choose from, these can be consumed as is or used in various culinary creations. The in-house R&D department did their best to come up with the perfect milk flavour to bring out the best in coffee beans, just without lactose this time. We are pleased with the results and look forward to receiving feedback from our partners and coffee lovers', says Aleksey Maslennikov, Deputy Director General for Sales and Marketing at EkoNiva-Food.

in milk, into simpler sugars, glucose and galactose. These are sweeter than lactose and enhance the product's natural sweetness. During the UHT processing, these sugars can react with milk proteins, leading to the Maillard reaction and causing the product to appear a bit darker than regular milk. The product's

process. The finished product is available in 1L packaging, which facilitates efficient planning and inventory management for coffee shops and other businesses. Launching lactose-free milk production required no additional investment in the processing facility since the manufacturing process

utilises existing production capacities and equipment. At the start of production, the lactose-free milk will be produced and packaged once a week, with a production volume of approximately 60 tonnes per month.

'The EKONIVA product portfolio now includes an extensive range of drinking milk, including pasteurised, ultra-heat-treated, whole, baked, organic and lactose-free varieties. Customers have options with different fat content to choose from, these can be consumed as is or used in various culinary creations. The in-house R&D department did their best to come up with the perfect milk flavour to bring out the best in coffee beans, just without lactose this time. We are pleased with the results and look forward to receiving feedback from our partners and coffee lovers', says Aleksey Maslennikov, Deputy Director General for Sales and Marketing at EkoNiva-Food.

According to a survey by PIRCOFFEE, a third of all coffee shops in Russia use EKONIVA milk for their beverages. The last decade has seen a trend for a greater variety in the kinds of milk on offer in coffee shops, including the lactose-free one. As the largest milk supplier, EkoNiva is committed to meeting the requirements of its partners and providing a full range of drinking milk, in line with the shifting consumer and market demands.

The EKONIVA Professional Line has been produced since 2019. Apart from lactose-free milk, the product portfolio currently includes butter, curds, 10% fat cream and milk with a fat content ranging from 0.5% to 3.5%. The Group collaborates proactively with hospitality professionals, conducting training for baristas and coffee shop staff and supporting coffee championships and training centres.

EkoNiva's partners also take part in farm and plant tours to learn more about the production of high-quality natural milk.

BY Eleonora DUBININA

Exciting tours now in Bobrov



EkoNiva has launched a tour project on Bobrov 1 farm located in Voronezh oblast. It is the Group's second dairy in the region which is open to the public.

It will host tours for students of agriclases, specialised higher and secondary vocational educational institutions as well as the company's business partners.

The visiting programme at Bobrov 1 is designed in a similar fashion as those at EkoNiva's other dairies. The guests will be shown around the facility and introduced to the key stages of milk production. First, they will

learn about how animals of various ages – from calves to adult cows – are housed.

The guides will explain the details of fodder preparation, ration formulation and

Yekaterina Bartseva, Manager of EkoNiva Group's Tour Project:

'Every year, the number of visitors keeps growing, so it was necessary to open one more platform for our tour project. Bobrov 1 will primarily welcome students who do internships at the holding's enterprises, students of agriclases organised by EkoNiva and representatives of partner companies. Here, they will see firsthand how technological processes are streamlined on our farms.'

cattle handling. Then, the guests will watch the milking process on the rotary milking parlour and find out about the technologies used for storing and transporting milk to processing plants. At the end of the tour, there will be a tasting of EkoNiva's dairy products.

'Every year, the number of visitors keeps growing, so it was necessary to open one more platform for our tour project. Bobrov 1 will primarily welcome students who do internships at the holding's enterprises, students of agriclases organised by EkoNiva and representatives of partner companies. Here, they will see firsthand how technological processes are streamlined on our farms', says Yekaterina Bartseva, Manager of EkoNiva Group's Tour Project.

The holding launched its own tour project in 2013, pursuing the goals of popularising natural milk consumption and drumming up interest in agriculture. Its dairies and plants are open for visits in Voronezh, Kaluga, Novosibirsk and Moscow oblasts as well as in the Republic of Tatarstan.

To take part in EkoNiva's tours, advance registration by phone is required:

8 (800) 550-57-00, ext. 4 (toll-free within Russia).

By Talgat MUSAGALIYEV



EkoNiva in focus



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