

30 years of success

Ekoniva celebrates its 30th anniversary in a formal yet warm atmosphere

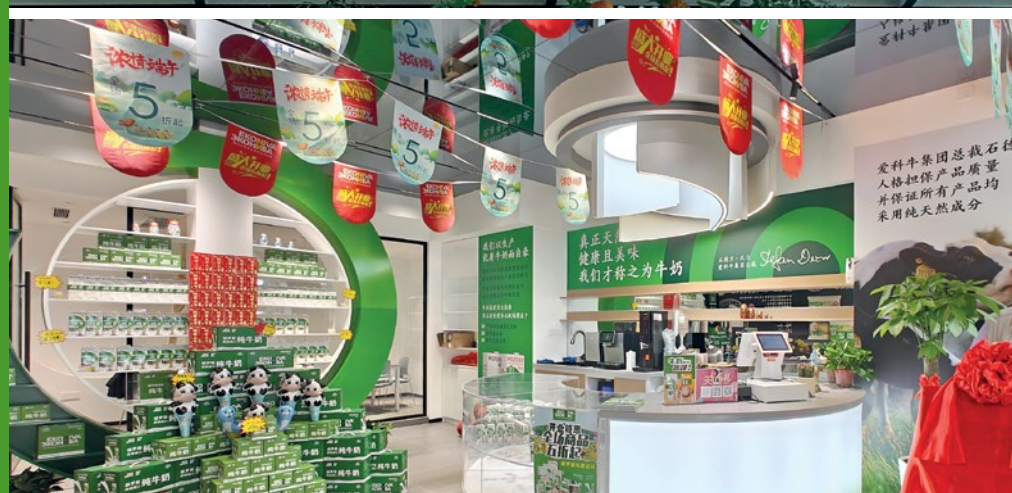
Pages 12-13



Milk without borders

The Group's retail shop opens in China

Page 4



Up to the mark

EkoNiva-Tekhnika showcases its novelties and bestsellers at AgroVyatka 2025

Page 15



NEWS

Milk without borders
The Group's retail shop opens in China.....4

Delicious, fast, online
EkoNiva's ready-to-eat meals
are now available on Ozon.....4

Dairy breakthrough
EkoNiva's subdivision in Voronezh region
beats its own record with 1,500 tonnes
of daily milk output5

Power of cooperation
EkoNiva and Pitelino municipal
district of Ryazan oblast sign
a cooperation agreement5

Commended by President
EkoNiva's employees
are given top awards6

In the comfort of own homes
The workers of Voronezh subdivision
receive the keys to their own houses7

Focus on practical training
The company launches a corporate
lecture room at Kaluga branch
of Timiryazev Academy8

IN THE SPOTLIGHT

30 years of success
EkoNiva celebrates its 30th anniversary
in a formal yet warm atmosphere.....12-13



Page 5



Page 7



Page 27

TECHNICAL INSPECTION

For the benefit of Siberia
EkoNivaSibir takes part
in the interregional trade
show AltaiSroy 2025.....14

Up to the mark
EkoNiva showcases its novelties
and bestsellers at AgroVyatka 202515

Prioritising safety at work
The Group's enterprises
complete trainings for employees
in high-risk jobs18

Light of knowledge
260 students take part
in EkoNiva's Spring Academy20

EKONIVA HEROES

Challenging work
Fragile ladies choosing
men's professions23

OUR EKONIVA

Smart drink hits the market
The High Focus milk drink
is added to EkoNiva's product range.....27

Natural dairy reaches new regions
EkoNiva opens its first branded shop
in Leningrad oblast.....27



Stefan Dürr:
new value of traditional milk

It is hard to imagine a drink more traditional and natural than milk. Every day I have one or two glasses of milk from our beloved cows. Milk contains protein, minerals and organic acids. But the Gen Z, children of the digital age of the Internet and social media, aren't keen on milk, and getting them to drink even one glass is no easy task. They value efficiency, functionality, innovations and prioritise self-care. Even the older generation has embraced the modern trends of staying youthful and healthy, pursuing vigorous and active life whatever the age.

This made us ask ourselves: how do we add value to milk, make it more relevant and appealing for our customers following the modern lifestyle? That was when we came up with an

idea of creating an innovative dairy drink for focusing attention and boosting energy, which became essential after COVID-19, when people, especially those of intellectual work, started having trouble concentrating and staying focused for

prolonged time and became more susceptible to fatigue. It took several years to develop it. The key goals were to keep the product fully natural and make it tasty and functional without compromising the core values communicated by EkoNiva.

Ultimately, we presented High Focus – a drink for those engaged in brain-intensive activities. In one can, we managed to combine the benefits of milk, the invigorating effect of guarana with L-theanine's ability to increase concentration. By the way, it was the first time we used the amino acid L-theanine from sencha green tea extract in our food production. I'm glad that the dairy industry not only maintains traditions, but also evolves in line with the spirit of the age, making milk a more modern, trendier product.

My colleagues and I always have a can or two of High Focus at meetings and strategic sessions, and you should, too: it is not only tasty, but also healthy.

Stefan Dürr,
EkoNiva Group President





EkoNiva has launched its own retail in China. The store has opened its doors in the city of Xi'an, Shaanxi Province, where the company's subsidiary – EkoNiva (Xi'an) Dairy Co. trading house – operates.

The EkoNiva store is the first outlet selling imported milk in Xi'an. It is located in a high-traffic area: next to it are the Academy of Social Sciences, an underground station and a large shopping

mall. The product range includes ultra-pasteurised milk as well as coffee drinks made using EKONIVA dairy.

This retail project is part of the company's broader strategy to promote its brand

across China. Plans call for conducting livestreams and creating video content targeted at Chinese social media and online platforms.

The Group announced opening of a subsidiary

office in Xi'an, China, in January 2024. The local unit is actively involved in commercial operations, works towards increasing the brand's recognition in China and expanding the volume of export. In addition, the subsidiary oversees milk shipments via rail from Russia.

Currently, the company exports ultra-pasteurised milk from its classic and Professional Line series as well as 10% fat cream. Future plans include expanding the product range to include semi-hard and premium hard cheeses.

'Our main goal is to increase the popularity of milk and dairy products in general, build trust in Russian produce, and, of course, grow the EkoNiva brand in China', says Stefan Dürr, President of EkoNiva Group.

As of now, EkoNiva's dairy products are sold through retail chains in Northeast China, the provinces of Shaanxi, Henan, Zhejiang, Fujian, Guangdong and other regions. They are also sold on major E-commerce platforms across the country.

By Talgat MUSAGALIYEV

Delicious, fast, online

EkoNiva has launched the sales of ready-to-eat meals via Ozon Fresh. Now, the users of the fresh product delivery service can purchase classic curd fritters and pancake rolls with curds and cheese produced by the company's own brand.

Ozon Fresh has become the first external platform where one can buy ready food – previously it had been available only in the stores of the Group's own retail chain. The company is expanding its sales channels in the E-commerce segment and the audience of buyers. The products are available to the residents of Moscow and Moscow oblast who also have access to express delivery.

At the moment, Ozon Fresh sells classic curd

fritters and pancake rolls with curds and cheese produced by EkoNiva. All the dishes are made with natural ingredients and EkoNiva dairy – milk,

curds and cheese. The ready-made food is being produced at the commercial kitchen of a partner company complying with food safety standards according to the HACCP system.

EkoNiva is planning to expand the range of the prepared food available for online ordering. The Group is also negotiating with other platforms and federal retail chains.



'Fresh products and food have become the most promising categories delivery-wise. The demand for ready-made food on Ozon Fresh has grown more than threefold since the beginning of 2025 compared to last year. And we are constantly expanding the range of delicious dishes – both from our own brand, Ozon Fresh, and from cooperating with partner manufacturers. The collaboration with EkoNiva Group will become one more step in developing a ready-made food line in the service. With our partner, we have a shared love for fresh and high-quality dishes made of natural and healthy dairy products', says Arina Knyazeva, Commerce and Business Development Director of Ozon Fresh.

By Talgat MUSAGALIYEV

Dairy breakthrough

EkoNiva's Voronezh subdivision has surpassed a significant milestone in raw milk production: now the total output of the region's farms amounts to 1,500 tonnes of milk every day. This is a new record for milk yields on the farms of both Voronezh oblast and the Group in general. It is the result of the joint work of the agronomic, herd management and engineering services that has made the achievement of such outstanding results possible.

The company's specialists worked at improving the feeding process and taking care of the cows. The changes in the preparation of the feed mixture, feeding area hygiene and general care for the animals' health played the decisive role. A great deal of attention was paid to the feedstuff's moisture due to the animals' reluctance to eat it dry. Another important aspect is complying with the feed distribution regime. The rations were selected according to the animals' productivity, their weight and physiological status.

Veterinarians, herd managers and other dairy farm workers contributed to the increase of the animal productivity. The subdivision implements daily diagnostics of behavioral changes in animals along with traditional planned disease prevention and timely carrying out of the necessary veterinary procedures. Good air circulation is provided in the cowsheds by using fans, and water is sprayed from above during hot periods.

The Group's breeders cover a lot of ground, a unique



system of daily accounting and registration of breeding events of the whole herd has been built. Data on control milking with milk quality evaluation, insemination, calving, cattle development are being strictly controlled and recorded; linear exterior assessments and DNA testing are carried out. A 10-year animal improvement strategy is being developed.

'The teamwork of livestock breeders, agronomists, herd managers and technicians allowed us to improve the

cows' health and increase milk yields. A long-term strategy of improving the herd's genetic potential using an in-house index and top-quality genetics from world leaders is producing results. Today we have the genetic base that provides us with good productivity, excellent health of the animals and also a high fat and protein content in milk', says Ramon Schenk, Regional Director of EkoNiva Group for Voronezh Oblast.

By Alyona FROLOVA

Power of cooperation



EkoNiva and Ryazan oblast's Pitelino municipal district have concluded an agreement on interaction and socio-economic cooperation. The corresponding document has been signed by the regional director of the Group's Ryazan subdivision Vladimir Materikin and the Head of the district Yelena Rozhkova at the Small Homeland is Russia's Power forum.

'We've been on exceptionally good terms with EkoNiva for a long time. The signing of the agreement is a new milestone in the relationship between the Pitelino municipal district and the holding. This will enable us to develop the economy, social sphere, agriculture and the infrastructure together. The main goal of our joint work is to create favourable conditions for life in the countryside and attract the much-needed young specialists to the district', says Yelena Rozhkova.

'In Pitelino district, EkoNiva successfully engages in crop production and livestock farming. The high productivity of the Group's farms has been allowing the district to stay among the regional leaders in average daily milk yields for several years now. We are interested in developing our community, so it becomes comfortable and appealing not only for local citizens but also for those who might want to move here from other regions', says Vladimir Materikin.

By Kristina AMANN

Commended by President



Sergey Ryabenko, Driver

Three EkoNivaAgro-Right Bank specialists at once – Vladimir Olemskoy, Head of Dairy Farm, Yelena Voloshenko, Bakery Manager, and Sergey Ryabenko, Truck Driver – have become recipients of awards from the President of Russia Vladimir Putin for their professional achievements and many years of hard work in good faith.

All in all, Yelena Voloshenko has over 40 years of work experience in agriculture, 10 of which she has been a bakery manager in Shchuchye village, Voronezh oblast. Precise control over the technology of bakery production combined with impressive skills of using the Russian stove have enabled Yelena to become one of the best professionals in her field at EkoNiva. Under her careful guidance, the bakery produces about 1,500 units of delicious, high-quality goods per day, which are then delivered to the canteens of EkoNiva production facilities as well as sold in the company's brand stores.

Vladimir Olemskoy's career in agriculture has spanned 32 years, more than 18 of which were devoted to working in Voronezh subdivision of EkoNiva. Vladimir manages a young stock raising facility. Currently, the dairy houses about 500 calves, aged from 3 months to 1 year. High-quality housing conditions for the young animals and a properly formulated diet are important

tasks that the herd manager has to solve on a daily basis.

'To be honest, this is the first time I hear that the Russian President Vladimir Putin is commending me for my efforts', says Vladimir Olemskoy, surprised. 'Receiving such news is flattering, of course, but the greatest joy for me, as a labour veteran, comes from the realisation that my diligent work is part of EkoNiva's success.'

Vladimir Olemskoy, Head of Young Stock Raising Facility in Voronezh oblast:

'Receiving such news is flattering, of course, but the greatest joy for me, as a labour veteran, comes from the realisation that my diligent work is part of EkoNiva's success.'



Yelena Voloshenko, Bakery Manager



Vladimir Olemskoy, Head of Dairy Farm

Sergey Ryabenko's duties at EkoNiva are not limited to delivering the seeds and mineral fertilisers and transporting the grain from the field to the warehouse. His area of responsibility as a truck driver includes transporting sand and feedstuffs to dairy units as well as gentle movement of cattle.

'I've been working as a driver since 1982, and after many years of conscientious work I've got so many different certificates piled up that I've lost count of them! Every agricultural season is rewarding in its own unique way. But never in my wildest dreams would I have imagined that the President of Russia would recognise my work and decide to encourage it, so this accolade comes as a complete surprise to me! It's so exciting', admits Sergey Ryabenko.

Aside from the Russian President's award, each EkoNivaAgro-Right Bank specialist's years-long professional path is marked by numerous district and regional awards, as well as commendations and certificates from the Ministry of Agriculture of Russia. The main secrets to their success, according to the labour veterans are in agreement as to the main secrets of their success: they are strong discipline, devotion to their chosen profession and boundless love towards what they do.

By Irina KRASNOSHCHYOKIKH

Happy place

EkoNiva's employees and their families have received housing in a modern five-storey building in Bobrov district, Voronezh oblast. It was acquired several years ago to refurbish and provide specialists from rural areas with comfortable living conditions. Over time, the forty-five flats have welcomed new hosts. By now, decoration works have been completed, and virtually all new owners have their keys.



The one- and two-room flats were renovated and furnished with kitchen cabinets, refrigerators and other home appliances. EkoNiva offers rent-free housing to its employees – they pay only for utilities.

At the solemn ceremony, the keys were handed over to herd managers, veterinarians, technicians and other specialists of EkoNiva's Voronezh operations.

Danil Savchuk, Senior Livestock Equipment Technician, has been working for the company

for over twelve years. He started out as a mechanic in his home Liski district. When he changed his profession and moved to one of the Group's enterprises in Buturlinovka district, the housing problem came up.

'I am so grateful to EkoNiva's management for taking care of me and other employees. It used to take me 1.5 hours to get to work. And now, having a two-room flat in Bobrov, I can spend more time with my family', says Danil Savchuk.

'People enjoy their work more when they live in harmony and there is a place for the family to gather after a busy day. So, it is very important for us to ensure comfortable conditions both at work and at home for our workers', says Ramon Schenk, Regional Director of EkoNiva Group for Voronezh Oblast.

By Alyona FROLOVA

In the comfort of own home

In Liski district, employees of EkoNiva's Voronezh subdivision have received the keys to new houses built under the Comprehensive Rural Development state programme. The co-financing by the company totalled 72 million rubles.

Modern houses with an area of 90 m² each are located on Yuzhnaya and Novaya streets in Petropavlovka village. They are connected to gas, water and electricity supply, and the interior finishing has been completed. Besides, the houses have garden plots.

'The Comprehensive Rural Development programme has been running for the past five years, with 43 houses built in Liski district alone. We are grateful to everyone doing this work, to EkoNiva, without whose participation the project would not have been implemented in this and other districts of our region. I wish new dwellers joy, love, and, most importantly, life full of children and prosperity', says Viktor Logvinov, Deputy

Chairman of Voronezh Oblast Government.

'Our top priority is to improve living conditions in rural areas both to retain

local residents and attract promising young people from cities. I wish all the new residents joy, happiness, health and lots of children',



says Stefan Dürr, President of EkoNiva Group.

The families of herd manager Anastasiya Prosvetova, milking machine operator Svetlana Stepanenko, driver Yevgeniy Zhirnov, young stock operator Yekaterina Rubtsova, leading veterinarian Alina Kazantseva and cattle operator Aleksandr Novakovskiy, all working on Petropavlovka dairy farm, have moved into comfortable homes.

Voronezh subdivision of EkoNiva has been participating in the Comprehensive Rural Development federal programme since 2020. During this time, 122 houses have been built for the company's specialists in Liski and Bobrov districts, as well as a culture and leisure centre and other infrastructure facilities in Voronezh oblast. The total amount of investments is 146.3 million rubles.

By Alyona FROLOVA

Focus on practical training



EkoNiva has opened a specialised lecture room at Kaluga branch of Timiryazev Academy to hold trainings for both the students and agriclass pupils.

The academy and EkoNiva have been cooperating closely for a long time to build a talent pool for the company. The Group offers

the students an opportunity to do internships as early as after the first year and often provides them with jobs upon graduation.

Together with the professors, the company is now working on a training programme for agriclass students.

EkoNiva assisted with the repair and furnishing of the new lecture room. The opening ceremony was attended by Svetlana Malakhova, Director of Academy, Aleksandr Yefremov, Minister of Agriculture of

Kaluga Oblast, Roman Litvinov, Regional Director of EkoNiva's Kaluga Subdivision, and other company employees.

'Students need to have confidence about the future. We are happy to do our best to help them to find their way in life. I hope that with the new modern space, they will become even more interested in EkoNiva', says Roman Litvinov.

The event also included a tasting of the branded products. The professors, students and guests sampled milk, kefir, yoghurts, quark desserts and High Focus, a new milk drink, which boosts concentration and productivity.

EkoNiva will continue to forge strong partnership with educational institutions to have access to a diverse and future-ready talent pool.

By Kristina AMANN

Heading for success together

EkoNiva has held a forum at Voronezh State Agricultural University (VSAU) to introduce the Group. The students met with its founder and president Stefan Dürr, listened to company's specialists and solved practical problems at a case study competition.

The cooperation between EkoNiva and VSAU dates back to 2011, and its main areas comprise career counselling for schoolchildren, work with agriclass, tours of the Group's enterprises, the Spring Academy and Autumn Academy annual educational projects, lectures, internships, practical trainings, the ZooVet and Career Start graduate programmes, an initiative for secondary vocational students, joint activities aimed at launching the Advanced Engineering School project, organisation of employer-sponsored education at the university, etc. In 2024, the company opened a branded lecture room at the Department of Agronomy, and one for Veterinary Medicine students earlier. The holding's enterprises welcome about

200 interns every year. After graduating, many of them start their careers at EkoNiva.

'VSAU is our strategic partner and really part of EkoNiva family. Together, we raise future specialists from school all the way to employment. Today, over

400 graduates have jobs in various departments of our company. It is a pleasure to work with like-minded professionals towards advancing the Russian agriculture. Without science, technology and modern approaches, it is impossible

to produce efficiently. And what is most valuable and inspiring is the drive and initiative students and young specialists show', says Stefan Dürr, EkoNiva Group President.

The company's employees shared information about its various businesses, personnel policy and career prospects. The students were given lectures on agronomy, soil science, herd management, livestock farming, cheese production, veterinarian medicine and sanitary inspection, agricultural engineering and economics. EkoNiva's representatives dwelled on their own career choices. First-hand experience and life hacks used in today's farming sparked great interest among the students.

The From Field to Shop Shelf case competition was the highlight of the forum. The top players received memorable gifts and the winning team was awarded a tourist trip from EkoNiva. For more information, see page 19.

By Alyona FROLOVA



Targeting new markets

Varieties from EkoNiva's portfolio, including in-house bred developments, have been entered into the State Registers of Plant Breeding Achievements Approved for Use in Kazakhstan and Azerbaijan. This significant event opens up wide opportunities for exporting and expanding the Group's presence in international markets.

EkoNiva-Semena has been successfully supplying seeds to Kazakhstan for ten years. They demonstrated excellent adaptation to the natural and climatic conditions of the country's diverse regions and high productivity in state trials. Thus, Rocket and Trendy peas, the in-house bred EN Avior and EN Argument soya beans are now among the varieties regionally adapted for East Kazakhstan oblast. EN Argenta soya bean, Crescendo, Evgenia, Eifel and Formula 1 spring barleys are good for Kostanay oblast. Licamero soft spring wheat is adapted for North Kazakhstan and Akmolinskaya oblasts of the Republic, while Licamero wheat, Eifel spring barley and the company's in-house bred soya bean varieties EN Argenta, EN Accent, EN Argument – for Akmolinskaya oblast.

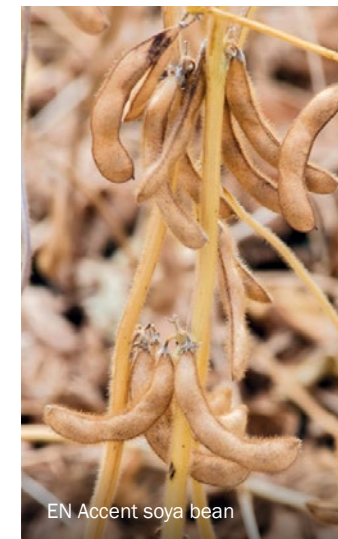
'Our soya bean varieties are most suitable for the fields of North Kazakhstan, especially for the regions

adjacent to Russia as they are characterised by the same latitudes and maturity groups', says Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva Group.

All four varieties added to Kazakhstan State Register, have unique features and have shown excellent performance in trials. EN Argenta delivered a maximum yield of 3.89 t/ha at Kostanay State Variety Testing Plot with intensive cultivation. EN Avior proved to be consistent by producing surpluses compared to the standards for arid regions – 1.5-2 t/ha. The variety was one of the best in the trials at several locations and can ensure a niche in the market of drought-resistant varieties for extensive conditions. EN Argenta and EN Avior are intercomplementary in the soya bean range. As for EN Accent, it was distinguished by high protein content of 41-43%. Early-maturing EN Argument is a good choice in foothill or



EN Argenta soya bean



EN Accent soya bean

extremely dry areas.

EkoNiva-Semena has been selling varieties from its commercial portfolio in Azerbaijan for five years now. And in 2025, according to the results of trials in the country, Licamero and Cornetto spring wheats, Eifel, Explorer and Traveler spring barleys were entered into the State Register of Plant Breeding Achievements.

'This emphasises the high quality and competitive edge of our products as well as the fulfilment of the needs of local farmers. Our varieties comply with the standards existing in the republics and broaden the horizons into exports, which is an important step in the further development of the Group's business in the international arena', points out Yevgeniy

Kucheryavenko, Executive Director of EkoNiva-Semena.

'We are positive that our current achievements in field crop breeding will lay the groundwork for success in the global market, and we will be able to help farmers both in Russia and other countries. Today, the company keeps working on expanding its seed portfolio with new varieties, primarily through the development of its own plant breeding programmes. They cover such crops as pulses – peas, lentils, chickpeas – spring cereals, wheat and malting barley, in particular, and most recently – forage grasses, alfalfa and flax', says Vitaliy Voloshchenko, Director of the Plant Breeding and Variety Maintenance Centre, EkoNiva Group.

By Tatyana IGNATENKO



Eifel spring barley



Crescendo spring barley



EN Argument soya bean



EN Avior soya bean



Licamero spring wheat



Formula 1 spring barley

Shaping the future together



In June, at the height of the agricultural season, EkoNiva-Chernozemye arranged a client seminar at Dobrino service centre, presenting a vast variety of reliable and high-performance machinery to the guests.

Over a hundred guests from Voronezh and nearby oblasts had an opportunity to take a close look at fertiliser application machines, combine harvesters and other

equipment designed to enhance farm efficiency.

At the meeting, Dmitry Tokmakov, Sales Department Manager at EkoNiva-Chernozemye, focused on a versatile unit from a

Russian manufacturer – the Sirius 500 cultivator. It had already been tested out in the most challenging field conditions. Two rows of discs measuring 510 mm in diameter provide high-quality tillage, and their individual tines work the soil to a depth of 30 cm. The heavy self-cleaning rollers perform well in both wet and over-dried soil. The farmers were also impressed by the presentation of four series of LOVOL tractors at a go, with the spotlight falling on the LOVOL P7240 model.

'This is a full-fledged counterpart to European machines in the Russian market. It is fitted with a 240-hp Weichai WP7 engine and continuously variable transmission allowing speeds of up to 40 km/h. The powerful hydraulics make for coupling the machine successfully with any cutting-edge agricultural implements', says Dmitry Tokmakov.

The highlight of the seminar was the Orion 12000

seedbed cultivator developed together with EkoNiva's agronomists. One of the largest machines in terms of operating width – 12 metres – has a front leveller, a front roller, replaceable working sections, press wheels and a finishing leveller. Despite the rainy weather, the cultivator impressed the farmers with the excellent tillage quality.

'Over the three years of cooperation with EkoNiva, there has not been a single time when we had to question the dealer's professionalism. This year, we have purchased LOVOL and SANY machines, which turned out to be reliable farm helpers, and today, I am thinking about buying cutting-edge tillage equipment. Such productive meetings as today's seminar boost the confidence that we can handle any task together with EkoNiva', shares Aleksandr Popkov, Manager of Pioneer agricultural enterprise.

By Irina KRASNOSHCHYOKIKH

Reliable LiuGong

EkoNivaSibir has taken part in the Siberian Construction Week 2025 trade show, presenting state-of-the-art LiuGong road building machinery at its booth.

One of the most demanded models in the brand's range is the 835H front loader with a lifting capacity of 3 tonnes. It is fitted with reinforced articulated half-frames, a 125-hp Yuchai engine, the LiuGong BS205 hydromechanic power shift transmission and a 1.8 m³ bucket.

'The working cycle is only 9.3 seconds, and the boom lifting time is not more than 5 seconds', points out Sergey Litvinov, Engineering Department Manager at Omsk branch of EkoNivaSibir. 'One of the major benefits of the LiuGong 835H is the 40-degree articulation angle ensuring a tight turning radius and maximum manoeuvrability.'

The 777A-S backhoe loader features a 4.4-litre Perkins engine, the Carraro Power Shift automatic transmission, Carraro axles with oil-immersed brakes and the LSD self-locking reduction gears and a telescopic boom with the Ride Control SRS motion stabilisation system. The model boasts high performance thanks to 6 various types of buckets, a hydraulic breaker, hydraulic shears, a hydraulic drill, a vibrating plate as well as a device for quick replacement of implements.

At the heart of the LiuGong 365B skid-steer loader is a 2.2-litre Perkins engine, the Poclain stroke pump and the Husco distributor. The cab is equipped with

heat- and soundproof sheets and gas struts to facilitate lifting. A special system makes for using and prompt changing of a wide range of attachments. The diameters of the pipes have been modified, and the possibility of machine overheating has been minimised, even in the most severe operating conditions,

which adds to the reliability and fuel efficiency of the unit.

EkoNivaSibir is always there to offer its clients cutting-edge road construction equipment, prompt professional service and affordable financing options encourage the partners to remain loyal to the dealer year after year.

By Irina KRASNOSHCHYOKIKH



Best novelties at Zolotaya Niva



Many Russian farmers associate the end of May with Zolotaya Niva, a major international trade fair. This year, it has been held for the 25th time, bringing together hundreds of manufacturers and dealers of agricultural machinery, representatives of government, business and science, including EkoNiva.

A must-see on the company's display was the Orion 12 000 seedbed cultivator, a promising novelty developed by Russian specialists quite recently.

The machine can perform up to eight operations in one pass, perfectly preparing the seedbed for all crops. It works the soil to a depth of up to 12 cm and is coupled with a 380-400-hp tractor. The frame is welded in-house, while some of the components are imported.

'In today's realities, import substitution is essential for the development of agriculture in the country. Taking the production of Orion as an example, it becomes clear that we do have potential, and it needs to be further unlocked. This cutting-edge machine is impressive and meets the international standards', says Valeriy Golenkov, Head of a farm.

The Sirius 500, another cultivator from a Russian manufacturer, debuted at the trade fair in Krasnodar area only last year. By now, it has passed dozens of tests and demo shows and can compete



with global brands.

'Our partners' interest in Sirius is steadily growing. The blueprint for the current year is to produce about 25 units, most of which are already pre-ordered. The cultivator on the display will be sent for a demo show to a large agricultural holding and probably will join its fleet', says Yuriy Dyachenko, Sales Department Manager at Krasnodar branch of EkoNiva-Chernozemye.

EkoNiva booth also featured other brands of tillage equipment: the Italian

Nardi NX10E plough, the Grégoire Besson Normandie 50 disc harrow and the Grégoire Besson Rover 60 mounted plough. A SANY telescopic loader and a modern Lucas mixer wagon made in France joined the machinery display.

In addition to the high-tech machines, the company's specialists introduced the guests to the seeds of in-house, domestic and global plant breeding. Today, the portfolio includes seeds of 70 field crop varieties.

'EkoNiva has registered ten winter wheat varieties distinguished by high plasticity and adaptability to harsh soil and climatic conditions. All of them are short-stemmed, resistant to lodging and deliver high productivity and grain quality', says Maksim Golovanyov, Sales Representative at EkoNiva-Semena.

Niche crops such as lentils, flax and chickpeas constitute another area of the company's plant breeding activity. Along with the sale of varieties from the world's leading producers, the specialists work on in-house varieties that would cover the needs of partners from different regions of the country.

Over the four days of Zolotaya Niva, hundreds of guests attended EkoNiva's large exposition and had the opportunity to take a closer look at state-of-the-art farm machinery.

By Viktor BARGOTIN





EkoNiva Group has celebrated its 30th anniversary in a formal yet warm atmosphere. For three days, its employees and partners have been in the thick of the events, with the area between the service centre and the dairy farm in Dobrino village, Liski district of Voronezh oblast, serving as the venue.

The company introduced the guests to its business segments in the region. They were offered various tours to see what the company has achieved in 30 years.

The visitors headed for Bobrov 1 dairy housing 3,000 purebred Holstein cows, which produce plenty of delicious and wholesome milk. At the cheese plant in Shchuchye village, they could see milk processing turn into a real art. The Mother Earth tour allowed them to immerse themselves in scientific experiments aimed at studying soil fertility in the reference fields. At Dobrino service centre, the guests watched the operation of cutting-edge farm machinery and discovered what space and modern agriculture have in common.

The tours were followed by a packed business programme covering various areas of EkoNiva's activity: milk production, livestock farming, export, HR in agriculture, machinery, plant breeding and seed growing. The Dairy Market roundtable discussion focused on one of the most relevant topics in the industry.

'Last year, the overall milk output in Voronezh

Believing in the unbelievable Olga Ohly, Co-founder of EkoNiva:

'Before I met Stefan Dürr in 1990, I had been convinced that, despite all my love for agriculture, this industry had no future. With complete devastation in villages, abandoned fields and empty grocery shelves, even the government officials called farming a black hole and were bent on importing foodstuffs, using oil and gas revenues. At the time, I was a student working as a translator at the Association of Agricultural University Students of the USSR, and Stefan was the initiator of Soviet and German cooperation in ecology and agriculture. I remember the sincere delight with which he spoke about the prospects of the country's farming sector with its vast fertile lands, favourable climate, hard-working and well-educated people. He made us believe in something we couldn't believe in! And as for Stefan, not once had he doubted the great potential of Russian agriculture.'

oblast reached a milestone of 1 million tonnes, 57% of which was EkoNiva's contribution. I am positive that by 2030, it is feasible for the company to increase the herd size by a total of 10,000 cows across 10 dairies. On our part, we will do our best to lay the groundwork for boosting the region's milk production up to 1.35 million tonnes in five years' time', says Viktor Logvinov, Deputy Chairman of Voronezh Oblast Government.

The participants of the Machinery roundtable meeting discussed the

farmers' chances to carry on upgrading their fleets in the face of the stringent monetary policy of Russia's Central Bank. Mediating between producers and farmers, a perfect dealer is meant to stand up for its clients in any crisis situation.

'Due to the high key interest rate and, consequently, expensive loans, many enterprises have a hard time modernising their machinery fleets. In the near future, Rosagroleasing's soft-term loan programmes will remain the key tool for financing the purchase of farming equipment. Besides,



Exciting partnership

Johann Morash, Cereal Development Specialist for Central and Eastern Europe at SECOBRA RECHERCHES:

'Our partner, EkoNiva-Semena (the Group's plant breeding and seed growing subdivision), has all the chances to increase its market share, providing high-yielding seeds to farmers both in Russia and abroad. For this, our colleagues need an extensive network of private variety testing plots and, of course, perseverance and commitment, and they do have all of this. The cooperation with EkoNiva has always been interesting and fruitful.'

more and more Eastern manufacturers are getting interested in our company as a dealer, seeing our service potential', says Gennadiy Nepomnyashchii, Commercial Director of EkoNiva-Tekhnika.

The atmosphere of a traditional Russian holiday prevailed throughout the event. A diverse patchwork of local cuisines with delicious dishes – Alga from the Volga Region, Ryazan Expanses, Fashion Cook, Siberian Masterchefs, Milky Way, Russian Breakfast – put together a vivid picture of EkoNiva's subdivisions in different parts of the country.

'When I found myself in such a large, friendly team of like-minded people, it felt like a family', shares Vladimir Materikin, Regional Director for Ryazan Oblast. 'Ryazan Expanses, the cuisine of our region, deserves every praise – the treats just melted in my mouth. And the portrait of Sergey Yesenin decorating the kitchen, together with a scarf of Spartak, my favourite football club, has made a hit with all my colleagues!'

Next, a large-scale plenary session was held to look into the achievements and challenges awaiting the agricultural sector and EkoNiva in 30 years to come. It was opened with a festive futuristic film, which evoked a flood of emotions. The participants of the session expressed confidence that even decades down the line, EkoNiva will be full of its boundless energy and youthful enthusiasm that have been the company's hallmark ever since its foundation.

'I had always cherished the idea of creating a large agricultural enterprise in Russia', reminisces Stefan Dürr, President of EkoNiva Group. 'In the 90s, I was considered some kind of an eccentric here – everybody wondered what sense it made to pursue agriculture. No one realised back then that it was the perfect time. We started from growing organic



buckwheat and millet and selling the seeds. At that point, my ultimate dream was to have my own farm with 5,000 hectares

30 years, I would never have believed it. And our greatest success is our large, tight-knit team of 17,000 people, to whom I would like to say my special thanks.'

Always there for you

Nikolay Kharkin, Director of Agrofirma Sredneivkino:

'We have been friends with EkoNiva since 2004 and are constantly learning from each other. As far as machinery maintenance is concerned, it is the most reliable and competent partner, always ready to give us a hand, at any time of the day or night. Thanks to EkoNiva, we have completely shifted to energy-intensive tractors and wide-cut trailed implements ideally suited to the area of our enterprise, as well as adopted telemetry solutions. The company's specialists carry out machinery servicing and repairs quickly and efficiently. We also appreciate it as a seed-growing partner – all the wheat, barley and alfalfa seeds we have purchased so far produce high yields.'

of land and 5,000 cows. If someone had told me then what EkoNiva would be like in

Sergey Kabanov, Russia's mountaineering champion, also took part in the celebration, and his story inspired everybody to rise to new heights towards big dreams.

'The event has brought us incredibly closer and made us feel very emotional. It's as if EkoNiva's entire team has just graduated from high school and is going to enter university. With this holiday, Stefan seems to emphasise that summing up the results of our work over 30 years is vital for stepping forward and conquering new peaks', shares Oleg Datsenko, Director for Altai Area at EkoNivaSibir.

By Irina KRASNOSHCHYOKIKH



For the benefit of Siberia



EkoNivaSibir has participated in the 17th interregional trade show AltaiStroy 2025. The major event was held in Gorno-Altaysk and brought together dozens of companies and representatives of the Siberian construction industry.

The experts of EkoNivaSibir presented LiuGong construction machinery and a TAFE versatile tractor. For several years now, the dealer has been partnering with building and road construction companies, offering them cutting-edge excavators, loaders and other units.

Number one on the construction site

Today, the LiuGong 777A-S backhoe loader can be found on many building sites in Russia. The reliable machine is used for tackling numerous tasks.

The LiuGong 777A-S is fitted with the Perkins engine, the Carraro Power Shift automatic transmission, Carraro 4WS axles with a self-locking differential and a front jaw bucket with folding pallet forks. The backhoe loader has a lifting height of up to 2.746 m.

The machine can optionally be coupled with attachments. There are six types of buckets available in various sizes as well as a hydraulic breaker, hydraulic shears, a hydraulic drill, a vibrating plate and a quick hitch.

A do-it-all machine

The LiuGong 365B skid-steer loader is the best

Yevgeniy Novak, Brand Manager for Road Construction Machinery at EkoNivaSibir:

'The LiuGong 365B skid-steer loader offers the best-in-class access to the engine as both the bonnet door and radiator system open with a slight movement of the hand in a couple of seconds. The high-performance machine is easy to maintain, economical, safe and convenient.'

choice for road repairs, construction, agriculture and utilities. It is distinguished by compact dimensions and enhanced manoeuvrability.

The LiuGong 365B is supplied to the Russian market with the Perkins or Xinchai engines having a capacity of 35.7 and 48 kW, the Tier 3 and Tier 2 emission classes, as well as a volume of 2.2 and 3.2 litres, respectively. What unites them is their reliability and durability. With a regular maintenance schedule, the engines can last over 8,000 hours before the first major overhaul, which saves the servicing costs by 25-30%.

'The lifting capacity of the skid-steer loader is 795 kg, while the discharge height is 2.220 m. It offers the best-in-class access to the engine as both the bonnet door and radiator system open with a slight movement of the hand in a couple of seconds. The high-performance

machine is easy to maintain, economical, safe and user-friendly', says Yevgeniy Novak, Brand Manager for Road Construction Machinery at EkoNivaSibir.

A little helper for big tasks

Indian machinery brands are paving the way in the



Russian market. The flagship is TAFE, low-hp tractor manufacturer. EkoNivaSibir became its official dealer in 2023.

'The machines are fitted with a fuel-efficient Mitsubishi 26-hp three-cylinder engine delivering high torque. The TAFE 6022 tractor can be combined with a variety of tools: a front loader, spreader, mower, sorting scraper, front snow plough and other attachments', notes Yevgeniy Novak.

EkoNivaSibir's booth at the AltaiStroy 2025 trade fair enjoyed great popularity with the guests and participants. The representatives of the Siberian construction industry found out more about the dealer and received professional advice from its specialists.

By Viktor BARGOTIN



Kirov branch of EkoNiva-Tekhnika has displayed cutting-edge solutions for the farming sector at the AgroVyatka 2025 trade show. The agricultural producers of the region and surrounding areas exchanged experience, explored new models of equipment and discussed topical issues of the field season.

The event welcomed more than 80 exhibitors from different parts of Russia and Belarus. The range of seeds, fertilisers,

on the farm. This model is a real find for farmers striving to boost performance. What stands out about the tractor is its fuel tolerance, as well



crop protection agents and other agricultural products was striking in its diversity. However, farm machinery stole the limelight, with over 250 units presented – from tractors to specialised equipment.

The dealer's experts demonstrated agricultural vehicles that are designed to improve the fieldwork efficiency and crop quality. The guests were particularly interested in the LOVOL 2204 wheeled tractor, which is developed for performing hard tasks in the field and

as economical and easy maintenance due to the minimum of electronics and mechanical fuel system. The differential lock ensures maximum wheel grip and improves cross-country ability on difficult terrain. When operating with units requiring powerful hydraulics, the LOVOL 2204 tractor is equipped with an axial piston pump with a flow rate of 140 l/min.

EkoNiva-Tekhnika's booth also featured the Fascar 9YG-1.25 round baler, a perfect solution for fodder

to 300-400 bales per shift on partner farms', says Lev Kramarenko, Brand Manager for Hay and Forage Equipment at EkoNiva-Tekhnika.

The Maternacc MS 8100 row-crop drill grabbed the attention of the attendees with its simple design and functionality. With no complex settings required, it accurately sows seeds to the desired depth at a given interval, which contributes to uniform emergence and increased yields. The drill is very compact – the seeding tines are mounted directly on the frame and have a low weight. It is suitable for both conventional and minimum tillage technologies, is fitted with a vacuum seed distributor and works a treat with all types of seeds thanks to the various sowing discs provided.

Another showpiece on the dealer's display was the SANY STH742 telescopic handler. It is a versatile machine that can perform a variety of farm tasks, from loading and unloading to lifting materials. Its high weight capacity and manoeuvrability make for operating in confined spaces. The reliable and powerful engine and chassis of the telehandler have passed various strength tests, and the boom has withstood 50,000 cycles of on-load extension and retraction.

AgroVyatka 2025 became a great platform for farmers to gather in an informal setting and discuss the supply of machinery and spare parts, current financing programmes and other burning issues.

By Tatyana IGNATENKO



Three Q Rule



Quality, quantity and as quickly as possible make the Three Q Rule applied by EkoNiva to manage colostrum and the first feeding. Our specialists are happy to share their expertise and talk about the appropriate procedure of colostrum feeding, quality control and storage.

As soon as a calf is born, its mouth and nose are cleared of mucus. Then the calf is rubbed with a wisp of clean dry straw, and after the disinfection of the navel cord with iodine solution, it is put into a drying box. In the meantime, maternity pen workers thaw frozen colostrum and warm it up to 38-40 degrees to give 4 litres to calves over 35 kg, and 3 litres to calves less than 35 kg.

In compliance with good hygiene, the first feeding is administered within an hour after the birth, the next one is done 6 hours later at a smaller rate of 2 litres.

'The critical role of colostrum is to transfer immunoglobulins to a new-born calf and thus create its passive immunity. The antibodies of its mother absorbed in the calf's gut while it is still open will protect it until it starts producing its own. However, the gut permeability significantly reduces with time. Therefore, it is essential to administer colostrum in the first hour of life. It is equally important

to ensure good hygiene while collecting and feeding it, as the research has proven that the calf's gut can absorb

pathogens as easily as antibodies', explains Aleksey Krasnyanskiy, Manager of Young Stock Raising

Aleksey Krasnyanskiy, Manager of Young Stock Raising Department at EkoNiva-APK Holding:

'Proper management of colostrum quality and the first feeding are the key factors defining calf's lifetime health and lactations. Each calf is a high-yielding cow in the making. We can't fail its first hours of life if we want it to fully unlock its genetic potential in the future.'



Department at EkoNiva-APK Holding.

All EkoNiva dairy facilities have a very thorough colostrum quality control procedure which consists of several stages.

'Clean collection is the first stage of the quality control. Our milkers check each cow for blood in the colostrum, subclinical and clinical mastitis using the California test. Inadequate colostrum is always discarded', continues Aleksey Krasnyanskiy.

Further on, each batch gets evaluated with a digital refractometer and goes to the shock-freezing chamber called a 'colostrum bank'. The quicker it is frozen, the less bacteria multiply in it. Bacterial count is another parameter we check for. Though the target value is consistent with the requirement of the GOST national standard, the lower it is the better, of course.

'Proper management of colostrum quality and the first feeding are the key factors defining the calf's lifetime health and lactations. Each calf is a high-yielding cow in the making. We can't fail its first hours of life if we want it to fully unlock its genetic potential in the future', concludes Aleksey Krasnyanskiy.

By Viktor BARGOTIN

Balance is the key



EN Accent soya bean

The price of cash soya bean grain depends on its quality, or rather on the protein content, which is what the crop is particularly valued for. Increasing it by just 1% helps to drive up the purchase price. At the same time, the higher the protein content, the lower the yield, and vice versa. So, what matters most – greater productivity or protein content – and is it possible to find a balance?

There is always a negative genetic correlation between the yielding capacity and protein content of soya beans, since protein biosynthesis is one of the most energy-intensive processes in nature. Plant breeders are still working out an acceptable compromise on these parameters. On average, a 1% increase in protein content leads to a 2% decrease in crop productivity. Therefore, soya bean varieties with quality protein underperform high-yielding ones by a mean of 8-10%, and high-protein ones by 15%.

'The breeding activities aimed at enhancing the soya bean grain quality are further complicated by the fact that there are sometimes disastrous years, when protein levels are commonly low. For example, in 2024, they were about 35% in the Central Black Soil region. The moisture deficit during the bean filling period reduces protein accumulation due to the

limited availability of nitrogen and other nutrients', says Denis Goloyenko, Soya Bean Breeder at EkoNiva-Semena.

From the economic point of view, soya bean varieties consistently containing at least 39% protein are sought-after in the market, even in years with poor grain quality. In a favourable year, the protein content of such a variety will be 42-43%.

In addition, there is a demand for high-protein varieties with a protein level of 45-47%. They are used for the production of premium meals and as improver varieties for low-protein soya beans, if it is possible to blend the grain mixture.

EkoNiva-Semena, together with a partner company engaged in molecular genetics, has been running a project on genomic plant breeding for soya bean grain quality since 2020. Soya bean production lines are examined at an early stage to find out with which

material it is more likely to obtain the desired result. With that, EkoNiva emphasises that the molecular genetic technologies applied in the activities have nothing to do with GMOs. No genes of alien organisms are introduced into the plant genome – only useful genes are identified and tracked in crossbreeds with the help of molecular markers and DNA genetic decoding. Such an analysis of more than 200 varieties resulted in determining 12 main genes responsible for protein levels.

'Now, after finding out the genetics of the trait, we can plan crossings in a targeted manner, and then use molecular markers to select progeny lines with genes that positively affect protein content. This selection is based on the specific genes and is much more accurate as its outcome is not influenced by external factors', explains Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva-Semena.

The Group's experts are constantly developing protein-rich soya bean varieties which would balance protein levels in unsuccessful years. In EkoNiva-Semena's portfolio, there are two early-ripening varieties with a protein content of 42-44% – EN Accent and EN Argument. Recently, a new 'breakthrough' variety EN Proton has been bred – one of the few in this segment to

be distinguished by a protein content of 46-48% and no less than 43% in challenging years. Besides, it is the first Russian high-protein variety of early-maturing soya beans, and on top of that, its yielding capacity does not differ significantly from regional standards, whereas usually varieties in this category have substantially lower yields. Being genetically adapted by the photoperiod response, all these varieties are well-suited for northern regions, where high-protein soya beans were in short supply until recently. The company also offers a well-balanced variety EN Avior with up to 42% protein and an intensive variety EN Argenta, which, like any variety of this type, requires a good agricultural background and is quite responsive to top-dressing both in terms of productivity and protein levels, the latter reaching 42%.

To meet the demanding quality requirements for soya beans and strike a perfect balance between yield and protein content, farmers should adopt a strategy of mixing varieties in the crop rotation of their enterprises. This will optimise the protein content and help to achieve consistent yields. Combining high-protein varieties with heavy-yielding ones is the key to enhancing overall productivity and grain quality.

By Tatyana IGNATENKO



EN Argenta soya bean



Prioritising safety at work

In the run-up to the World Day for Safety and Health at Work, observed yearly on 28 April, EkoNiva has held a series of training sessions for employees performing high-risk jobs at its enterprises in Voronezh oblast. A total of thirty-seven specialists enhanced their professional qualifications and acquired essential skills for working at heights and in confined spaces.

For several years now, the Group has been running the Safety Policy and Occupational Safety and Health Development project. This initiative involves a comprehensive system of mandatory staff training and safety induction. To this end, the Group's in-house occupational health and safety specialists alongside external experts regularly carry out hands-on trainings to consolidate skills for safe working practices for hazardous and high-risk operations.

'In 2023, we came up with in-house education programmes covering the key health and safety areas and have been consistently improving them ever since', says Tatyana Lyapina, Head of Occupational Safety and Health, Labour Compliance Director of the EkoNiva Group. 'Based on regulatory documents, the set of programmes meets the needs of the company's facilities and incorporates not only theory but also the hands-on component.'

The theoretical part of the programme introduced

the staff to the fundamentals of safe working at heights and in confined spaces, the importance of personal protective equipment and adherence to safety regulations and rules.

'To carry out specific tasks in certain areas at our enterprises, such as grain elevators, areas under cow barn roofs, water towers and wells, employees require certificates, which prove that they have been trained to perform challenging tasks safely and are ready for various emergency scenarios', comments Vasily Suslov, Deputy Head of Occupational Safety and Health at EkoNivaAgro.

The theoretical part was followed by practical



Tatyana Lyapina, Head of Occupational Safety and Health, Labour Compliance Director of the EkoNiva Group:

'Training our staff in first aid is an integral part of our programme. The knowledge and skills acquired can save lives both in the workplace and in everyday situations. Some of our employees have already used this knowledge in practice with success.'

sessions, in the course of which the trainees were to determine the proper course of action when tackling emergencies. Acting out a first aid scenario with a worker losing his consciousness in a well, the specialists figured out the right steps to take in no time: descending into the well, pulling him out immediately and giving him first aid. The team acted confidently and promptly.

'Training our staff in first aid is an integral part of our programme', notes Tatyana Lyapina. 'The knowledge and skills acquired can save lives both in the workplace and in everyday situations. Some of our employees have already used this knowledge in practice with success.'

Occupational safety and health is given meticulous attention at all of the Group's enterprises. In 2024 alone, EkoNiva conducted over 200 sessions to train and hone hands-on skills, involving over 3,000 employees group-wide. The staff is engaged in safety matters at all the production stages and levels of management. To reinforce this knowledge and make their work safer, the company develops clear visual aids, instructional videos, illustrated guidelines and other easily accessible materials.

By Viktor BARGOTIN



Up in the mountains



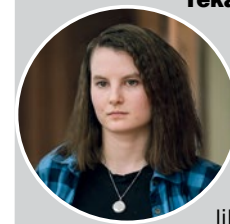
Talented, resourceful and creative students of Voronezh State University of Engineering Technologies (VSUET) have gone on a trip to the Caucasus. For three days, the future specialists of the processing industry admired the beautiful scenery: majestic mountains and picturesque plains. It was thanks to EkoNiva that they had this wonderful opportunity.

Last spring, VSUET hosted EkoNiva Day, a large-scale forum for students. The event was held at the university for the first time, bringing together hundreds of young people. The first- and second-year students were introduced to the company and the principles of its activity, took part in educational workshops and listened to the lectures given by the leading specialists of the holding. The Enterprise of the Future: from Tractor to Field, from Field to Shop Shelf business game marked the culmination of the event.

'Six teams were to create production case studies. The

main task was to come up with a new EkoNiva product, develop its manufacturing technology, select the necessary equipment and work out the marketing strategy. The expert jury had a hard time choosing the best team, which was awarded a trip to the Caucasus', says Yekaterina Ustinova, Senior HR Officer at EkoNiva-Food Training and Development Department.

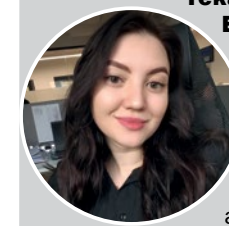
As far as in May, a group of fifteen students set off to ascend the Caucasus Mountains. For three days, the students followed an exciting route, starting at



Yekaterina Kryukova, a student:

'The Caucasus Mountains have left a great impression on me. I have always dreamt of visiting these places, getting to know the local history and traditions, taking in the scenery and, of course, climbing the mountains. EkoNiva has made my cherished wish come true, for which I would like to say a big thank you to the company.'

Yekaterina Ustinova, Senior HR Officer at EkoNiva-Food Training and Development Department:



'The main task was to come up with a new EkoNiva product, develop its manufacturing technology, select the necessary equipment and work out the marketing strategy. The expert jury had a hard time choosing the best team, which was awarded a trip to the Caucasus.'

a tenth-century Shoana Church. This is one of the few architectural pieces of evidence of ancient Christianity in the Caucasus. Then, they visited Lake Karakul famous for its mysterious legends, the Shumka waterfall and Amanauz, Dombay's most beautiful gorge.

Finally, the tourist group conquered Mussa-Achitara

Voronezh State University of Engineering Technologies and EkoNiva have been cooperating for more than seven years now. Many future technologists, engineers, quality control specialists and other students do their internships at the holding's production facilities. Besides, the university graduates often return there to join EkoNiva's team.

By Viktor BARGOTIN



Light of knowledge



EkoNiva has held its Spring Academy training sessions on the premises of the enterprises in Ryazan, Voronezh, Kaluga, Novosibirsk oblasts and the Republic of Tatarstan. The exciting educational project brought together over 260 students from 60 Russian higher and secondary vocational agricultural institutions.

The Spring Academy comprised about 40 crash courses in agronomy, livestock farming, milk processing, soil science, economics, engineering, plant breeding and seed growing. Lectures from the holding's leading specialists alternated with practical classes at EkoNiva's production facilities.

The future livestock farmers mastered the modern Dairycomp 305 programme designed for effective management of all the processes on the farm. The technologists worked in the cheese plant laboratory, carrying out physical and chemical milk tests and evaluating the results. The experts from Savinskaya Niva enterprise took part in the educational project for the first time, speaking about organic production and certification of organic milk line at MosMedynagroprom plant. The aspiring agronomists discovered new crop growing methods and the best machines for field works.



The students specialising in plant breeding and seed production were engaged in assessing the quality of seeds and developing varieties resistant to various climatic conditions. The future engineers learnt the ins and outs of the operation and repair of cutting-edge farm equipment, and the students of economics departments immersed themselves in the crop and livestock farming financial performance and profitability.

'The Spring Academy gives students an insight into

state-of-the-art agricultural practices. Participating in



the educational programme, they gain invaluable practical experience, which is often hard to find just within the walls of universities. The Academy aims to prove EkoNiva's utmost transparency and show interest in the young professionals, and we demonstrate this to our students every year', emphasises Anastasiya Ornova, HR Officer at EkoNiva-APK Holding.

At the end of the Spring Academy session in Voronezh oblast, Stefan Dürr, President of EkoNiva Group, gave soil science students a lecture on the current trends. He highlighted the significance of agricultural professions and inspired the students to choose relevant topics for future research papers.

'Every day of the Academy was full of various tours, informative presentations and, most importantly, practical work in the fields and hands-on experience. Thanks to this project, my initial scepticism changed to genuine enthusiasm. I would definitely love to work for EkoNiva after graduation', shares Anastasiya Yakhimovich, a second-year student of the Department of Medicine and Biology at Voronezh State University.

The Spring Academy was first launched in 2017, and over 700 students have participated in the project since then. Many of them work at EkoNiva Group's enterprises, reaching new heights in their careers.

By Irina KRASNOSHCHYOKIKH

In search of inspiration

For the first time, EkoNiva Day has been held at Ryazan State Agritechnological University n.a. P.A. Kostychev (RSATU).

RSATU and EkoNiva have been cooperating for many years. The students do their internships on the company's Ryazan farms and often start work there after graduation. Therefore, the partners organised a big event for the trainees to meet with EkoNiva's representatives and learn more about the company's activities.

Future livestock farmers, agronomists, engineers, technologists and economists were divided into five groups according to their degree subjects, and each of them was given lectures by the representatives of EkoNiva's Ryazan subdivision. Then, the young people were offered to solve practical case studies – they had to present a new dairy product developed based on the 'from-field-to-shop-shelf' principle EkoNiva adheres to using their knowledge and creative approach. To do this, the students were grouped into teams consisting of five different specialists. They made a complete success of the task and received certificates of merit and gifts.

In the meantime, tasting tables with EKONIVA dairy products were available at the university throughout the day. The students and professors sampled milk, kefir, ryazhenka (fermented baked milk),

bioyoghurts, quark desserts and cheeses, including the Dürr premium cheese.

After EkoNiva Day, some of the participants decided to do their internships in the company, future agronomist Alyona Golubkova among them:

'I can say for sure that it is one of the most exciting events I have ever attended. The organisation was top-notch with every little detail considered and the atmosphere was friendly and inspiring. The extensive knowledge and experience that the experts shared were particularly



practice. They help farmers to improve yields and do not harm the environment at the same time. I also liked the interactive sessions where we could ask questions and

they gained a lot of useful information about modern approaches in agronomy and ecology, new technologies that could significantly facilitate farming and make it more efficient. This inspired them to further explore the topic of sustainable development.

'This awesome event has motivated me to do an internship at EkoNiva. I have seen how the team works on real projects and how important it is to be a part of such a process', continues Alyona Golubkova.

The students are positive that practical training within the company will give them an opportunity not only to put their knowledge to use and gain hands-on experience, but also to join a team of like-minded people who strive to make the world a better place.

By Kristina AMANN

Alyona Golubkova, a student specialising in agronomy:

'I can say for sure that it is one of the most exciting events I have ever attended. The organisation was top-notch with every little detail considered and the atmosphere was friendly and inspiring. The extensive knowledge and experience that the experts shared were particularly valuable. I was amazed at the variety of innovative solutions that had already been put into practice. They help farmers to improve yields and do not harm the environment at the same time. I also liked the interactive sessions where we could ask questions and discuss current issues.'

valuable. I was amazed at the variety of innovative solutions that had already been put into

discuss current issues.'

According to the students present at EkoNiva Day,



Dream job far from hometown

A warm climate, vast fields of the Black Soil region and love for animals encouraged Oksana Bashinskaya to make big changes that eventually brought about a happy life.

To travel thousands of kilometres in search of a new home is never easy, but it is much more difficult when you dare to do it with five children. Then, this quite serious step turns into a real adventure. However, nothing could scare off Oksana, a devoted mother of a large family, who once made a bold decision to leave Surgut behind. With her children, she covered nearly 3,000 kilometres and settled in Bobrov, a town in Voronezh oblast. There, she found not only a new home but also her dream job. Oksana shares her story of working for EkoNiva and building her life in the heart of Russia's Black Soil region.

Oksana was born and raised in sunny Kyrgyzstan. Her parents had their own farm, and from an early age, she helped them to take care of the animals and had even learnt to milk cows by the first form.

Everything changed when Oksana turned 18. Her family moved to Surgut, but it was hard to practise farming in that severe climate. Years later, as a mother herself, Oksana often dreamt of

seeing her children grow up in the countryside surrounded by animals and open land.

'One of the reasons why I made up my mind to move from Surgut to Voronezh oblast was the chance to start farming', says Oksana, 'and the warm climate would facilitate my dream. I also wanted my children to fall in love with agriculture as I did. This work is hard but rewarding. The whole family supported me in my decision. Now, we're in Bobrov, managing our little homestead, and the kids help me a lot.'

The move to a new place meant finding a job. When Oksana's acquaintances told her about EkoNiva, she did not hesitate to apply for the position of a milking machine operator. She has been part of the company for almost a year now.

'Cows are very smart animals, and they feel how you treat them. I have always loved them, so when I learnt about the vacancy, I knew that it was what I needed', shares Oksana. 'The team welcomed me warmly, taught me how to operate modern milking equipment, answered



all my questions and helped me with everything. EkoNiva offers excellent working conditions: stable hours, fair pay, free transfer, workwear and set-meals. And one of the most important things for me as a mother is that my children can enjoy delicious and high-quality dairy our company produces.'

Increasingly passionate about her new job, Oksana soon joined EkoNivaAgro's trade union committee.

'In addition to good work environment, I appreciate that the company supports us in every way. On holidays, my kids and I get gifts. The employees often go on arranged trips and tours – our whole family is visiting Moscow soon. There are regular sports events too. And for those who have their own homesteads, EkoNiva helps to buy feed at bargain prices.'

Oksana's four children now study at Leader educational centre n.a. A.Gordeyev in Bobrov. The

eldest daughter Yekaterina is following in her mother's footsteps, specialising in farming at Bobrov Agricultural and Industrial College.

'Apart from all the benefits, EkoNiva also backs both educational institutions my kids attend', notes Oksana. 'So, the company contributes to many aspects of our life, which is fascinating. Not all employers care about their workers like this, being involved in work and community's daily life. Besides, EkoNiva welcomes people from any educational background. There is no discrimination here, and everyone respects each other. The company brings so many individuals together as one strong team. Thanks to EkoNiva and its great support, I can honestly say that Bobrov has become our second home, a place where all our dreams have come true. I see how happy my kids are here, and that makes me happy too!'

By Kristina AMANN



Challenging work

Every year, more and more women opt for professions that used to be considered exclusive for men. Kseniya Shevchenko, an operator of the A3 Flex filling machine at Anna dairy plant, told us her story of finding an occupation to her liking.

Never hesitate to try something new

Kseniya was born in Kirovka, a small village in Panino district, Voronezh oblast. As a child, she loved styling her school friends' hair and dreamt about a hairdresser career. However, after studying this profession, she soon realised that it was not her true calling. For a while, she worked as a sales assistant at a beauty shop. But what beckoned for her most was the opportunity to work for EkoNiva, a reliable and large-scale milk production company. When she saw a job advert for an A3 Flex filling machine operator, Kseniya eagerly signed up for an interview.

'I was told that the work is too exhausting for women. Anyway, I dared to try this job I had never experienced before, and I haven't regretted it for a moment', shares the employee.

About the main task

On 29 May 2023, Kseniya began working at Anna dairy plant. Her first days were filled with anxiety: what if something went wrong and the machine was damaged? The operator is responsible for keeping it clean, as well as for the proper formation of packages and the accuracy of labelling. All of this is essential for performing the main task – to produce a high-quality, sterile product.

'Our tight-knit shift team consists of three people: a filling machine operator, a packer and a picker. We always try to help each other. During lunch breaks, I can't just stop the machine and leave, so I ask the packer to look after the A3 Flex for 15-20 minutes while I am out. Every half hour, we also need to check the concentration of hydrogen peroxide used to disinfect the packaging, inspect the seams, ensure air-tightness

awarding the best employees of the quarter.

'At first, when they called my name, I thought I'd misheard. I'd only been working at the plant for five months, and yet I became one of the best at quarter-end', says Kseniya.

But the moment she was awarded a certificate of merit and a gift card to a computer shop, her initial confusion turned to joy.

'I've never encountered such warmth and friendliness at my previous jobs. I've been working with passion in the dairy production for two years now, and I'm convinced there's no such thing as a men's or women's job. If you like what you do and put your heart into it, you'll enjoy it. Every day, I feel a little proud of being involved in the production of delicious and high-quality milk', notes Kseniya.

Family traditions

Kseniya adores biking with her husband and their three lovely children, the youngest of whom is now four years old. They also have a great summer tradition – a two-day camping in the countryside with the families of Kseniya's brothers. In their spare time, she and her husband are building a large, cosy house – they are currently doing up the first floor. The couple also does their best to pass on their passion for work to their children.

By Irina KRASNOSHCHYOKIKH



In just an hour, the A3 Flex filling machine produces **8,000 cartons** of **200-ml** EKONIVA milk and cream, which makes an average of **50,000 packs** per work shift.



Active lifestyle

Promoting a healthy lifestyle is one of the important goals of EkoNiva’s corporate culture. All subdivisions have different sports teams, but Voronezh oblast is the most active among them. Every year, it hosts over 12 athletic events with around 600 participants.

For more than a decade, EkoNiva’s employees in Voronezh, along with their families, have been competing in various tournaments. The sports season usually kicks off in February and runs through April. Then, the focus of attention is shifted to the main ‘championship’ – the sowing and harvesting campaigns. But in autumn, all sports events are back on track. Everyone can try and challenge themselves

in volleyball, table tennis, skiing, fishing, billiards, mini-football and family relay races. The increasing number of participants and athletic disciplines proves that the team enjoy these engaging activities.

The sports season began with the skiing competition. Around 30 employees and members of their families hit the trails at the modern ski-roller track in Buturlinovka. Men raced 3 km, while women and

children tackled 1.5 km. The winners were awarded medals and certificates, and the youngest participants received toys and sports gifts.

The warm winter did not stop fishing enthusiasts. While it was freezing, over 200 employees took the chance to contend in ice fishing. The competitions were held on different ponds simultaneously, that is why as many as three sets of prizes

were awarded. Winners were also determined in several other categories: the first fish to hook, the biggest fish and smallest fish, veteran anglers, the youngest participant and fastest hole-driller. After the competition, everyone warmed up with hot lamb soup and enjoyed good company.

The spring part of the activities started with the 11th table tennis tournament. This sport is especially popular with the employees. The competition was fierce, with over 40 players from different subdivisions battling it out in men’s team events and women’s singles.



Next up was the billiards tournament held under the Russian pyramid rules. Sixteen of the company’s best cueists – all winners of qualifying rounds – played in the main competition. Right from the start, it proved to be exciting and thrilling. The athletes demonstrated their skills, using double, draw, straight-on and cut shots. Denis Bezotosniy, an agronomist at one of the operations in Voronezh oblast, clinched the victory.

Volleyball, meanwhile, has grown beyond the borders of Voronezh oblast. This year, ten teams competed for the Regional Cup. In addition to the local employees, those from EkoNiva’s Kursk subdivision and even professors from Voronezh State Agricultural University (VSAU) joined the tournament. The well-deserved top prize went to the team of EkoNivaAgro-North.

‘Sport is one of the essential parts of the company’s corporate culture’, shares Nikita Mezhevikin, Chief Analyst at EkoNiva-APK Holding. ‘We not only take part in various tournaments but also train several times a week to stay in shape. EkoNiva rents a gym, so everyone has the opportunity to play volleyball after work.’

Besides, a special anniversary mini-football

tournament has been held in the current season, gathering the teams of six regional operations, EkoNiva-APK Holding and

Nikita Mezhevikin, Chief Analyst at EkoNiva-APK Holding:

‘Sport is one of the essential parts of the company’s corporate culture. We not only take part in various tournaments but also train several times a week to stay in shape. EkoNiva rents a gym, so everyone has the opportunity to play volleyball after work.’

VSAU. The holding company took first place, VSAU came in second, EkoNivaAgro-Left Bank rounded out the top three.

The spring sports season was crowned by relay races

called ‘Mum, Dad and Me: Sporty Family’. Nine teams competed for the title of EkoNiva’s most athletic family in seven exciting

event, while the competitive spirit remained in the background.

‘The company’s management and trade union committee put a lot of effort into our corporate culture development. We always try to introduce new sports, because we employ so many people having diverse interests. This season has brought a variety of exciting competitions, and in autumn, our amateur athletes will be back to amaze us with even more achievements’, says Anatoliy Kovalyov, Deputy Regional Director of EkoNiva Group in Voronezh Oblast.

By Viktor BARGOTIN

relay races featuring both children and adults. Even the youngest contestants successfully overcame all the challenges. Children’s laughter, joy and a lot of positive emotions filled the



Ready, steady, go



EkoNiva employees and their family members have had an unforgettable experience at the first summer weekend during a grand sports festival held in celebration of Milk Day and Children's Day. More than 1,700 people attended the event in 11 regions of the Group's operation. The children competed in short-distance races, while the adults covered the distances of 1, 3, 5 and 10 km.

In Voronezh and Voronezh oblast, around 200 amateur sportspeople – all of them EkoNiva employees – took part in the competition. Once the runners crossed the finish line, they received memorable gifts. The running format alternated with other sports activities – tug of war and arm wrestling. The emotional performance of the Cossack children band Prazdnik brought immense pleasure and delight to all the attendees of the event.

'I can't imagine my life without sport. I enjoy swimming, of course, yet what I find really fulfilling and thrilling is running. I've been participating in the corporate races for three years, and each time it proved to be true pleasure. I can't wait for the next sports festival', says Oleg Pyshchev, EkoNiva's Retail Dairy Produce Sales Rep, the runner-up in the 5-km race.

One of the most large-scale races took place on the Group's farm premises in Aleksandro-Nevskiy and Shatsk districts of Ryazan oblast. More than 300 adults and children not only ran their distance, but also took part in football, volleyball and other sports competitions. Corporate celebration atmosphere was also palpable at the stadium of Kaluga oblast's Medyn, where



150 competitors had their fair share of emotions.

A mesmerising race in Bugulma united employees of all 4 divisions in Volga region. Out of 150 runners, young female athletes were particularly active, demonstrating exceptionally good results. An entertaining show with full-size dolls, face painting, lots of presents and treats from EkoNiva at the end of the running races – that's how the sports festival in the Tatar land will be remembered.

In Moscow oblast, almost 100 people took part in the competition, and about just as many sports-loving employees met in Tyumen oblast.

'This is the first time I'm taking part in a race of this kind! It feels as if I'm back to

unites an already tight-knit team not only work-wise but also sports-wise. It also introduces children to a healthy lifestyle', says Pavel Smyslov, Chief Veterinarian at Stupinskaya Niva, who finished first among 1-km distance runners.

The hot weather was in no way an obstacle for successful races and the festive mood of 150 EkoNiva Sibir subdivision employees and their family members. All the participants were awarded with memorable medals and pleasant gifts.

'I'm a big fan of this event. It provides the opportunity to communicate with colleagues in an informal setting, outdoors, and get acquainted with their families. Even though I had trained at the school stadium ahead of the upcoming race, I got really anxious before the very start, since the track we had to run was in cross-country terrain and was still wet from the rain. But it turned out to be not that bad and I covered the distance pretty easily! I must admit, though, that the first place was still something I had to fight for: we ran toe-to-toe with Irina Moiseyeva up to the very finish line. Until the very award ceremony, suspense lingered:



which of us was the faster? As it turned out, I was the first, with Irina mere milliseconds behind. This victory encourages to conquer new running distances', says Mariya Pozdnyakova, Administrator at EkoNiva-APK Holding.

By Irina KRASNOSHCHYOKIKH



Smart drink hits the market



The High Focus milk drink contributing to improved concentration and performance has been added to EkoNiva's range. This new type of product is expected to meet the demand of young consumers and follow modern trends.

At the heart of High Focus is EkoNiva's own lactose-free milk. The drink also contains guarana and green tea extracts, the latter containing the amino acid L-theanine, B vitamins and glucose. Together, all the components have an impressive effect, providing an energy boost, enhancing focus and stimulating mental activity.

The High Focus milk drink is produced at EkoNiva's partner company. The plant specialises in the manufacture of this category of beverages and boasts streamlined processes. The product is available in 250-ml aluminium cans in three flavours: Pear and Parmesan, Salted Caramel and Brownie.

So far, High Focus can only be purchased at EkoNiva's branded retail shops, but plans are afoot to expand the sales channels. The Group puts a premium on online retailers, the HoReCa segment

and offline outlets that may attract the target customer. These are supermarkets in business centres, near educational institutions and other similar places.

'The novelty is designed for people who lead an active lifestyle, are engaged in intellectual work and take care of their health. It allows them to quickly refresh, concentrate better and boost productivity, thus replacing a usual cup of coffee. For EkoNiva, this is a game-changing product, which is different from the traditional dairy range. We are discovering a new niche in the market and aim to gain a foothold in it. Being experts in milk production, we are interested in exploring new technologies and going beyond the existing line', comments Aleksey Maslennikov, Deputy Director General for Sales and Marketing at EkoNiva-Food.

By Eleonora DUBININA

Natural dairy reaches new regions

EkoNiva has opened its first branded retail shop in Leningrad oblast, in Volosovo town. The event was attended by the Head of the district administration Sergey Ushakov.



It is the fifteenth region where the Group's retail chain is represented. The residents of Volosovo district are quite familiar with the brand – the district is home to the company's regional subdivision. It is engaged in raw milk production and forage crop growing.

The shop is open every day from 8 am to 8 pm, offering consumers a full range of the branded dairy produced based on the 'from-field-to-shop-shelf' principle – milk with various fat content, quark desserts, curds, yoghurts, items of the EKONIVA Organic line, premium hard cheeses Dürr Classic and Dürr Zeller aged for different periods, etc.

'The shop will enhance the brand awareness in Leningrad oblast, making our natural dairy products more popular with the residents. We plan to further develop our retail business to strengthen the brand and

attract new customers', says Aleksandr Pavlov, Regional Director of EkoNiva Group for Moscow, Leningrad and Tyumen oblasts.

Recently, EkoNiva has opened a brand shop on the premises of Dobrino dairy farm in Liski district, Voronezh oblast, which also runs the Group's tour project. It is available from 8 am to 8 pm and is conveniently located near the M4 Don highway, so many more people can purchase EkoNiva's natural milk products while driving by in addition to taking spontaneous 30-minute farm tours.

In addition, over the past couple of months, new retail outlets have been opened in Voronezh, Khvastovichi village in Kaluga oblast and Buguruslan town in Orenburg oblast to total more than 90 branded shops in the company's retail chain.

By Vera USTINOVA

EkoNiva in focus



9-11 July AgroVolga 2025

Venue: Bolshiye Kabany village, Laishevo district, Republic of Tatarstan
Organisers: Projekt exhibition company

30-31 July Siberian Field Day

Venue: Siberian Agropark, 37th km of Pavlovskiy Road, Altai area
Organisers: Ministry of Agriculture of Altai area, EkoNivaSibir

8 August Potato Field Day Potato Russia 2025

Venue: Vyalovskaya village, Nizhniy Novgorod oblast
Organisers: Grimme



vk.com/ekoniva.company



t.me/EkoNivaGroup

12+

**ЕКОНИВА
ЭКОНИВА**

Publisher and founder of journal «ЭкоНива-Вести/
EkoNiva-News»: IA EkoNiva-Media LLC

Registered office:
79A Radishchev Street, 305004, Kursk

Editor-in-Chief:
Ms. Svetlana Ivanovna Weber
Address of the editorial office, publisher:
79A Radishchev st., 305004, Kursk,
tel. +7 (4712) 39 26 60
www.ekoniva-apk.ru
vesti@ekoniva-apk.com

The journal «ЭкоНива-Вести/EkoNiva-News» is registered by the Federal Service for Supervision in the Sphere of Communication and Mass Communications. Registered Certificate for Mass Media ПИ № ФС77 - 34820 of 23 December 2008. Signed for printing According to the schedule: 30.09.2025 at 15 pm, In fact: 30.09.2024 at 15 pm. Issue date: 30.10.2025

Translated by the International Projects Department of EkoNiva-APK Holding, LLC

Printed by VIP Publishing House LLC, 51st Mokovsky lane, 305007, Kursk
The circulation of the issue: 255 copies. Order № Distributed free of charge