

**More farms
for higher milk yields**

EkoNiva launches Penevichi dairy in Kaluga oblast

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**New homes for
production front-runners**

The Group's employees receive the keys to their new houses

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Chinese miracle

Probably the strongest impression from my recent visit to China is the tempo and scale of development. Hence, the phenomenal leap forward and remarkable accomplishments over a short term.

Due to warm relations between our countries, many Russians are now exploring China and can see the dramatic changes the country has undergone over the last few years. This is true for all areas of life. Take, for example, infrastructure. Excellent roads, hotels, high-tech residential buildings and ultramodern airports are no longer an exclusive feature of Shanghai and Beijing, they have become a normal thing even for rural areas. Now people can comfortably visit remote provinces sparing themselves the worry about the travel quality. Our team has also travelled extensively across different regions. I have already been to a lot of Chinese dairy enterprises, this time we toured a dairy farm in Shaanxi province, I liked how they work with the genetics there. In Xi'an, we called on our representative office, which serves as a window to Chinese customers and a base for further export development. In Guangxi Zhuang autonomous district and Shandong province we met with our partners who supply farming and construction

machinery to us. The tours of LOVOL and LiuGong facilities became the highlight of our trip. Here, too, we were pleasantly surprised by the completely new standard of work.

It took only 2 years from the ground-breaking ceremony until the commissioning of a new factory producing heavy-duty LOVOL machinery. Today, the capacity of the ultramodern facility enables it to produce 100,000 tractors per year. Everything there – the organisation of production, technical equipment, know-how, a talented, tight-knit, professional team – is at the level of global farm machinery leaders.

The company has shifted its focus from small machines to the high-power tractor segment, responding to significant market demand in Russia. We had an extensive

talk with the specialists: feedback is very important for them, and they want to hear what kind of machines we need, what tasks they are supposed to tackle. We are glad to see such approach as it means that our agricultural producers will get what they need for successful work both in the fields and on the farm.

This year, LOVOL has launched the construction of a new plant which will manufacture high-power combines for Russian consumers. When I see the vigour and dedication they put into their work, I am positive that in a couple of years we will have top-quality harvesting machinery. Besides, there is another exciting

update: LOVOL machinery is now headed to Tula Oblast. This expansion is a natural progression for our dealership network, deepening our presence in the region where we have consistently provided outstanding service and built a strong and dedicated team.

No less interesting was the meeting with one of China's leading construction machinery manufacturers LiuGong. The value of this commercial equipment brand has already been firmly established in the Russian market. The manufacturer is now replicating its success by entering the agricultural machinery sector with a highly professional approach. LiuGong is making rapid progress in this segment, broadening its portfolio and integrating new technologies.

Although our schedule did not permit us to visit to all of our Chinese partners, it is evident that each of them is evolving dynamically, with a continuous focus on product enhancement, including the developments intended for the Russian market. Seeing this progress is truly uplifting, it positions us well for long and fruitful cooperation.

Stefan Dürr,
EkoNiva Group President



New investments – new projects



At St. Petersburg International Economic Forum, EkoNiva has signed cooperation agreements with the heads of Moscow and Ryazan oblasts, Andrey Vorobyov and Pavel Malkov, respectively, to strengthen its foothold in these regions.

In Moscow oblast, plans are afoot to carry out an investment project for the construction of a dairy farm designed for 3,550 cows, as

well as young stock housing sites for 5,100 head. The estimated allocated funds total about 4.4 billion rubles. The project is to be implemented in

Stupino city district, where the company already runs several enterprises.

‘EkoNiva has been successfully operating in Moscow oblast for a long time. The new dairy in Stupino will be its second farm in the region. The first one, Bortnikovo, was launched in 2023, and the decision about its construction was also made at the Forum. Over 42,500 tonnes of milk was produced there last year. We are happy that our long-standing, reliable partners are willing to expand their business in Moscow oblast’, says Andrey Vorobyov.

As part of St. Petersburg Forum, the Group concluded an additional cooperation agreement with Pavel Malkov, Head of Ryazan Oblast. The collaboration with the regional government dates back to 2018, when EkoNiva signed the first contract, followed by the second in 2023. This year’s document confirms the parties’ intentions of joining efforts to further develop

the region’s farming sector and specifies the conditions relating to the implementation of their investment projects. They also discussed plans for ramping up the raw milk production and increasing the crop area in Pitelino, Sasovo, Shatsk, Chuchkovo, Sarai and Aleksandro-Nevskiy districts of Ryazan oblast to provide succulent and rough fodder for the herd. In addition, the Group will keep participating in the Comprehensive Development of Rural Areas state programme to provide the employees working in the region with housing.

‘EkoNiva, one of the country’s largest agricultural holdings, is well represented in Ryazan oblast with four modern dairy farms producing about 450 tonnes of raw milk per day. Together, we strive to develop the region’s agriculture, taking an integrated approach and creating comfortable conditions for the workers’, says Pavel Malkov.

By Eleonora DUBININA

EkoNiva ranked among the best

These annual rankings are compiled by analysts from the National Association of Milk Producers (Soyuzmoloko), Streda Consulting and the Milknews industry agency. EkoNiva has topped the list of raw milk producers for the ninth year in a row. The survey presents Russia’s 30 largest companies by gross milk yield in 2024. In January-December 2024, the Group’s farms produced 1.35 million tonnes of raw milk in bulk, which corresponds to the total output of the companies ranked from 2nd to 7th place in the rating combined. Compared to 2023, EkoNiva improved its result by 90,000 tonnes, thus breaking its own record. It is still the only company in Russia to pass the milestone of 1 million tonnes of raw milk per year. Increasing cow productivity remains one of the priorities. For the all-time high raw milk production figures, the credit



The company has once again been recognised as the undisputed leader in the rating of raw milk producers and has improved its position among Russia’s dairy processors.

is due to the Group’s plant breeding, veterinary medicine, animal nutrition and herd management specialists as well as its crop growing experts providing the herd with own

succulent and rough fodder.

Following the 2024 performance, EkoNiva rose by two places to 11th in the ranking of the largest milk processors, which is based on the revenue

data from 100 leading dairy producers of Russia. In the reporting year, the profit of the Group’s corresponding subdivision reached 28.4 billion rubles against 21.6 billion rubles a year earlier, according to the audited IFRS consolidated statements. In January-December 2024, EkoNiva’s enterprises produced about 309,400 tonnes of finished dairy, which is by 11% higher than in 2023 (279,600 tonnes). In the reporting period, the Group expanded its product portfolio with new cheeses – mozzarella, suluguni, the 9- and 15-month-aged Dürre premium hard cheeses – and a range of ready meals cooked with EKONIVA dairy. All this made it possible to ramp up the production and increase the number of SKUs from 88 in 2023 to 134 by the end of 2024.

By Eleonora DUBININA

Implementing food security plans



EkoNiva has commissioned Penevichi dairy farm in Khvastovichi district of Kaluga oblast. Rosselkhozbank became the company's financial partner in the project, with the joint investments amounting to 4.4 billion rubles.

Penevichi facility has been under construction since 2023. It is designed for 3,550 cows and 4,630 head of young stock. The herd is mainly represented by high-yielding Holstein cows. The dairy has a production capacity of about 40,000 tonnes of raw milk per year and creates 150 jobs.

The infrastructure of the farm comprises four barns, calf pens and a feed centre. Cutting-edge equipment and technologies are used at the facilities: a 72-stall rotary milking parlour and efficient digital solutions for herd management, including Eko.Feed, the Group's in-house developed software for animal nutrition.

‘By the milk production growth rates, our region steadily remains among the leaders in the country. We pay close attention to staff training, comprehensive development of rural areas and major localities and improving animal genetics. There are excellent prospects for boosting dairy farming in Kaluga oblast to keep fulfilling the food security tasks set by the President of Russia’, says Vladislav Shapsha, Governor of the region.

‘Penevichi dairy is going to contribute to meeting the rising demand for milk products in the country: over the recent years, their consumption by Russians has reached record levels in

the entire post-Soviet history, and this trend is likely to continue. New investment projects in the farming sector and the upgrade of existing capacities are key to covering the market demands with high-quality dairy products and attaining the objective of ramping up agricultural production by 2030, as stated by the President. And Rosselkhozbank, as the backbone bank of the industry, will further support its partners’, notes Boris Listov, Chairman of Rosselkhozbank Management Board.

‘The construction of modern dairy farms plays a major part in strengthening Russia's food security. EkoNiva has been the largest raw milk producer in the country for nine years now, increasing its gross milk yield every year, including through the expansion of its capacities. Kaluga oblast boasts a powerful agricultural cluster, and we

are pleased to give a boost to its development. Thanks to the assistance from the regional government, we have implemented major projects and are looking forward to new accomplishments’, says Stefan Dürr, EkoNiva Group President.

The holding has been operating in Kaluga oblast since 2006, running farms in seven districts. The Group's regional subdivision is engaged in milk production and processing, crop growing and pedigree cattle breeding – it is a breeding reproducer of Holstein cows. In Khvastovichi district, EkoNiva is represented by APK Troitskiy operation managing about 11,200 hectares of farmland, a half of which is used for growing silage maize, annual and perennial grasses to provide the herd with succulent and rough fodder.

By Viktor BARGOTIN,
Talgat MUSAGALIYEV



Doubling production

EkoNiva launched a curds line at the enterprise in September 2022. The initial output reached 10 tonnes per day, and currently, the line comprises eight tanks, all of which have passed performance tests and can be used to their full capacity. The 5 and 9% curds under the EKONIVA brand are produced on highly automated technological equipment from domestic and foreign manufacturers. The finished products are packed in 180 g briquettes and 300 and 750 g three-seam stabilo bags, as well as in 4 kg buckets – for crumbled and traditional curds.

Investments in the refurbishment and modernisation of the facilities amounted to 841 million rubles. In addition to installation of the curd making equipment, a boiler room was built within the plant and its high-voltage transformer substation was refurbished. As a result, the processing capacity of Anna dairy plant was boosted to 550 tonnes of raw milk per



With the financial support of Rosselkhozbank, EkoNiva has doubled its curds production capacity. Due to the commissioning of four new curd vats, Anna dairy plant in Voronezh oblast can now manufacture up to 20 tonnes of finished produce per day.

day. At the beginning of the revamp in 2017, the same figure was 160 tonnes.

'Voronezh oblast is enhancing its contribution to the development of the Russian food industry. As we

strive for self-sufficiency, it is the processing that becomes the key driver of growth for the farming sector for years to come. Rosselkhozbank places emphasis on the successful performance

of both EkoNiva Group, our long-standing partner, and one of the most strategically important industrial regions of the country – Voronezh oblast. We are going to further implement the most advanced projects that are vital to the economy and people', says Galina Abrichkina, Director of Voronezh Regional Branch of Rosselkhozbank.

Today, in addition to milk and curds, Anna dairy plant puts out cream, butter and ice cream under the EKONIVA brand with the use of premium raw milk from the Group's own farms in Anna and Bobrov districts. The products are supplied to the largest federal retail chains and the company's shops and are represented in most regions of Russia. The enterprise is certified for the export of UHT milk to China, Abkhazia, Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan and regularly ships high-quality natural dairy to foreign partners.

By Alyona FROLOVA

Focus on scientific cooperation

At the Russian Field National Forum in Tatarstan, EkoNiva and Kazan State Agricultural University have signed an agreement on scientific and practical cooperation and strategic partnership.

The parties pursue the goal of training skilled personnel in plant breeding, genetics and field crop seed production, arranging joint educational and research activities, as well as enhancing scientific cooperation.

'It is important for us to combine the achievements of science and production. We hope that our collaboration will make a significant contribution to accomplishing strategic objectives in Russia's farming sector', says Ilshat Nuriyev, Acting Rector of Kazan State Agricultural University.

The parties are currently negotiating on the issue of creating a basic department of applied plant breeding and field crop seed production at the university. The idea originated from the positive five-year experience of such cooperation with Kursk State Agricultural University.

'Together, we can significantly improve the quality and yielding capacity of domestic seeds', notes Vitaliy Voloshchenko, Director of Plant Breeding and Variety Maintenance Centre, EkoNiva Group.

The company continues



to develop joint training and research activities with universities in different regions of the country. Long-term cooperation is carried out under partnership agreements with agricultural universities in Omsk and Kursk oblasts. EkoNiva also takes part in the Advanced Engineering Schools

federal project launched by Voronezh State Agricultural University. The company has preliminary arrangements on cooperation in personnel training in plant breeding and seed production with other Russian universities.

By Eleonora DUBININA,
Tatyana IGNATENKO

New homes for production front-runners



Employees of the Group's enterprises in Voronezh oblast have received the keys to their new houses. Built under the Comprehensive Development of Rural Areas programme, the housing was granted to the families of five specialists from EkoNivaAgro and ten from Anna dairy plant.

The dwellings with an area of 116 sq. m each are located on Aleksandriyskaya Street in Lushnikovka village of Bobrov district, Voronezh oblast, and are part of the Eco-Village project which is being implemented near the Bityug River. In addition to one- and two-storey buildings, all the necessary infrastructure for a comfortable life, including an amusement park and a sports track, has been created here. The employees can move in immediately since the housing is connected to all the utilities. Besides, each family has a private garden plot at their disposal.

Among the new settlers are Yevgeniy Ivanov, Deputy Chief Technical Manager for Crop Production Machinery, Vladimir Kuranov, Chief Agronomist at EkoNivaAgro-North Operation, Bozugit Khayrutdinov, Head of Peskovatka Farm, Nikolay Voskoboynik, Chief Herd Manager of EkoNivaAgro-East Operation, and Maksim Kovalyov, Hoof Trimming Specialist at Bobrov Dairy.

Detached houses with an area of 65-69 sq. m and featuring all modern amenities are situated on Yuzhnaya Street in Anna town, Voronezh oblast, within walking distance from

the local milk plant. They are surrounded by a developed infrastructure: shops, recreation areas, an Orthodox church and picturesque ponds. The houses are connected to gas, water, electricity supply and public sewage, complete with the interior finishing.

The keys to the new homes have already been given to the families of quality engineer Anna Yemelyanova, economist Vladimir Ivanov, health and safety officer Svetlana Igreneva, quality management system specialist Irina Kirillova, technologist Nadezhda Rogova, shift supervisor

Marina Yelunina, head of the automation department Andrey Shcherba, production manager Ivan Zuban and plant director Yelena Kulakova.

'Today, for the first time, the employees of the processing subdivision have received accommodation under the Comprehensive Development of Rural Areas state programme. We have big plans for this segment – to produce as much natural dairy as possible using raw milk from our own farms. Anna plant boasts a close-knit team of professionals and like-minded people, which means it has great potential. And the more enthusiastic people live and work here, the more actively the entire district is going to develop, the more likely it is to prosper', emphasises Stefan Dürr, EkoNiva Group President.

EkoNiva has been participating in the Comprehensive Development of Rural Areas federal state programme since 2020. During its implementation in Voronezh oblast, 127 houses as well as a community centre and other infrastructure facilities were built for the Group's specialists in Liski, Bobrov and Anna districts. The company has invested 171.4 million rubles in the programme projects in Voronezh oblast on a co-financing basis.

By Alyona FROLOVA

Developing farm machinery market

Rossiya Bank and EkoNiva's dealership holding are going to focus their efforts on developing the agricultural machinery market.

The corresponding agreement has been signed as part of St. Petersburg International Economic Forum by Mikhail Klishin, Chairman of the Board of Directors of Rossiya Bank, and Stefan Dürr, EkoNiva Group President. The document allows for providing the company with comprehensive banking services, including lending, financing of current operations and investment projects and consulting

support from the bank.

Founded on 27 June 1990 in St. Petersburg, Rossiya Bank is one of the country's first private banks. Its network covers more than 30 regions, and there is also a subsidiary in the Republic of Belarus. The bank makes the top 20 credit institutions of the Russian Federation, ranking 13th by the volume of assets.

Rossiya Bank has already been successfully cooperating



with several companies of the Group.

'The signing of the agreement with EkoNivaTekhnika-Holding is another step for us in supporting the domestic agricultural machinery building and the entire farming sector. Our cooperation is aimed at

speeding up the equipment modernisation, introduction of innovations and enhancement of agricultural efficiency, which will ultimately contribute to the country's food security and the industry's competitiveness in the global market', says Mikhail Klishin.

By Eleonora DUBININA

The region's pride

Valentina Shevtsova, Deputy Regional Director for Social Policy, was awarded the title of the Book of Honour laureate in the With and For People category. Dmitry Korendyasev, Director of EkoNivaAgro-East Operation, was nominated for the Beacons of Rural Fields prize to mark his dedicated work and great contribution to the development of the local agricultural sector. The award ceremony timed to coincide with Liski and Liski District Day took place at the town's Community Centre.

With 40 years of work experience under her belt, Valentina Shevtsova has devoted over 30 of them to farming. Born in Liski district, a graduate of Voronezh State Agricultural University with a degree in Farm Production and Processing Technology, she has been working for EkoNiva's Voronezh subdivision for 14 years. Despite her senior position, Valentina is not an office person – she oversees the administrative and economic activities throughout the region, including the work of canteens, dormitories



Employees of EkoNiva's Voronezh subdivision have been entered into the Book of Honour of Liski district, Voronezh oblast.

and warehouses. She is considerate to the employees' needs and takes a big part in settling important issues related to them. For her conscientious work and proactive attitude, Valentina Shevtsova was presented with various certificates of merit from the Ministry of Agriculture, Voronezh Oblast Government, EkoNiva Group management and Liski District Administration, as

well as the highest regional award – the Commendation from Voronezh Land badge of honour.

Dmitry Korendyasev's entire career spanning over 20 years has been devoted to EkoNiva and agricultural mechanisation. In his early years, Dmitry tried his hand at repairing machinery and learnt to drive an MTZ tractor. After serving in the army, he took up a job as

a mechanic at the Group's dealership holding. Since December 2015, Dmitry has been working as the director of EkoNivaAgro-East, an operation within Voronezh subdivision. Under his control is one of the Group's largest farming enterprises in the region, which covers Liski, Bobrov and Kashirskoye districts. Dmitry Korendyasev manages 4 modern dairies and 29,700 hectares of farmland. For his great personal contribution to the development of the agricultural sector, he was awarded the Honorary Worker of Agriculture of the Russian Federation title, certificates of merit and commendations from the Ministry of Agriculture, Voronezh Oblast Government, EkoNiva Group management and Liski and Bobrov District Administrations.

Since 2004, when the Book of Honour was first published, EkoNiva's ten employees have been conferred its laureate title, and three more have become distinguished citizens of Liski town and Liski district.

By Alyona FROLOVA

Game changer

EN Argenta, EkoNiva Group's in-house bred soya bean variety, has won the first Plant Breeding Breakthrough national industry-specific prize in the Market Popularity category.

The award ceremony was held as part of the Russian Field 2025 forum in Kazan. The best domestic varieties and hybrids of agricultural crops received the federal plant breeding award. The Market Popularity category featured products occupying the largest cropland areas in Russia, according to the Federal State Budgetary Institution Rosselkhozcentre, which is subordinate to the Ministry of Agriculture.

EN Argenta has excellent technological manageability

properties, i. e. it is genetically resistant to lodging, pod shattering and seed dormancy, showing minimal stubble losses due to the high attachment of the lower pods and so on. It is an intensive variety responding well to fertilisers. It was entered into the State Register of Plant Breeding Achievements Approved for Use in 2020 and has been gaining in popularity with Russian farmers ever since. In 2024, EN Argenta was ranked among the top 10 high-demand varieties in



the annual rating prepared by Rosselkhozcentre. Recently, EkoNiva has been actively developing its in-house soya bean breeding programme, creating a range

of varieties for different uses and agroecological zones, and EN Argenta is the first such variety.

By Eleonora DUBININA

Looking into the future

EkoNiva has become a partner of the new regional project HR in Agriculture. Three agritech-classes will soon be opened at Zashchitnoye, Prigorodnyaya and Okhochevskaya schools in Shchigry district, Kursk oblast.

The Group plans to assist with the renovation and furnishing of the classrooms, and its specialists will hold lectures and workshops for the students. The latter will also have the opportunity to attend the company's production facilities as part of their studies, and, after leaving school, they will be entitled to receive EkoNiva-sponsored education. Besides, the training provides for an internship in the company and employment upon graduation.

'Previously, the Group opened agriclassses in several schools of the region, and they have proved to be effective. But with the launch of agritech-classes, we can move to a brand-new level. It is no secret that today's agriculture is in dire need of highly qualified staff. I am confident that the new training project will make a good start for future specialists and instill a love for their native land and work ever since school days', says Aleksandr Belkin, Director of Zashchitnoye-North Operation.

'We often go on EkoNiva's tours to take a look at cutting-edge machines: tractors and combines with air conditioners, music and navigation systems. The students see it clearly that the level of comfort in farming is completely different from what they heard from their parents and grandparents

working in the difficult 90s. So, they are becoming interested in agricultural professions, wanting to learn more about them and develop in this area', comments Natalya Karlova, Headteacher of Prigorodnyaya comprehensive secondary school in Shchigry district.

By Tatyana IGNATENKO



Ryazan cow to conquer the milk Olympus

The cow Luka from EkoNiva's Ryazan subdivision has become the vice champion at the Best Ryazan Cows 2025 trade show.

The Group's local enterprises breed Holstein cows, one of the most productive ones in the world. At the peak of lactation, their milk yield exceeds 80 kg per day. However, high productivity alone will not win the prize: a cow must also have a balanced build corresponding to the conformation of the

breed. The animal should have a level back line, strong limbs, a wide, deep chest with an open intercostal space and a voluminous udder with a large area of attachment. The mammary veins must be clearly visible on the udder and belly – this is an important indicator that the cow is able to produce a lot of milk.

The contestant from EkoNiva housed on Nesterovo dairy farm in Pitelino district has all the necessary characteristics. In addition, Luka boasts excellent performance: during the second lactation, it gave over 60 kg of milk. At the breeding trade show, the cows also needed to demonstrate the harmony of movement next to a human.

Luka had been trained by cattle operator Tolib Kendzhayev and had grown to trust him fully by the time of the event. As a result, the cow was at its best and won the vice-champion title.

'The secret of a successful performance at such contests lies in the sterling work of the entire team. Our specialists are constantly improving the genetic pool of cows. Special attention is paid to the selection of sire semen so that the future generation surpasses its ancestors in all respects. Animal conformation also depends on such factors as housing conditions, proper milking and nutrition. When all the requirements are met, it results in excellent breeding values and high yields', says Tatyana Arkhipkina, Chief Breeding Herd Manager at EkoNiva's Ryazan subdivision.

This is not the first time that the animals from the Group's local farms have been ranked among the region's best ones. In 2023, the cow Gadalka from Shatsk dairy also became the runner-up at the breeding trade show.

By Kristina AMANN



EkoNiva at AgroVolga: time-tested products and innovations

EkoNiva's experts headed by the Group's President Stefan Dürr have taken part in the international AgroVolga 2025 trade show in Kazan.



The company welcomed the guests with a large display, presenting the dairy young stock for sale and holding consultations on cattle raising and housing. Having more than 20 years of experience in livestock farming, the Group's specialists have gained extensive knowledge required to maintain a healthy and productive dairy herd.

'In 2024, we sold over 15,000 pedigree heifers and about 42,000 dairy and beef calves. We strongly believe that the rearing of young animals is a promising driver of growth for agricultural producers. Our calves have an average weight gain exceeding 840 g/day, sufficient blood immunoglobulin levels and improved survival rates as compared to competitors', says Viktor Voronin, Head of Cattle Sales Division at EkoNiva-APK Holding.

The Group meets high standards of young stock housing, nutrition and rearing. Aleksandr Kalinichenko, Veterinarian at EkoNiva's Pedigree Cattle Sales Department, elaborated on this topic as part of the trade show business programme.

'Calf care is a process that requires attention to every detail. Disease prevention,

hygiene, proper nutrition and optimal housing conditions are the key factors determining the animals' overall health and future productivity. So, measures aimed at ensuring their good health and growth from the first days of life should not be neglected', points out Aleksandr Kalinichenko.

A striking example of the professional work of EkoNiva's livestock farmers was a fresh cow named Fatima, which took part in AgroVolga Beauty, the 5th republic-wide breeding contest. According to a variety of conformation features, it showed excellent performance and was highly ranked by the expert jury, receiving a diploma in the Largest Animal category.

The staff of the Group's plant breeding and seed growing subdivision introduced the guests to the varieties from the commercial portfolio, including the in-house developed ones. Presentations of the varieties suitable for the Volga regions were held at the demonstration plots. The local growers' favourites are the winter wheat varieties EN Taygeta and EN Persey. They combine good frost hardiness, drought resistance and consistently high quality to produce yields of over 6.5 t/ha in the Volga region.

The company's breeders are actively working on novelties, and by next year, the farmers will be able to purchase seeds of a new variety of winter wheat EN Voin. Its high productivity and extensive ecological plasticity make for reaching a yield potential of up to 10.6 t/ha.

Smart farming experts from EkoNiva-Tekhnika shared useful information with the participants of the trade show on how they can improve their performance in crop production with the NAVMOPO precision spraying system. It is designed to increase the efficiency and accuracy of spraying through intelligent trajectory planning and precise section and flow control. By reducing overspray

and skips, this solution ensures a consistent rate and reduces consumption, while making sure that every inch of land receives the required amount. The system can save about 10-15% of plant protection agents.

The guests of AgroVolga were also introduced to AGROZNAK, the Group's proprietary brand, whose range comprises about 2,500 SKUs of spare parts and technical fluids: oils, lubricants and antifreeze, filters, transmissions and their parts, axles and shafts, plates and guides, springs and spring teeth, belts, seals, fastenings, chains and bearings.

'We have been cooperating with the company for several years now, having purchased three LOVOL tractors and a SANY telehandler. We are satisfied with the units: they operate efficiently, the traction classes correspond to the declared rated values, and most importantly, our machine operators work in comfortable conditions. Besides, we are going to add two more LOVOL tractors with a capacity of 200 and 220 hp to our fleet very soon', comments Aleksandr Popkov, Director General of Pioneer enterprise, Vladimir oblast.

Throughout the trade show, EkoNiva's booth served as a meeting place for the representatives of the farming sector who were interested in modernising and improving their enterprises.

By Viktor BARGOTIN





Recognition

EkoNiva has taken rewards in several key categories of the first independent award of farm equipment dealers Agricultural Dealer of the Year. The company presented new and time-tested machinery and highly productive field crop seeds, and a machine operator of the holding's Ryazan subdivision successfully performed on behalf of the company, making the top ten in the professional competition of ploughmen.

EkoNiva Group's participation in Russia's 12th Open Ploughing Championship turned out to be intense and action-packed. The scale of the event that took place in Vsevolozhsk district, St. Petersburg oblast, was truly astonishing: over 250,000 viewers, a professional contest for machine operators, agricultural equipment exhibitions, farmers' markets and an eventful business programme culminating in Agricultural Dealer of the Year.

The Group's technical holding was awarded several significant victories. In the Territory Coverage category, the holding confirmed its wide presence and reliable maintenance service. Another title, this time in the Future of the Industry category, was to recognise the company's contribution to innovations and young specialists' training. And particularly valuable is the Loyalty to the Profession award, a personal acknowledgement of the accomplishments of Igor Zhabin, EkoNiva-Chernozemye's Service Engineer.

'It is a great honour for us to be held in such high esteem by the industry experts. We are aware of the importance and responsibility of our contribution to the agricultural machinery building and service

technologies. By constantly introducing the latest technical solutions and investing in young specialists, we create a reliable platform for stable growth and prosperity of the country's agricultural sector', stresses Gennadiy Nepomnyashchii, Commercial Director of EkoNivaTekhnika-Holding.

The main trend of the recent years is a gradual transition from European brands to modern reliable solutions of domestic and Asian make. In this context, multifunctional LOVOL tractors become a real catch: one of them is the LOVOL P7240 model presented at the site, with its stepless CVT transmission and ability to maintain any given speed. One more novelty is the LOVOL 3004 which is unprecedented in the Russian market, with an almost 10-litre engine delivering 300 hp and featuring superior cab ergonomics. The Chinese brand's manufacturers are always ready to promptly adapt their tech, considering dealers' and agricultural producers' recommendations, maximising the efficiency and comfort of the operation. In St. Petersburg oblast, the company also demonstrated

the SANY telescopic loader that had long gained the Russian farmers' trust.

High maintenance quality and competent dealer support plays a great role in strengthening the technological sovereignty and supplying the agricultural sector with modern farm machinery, serving as the basis of the industry's development.

'I'm really impressed with how prompt EkoNiva's service is: all the issues are resolved in due time, the spare parts are always in stock, and their delivery is as lightning fast. The professional approach

is what makes me give the company 10 out of 10 and recommend it to my colleagues',



says Maksim Zakharov, Deputy General Director for Production at the Pedigree Cattle Breeding Farm n. a. Telman.

The visitors could familiarise themselves with the company's diverse variety portfolio. Since livestock farming is the most developed in the North-Western region, special regard is paid to the seeds of annual and perennial grasses as well as cereal crops, in particular wheat, which is grown here for feed. The company draws the local farmers' attention to the interesting new product, i. e. the Pexeso spring wheat variety. Its kernel contains more than two carotenoids and is well suited for poultry feeding providing a rich yellow yolk color, which is highly appreciated by manufacturers and buyers of the product.

The guests of the corporate booth were cordially met with tasty dairy products of the EKONIVA brand made of milk produced at the company's own farms. And somewhere nearby, in the fields, an enticing competition took place amongst the best ploughmen from Russia's regions as well as Kirgiziya, Abkhaziya, Pakistan and Belarus. A total of 55 contestants competed to qualify into the finals. At the championship, EkoNiva was represented by Aleksandr Napalkov, an experienced tractor operator of the Group's Ryazan enterprise; he was participating in the championship for the third time. The fact that he made it to the top ten of the best machine operators goes to show how high the personal and corporate professionalism is in the company.

By Tatyana IGNATENKO





In the fields



The summer of 2025 was a very busy time for EkoNivaTehnika-Holding as it was rich in industrial trade fairs and Field Days, which took place all over the country. From Volgograd to Tyumen, from Siberia to Central Russia, the company's specialists presented the newest models of agricultural equipment and strengthened the dialogue with the agrarian community.

At Volgograd-AGRO trade fair, EkoNiva-Chernozemye demonstrated modern machinery for seedbed preparation. Special attention was paid to the SIRIUS 500 and Orion 12000 cultivators. The latter was developed with the help of EkoNiva's agronomists. With its working width of 12 metres and tillage depth of up to 10 cm, it is designed to cover large areas, coupled with tractors with output of up to 360 hp.

'The lineup is rounded off with the SIRIUS 500 cultivator that is suitable for both deep and shallow tillage. The unit is equipped with 42 working discs and chisel tines, its working width is 4.8 metres', comments Vladimir Kovalenko, Director of Volga branch of EkoNiva-Chernozemye. 'The SIRIUS 500 is aggregated with tractors with a power output of at least 280 hp.'

Both cultivators are highly efficient and easy to use, they help to considerably optimise the cultivation time and excellently prepare the soil before sowing.

The compact TAFE 6022 tractor and its more powerful counterpart, the



TAFE 7515 4WD, provided an example of highly efficient and versatile equipment at the field event. The SANY STH472 telescopic loader and domestic Lumberjack roofer complemented the display.

During Tver Field Day, the domestic multifunctional SIRIUS 400 cultivator combining several operations was demonstrated for the first time. The LOVOL TN3004 and LOVOL P7240 wheeled tractors showcased their impressive efficiency in fieldwork. The XGMA XG 765H-4TX backhoe loader greatly expanded the range of possibilities. It

perfectly combines a plethora of functions necessary in construction. With 3.5 tonnes of load capacity, it can load materials up to 4 metres high. Due to the telescopic boom, the possible digging depth is 5 metres. The backhoe loader is equipped with a front-end 7-in-one bucket, which means it is suited for doing the widest variety of tasks. The XGMA has the British Perkins engine, Italian axles and the Carraro transmission.

At the jubilee GRIMME Potato Field Day, the proprietary brand AGROZNAK was introduced in more detail, featuring a

wide range of spare parts and technical fluids to provide the Russian manufacturer with reliable support.

Visitors got familiarised themselves with filters, oils, assembly units and accessories adapted for the modern agricultural sector's requirements. At the moment, there are around 2,500 SKUs produced by AGROZNAK, and the company keeps expanding the assortment. All the spare parts are made of high-quality materials with farmers' needs in mind, and they have also been tested at EkoNiva's enterprises.

According to Ivan Balakhontsev, Sales Department Manager at Kirov branch of EkoNiva-Tehnika, the products of the AGROZNAK brand provide farms with a reliable technological support without being dependent on changes on the export market. He pointed out that the company relies not only on import substitution, but also on high quality and service: each spare part undergoes strict quality control so that everything works without a hitch in the field conditions of the agricultural enterprise.

In Tula oblast, EkoNiva-Tehnika also presented the SIRIUS 500 and Orion 12000 cultivators, while a BONUM chaser trailer represented the transportation equipment sector. But in the limelight were, no doubt, the LOVOL TD1304, TN3004 and P7240 tractors with CVTs.

The LOVOL TN3004 is a modern and reliable solution for agricultural producers of any region. It is a wheeled tractor featuring a Weichai engine with a power output of 300 h.p. and an automatic transmission (18F+9R) that provides seamless control without loss of torque. During a demo show in the field, this piece of equipment already made a name for itself, succeeding in hard conditions of ploughing with 8-section ploughs to a depth of 30 cm at high humidity, as well as coupled to 12-metre pre-sowing cultivators. The tractor operators of the farm that had already tested the machine expressed appreciation of its excellent traction, good noise insulation and comfort in work, which is important in conditions of heavy seasonal strain on specialists.

‘Thanks to its full-wheel drive, differential locking and a hydraulic system with a capacity of 200 litres/min, the tractor perfectly copes with heavy loads and difficult field work’, comments Vitaliy Kozorez, Machinery Sales Department Manager of South-Western branch of EkoNiva-Tekhnika. ‘The spacious cab with a modern design and increased visibility makes the operator’s work easier even during long shifts. This model is also suitable for intensive use at large-scale farming enterprises.’

Tyumen Field Day coincided with the jubilees of Yarkovo district and EkoNiva (100 and 30 years, respectively). The display included a ZOOMLION PL2304 tractor, a Fascar 9YG baler, a TAFE mini tractor and a Nimbo feed pusher robot.

‘The ZOOMLION PL2304 is a reliable and proven solution

for any farming and livestock operation’, says Sergey Litvinov, Director of Omsk branch of EkoNivaSibir. ‘Easy to drive, comfortable, efficient, with a power output at 230 hp, an axial piston hydraulic pump

of 110 l/min., a front PTO shaft and a hitch, as well as a wide range of options, this tractor will be an excellent helper on the farm. The spacious cab provides the operator with maximum comfort and safety.’



On Siberian Land Day, a ZOOMLION PG2004 tractor with an axial piston pump and an automated transmission, a SANY STH742 telescopic handler, a domestic Lumberjack roofer, as well as a BONUM grain hopper were displayed. A Bednar EFECTA CE12000 pneumatic seeder, a SIRIUS 500 cultivator and a NAVMOPO auto steer system were presented at the trade show in Tomsk. This digital innovation can be installed on any piece of equipment with a classic layout. The high-precision RTK signal ensures high accuracy with a maximum error of 2.5 cm. The uniqueness of this system is the support of additional satellite services of precise positioning, which provides an operative accuracy of +/- 10 cm. This excludes the need for expensive corrections and is perfect for tasks that do not require high precision.

The company also offered its solutions in Ryazan, Bryansk, Vladimir, Kostroma, Ivanovo, Lipetsk, Kirov and Samara oblasts as well as in Chuvashia and Mari El. Numerous successful field days and thematic meetings with agricultural producers took place in those and other regions, where EkoNiva’s advanced equipment and service solutions adapted to climatic conditions and farmers’ needs were shown.

The events solidified EkoNiva’s status as a major and reliable partner for agricultural producers all over Russia – from machinery and seed supply to comprehensive service support and introduction of modern technologies.

By Tatyana IGNATENKO,
Aleksandr KUTISHCHEV





Secrets of top-quality milk: straight from Siberia

EkoNiva's experts have held a meeting with managers and specialists of agricultural enterprises in Omsk and Kemerovo oblasts as well as Altai area to share the business practices enabling the company to maintain its position as a leading milk producer.

The event took place at Ogneva Zaimka dairy in the Group's Siberian subdivision. According to Aleksandr Kalinichenko, Veterinarian of EkoNiva's Pedigree Cattle Sales Department, the secret of the company's successful livestock farming is proper and effective rearing of Holstein calves, which involves minimising the risk of diseases and feeding on high-quality milk. Over 150 animals are born every day at its 42 dairies, receiving the staff's constant care.

Alfalfa is mowed at the budding stage at a height of 9-10 cm to avoid soil mixing into the green mass. The sharp knives of the mowers ensure an even cut, and flattening with 3-4 cracks speeds up the curing process. For uniform distribution, the Pöttinger HIT 12.14 tedders are used, which operate at a height of 14-16 mm. Swaths are then formed with the help of the ROC RT1220 swath merger – it gently picks up the raw material onto the conveyor belt. Combine harvesters and chaser wagons

High-tech dairies

The Mensch W3385 spreader is used for delivering sand and sawdust bedding. It transfers the material from the main conveyor to the cross one, distributing it across a distance of up to 7 metres. The Haybuster H1130 machines are intended for shredding hay, straw and dry fibres and are also suitable for grinding maize and grain. Powered by a 240-hp PTO, equipped with a hammermill with 88 bars, they can throw material up to a height of 5.6 m. The BVL V-MIX mixer wagons with a capacity of 46 cubic metres are indispensable and suitable for feeding about 400 cows.

The PTSZH-12 tractor semi-trailer with a lifting capacity of 12 tonnes transports organic fertilisers, and the MZHU-16 machine provides self-loading and distribution of liquid fertilisers using a centrifugal pump. The UMG WL50 and Sany SW955 front loaders carry out handling operations, both boasting a lifting capacity of 5 tonnes and 220-hp engines. Manure is taken to lagoons

by the self-propelled Mensch V4500 cleaner having a tank capacity of 19,550 litres and a powerful vacuum pump for quick discharge.

At the meeting, Oleg Datsenko, Director of EkoNivaSibir's Barnaul Branch, spoke about several other machines that had proved effective at Siberian farming enterprises. Among them is the specialised LiuGong 856H Agri front loader with a lifting capacity of 5 tonnes, a bucket volume of 4 cubic metres and a 220-hp Cummins 6LT9.3 engine. The unit with a Z-shaped beam provides more efficient tearing and cutting deeper into the material. The unloading height has been increased by 10% due to sensor optimisation. The smooth motion system reduces material losses during transportation, which improves the overall performance. The duty cycle duration is only 9.6 seconds, and the boom lift time is 5.2 seconds.

Fascar round balers, including the 9YG-1.25 model, perform well within the machinery fleet of Siberian farmers. The semi-positive feeding system reduces energy consumption and the risk of clogging, increasing the speed of operation by almost half. The guests were also told about the full range of ZOOMLION tractors – high-performance and reliable machines of the RN, RS, RG, PL and PG series with a capacity from 90 to 230 hp.

The busy day full of valuable first-hand information and best practices left lasting impressions on the participants of the meeting, providing them with energy and inspiration for further development of their farms. EkoNiva once again proved that while constantly developing itself, it also helps the entire industry to grow.

By Aleksandr KUTISHCHEV



Excellent nutrition for every animal

EkoNiva's crop growers and the dealership holding's specialists make an enormous contribution to the path the milk takes from the field to the shop shelf. Vitaliy Kondakov, Chief Agronomist of Sibirskaya Niva-Cherepanovo Operation, spoke in detail about the fodder production. The main protein feed for the dairy cows is alfalfa haylage providing 198 g of protein and 218 g of fiber per 1 kg of dry

operate continuously, and the specialists take samples of the mass for regularly scheduled analysis of the dry matter. Starchy feed – based on maize silage – is no less important. Biological preservatives are added when ensiling to lower the pH level and minimise the nutrient losses. The silo pit is covered quickly, using film and weights. All this guarantees high-quality and nutritious feed, and, therefore, healthy animals and premium milk.





One dealer for many solutions

The Siberian Field Day 2025, the region's major agricultural trade show, has been held in Altai area. EkoNiva was among several hundred exhibitors, presenting its large-scale display with over 20 units of cutting-edge farm and road construction machinery as well as its field crop varieties of in-house and foreign breeding.

Siberian lions

ZOOMLION tractors, often called 'Siberian lions', headed the company's fleet showcased at the booth. The guests of the event highly praised the DV3354, PG2004 and RS1604 models of these self-propelled vehicles, which are suitable for all types of field works and transport operations in various soil and climatic conditions.

'The tractors of the brand are distinguished by high efficiency and competitive field performance. Their simple design, versatility, reliability, excellent ergonomics, low operating costs, balanced price and enhanced comfort give them a decided edge in today's realities', points out Oleg Datsenko, Director of EkoNivaSibir's Barnaul Branch.

Farms of the future

For the first time, the Group's experts showcased the Nimbo robot feed pusher to Siberian farmers. Similar machines have been used abroad for some time now, but in Russia, 'iron' helpers are only gaining popularity.

The robot operates using an ultrasonic sensor, the LiDAR system and a 3D barn model with a 2-cm accuracy, thus moving around the feed bunk with high precision and doing its job efficiently.

'With the feed pusher, we

free up two people and can assign them other tasks, plus the human factor is excluded.



The smooth operation of the robot on the farm contributes to increased yields', says Artyom Novikov, Manager of Smart Farming Department at EkoNiva-Tekhnika.

Asian machine with European soul

EkoNiva's display featured another novelty – the LiuGong 848T front loader developed jointly with such European giants as Cummins and ZF. The state-of-the-art reliable machine is designed to enhance farm performance.

The 168-hp Cummins turbocharged engine with intercooling ensures uninterrupted operation in

the most intensive modes.

Thanks to the ZF Basic Power automatic transmission with 4

forward and 3 reverse speeds, the loader has seamless gear shift, which improves fuel efficiency.



You reap as you sow

The crop growers present at the trade show had a great opportunity to take a closer look at over 70 varieties of agricultural crops of domestic, foreign and in-house breeding from EkoNiva.

'This year, two winter wheat varieties of the company – EN Isida and EN Altai – have been entered into the state register. They are resistant to frost, lodging and drought. The average yielding capacity in our trial fields in the Siberian region exceeds 8 t/ha, which is an excellent result', says Svetlana Mezentseva, Sales Department Rep at EkoNiva's Plant Breeding and Seed Growing Subdivision.

Following the trade show, the Group's employees reached preliminary agreements on the supply of agricultural machinery and field crop seeds, as well as held a number of business meetings with their partners to discuss further cooperation and industry prospects.

By Viktor BARGOTIN

Plant breeding without borders



EkoNiva has become a partner of International Summer School 2025 dedicated to modern plant breeding technologies.

The educational event united more than 150 students from Russia and abroad. As part of the two-week action-packed programme, the project's participants visited EkoNiva's branch office located in Moscow oblast as well as had a tour of Bortnikovo dairy farm. The company has been taking part in the International Summer School for three years now. It always eagerly supports initiatives that facilitate preparing young personnel and developing skills that are in great demand in the agricultural sector. Together with Moscow Agricultural Academy n. a. K.A. Timiryazev, the Group has developed the Plant Breeding and Genetics Specialist professional educational standard. It was approved by the Ministry of Labour last year and came into effect this March.

'We strive to attract active interested youth into the plant breeding field. Partaking in the International Summer School project is an excellent

opportunity to get acquainted with future specialists, tell them about us, our activity, our breeding programmes and share experiences directly on the educational platform. I'm sure the knowledge gained during the summer school will help them to become real specialists ready to solve most ambitious tasks in the field of plant breeding and be the driving force behind the development of the agricultural industry', says Vitaliy Voloshchenko, Director of EkoNiva Group's Plant Breeding and Variety Maintenance Centre.

The educational programme continued with a one-day tour to the Group's facilities in Moscow oblast allowing the students to take a closer look at the most advanced achievements in the agricultural sector. Science lectures and workshops by the company's experts were devoted to the Group's breeding activities and the latest developments of genetic technologies, fast-track breeding methods of the most productive lines and improving

plant resistance to diseases and adverse climatic factors.

The school's students learnt about the full cycle of creating and testing new varieties. The



most interesting part was the active discussion of practical issues of interaction between the agricultural science and business concerning the commercialisation of the varieties of field crops bred at the centre. A lot of attention was also given to the ecological aspect of the plant breeders' activities, including implementing sustainable agricultural practices and preserving biodiversity as well as organic farming.

Besides, the participants also had an insightful tour of Bortnikovo dairy, observed the housing environment of the cows and calves, feeding and milking processes, working conditions on the farm and met the company's specialists. All of this helped the students broaden their view of what a modern agricultural business is like, and the company's experts inspired many participants for further research and developments.

'The competencies acquired by the students in the International Summer

School will become a pass into the future of agricultural science and practice for them. This project is important and relevant for both students and the company. The young people are networking, boosting their knowledge. And for the company, it's an opportunity to attract the youth and increase their awareness, to invite them for internships and later employ them. I, myself a former EkoNiva intern, now work here. There are a great many excellent coaches who make it easy and more interesting to understand the science of plant breeding', comments Dmitriy Mashtakov, Agronomist and Plant Breeder of the Group's Plant Breeding and Seed Growing Division.

Rita Biyoge studies to become an agronomist at Ural State Agricultural University. She comes from Gabon and applied to the International Summer School along with her friend Melinda Seishas from Zambia. Both young women say that after studying at the university, they would like to work in Russia in the field of plant breeding.

'A small garden near the house is my parents' hobby and has been the main interest of mine since my very childhood. I decided that my profession would be agriculture. When I was choosing where to study, it occurred to me: we know so little about Russia, such a large country – why not go there! I've never regretted it. I like Russia, I like to study here, the International Summer School has taught me a lot about breeding and I'm impressed with EkoNiva operations – large-scale and atmospheric. This is the kind of company I'd like to work at', stresses Rita Biyoge.

By Tatyana IGNATENKO





Up to the climate challenge

A field seminar for farmers from the Central Black Soil region has been held on the Group's premises in Kursk oblast.

At the meeting, key industry issues, goals and prospects were under the spotlight. The guests were introduced to the rich variety of the company's seed portfolio. Recently, certain areas of the Central Black Soil region, Kursk, Belgorod and Voronezh oblasts in particular, have seen a kind of an agroclimatic 'obstacle race'. If earlier the main problems were excessive moisture and losses during late harvesting, then now persistent moisture deficit is increasingly the case, including for winter crops. To

overcome the situation and succeed in such conditions, the farmers need to respond to the changing reality flexibly, for which EkoNiva's specialised local seminars can be especially useful. Currently, the emphasis is on varieties adapted to the specifics of the Central Black Soil region and the local 'temperature swings'. For example, the popular EN Taygeta winter wheat variety is highly resistant to ground ice crust, and two in-house bred novelties, EN Altais and EN Isida, have an all-time high yield stability

under unfavourable growing conditions. As for the legumes, there is a diverse range of soya bean varieties of own breeding: the record-breaking EN Argenta, plastic EN Avior, high-protein EN Accent and EN Proton as well as the ultra-early ripening EN Argument ideal for a short agricultural season. Suited to different climatic conditions, the spring barleys Grace, Eifel and novelty Yoda combine malting and fodder uses. The pea varieties Trendy and Belmondo as well as CDC Kermit and CDC Redcoat lentils expand the rotation potential, and oats and flax complete the chain of modern niche and margin crops.

In the course of the field seminar, the participants learnt

to distinguish between the varieties, receiving information about them firsthand – from the creators of the plant breeding achievements and practicing agronomists. Trials on multiple varieties and crops were presented, and their adaptation to new challenges and the technology of continuous harvesting (when varieties with different times to maturity ripen and are harvested one after another) were analysed. The approach makes it possible to avoid crop losses and evenly distribute the workload among employees and machinery.

Aleksandr Kirdeyev, a farmer from Gubkin district of Belgorod oblast, appreciates the partnership with the company for the opportunity to open up new horizons.

'EkoNiva always arranges interesting field events, where we can learn about current trends in agricultural production and, of course, discover novelties to add to our own crop rotation. Today, this has been the case with soya beans. Everyone should pay closer attention to its varieties from the company's own breeding programme', says Aleksandr Kirdeyev.

By Tatyana IGNATENKO

Good harvest despite drought

EkoNiva has run a field seminar for farmers of Voronezh, Volgograd and Rostov oblasts.

The primary focus was on the varieties from the company's in-house plant breeding programmes and on how to grow cereals and pulses in extremely arid areas of southern Russia. EkoNiva's Voronezh enterprise in Buturlinovka district provided the venue for the meeting. In its demonstration fields, the participants could see the varieties of spring and winter crops from the company's portfolio and its main breeding achievements.

'Our partners' farms operate in challenging weather conditions, such as poor soil moisture availability and frequent prolonged droughts. So, with this in mind, we suggest paying special attention to the varieties of winter wheat

EN Albireo, EN Voin, EN Photon and EN Persey, which have high drought resistance, adapt well to sudden temperature fluctuations and demonstrate excellent productivity even in a severe climate', says Maksim Golovanyov, a consultant in EkoNiva's plant breeding and seed growing subdivision.

The seminar was also devoted to the development of the segment of oilseeds and legumes. The most important issue was the use of special technologies in soya bean cultivation, plus the effect of protein balance and yield on the quality of the final product and suitable agronomic techniques for unlocking the full potential of soya bean varieties were discussed. To reduce costs

and improve the economic performance of farms, new approaches to soil resource management and the effective use of moisture-saving technologies were explored. Extensive consultations were given on the selection of the best agrotechnical practices and production methods in risk zones where the likelihood

of weather anomalies is increased.

Plans are afoot to further increase the area under seeds of highly productive varieties that have been successfully tested in the southern part of the Central Black Soil region and the Southern Federal District.

By Tatyana IGNATENKO





Secrets of selecting winter wheat

Winter wheat is one of the staples of the country's food security. EkoNiva is actively engaged in breeding and introducing new varieties of the crop meeting relevant requirements.

EkoNiva Group's breeding programme for soft winter wheat is primarily aimed at creating new varieties that would fulfil such criteria as high resistance to negative biotopic and abiotic environmental factors (disease, cold, heat, moisture deficit), great yield potential ensured by the beneficial properties of the variety genome, and, of course, high-quality, food-grade grain that corresponds to the standards of valuable or strong wheat. It is these varieties that deliver consistently high yields in different climatic zones under varying soil conditions, provide guaranteed profits for farmers and availability of quality raw materials for processors.

EkoNiva's specialists carry out all the stages of the breeding process at an advanced level. It begins with the selection of the parent material, followed by laboratory studies and field trials. The Group's laboratory is provided with the necessary equipment for DNA testing and plant phenotyping, which significantly speeds up the identification of the best lines. In addition, EkoNiva has a massive machinery fleet including cutting-edge

units manufactured in Russia: seed drills of various designs – for batch, cassette and continuous sowing – which make for precise adjustment of seeding rates; Zürn combines for processing small experimental plots and performing the first stages of seed multiplication. All this contributes to the effective organisation of the research activities and rapid switchover to commercial production of the promising varieties.

Proprietary winter

and consistent performance when grown in diverse regions.

'One of the company's most popular winter wheat varieties is EN Taygeta. It is distinguished by the capacity to adapt to various agricultural and weather conditions and produce high yields regardless of the previous crops. It has a pyramid ear and improved disease resistance, good frost and winter hardiness as well as tolerance to ice crust on soil', notes Marina Balashova,



Marina Balashova, Marketing Manager at EkoNiva's Plant Breeding and Seed Growing Subdivision:

'One of the company's most popular winter wheat varieties is EN Taygeta. It is distinguished by the capacity to adapt to various agricultural and weather conditions and produce high yields regardless of the previous crops. It has a pyramid ear and improved disease resistance, good frost and winter hardiness as well as tolerance to ice crust on soil.'

wheat varieties developed by the Group are currently represented in over 45 regions of Russia, as well as in Kazakhstan, Armenia and Belarus. The wide product range allows farmers to select the optimal varieties, taking into account the specifics of different climates and agroecological conditions. Moreover, they are characterised by high plasticity and adaptability, which ensures their effective

Marketing Manager at EkoNiva's Plant Breeding and Seed Growing Subdivision.

EN Photon is another flagship variety. Its special features are resistance to common fungal diseases, ability to maintain high grain quality under unfavorable cultivation conditions, high flour yield and preservation of product quality for a long time. It is not prone to lodging and shedding. EN Voin variety, which has

already made a name for itself with its excellent resistance to drought, lodging, stinking smut and other diseases, forms a dense, productive stand. Another interesting variety, EN Persey, is remarkably tolerant to stress and boasts a high kernel percentage in the ear with large seeds. Its most important feature is increased productivity combined with excellent grain quality. EN Titan, the novelty of 2025, rounds out the range of the Group's in-house bred winter wheats. It is in line with the market needs for high-yielding, top-quality and sustainable products.

'The variety stands out from its counterparts for its exceptional properties and adaptive capacity. It has great yield potential reaching 13 t/ha, good tillering capacity, the ability to form over 800 productive stems per square metre, high resistance to brown rust, root rot, stinking and loose smut. The variety also has excellent resistance to such stress factors as drought, waterlogging or sudden temperature fluctuations', says Andrey Zvyagin, Plant Breeder at EkoNiva Group.

The company's varieties demonstrate unique properties, enabling Russian agricultural producers to significantly enhance the performance of their businesses and provide the country with high-quality food.

By Tatyana IGNATENKO



New trends, new opportunities

In modern agriculture, innovation is not just about trends – it is vital for the sustainable development of the industry. To elaborate on this topic, Ryazan subdivision of EkoNiva Group has held a major field day bringing together farmers from virtually all over the country.

Today, agricultural producers are constantly facing challenges: climate risks, the need for import substitution and the search for a balance between the yield and production cost of the crop. With this in mind, EkoNiva, one of Russia's leading industry players, is taking a fresh approach to the development of seed production and plant breeding, focusing on knowhow exchange, scientific inquiry and the introduction of breakthrough varieties.

'We share our experience and receive feedback from farmers. When working with partners, our priority is to offer them technological properties, quality and maximum adaptation of the varieties to different conditions. The Group's Ryazan branch, which serves as the platform for today's event, operates in one of the country's important ecological zones where we can experiment with varieties, assessing their potential in typical and extreme conditions', comments Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena.

Currently, the Group's seed growing and plant breeding subdivisions function not only in Kursk oblast, but also in Voronezh, Novosibirsk, Ryazan oblasts and the Republic of Tatarstan. This is a strategically significant decision for ensuring maximum flexibility in responding to the demands of regional markets and for speeding up the implementation of innovations in practice.

The company showcased the vast variety of its seed portfolio to the participants of the meeting, who could evaluate each product from different perspectives right in the field. Demonstration plots and diverse agrotechnological trials for oilseeds, cereals and legumes as well as commercial production fields with key varieties from the portfolio were presented. In fact, new varieties are added to the lineup every year. One of the 2025 novelties in the soya bean range was EkoNiva's in-house bred EN Proton, which is characterised by a particularly high protein content. EN Antares green lentils and EN Rigel red lentils are currently under state testing and can be seen in Ryazan fields firsthand. The Group also unveiled Pexeso spring wheat variety, Yoda, Abba and Eifel barleys. The latter took over from one of the farmers' favourite varieties – Margret. Today, it is crucial to replace outdated foreign varieties and offer the market products that best meet the requirements of import substitution and changing climate. And here, the flexibility of the Group's varieties comes to the fore, while their plasticity allows them to grow equally well in Central Russia and beyond the Urals.

Today, innovations extend beyond varieties to include approaches to cultivation. Yuriy

Vasyukov, Deputy Director General of EkoNiva for Seed Production, emphasised the vital role of exchanging experience and reviewing traditional ideas about the agricultural sector. He also spoke about the utmost importance of Field Days as platforms for carrying out these tasks and visual assessment of new varieties and technologies.

'We used to think that chemical fertilisers are the key to high yields, but in fact the soil has already got all the necessary components

Since the interest in Russian plant breeding novelties is currently particularly strong, the company's field events gather farmers from all over the country and abroad, which speaks of trust and popularity of its latest developments at the international level. Huushaan Mandalmaa, Head of Arvin Khur family agribusiness, came to the Group's Field Day from Mongolia.

'We started cooperation with EkoNiva quite recently, but right from the beginning of our first negotiations, it became clear that we speak the same "professional" language. We quickly managed to introduce the soft spring wheat varieties Kanyuk and Cornetto into our trial fields. The company's

Yuriy Vasyukov, Deputy Director General of EkoNiva for Seed Production:

'We used to think that chemical fertilisers are the key to high yields, but in fact the soil has already got all the necessary components in it – they only need to be properly managed. The main challenge of modern agronomy is to reconsider approaches, make more active use of organic fertilisers, maintain proper soil acidity and make hidden nutrients available. In such a way, we can reduce the cost of production without compromising quality, and this is a new stage of technological change.'



in it – they only need to be properly managed. The main challenge of modern agronomy is to reconsider approaches, make more active use of organic fertilisers, maintain proper soil acidity and make hidden nutrients available. This way, we can reduce the cost of production without compromising quality, and it is a new stage of technological change', comments Yuriy Vasyukov.

involvement is quite impressive, especially the specialists' enthusiasm and support at all stages of production. Such an attitude encourages to further develop our partnership', points out the farmer.

EkoNiva's experience suggests that the synthesis of science-based approaches, bold experiments and an open dialogue can take the industry to a brand-new level.

By Tatyana IGNATENKO



Soya beans for Siberia

Soya beans are an important crop for many regions of Russia, including Siberia. The variety of EkoNiva's in-house breeding programme EN Argument can contend for leadership in local fields due to its adaptability, high productivity and early maturity.

'EN Argument is one of the earliest ripening soya bean varieties listed in the State Register of Plant Breeding Achievements of the Russian Federation. One of the main peculiarities of the variety is that it requires a low sum of active temperatures – a mere 1,900 °C, which is crucial for Siberia with its short, cool summer and a limited vegetation season', comments Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva.

In the West-Siberian region, the growing period needs to last 100 days in order for EN Argument to fully mature by the onset of cold weather and the first frosts. The variety forms a consistent crop yield even at low night temperatures (+5...+7 °C) during flowering and pod-filling stages. The indeterminate growth habit with an extended period of new productive node set helps to restore the reproductive load in case of stress caused by cold or other factors. The variety has good technological manageability and a low stubble loss rate. Its potential maximum yield (approx. 2.99 t/ha) combined with the plant's compact height (60-70 cm) and large seeds (TKW of 130-160 g) creates favourable conditions for mechanised harvesting and

the use of the product for feed, food and industrial purposes. Besides climatic adaptation, EN Argument is highly resistant to diseases typical for the region, including peronosporosis, Septoria and sclerotiniosis. This tolerance lowers the necessity of intensive protection measures, which saves money and lowers the environmental strain on agricultural ecosystems of Siberian territories.

The relevance of EN Argument for the region is further confirmed by the positive experience of its cultivation in the enterprises of the Group's Siberian subdivision. The area under the variety, namely Novosibirsk oblast and Altai area, exceeds 4,000 ha. The average yield in production stays at a level of 2-2.3 t/ha. The key quality indicator – protein content – consistently remains in the range of 39.6-39.8 per cent, with over 40 per cent in some lots.

'We start off by applying 100 kg of complex fertilisers and performing mandatory inoculation of seeds, ensuring reliable nitrogenous nutrition and effective plant development. The seeds are



sown at a depth of 4-5 cm with subsequent rolling. The sowing time is from May 10 to 15, considering recurrent frosts. We harvest the crop with special Flex headers to prevent the loss of the bottom pods', says Matvey Krivonogov, Head of Siberian Branch of Plant Breeding and Variety Maintenance Centre.

of farming enterprises in Kormilovka district, Omsk oblast, EN Argument delivered over 3 t/ha (with a protein content of around 40%). The variety also thrives in risky farming zones of Irkutsk and Krasnoyarsk regions, showing a yield of from 2.1 up to 2.5 t/ha with a protein content of 38%. However, there

Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva:

'EN Argument is one of the earliest ripening soya bean varieties listed in the State Register of Plant Breeding Achievements of the Russian Federation. One of the main peculiarities of the variety is that it requires a low sum of active temperatures – a mere 1,900 °C, which is crucial for Siberia with its short, cool summer and a limited vegetation season.'



The geography of supplies is quite wide: Novosibirsk, Omsk, Tomsk, Tyumen, Irkutsk and Kemerovo oblasts as well as Krasnoyarsk and Altai areas. The variety has been grown in these regions since 2021, i. e. when EN Argument was entered into the State Register of Plant Breeding Achievements for region 10. At a farming enterprise in Zalesovo district, Altai area, following a successful trial, the cropland allocated for the variety was increased tenfold straight away, from 100 ha up to 1,000 ha. Last year, the average yield in the company's fields amounted to 3 t/ha with over 40% of protein. In the neighbouring regions – Novosibirsk and Kemerovo – growers consistently harvest a good crop – 2.5-2.6 t/ha containing not less than 38-39% of protein. In the previous season, at one

are even more challenging natural and climatic territories in Siberia. Mayak farming enterprise in Kazanskoye district of Tyumen oblast is an example of successful adaptation of EN Argument in the region, where until recently soya beans were not grown due to climatic limitations and droughts. In 2024, in the pilot year of its cultivation, a crop of more than 2 t/ha with a protein content of over 40.5% was harvested.

EN Argument has significant potential when it comes to the development of soya bean farming in Siberian regions of Russia. A high protein content and stable productivity attest to the variety's efficiency in the conditions of limited vegetation season and difficult climatic factors.

By Tatyana IGNATENKO





Agronomy in the field



The 5th crop production workshop has been held in the fields and facilities of the Group's Voronezh subdivision. Over 150 specialists engaged in various crop growing activities from all the regions of the holding's operation participated in the gathering.

The event brought together an array of professionals, including agronomists, directors, soil scientists, seed growers, technicians, economists and also personnel from commercial, logistics and HR departments.

department has been using a Minibatt hand-held combine harvester enabling quick and accurate grain sampling using infrared analysers. This accelerates quality assessment and facilitates harvest planning



The participants spent two days touring the reference fields at EkoNivaAgro-Left Bank and EkoNivaAgro-Right Bank operations.

The introduction to the applied technologies and the specifics of crop cultivation in the Black Soil region was followed up by a lively discussion of a number of issues related to the future prospects of crop production.

During the workshop, quality management specialists focused on monitoring grain crops at the ripening stage. For several years now, the agronomy

as well as allows on-site grain quality control.

To conduct comprehensive monitoring of grain yield and its quality, the holding's technical service retrofits the harvesters with special sensors providing operators with data on the crop properties, physical weight and other indicators.

'Another important aspect is that all the data collected by the sensors is analysed by the on-board computer to create yield maps and determine grain losses, which lays the groundwork for precision farming practices. By the end



of this year, the plans are afoot to equip 46 combine harvesters with new digital solutions', notes Roman Kopytov, Technical Director of the EkoNiva Group.

Among the topics discussed at the event were alfalfa cultivation techniques and seed production. Alfalfa is one of the key ingredients in a cow's ration, as it has a positive effect on the productivity and health of cattle due to its high nutritional value.

'Currently, the demand for alfalfa seeds within the holding is about 600 tonnes. Last year saw the launch of the seed plant for grasses at Kursk subdivision of the Group', says Vitaliy Polyakov, Head of the

Engineering and Technical Service Department for Seed Production. 'We are pleased with the results of seed conditioning: the purity meets the regulations. Currently, we are planning to establish similar plants at the premises of three facilities in Voronezh oblast.'

During the event, the holding's specialists presented their achievements and shared various approaches to work, technologies and also discussed future prospects. The annual workshop helps to increase the efficiency of crop production and has a positive impact on the holding's economy as a whole.

By Viktor BARGOTIN





Honour finds its hero

Yuriy Alekseyevich has spent his entire life on his native land in Mosalsk district. The connection to agriculture was something he felt from childhood, always drawn to working in this sector for the benefit of his homeland. He has been a machine operator since 1979. His extensive experience allows him to carry out a wide variety of agricultural tasks, skillfully operate different types of machinery and maintain it with the utmost care. During the busy summer season, he drives both tractors and combines taking part in forage and grain harvesting.

'I've had to work on many different tractors', says the operator. 'Our trade is tough, but it's important and honourable. I'm glad to see farm machinery improving and becoming easier to operate year after year. It makes the whole job run much more smoothly.'



Yuriy Petrushkin, a machine operator at Savinskaya Niva organic farm, has been awarded the Honoured Worker of Agriculture of the Russian Federation title by presidential decree. He has dedicated over 45 years of his life to the farming industry.

For his labour, Yuriy Petrushkin has received

municipal, regional and federal awards, including letters of

appreciation from the Governor and the Russian Ministry of Agriculture. In 2009, he was awarded the Honoured Worker of Agriculture of Kaluga Region title. In 2025, his name was added to the Labour Glory of Kaluga Region Honour Board. Colleagues hold Yuriy Petrushkin in high regard. In turn, he is always happy to share his knowledge and experience with younger employees.

'Yuriy Alekseyevich is a role model for us', says Valeriy Gushchin, Director of Savinskaya Niva. 'He achieves the highest quality in soil cultivation and delivers outstanding performance. He treats the machinery he operates with great care, and it is always in perfect condition. I am delighted that our employee has received such a high professional award! I wish him continued success in his work.'

By Kristina AMANN

Building the future with EkoNiva

Students from all over Russia come to EkoNiva for internship. Working side by side with the specialists, they learn all the intricacies of the profession. Often, these young people return to the company – some for another internship, others as qualified young specialists. We have asked the students to share their feedback.



Anna Korolchuk, a student at Pskov Agrotechnical College (Idritsa branch), gives the following comment:

'I did my internship at Penevichi dairy in Kaluga division of EkoNiva. This experience was invaluable and inspiring. I had a unique opportunity to apply theoretical knowledge in practice, learning to diagnose and treat various

diseases in cattle. Working in a team with experienced specialists gave me both confidence and a drive to advance my career in veterinary medicine.'



Kseniya Vishnitskaya, a student at Ryazan State Agrotechnological University named after P.A. Kostychev, shares:

'At Ryazan division of EkoNiva, I learnt to perform many procedures. The veterinarians and technicians were always ready to help, explaining and demonstrating everything. I was impressed by the diligence with which the staff maintains such high standards of animal welfare and comfort. I also had the chance to work with herd managers, regrouping animals from different pens. It expanded my perspective and showed me the inner workings of a major production facility — how each day is structured and how the team ensures everything runs seamlessly.'

Artyom and Alyona Golubkovs, a married couple and students at Ryazan State Agrotechnological University named after P.A. Kostychev, say:



'The internship was a truly fascinating journey into the world of agronomy for us. We immersed ourselves in an atmosphere of plant care, studying the specifics of growing different crops and modern cultivation methods. We learnt about new technologies used to increase the yield and improve product quality. The most exciting part was observing how tiny seedlings grow into strong plants, which then yield a bountiful harvest. Our internship at EkoNiva has given us not only valuable knowledge and skills, but also confidence in our own abilities.'

By Kristina AMANN

From dream to reality



The city youth's childhood dream has become reality. The wish to work with animals, to live in the picturesque countryside in close connection to nature came true for the young couple, Alina and Nikita Kazantsevs, when they joined EkoNiva.

The story of the newlyweds began at Voronezh branch of EkoNiva five years ago. Alina, then a sophomore at the Veterinary Department of Voronezh State Agricultural University n. a. Peter the Great, and Nikita, a third-year student at the Agriengineering Department of Perm State Agricultural Technology University n. a. Academician D.N. Pryanishnikov, arrived for the internship as part of the MoSt (Milk Standard) student team and got assigned to the same dairy unit, Bobrov 1. That was where they got acquainted. After the internship, both returned to studying, but kept in touch.

Alina grew up in the vibrant town of Balakovo, Saratov oblast. But even as a child she was captivated by life in the country: the quiet, the nature and fresh air. After graduating from the university, she was invited to EkoNiva for a postgraduate internship, thus becoming part of a big team.

'My grandfather used to work as a veterinarian. He would often take me to the farm with him. Since childhood, I watched him work and even took part in animal examinations. I loved it so much that I decided to follow in my granddad's footsteps. And my parents joked that now that I had practice under my belt, it

was time for me to learn the theory', says Alina. 'I had never aspired to treat city pets, on the contrary, I saw myself working with cattle and therefore

Nikita Kazantsev:

'On the day Stefan Dürr handed us the keys to our new home, we were so glad and excited that we stayed overnight, sleeping on an air mattress. After that, we began to settle in, gradually bringing in the furniture, and even made vegetable beds and planted some greens. The plot of land is large, so there is a place for everything: a sauna, a vegetable garden, flower beds and so on.'

purposefully chose a university with a good practical base in this area.'

Nikita's is a similar story. It did not take him long to decide what his profession would be,

either. All the men in the family graduated from an agricultural university, and Nikita felt no need to break with the family tradition. After graduating from the university and completing his military service, Nikita returned to EkoNiva as a young specialist. His decision to start working at the same dairy farm as Alina was made consciously: it is always better to learn the ropes when someone you know is around. They were soon

transferred to Petropavlovka dairy unit, where they work to this day.

Alina and Nikita got married, and everything was fine: coveted jobs, family life,

a friendly team, experienced mentors and decent working conditions, except for one thing: a long commute to work. The young family lived in the town of Liski, 55 km away from Petropavlovka dairy. The road they would take to get to the farm passed through Petropavlovka village, where new houses were being built under the Comprehensive Development of Rural Areas state programme. The couple submitted an entry application and, having received the approval, began collecting the documents.

'On the day Stefan Dürr handed us the keys to our new home, we were so glad and excited that we stayed overnight, sleeping on an air mattress. After that, we began to settle in, gradually bringing in the furniture, and even made vegetable beds and planted some greens. The plot of land is large, so there is a place for everything: a sauna, a vegetable garden, flower beds and so on', shares Nikita.

The arrival of young families makes the village come alive. The Kazantsevs family is a good case in point. Despite all stereotypes, a lot of young, promising employees are engaged in farming nowadays. It is a modern, high-tech industry that is rapidly developing. It would be impossible without committed people, so EkoNiva gives priority to comfortable working and living conditions in rural territories.

By Alyona FROLOVA





New prospects of village life



Nowadays, youth migrating to cities, trying to build a career there and 'find themselves' has become a matter of course. Nevertheless, Anna Yershova from Novosibirsk subdivision of EkoNiva chose otherwise: a girl from the city moved to a Siberian village and started working at an agricultural holding. According to her, it was the best decision of her life.

Anna was born and raised in the city of Solikamsk, Perm oblast. Ever since childhood, she had liked animals and dreamt of becoming a veterinarian. It never even crossed her mind to go into agriculture: no one in her family worked in that field, kept cattle or even lived in a rural area.

'When I entered the Ural State Agricultural University aspiring to become a veterinarian, I was sure I would work at the city veterinary clinic, treating cats and dogs', says Anna. 'All my internships were at such institutions and I was quite happy with everything. Until one day, that is, when EkoNiva representatives came to us. That meeting turned my life around. They talked about the company, internship opportunities and promising

employment prospects that were open for young professionals. And then something clicked and I decided to give the internship a go. I thought: what am I missing? That's how I got to Penkovo dairy, Novosibirsk subdivision of EkoNiva.'

Anna fondly remembers how warm-hearted her colleagues

over heels, no turning back.

'I've never imagined how smart and sensitive these animals are! Interacting with them is pure joy! They understand everything and can even feel the humans' mood. The moment I got my diploma back in 2020, I returned to the company and started working

Anna Yershova, Cattle Nutritionist at Sibirsкая Niva:

'One day, EkoNiva representatives came to us. That meeting turned my life around. They talked about the company, internship opportunities and promising employment prospects that were open for young professionals. And something clicked.'

were towards her when they first met, how they surrounded her with attention and support. And, most importantly, it was the first time she got to know the cows and fell in love with them, head

at Ogneva Zaimka dairy, where I still work to this day.'

Anna settled in the village of Maslyanino. Moving to a small town from the city does not bother the young woman in the least. Quite the opposite: she has found harmony, peace of mind and vocation in the Siberian countryside. She also met her would-be husband, Andrey Yershov, here in Maslyanino. They turned out to be colleagues: Andrey also works at EkoNiva, currently in the position of Head of Young Stock Department at Penkovo dairy.

'To tell you the truth, I'm not in the least bit tempted to go back to the city', says Anna. 'I like it here, in Maslyanino, very much. The air is fresh and clean,

the scenery is breathtaking, all the infrastructure one needs for a comfortable life is there. Whenever a need arises to drive to the city on some business or to visit someone, I become homesick in a matter of days and yearn to return home. That's how fast a girl from the city got attached to the village!'

As a professional, Anna is incredibly eager. Having started her career as a veterinarian, she quickly understood that it wasn't the only area she wanted to develop in. It was crucial for Anna to get an understanding of every single process taking place at the dairy, to gain as much knowledge and skill as possible. She took an active part in any and every possible crash course and training organised by EkoNiva for the employees. And one of them introduced her to the profession she got excited to delve into.

'I worked closely with a nutritionist for a week. This profession was what I needed. It unites every farming process: one needs to understand not only animal physiology, but also the peculiarities of growing and harvesting fodder crops, and to have at least a general idea of how specialised equipment works. Of course, leader qualities are also required, as such specialist is responsible for the workers under their command. Forage harvesting is joint work of nutrition specialists, agronomists and machine operators. The success of a forage harvesting campaign directly depends on every employee's input.'

Anna Yershova is a nutritionist now and keeps honing her skills in what she does. Aside from that, she is also an excellent role model for the future generation of agricultural industry specialists. When the intern students come to her, she interacts with them quite actively.

'I try to inspire them with my own example, to pass on the passion for the profession. It is a joy when people come back to us: some for another internship, others to apply for a job. Despite stereotypes, the countryside offers great opportunities for the youth.'

By Kristina AMANN



Growing professionals



EkoNiva and the National Youth Public Organisation Russian Student Teams (RST) continue their joint work on building a talent pool for the agricultural sector. A new cooperation agreement was signed by Stefan Dürr, President of EkoNiva Group, and Yaroslav Zubashchenko, Commander of the RST Central Headquarters, during a meeting with the MoSt student team.

Under the agreement, EkoNiva and RST will collaborate in informational, analytical, methodological and organisational areas. This will attract students from secondary vocational and higher educational institutions to work at EkoNiva's production sites. Additionally, the cooperation will involve joint events, projects and programmes aimed at developing student team activities and forming a talent pool for the Russian agricultural industry.

EkoNiva and RST have carried out the MoSt nationwide agricultural labour

project since 2016. It has become one of the largest practice-oriented platforms for students studying agriculture in the country. Over 700 students from different regions of the country have taken part in MoSt since its setup. Today, 74 students from 15 regions of the Russian Federation are working at EkoNiva's enterprises. For several months they get acquainted with their specialised fields, gain insights into the intricacies of livestock farming, agronomy and engineering, work at the Group's dairy plants and service centres.

'The MoSt All-Russian Student Agricultural Team is

a flagship project of EkoNiva and RST. We can well call ourselves a talent forge for the farming sector', notes Yaroslav Zubashchenko.

In addition to signing the agreement, Stefan Dürr had a meeting with students from the MoSt team. A lecture on a modern vertically integrated agricultural holding with EkoNiva as an example engaged students in an informal conversation. He shared the story of his first arrival in Russia, talked about the challenges he faces in his work, answered all the questions, and gave several useful tips to future specialists.

'Student teams give a wealth of experience, sincere communication, team spirit, genuine interest in everything new and constant development. This format helps young people to fully unlock their potential. We aim to show young people their career prospects in agriculture and convince them that they can find their place and purpose in rural areas. Today, the farming sector is one of the most attractive and promising industries', says Stefan Dürr, EkoNiva Group President.

The MoSt student team provides students with a unique opportunity to immerse themselves in the professional settings, gain practical and theoretical skills at one of the largest agricultural enterprises in the country. They take their first steps in their career. Twenty-seven participants of the student team movement are employed as EkoNiva's full-time employees.

By Viktor BARGOTIN





Harnessing the power of ambassadors



The Group's Voronezh subdivision has hosted the first youth forum of EkoNiva ambassadors. The event has brought together proactive students representing twenty-five leading higher and secondary specialised education institutions across Russia.

Young people from all over the country – Moscow, Kazan, Ryazan, Tomsk, Penza, Orenburg, Saratov, Volgograd, Voronezh, Oryol, St. Petersburg, Barnaul and Yekaterinburg – made their way to Voronezh oblast to embark on the project. The forum's primary goal comprised establishing a loyal student community and a network of EkoNiva ambassadors to promote the HR brand and the Group's core values.

The young people enjoyed a comprehensive educational programme encompassing hands-on classes, workshops and an introduction to the Group's state-of-the-art production practices. They also toured Dobrino service centre, Bobrov 1 and Bobrov 2 dairy farms as well as the cheese plant in Shchuchye village.

During the event, the focus was put on fostering the team spirit and building stronger relationships between EkoNiva ambassadors from different regions. The joint efforts bore fruit: the participants developed a strategy for the brand promotion among the student youth, approved a collection of the best ambassador' cases and also laid the foundation for a promising partnership

with the next generation of the farmers.

'Promoting the brand among their peers, on social



media and in professional networks, our young representatives will raise awareness and encourage other students to apply for internships and full-time jobs at the company', states Vasilisa Tsybina, Talent Pool Manager at EkoNiva Group. 'The forum is a launching pad for the next generation of managers and specialists in the farming sector. We believe that our ambassadors will play a key role in developing the domestic agribusiness and increasing EkoNiva's competitiveness in the Russian market.'

'This is where the community of prospective EkoNiva specialists sharing and promoting the Group's

values is established. Honing their leadership and communication skills, the young people are growing

professionally, which makes a significant investment in the company's future', comments Mariya Eikhgolts, Internal Trainer, Training and Development Department at EkoNiva Group. 'Above all, our ambassador is someone who aspires to a career in the agricultural sector, has faith in the company's future and their own role in it and inspires others with this belief. May our ambassadors be open to new experience, unafraid of making mistakes and learning from them. Success is a reward for courage and perseverance, not for taking the easiest option.'

'An ambassador must be determined, competent, approachable and eager to embrace new opportunities. I'm keen to contribute to a larger cause and showcase EkoNiva as a leading and innovative company to my circle. I'm on board with its adherence to the 'From Field to Shop Shelf' principle, and find the fact that it cares not only about its brand image, but also animal and employee welfare appealing. The team is large and friendly, fostering a positive working environment, and I'm glad to be a part of it', emphasises Galina Isakina, a student at the Institute of Applied Biotechnology and Food Engineering n.a. after Academician I.A. Rogov.

Based on the success of the first forum, the management agreed that this would become an annual event. It will facilitate the strengthening of EkoNiva's position among the youth and recruitment of qualified staff to the enterprises within the Group.

By Tatyana IGNATENKO



Expanding exports

EkoNiva's cheese-making plant, located in Shchuchye village, Voronezh oblast, has been granted an export permit for Azerbaijan and Georgia. Previously, the plant was certified for supplies to the countries of the Eurasian Economic Union (EAEU), Tajikistan, Turkmenistan and Uzbekistan.

The enterprise produces several types of semi-hard cheeses and premium hard cheeses, Dürre Zeller and Dürre Classic, with various maturity ages. Obtaining the export permit confirms that the plant adheres to high quality standards and guarantees for the safety of its products apply.

EkoNiva's dairy products have been available on the Azerbaijani market since October 2024. The Group already exports classic ultra-pasteurised milk and EkoNiva Professional Line milk of various fat content as well as 10%-fat cream to the republic. The products are available

at Rahat and Neptun retail chains and are also supplied to local hospitality industry businesses. As for Georgia, EkoNiva initially only exported skimmed milk powder there. Today, the Group is searching for partners to launch cheese sales in the country. Supplies from the cheese-making plant to Azerbaijan and Georgia are due to begin in the autumn of 2025.

In addition to semi-hard and hard cheeses, EkoNiva's plant in Shchuchye village also produces curds and sour cream. The plant's capacity enables it to process up to 60 tonnes of raw milk daily.



Up to 6 tonnes of cheese are produced here per day. Cheese-grade milk, selected according to 29 compliance criteria, is supplied from the Group's own farms located near the plant.

More and more residents

of neighboring countries are becoming familiar with EkoNiva's products. The company is strengthening its presence and expanding its supply range in the already established export markets.

By Eleonora DUBININA

Sustainable approach

The company continues to introduce environmentally friendly packaging. Bags made from recycled plastic have appeared in the stores of the Group's brand retail chain in Kaluga, St. Petersburg, Novosibirsk, Tula, Voronezh, Kursk, and Moscow oblasts. Soon, eco-friendly bags will become available in other regions as well.

The shopping bags are manufactured using Vivilen granules from SIBUR Company. This is a non-food polymer containing primary raw materials and up to 35% recycled polyethylene. The packaging is produced at the Russian enterprise Bryansk-Polymer and then delivered to EkoNiva's stores all over Russia.

Over 1,900 branded bags are sold daily in the Group's retail chain. By using the new bags, the Group will contribute to the development of a circular economy and the expansion of recycled plastic use in Russia.



EkoNiva has started using recycled plastic bags in its brand stores. They are made from non-food polymer containing up to 35% recycled materials.

EkoNiva began its transition to packaging made from recycled polymers last year. In October 2024, the

Group started producing drinking milk in a transparent bottle containing up to 25% recycled plastic at

MosMedynagroprom enterprise in Kaluga oblast. In 2025, the company successfully tested the white bottle made from recycled materials designed for packaging fermented milk products, i. e. ryazhenka and kefir. The Group's enterprises are preparing to switch to this type of packaging.

'EkoNiva's specialists are exploring opportunities to expand the use of recycled plastic. Packaging made from polymers has all the necessary properties: it is simple to produce, lightweight and durable, which simplifies the storage and transportation of dairy products. Incorporating recycled materials also makes it eco-friendly and helps reduce the carbon footprint not only for us as a producer, but also for consumers', said Lyubov Aksyonova, Head of the GR&ESG Department at EkoNiva Group.

By Eleonora DUBININA

EkoNiva in focus



15-17 October AgroRus-2025 Trade Fair

Venue: EXPOFORUM Convention and Exhibition Centre,
64/1, Peterburgskoye Shosse St., St. Petersburg
Organiser: ExpoForum International, EkoNiva-Tekhnika

22-24 October AgroKuzbass-2025 Trade Show

Venue: Kuzbass Fair Exhibition Centre, 51,
Avtotransportnaya St., Novokuznetsk
Organiser: Kuzbass Fair Exhibition Company, EkoNivaSibir

5-7 November Siberian Agricultural Week 2025 Trade Fair

Venue: Novosibirsk Expo Centre, 104, Stantsionnaya
St., Novosibirsk
Organiser: Siberian Exhibition Company, EkoNivaSibir



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