

Strategic move

EkoNiva and Weichai LOVOL launch 1st spare parts warehouse in European Russia

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Taste of homeland

EkoNiva registers Shchuchye Cheese geographical indication

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1st Agrotech hackathon organised together with EkoNiva

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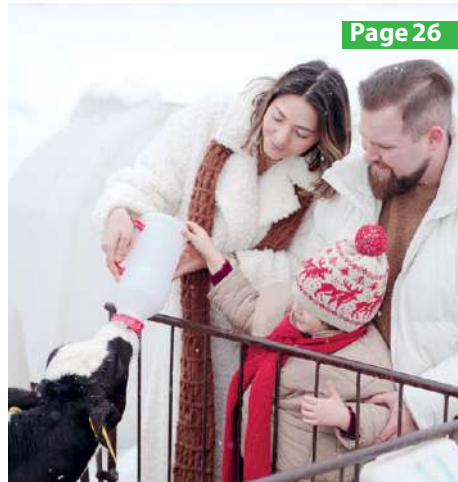
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Merry Christmas and a Happy New Year!

Dear friends,

New Year and Christmas are the times when we gather with family, friends and soulmates and share love, warmth and care. As we approach the holiday season, I would like to express my heartfelt gratitude to our friends, partners, colleagues and those who love EKONIVA dairy products. Thank you for supporting us and always being there for us, regardless of the distance.

What we all have in common is dedication to our work and commitment to achieving excellence, making Russian agriculture a modern and thriving industry and providing every household with delicious, healthy, natural, high-quality and affordable products.

I believe that all the hard work and effort we have invested will yield fruit to be proud of and the new 2026 will bring us fresh ideas, energy and inspiration to open new horizons. I wish you good health, harmony and prosperity. May the coming year bring you many joyful events and happiest moments to enjoy in the family circle.

Wishing you peace and happiness!

Yours faithfully,
Stefan DÜRR



Taste of homeland

EkoNiva has registered the Shchuchye Cheese geographical indication (GI No. 394) with Rospatent, the Federal Service for Intellectual Property. This status confirms the distinctive character and good reputation of the product manufactured at the company's cheese plant in Shchuchye village, Voronezh oblast.

Along with EkoNiva's other cheeses, this variety is made from specially selected cheese milk meeting 29 quality parameters. It is supplied from the Group's own farms located in Liski district close to the plant. In this pristine natural area with fertile black soils near the Don River, EkoNiva grows nutritious feed for its herd. Adhering to the 'From Field to Shop Shelf' principle and maintaining full control at every production stage, the company makes high-quality, protein-rich milk and dairy products with excellent organoleptic characteristics.

The Shchuchye semi-hard cheese features a pronounced creamy taste, a moderately soft, smooth consistency and a uniform-pattern texture. Versatile in use, it can be enjoyed on its own or used in salads, sandwiches, pizza and pasta. The cheese has

already won consumer trust and professional acclaim. In 2022, it was awarded a gold medal in the Best Product of the Year category at the PRODEXPO international trade show followed by a prize at the Best Cheese of Cheese Expo 2024 contest.

'Voronezh oblast is the birthplace of EkoNiva. This is where its first farm was launched and where our dairy story began. Registering the Shchuchye cheese as a geographical indication and regional brand attests to our responsible approach and commitment to the highest quality standards of milk and dairy products. We thank consumers for their trust and are proud of contributing to the appeal of our land', says Ramon Schenk, Regional Director of EkoNiva Group for Voronezh and Kursk Oblasts.

By Alyona FROLOVA

Spare parts without delays

Together with Weichai LOVOL, EkoNiva's dealership holding has launched the first official spare parts warehouse for the Chinese manufacturer's machinery in European Russia.

The facility is located on the premises of Dobrino service centre in Voronezh oblast and is currently the largest of its kind in Western and Central Russia. Customers of all LOVOL dealers across the country can now purchase genuine spare parts directly from the central warehouse in Dobrino, rather than through the manufacturer's Chinese office. This will significantly optimise the after-sales service system through reduced delivery times, increased supply volumes, a streamlined purchasing process and improved collection of analytical data on orders and use of spare parts throughout Russia. In particular, mobile service technicians will receive them earlier, which will make for faster machinery repairs. It is especially critical during

peak fieldwork and other intensive farm operations.

With a total area of over 1,000 m², the warehouse stocks more than 45,000 SKUs of consumables, components and units, with an overall value exceeding 100 million rubles.

The infrastructure in place covers more than 50 regions nationwide.

Regular shipments of spare parts from the warehouse to the service centres and maintenance stations have already begun operating for both EkoNiva-Tekhnika and its partner companies. The holding will ensure the continuous availability of all essential kits of spare parts and consumables.

'LOVOL recommends using only original parts

that are officially approved by the manufacturer. First and foremost, this preserves customers' rights to returns, replacements or warranty reimbursement from the company and ensures reliable long-term operation of the machinery. Despite similar specifications and apparent interchangeability, the use of non-original spare parts and components increases the risk of failures in tractor and combine assembly units. The central LOVOL spare parts warehouse eliminates the need to source materials from elsewhere, thus speeding up repairs and providing Russian customers with high-quality parts and components in the shortest possible time', emphasises Stanislav Dolbin, Deputy Head of After-Sales Service Division at EkoNivaTekhnika-Holding.

The company has been cooperating with Weichai LOVOL since 2022 and is currently the official dealer of the brand in 19 regions of Russia.

By Eleonora DUBININA



Boosting regional agriculture

EkoNiva is set to enhance its impact in Kursk oblast contributing to its social and economic growth.

Ramon Schenk, Regional Director of EkoNiva Group for Voronezh and Kursk oblasts, and Gennadiy Babaskin, Acting Deputy Governor of Kursk oblast, have signed a cooperation protocol at the Russian agricultural trade fair Golden Autumn 2025 in Moscow. It was in 2019 that a collaboration agreement was first concluded between EkoNiva and the regional administration. The new document reaffirms the commitment of both parties to cooperate further on developing the local farming sector in the long term. The company will continue to run its operations, provide jobs for local people and build a talent pool for the industry for years.

In July 2025, EkoNiva Group became a partner of Agri-Tech Classes, a new educational project in Kursk

oblast, supporting three specialised classes at Zashchitnoye, Prigorodnyaya and Okhochevskaya schools in Shchigry district. The company's experts hold lectures and workshops for the students who can also visit the company's production facilities. After finishing school, they will have the opportunity to get EkoNiva's scholarship to study at a university. They will do an internship at the Group's enterprises during their studies, and following graduation, they may be employed there. In addition, for over five years, the joint Basic Department of Field Crop Breeding and Seed Production at Kursk State Agricultural University n.a. I.I. Ivanov has been preparing highly-qualified specialists in this field.

'The development of the region's farming sector goes



hand in hand with major agricultural companies' support', says Gennadiy Babaskin. 'We are confident that further cooperation with EkoNiva will bring substantial benefits for Kursk oblast – the growth of economy, employment rate and young professionals available and willing to contribute to our region's agriculture. The agreement signed at Golden Autumn 2025 marks an important stage of our continuous joint activities.'

'Kursk oblast is the basis for EkoNiva's plant breeding and seed production business', points out Ramon Schenk. 'Here, we grow our in-house developed crop varieties: winter wheat, soya beans, lentils and peas. We are grateful to the administration of the region for the support and assistance in creating favourable conditions for our work in the rural areas.'

By Polina PETROVA

Top award for high performance

EkoNiva's Ryazan subdivision has received a gold medal in the contest 'For High Performance in Developing Pedigree and Commercial Cattle Breeding'. The award was presented at the Russian agricultural trade fair Golden Autumn 2025 in Moscow.



The event showcased Holstein cows named Koroleva and Kuskus – the residents of Nesterovo dairy in Pitelino district. Their fine bone and balance, good udder texture and perfect locomotion make them the crown jewels of the farm showing the high milk yields. Within 305 days of lactation, Koroleva produced 13,474 kg of milk with fat and protein contents of 3.7% and 3.48%, respectively, while Kuskus gave 12,219 kg of milk with fat and protein contents of 3.92% and 3.71%, respectively. Both being even-tempered, they performed excellently in the show ring.

EkoNiva's Ryazan subdivision comprises four dairy farms with a free-stall housing system. The total herd size amounts to 28,500 head including 13,000 dairy cows.

The output of the enterprise in the region totals about 450 tonnes of raw milk per day. Here, the focus is on enhancing the pedigree and production traits of the animals. This year, Ryazan subdivision has been certified as a pedigree reproducer for Holstein cattle. Besides, its cows have maintained leading positions in the ranking of EkoNiva's highest-yielding animals for two years.

'It is teamwork that helps us to achieve the best results', says Tatyana Arkhipkina, Chief Breeding Herd Manager at EkoNiva's Ryazan subdivision. 'The cows are housed in comfortable barns and are fed rations rich in macro- and trace elements, vitamins and minerals. All employees do their best and, most importantly, love what they do!'

By Kristina AMANN

EkoNiva's cream of the crop

Working in the farming sector is not just a job, it is a calling. It demands total devotion: love for the native land and commitment to what you do.

EkoNiva's employees are devoted people like that, and their contribution to agriculture is recognised at the highest level. Five people from the Group's Ryazan and Kaluga subdivisions have been honoured with federal awards. All of them have been working in this industry for many years and continue their career with great commitment and genuine care.

The Honoured Worker of Russian Farming Sector title was granted to Renat Muratov, Deputy Director of the production facility of the Group's Ryazan subdivision. His path in agriculture began with helping his grandfather at a sheep farm. In the saddle from the age of six, and at eight already driving a team of horses, he was destined for his career. Having worked his way up from herd manager to deputy director, Renat notes:

'Not for a single day have I regretted connecting my life with agriculture. I love

communicating with people. Together, day by day, we are improving the quality of our work, and that is why our performance indicators keep growing.'

Galina Petrakova, Livestock Team Leader at EkoNiva's Ryazan subdivision, received the Silver Medal For Contribution to Development of Russian Farming Sector. Her career path was bumpy, she even gave up agriculture at one point, but ultimately returned to the profession. Over thirty-five years, she grew from milker to team leader.

'I have seen this industry transform with my own eyes, and it continues to evolve', says Galina. 'I'm proud to be part of this great company and to develop together with it!'

Nataliya Pryakhina, Milking Machine Operator at the Ryazan subdivision, who has devoted more than thirty years to agriculture, received a Certificate of Merit from the Ministry of

Agriculture of the Russian Federation. She witnessed the shift from exhausting manual labour to modern technologies.



'After all these years, I know this is not just a job, it is my true calling', shares Nataliya.

Aleksandr Fatkin, Machine Operator from Ryazan, received a Commendation from the Ministry of Agriculture of the Russian Federation. His passion for machinery developed long ago on Sakhalin, where he first was behind the wheel of a tractor at the age of seven. Today, his expertise is invaluable both in the fields and on the dairy farm.

'I'm thrilled to receive this award! It proves that my work matters and I'm exactly where I belong', says Aleksandr.

In the Group's Kaluga subdivision, Viktor Verkeyenko,

Construction Foreman, accepted a Commendation from the Ministry of Agriculture of the Russian Federation. He joined the company at its launch in the region, and, quite literally, built its foundations.

'It feels good to know that I've had a hand in so much. Seeing the farms I built buzzing with life is a real joy', says Viktor, for whom construction has become a lifelong vocation.

The stories of our colleagues are truly inspiring; they show that a career at EkoNiva is an opportunity to fulfil one's calling and make a meaningful contribution to the development of the agricultural sector of the country. We congratulate our heroes and wish them further achievements and victories.

By Kristina AMANN



A quality mark from Kommersant

EkoNiva's Siberian subdivision has won the People of Business award presented by Kommersant Publishing House. The feed mill project in the village of Penkovo, Maslyanino district, with a capacity of 73,000 tonnes a year, was recognised as the best in the Nutrient Environment category.



An award from the country's leading business broadsheet is an achievement of the entire team, our shared success. No equipment or technology will work without people – those who bring plans to life every day', noted Oksana Lukomskaya, Deputy Regional Director for Livestock Farming.

The Siberian division of Kommersant Publishing House launched the People of Business award in 2014. It celebrates innovative and progressive entrepreneurs supporting important social projects. This year, it brought together representatives of twenty-five region's largest enterprises.

By Darya KONSHINA



From China with acclaim

EkoNiva-Tekhnika has received a new award from LOVOL – For Brand Promotion. It was given to the dealership holding's representatives at the ceremony held at the Weichai LOVOL World Partners Conference in Qingdao, China, in October.

EkoNiva has been cooperating with the manufacturer since 2022. Currently, it is LOVOL's official dealer in 19 regions of Russia, including Voronezh, Tula, Kaluga, Kirov, Ryazan, Kostroma, Vladimir and

Leningrad oblasts, achieving strong sales performance and introducing machinery novelties from the partner to the domestic market. Together, the companies offer Russian farmers cutting-edge, powerful and high-tech solutions to

increase the efficiency of farm operations, for example, tractors with a capacity of over 200 hp, which are a preferred choice with the farmers this year. In addition, EkoNiva has opened a LOVOL classroom at Detchino service centre in Kaluga oblast to hold regular dedicated trainings for employees and partners.

'We are thrilled to be so highly acclaimed by LOVOL. Our employees strive to strengthen the brand's position in Russia. The Chinese tractors are reliable and can compete

in quality with machines from well-known European manufacturers. Every farm needs such powerful and efficient helpers. The LOVOL tractors supplied by EkoNiva are first tested at the Group's enterprises for its specialists to verify their performance and key features', says Gennadiy Nepomnyashchii, Commercial Director of EkoNiva-Tekhnika.

In 2024, the dealer was also honoured with two awards – For Innovation and Development and For Enhancing the Image of LOVOL. Along with the brand promotion within Russia, the holding arranged two trips for its employees and clients – Russian farmers – to the manufacturer's plant in China. LOVOL delegation had also visited several enterprises of the Group in 2023.

Weichai LOVOL Intelligent Agricultural Technology Co. is one of China's largest producers of construction and farm machinery, road transport vehicles, various equipment and spare parts.

By Eleonora DUBININA

Breaking through in China

EkoNiva's dealership holding has been awarded another prize from its Chinese partners. At the SANY Marine Global Premium Customers Conference in the city of Zhuhai, the company received an accolade for its contribution to SANY business development and brand promotion in Russia, as well as Silver Partner status.

EkoNiva-Tekhnika has been importing SANY machinery to Russia since 2023. The brand's portfolio features several models of telescopic handlers. They have already become an integral part of Russian farmers' fleets, successfully replacing western models without compromising performance, reliability and comfort. In addition to telehandlers, SANY produces a lot of other vehicles, including those fitted with electric engines. EkoNiva's

clients have visited the Chinese partner's production facilities five times,



witnessing the high quality of materials and excellent manufacturing process, and have seen cutting-edge machinery in action at the producer's demo shows.

In 2024, EkoNiva was awarded in the Newcomer of the Year category at the SANY MARINE HEAVY INDUSTRY 2024 World Dealer Conference and was titled an outstanding partner.

'Our booths often feature SANY machines

at trade shows and other industry-specific events, where thousands of Russian farmers have already discovered them, and for many, they have become reliable helpers. The brand has already earned the trust of agricultural producers, and we intend to further enhance our cooperation', comments Gennadiy Nepomnyashchii, Commercial Director of EkoNiva-Tekhnika.

By Talgat MUSAGALIYEV



Best-in-class

The processing subdivision of EkoNiva Group – EkoNiva Moloko Voronezh – has become a prizewinner of the Voronezh Oblast's Best Industrial Enterprise annual contest in the Food Production category. The businesses were evaluated by an independent jury based on their economic and production performance.

EkoNiva Moloko Voronezh runs two processing facilities in the region: Anna dairy plant and Shchuchye cheese plant having a joint capacity of over 610 tonnes of raw milk per day. The products are supplied to major national retail chains and EkoNiva's brand shops. Besides, both facilities are certified for international export.

The awards ceremony took place at Voronezh Concert Hall and was timed to coincide with the 15th Voronezh Industrial

Forum, one of the key dedicated events in the region. The contest was organised by the local Ministry of Industry and Transport together with the Union of Industrialists and Entrepreneurs and brought together a total of 42 participants. The evaluation was done by several key criteria, including sales growth rates, performance, tax payments, employees' salary levels and availability of a social welfare policy.

By Alyona FROLOVA



Digital harvest

For the first time, EkoNiva has taken part in the Technoforge Agrotech hackathon. The event was organised by the Group's training partner – Moscow Institute of Electronics and Mathematics, a division of the Higher School of Economics.

The hackathon brought together over 200 registered participants from 32 universities across Moscow and the region. For 14 days, the teams tackled 4 different tasks, brainstorming

and working continuously. The event served as a unique platform where farmers' ideas were put into practice and became ready-made IT solutions of strategic importance for the agricultural

sector and the entire country.

EkoNiva Group's leading specialists designed the tasks and further provided methodological support and expert guidance throughout the event. They mentored the teams, giving them advice and valuable insights.

All the challenges were focused on large-scale digitalisation of the sector. The participants were to develop a desktop application to analyse cow rations and the fatty acid composition of milk. Another assignment involved creating a Business Intelligence tool with interactive graphs to identify soil factors limiting crop yields. Additionally, the teams designed mobile apps for consumer seed quality control using artificial intelligence and for determining the phenological stage of plant development via image analysis. The winners and runners-up of the hackathon received money prizes and were invited to work or do paid internships at EkoNiva.

'Technoforge Agrotech acts as a catalyst for farming technology innovation swiftly turning promising ideas into reality. We not only speed up the implementation of out-of-the-box solutions and attract new talents but also stay responsive to the industry needs. This time, the focus was on the quality and automation, which explains the pulling power of our hackathon for the brands shaping the future of the agribusiness', says Ilya Semichasnov, Director of Project Design Centre at Tikhonov Moscow Institute of Electronics and Mathematics.

During the project presentations, EkoNiva's experts rated highly all ideas, so, choosing the winners was genuinely challenging.

'These days have been full of intense work and brainstorming culminating in functioning prototypes. The interaction between the technology teams and industry experts made it clear that the collaboration between farmers and IT specialists can be highly productive', emphasises Zlata Bondar, Head of Artificial Intelligence Department at EkoNiva Group.

By Viktoriya POTOKINA



Young people's choice

EkoNiva has won Agrocon Award 2025 in the Best Youth Employer in the Farming Sector category, an accolade for community support in agribusiness.

This award acknowledges the company's efforts and right strategy to attract talented young professionals. The outstanding corporate projects include the Autumn Academy and the Spring Academy, a comprehensive career counselling system implemented on agri-tech class basis offering comfortable conditions for trainees.

'Today's aspiring interns are tomorrow's top specialists, leaders and innovators. It is essential to give them an opportunity to show their worth, unleash their potential and become part of our team.

The main goal is to let young professionals experience their work, implement what they have learnt and thus to help them get a coherent picture of the industry and understand their contribution to it. As a result, students can see clearly what they are capable of and what field of study they should choose', says Viktoriya Potokina, Internal Communications Manager at EkoNiva Group.

The holding cooperates with universities and colleges, introducing joint educational projects and fostering long-term partnerships with



the country's leading training institutions.

'Winning the Best Youth Employer in Farming Sector title means recognition of our strategy to create an environment where talented young people can bring their boldest ideas to life and the traditions of the farming sector converge with the

digital future. Our priority is to ensure professional growth of young people. Providing them with great opportunities for self-realisation, we invest in our own future, in the first place', emphasises Yekaterina Stolyarevskaya, Deputy Director General for Human Resources at EkoNiva Group.

By Tatyana IGNATENKO

Keeping abreast of global trends



EkoNiva's delegation has taken part in the international academic conference dedicated to the latest challenges and innovations in dairy farming organised by Cargill in Yerevan.

Tatyana Kirillova, Chief Veterinarian from Voronezh oblast, Andrey Yershov, Head of Penkovo dairy in Novosibirsk oblast, Yevgeniya Kartseva, Chief Herd Manager from Kaluga oblast, and Alyona Rulyova, Chief Veterinarian from Ryazan oblast, represented the Group at the event. They came back with up-to-date knowledge and out-of-the-box ideas as well as with a clear understanding that EkoNiva

is now at the forefront of the global agricultural technology.

The conference programme was rich and varied. Leading experts from Russia, Poland and Spain gave their presentations on the most burning issues in the industry: from innovative technologies in young stock rearing and specifics of cow management during the transition period to the direct impact of advanced solutions on the economy of dairy farms.

'The conference was arranged with attention to every detail. The main focus was on how to improve the quality of life and health of young stock as it is crucial for future herd productivity', notes Tatyana Kirillova.

The professionals' key takeaway from the event was that EkoNiva is now at the cutting edge of the farming sector. Many of the practices presented at the conference as innovations have already been in wide use at the company's dairies.

'I have learnt some interesting details related to the development of specialised nutrition programmes', shares Yevgeniya Kartseva. 'As for the rest of the technologies discussed, EkoNiva has been implementing most of them, which means we are keeping up with the times and applying the best know-how in our work. Our cows' high milk yields speak for themselves.'

'The conference has proved to be very productive', says Andrey Yershov. 'In addition to useful lectures, we communicate with the colleagues from different regions and countries

and discuss our common challenges. I think that some issues, especially those concerning the innovations in the cattle disease treatment, can be put on the agenda at our company.'

Apart from the diverse academic programme, the guests had a chance to discover Armenian culture and network with colleagues from the industry, which puts extra value on such events.

'I am really pleased that we were also offered lavish entertainment', says Alyona Rulyova. 'It included a tour to Armenia Wine, a modern winery, and a museum located on the premises of the world's oldest winery, which is more than 6,000 years old. We also visited the earliest Christian monastery, tasted local dishes and enjoyed a walk around a beautiful ancient town.'

At the conference, the employees gained a fresh perspective and discovered new solutions, which usually becomes the most precious souvenir from such trips.

By Kristina AMANN,
Tatyana IGNATENKO



Siberian Agricultural Week 2025: seeing is believing

For three days, Novosibirsk has become a meeting place for farmers of Siberia and the Far East hosting the Siberian Agricultural Week 2025, one of the largest industry-specific events in Russia.

The trade fair brought together over 350 companies, including those from Belarus and China, who showcased cutting-edge solutions for the agribusiness. EkoNiva presented its latest machinery innovations as well as seeds of both in-house and global breeding. In addition, the Group's livestock experts shared valuable insights about rearing high-yielding pedigree Holstein cattle.

The display of powerful and state-of-the-art machinery perfect for use in the agricultural sector, utilities and construction attracted lots of attendees. Among the exhibits was one of the most high-powered tractors – the Zoomlion PL2304.

'The flagship model was developed by one of the manufacturer's research and development centres and incorporates progressive global technology and efficient, time-proven solutions. The tractor is fitted with the Weichai WP7 engine and the Bosch Common Rail fuel system. The ZF automatic transmission seamlessly adjusts to various operating conditions and ensures rapid and precise shifting under load', says Aleksandr Burmak, Sales Manager at Novosibirsk branch of EkoNivaSibir.

In the loader segment, the company's specialists

demonstrated the modern LiuGong 856H Agri front loader. The machine is designed for farm operations and silage clamping. These tasks are carried out effectively

Aleksandr Suntsov, Seed Sales Representative at EkoNiva's Plant Breeding and Seed Growing Subdivision:

'All of our products are popular with farmers across Siberia. In recent years, we have been putting focus on soya bean breeding. One of the most in-demand varieties here is EN Argument. It delivers consistent yields and has proved to be one of the best-performing varieties within its maturity group over three years of commercial cultivation.'

thanks to an auxiliary hydraulic pump and tyres with a large contact patch. The high-friction axles and oil-immersed brakes ensure dependable performance in adverse conditions without wheelspin.

The Group's plant breeding and seed growing subdivision presented seeds of in-house, domestic and global genetics. EkoNiva's portfolio comprises more than 60 varieties of cereals, oilseeds, legumes and forage grasses.

'All of our products are popular with farmers across Siberia. In recent years, we have been putting focus on soya bean breeding. One of the most in-demand varieties here is EN Argument. It delivers consistent yields and has proved to be one

of the best-performing varieties within its maturity group over three years of commercial cultivation', says Aleksandr Suntsov, Seed Sales Representative at EkoNiva's

specialists outlined the key features and advantages of the Holstein breed and shared their practical experience in young stock housing, management and rearing. 'The potential of each cow is by 70% determined within the first 12 months of its life. So, we place increased emphasis on balanced rations, early introduction of feed concentrates and premixes, comfortable housing conditions and rigorous monitoring of the hygiene and health of the future dairy herd', notes Artyom Gyunter, Deputy Chief Herd Manager at EkoNiva's Siberian Subdivision.

At the Siberian Agricultural Week 2025, the Group's employees reached preliminary agreements for the supply of farm machinery and seeds, had multiple business meetings with partners to discuss further cooperation and long-term prospects of the farming sector.

By Viktor BARGOTIN



Russia and Zambia: growth points

EkoNiva has become an industrial partner of the 3rd International Scientific School 'Russia-Zambia: Economic Opportunities and Prospects'. For the first time, the educational project has been held in Moscow, bringing together around 60 students from the respective countries.

The key goal of the initiative is to provide young people from Russia and Zambia with practical knowledge on foreign economic activity. The programme included numerous professional workshops, lectures, practical sessions, meetings with representatives of Russian businesses and international organisations, as well as a visit to EkoNiva's dairy farm in Moscow oblast. Upon completing the training, the participants prepared and defended analytical projects on introducing products of Russian companies to the Zambian market. In particular, a case study was developed for EkoNiva-Tekhnika's in-house spare parts brand – AGROZNAK. 'Such research allows us to identify new growth points for increasing the trade flow between our countries. For the Group, the participation in the initiative is an important step in expanding its export capacity in the African market. EkoNiva always



supports talented young people and innovative ideas. This cooperation will enable us to develop modern technologies and produce competitive goods. Besides, working with students offers us the opportunity to get new blood, future skilled personnel and make important scientific discoveries', says Dmitry Fetisov, Head of Spare Parts Division at EkoNivaTekhnika-Holding. Professor Lubinda Haabazoka, Director

Lubinda Haabazoka, Director of the Graduate School of Business at the University of Zambia:

'The practical part of the project made a lasting impression on our students, inspiring them to master advanced production technologies and develop agricultural mechanisation in Zambia. We are willing to send our best graduates to EkoNiva for internships and, of course, to promote cooperation between the company and our country. This partnership will strengthen the bridges between Russia and Africa and foster a mutually beneficial exchange of experience in the key sector of the continent.'

of the Graduate School of Business at the University of Zambia, also highly praised the results of the training programme.

'The practical part of the project made a lasting impression on our students, inspiring them to master advanced production technologies and develop agricultural mechanisation in Zambia. We are willing to send our best graduates to EkoNiva for internships and, of course, to promote cooperation between the company and our country. This partnership will strengthen the bridges between Russia and Africa and foster a mutually beneficial exchange of experience in the key sector of the continent', emphasises Lubinda Haabazoka.

In 2025, the Peoples' Friendship University of Russia (RUDN) and EkoNiva signed a cooperation agreement. Students from RUDN's

Department of Economics, including those from Zambia, will be able to do internships at the Group's enterprises. Its specialists will assist in refining the curricula, suggest relevant topics for theses and participate in holding examinations. Such practices will help foreign students learn about Russian innovations in agricultural technology, farm digitalisation and product exports. RUDN has been collaborating closely with Zambia for several years now, inviting African students to take part in various training projects. EkoNiva, as an industrial partner, will enhance the practical focus of this initiative. Zambian students can make a great career start in Russia – from internships to ideas for agribusiness back in their home country.

'Visiting EkoNiva's production site allowed for a detailed study and understanding of the entire technological cycle, and the tasting sessions demonstrated the high quality of the produce', notes Kayaya Mwanakayaya Chishiba, a second-year student majoring in world economy at the RUDN Department of Economics. 'The company's dairy surpasses that made in Zambia in terms of taste characteristics, and the production scale is much greater. I was also impressed by the flexibility of the student internship programmes. The opportunity to try oneself in different areas of agricultural production opens up many career prospects.'

'The cooperation with existing industrial companies, especially large ones like EkoNiva, gives us the chance to participate in various practical projects and find out how businesses abroad operate', says Hillan Yumba, a fourth-year student of the International Business programme at the Graduate School of Business, University of Zambia. 'I am a marketing specialist, so I find anything related to my profession useful and interesting. If we applied the same highly efficient solutions that are implemented at EkoNiva to Zambian agriculture, we would achieve food security sooner.'

By Tatyana IGNATENKO

Exploring innovations and best practices



The agricultural season is still in full swing, but farmers have already found time to visit the south of Russia. Their destination was the country's largest international trade show – YUGAGRO 2025. For several days, hundreds of displays offered visitors a wealth of practical knowledge, cutting-edge technologies and the latest innovations from the world of agriculture.

At the event, EkoNiva-Chernozemye presented an extensive range of agricultural machinery designed for a wide variety of tasks in the field and on the farm. Its booth featured the SANY STH742 telescopic handler, the Orion 1200 cultivator and the Fascar baler. The company also showcased the Pöttinger Terrasem V 6000 DZ and MaterMacc seed drills, the Pöttinger Mergento VT 9220 belt merger and the Sveaverken Nimbo feed pusher.

'This year, we have become the official dealer of the Austrian brand Pöttinger in Krasnodar area', says Yuriy Dyachenko, Sales Manager at Krasnodar branch of EkoNiva-Chernozemye. 'It is currently one of the world's leading and most innovative agricultural

machinery manufacturers. This partnership is therefore expected to make a positive impact on the region's agriculture.'

While machine operators remain essential for fieldwork, modern robots are increasingly taking over human tasks on the farm. At the trade show, EkoNiva's technicians demonstrated a genuine innovation – the Nimbo robot feed pusher. Guided by a laser locator, it navigates completely autonomously, without human involvement. Before running it, a 2-cm accurate 3D barn model is created, then a route is programmed, specifying the timing and speed of movement. An ultrasonic sensor and a camera located on the upper part of the robot allow it to detect obstacles and adjust its course accordingly.

For highly profitable crop production, EkoNiva's experts offered varieties of major agricultural crops to the farmers present at the event. The company's portfolio comprises products from its own breeding programme, as well as those developed using domestic and international genetics. EkoNiva-Semena, the Group's plant breeding and seed growing subdivision, has been supplying seeds to Krasnodar area for over a decade and currently partners with more than 300 farms and holdings.

'Since 2019, the company has been actively implementing its in-house soya bean breeding programme, which features five varieties, each adapted to different agro-ecological zones and uses', notes Maksim Golovanyov, Agronomy Consultant at EkoNiva-Semena.

As part of the breeding work focusing on the genetics of photoperiodic response and utilising molecular markers, the variety EN Avior was developed. It shows excellent lodging resistance and is distinguished by a high protein content of 40%. Its average yielding capacity exceeds 3.5 t/ha.

A promising novelty of this season is EN Proton. This early-maturing, protein-rich variety is designed for cultivation across different regions of Russia. It delivers consistent yields in temperate climates, requiring a short growing period of just 100 to 110 days.

Over the four days of the trade show, thousands of visitors explored EkoNiva's booth and learnt about the most cutting-edge agricultural solutions. The event proved to be an excellent platform for concluding preliminary agreements with partners on the supply of machinery and seeds to the southern regions of Russia.

By Viktor BARGOTIN



From seed sales to strategic partnership



EkoNiva has taken part in KazAgro/KazFarm 2025 international agricultural trade show in Astana. The Group has once again confirmed its status as a key partner for Kazakhstan's farming sector, this time with a clear demonstration of its shift from standard seed supply to integrated cooperation.

The Kazakh agribusiness in 2025 continues to show strong

demand for advanced farming technologies, digital solutions and highly productive seeds with robust genetics capable of withstanding weather anomalies. Among the current market trends is demand diversification: alongside conventional spring crops, local farmers are showing increasing interest in soya beans, peas and winter wheat as tools for crop rotation and risk management. Besides, the market has moved decisively away from the ordinary purchase of seeds to comprehensive solutions: a combination of genetics, technology and ongoing agronomic support. A flexible approach and expert consultation have become main factors in the selection of suppliers.

Kazakhstan has been one of key export markets for EkoNiva's plant breeding and seed growing subdivision for over a decade. The KazAgro/KazFarm trade show remains the central meeting point for the company and its local partners. To date, seeds from the Group's portfolio are successfully cultivated in 11 regions across the country, which is now supported by official recognition. This year,

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

'I believe it is essential for us to collaborate with Kazakh research centres, particularly in the exchange of genetic resources. We highly value the feedback from our clients regarding the agronomic and economic performance of the new varieties.'



several crops from EkoNiva's commercial lineup have been entered into the State Register of Plant Breeding Achievements of Kazakhstan, including peas, spring barley and wheat, as well as five in-house developed varieties – one winter wheat and four soya bean ones.

'The market of Kazakhstan is easy for us to make sense of due to similar climatic conditions', says Yevgeniy Kucheryavenko, Executive Director of EkoNiva's Plant Breeding and Seed Growing Subdivision. 'Years of collaboration have given us a good insight into what local farmers need. Recent climate challenges have accelerated qualitative transformation in Kazakhstan's agricultural sector. The priority has shifted from maximum yields under ideal conditions to consistency and loss minimisation under stress. This is exactly what EkoNiva offers – modern, genetically resilient, climate-adapted varieties backed by agronomic support.'

The participation in the trade show also provides

Vitaliy Voloshchenko, Director of EkoNiva Group's Plant Breeding and Variety Maintenance Centre, took part in a roundtable discussion 'Partnership in Agronomy: Experience and Prospects for Plant Breeding and Seed Production in Russia and Kazakhstan'. Outlining the company's strategic priorities, he confirmed that EkoNiva's focus in Kazakhstan will remain on the breeding of spring and winter wheat alongside the promotion of its in-house varieties of soya beans, lentils, flax and forage grasses.

'I believe it is essential for us to collaborate with Kazakh research centres, particularly in the exchange of genetic resources. We highly value the feedback from our clients regarding the agronomic and economic performance of the new varieties', says Vitaliy Voloshchenko.

One of the most tangible outcomes of the business mission was a formal agreement on educational cooperation. An arrangement was also signed with the Research and Training Centre of the Republic of Kazakhstan to establish cross-exchange internships for students and specialists. The initiative will be implemented within EkoNiva's Volga subdivision as part of the company's existing partnership agreement with Kazan State Agricultural University.

EkoNiva's participation in KazAgro/KazFarm marked a clear evolution from transactional sales to deep, integrated cooperation grounded in science, practice and education.

By Tatyana IGNATENKO



Empowering farmers

EkoNiva has unveiled a vast variety of cutting-edge solutions at the 27th Volga agricultural trade show, which brought together over 53,000 industry professionals from numerous regions across the country. EkoNiva-Chernozemye's experts presented the newest models of farm machinery, i. e. practical, modern solutions designed for today's agricultural sector.

For tackling tasks in confined spaces, the company presented the Sany STH742 telescopic handler. The machine boasts high manoeuvrability enhanced by its three steering modes – one of which is crab steer – combined with its versatility and 4.2-tonne lifting capacity. The ability of the telehandler to operate with various attachments makes for its use in diverse sectors such as construction, agriculture and the processing industry.

For fast forage preparation, the Fascar 9YG-1.25A round baler is a standout, capable of forming up to 60 bales per hour. A key feature is its semipositive pickup mechanism, which cuts energy use while boosting output twofold compared to its conventional counterparts. The unit offers full



compatibility with most tractor models.

The Taurus row-crop planter excels at precision seeding, delivering high-accuracy placement with adjustable row spacing while simultaneously applying fertiliser. The unique FastSEED seeding unit guarantees uniform distribution of the material, eliminating skips or doubles. The GENOM

intelligent system ensures consistent operation at speeds up to 20 km/h, and the high sectional pressure makes for quality seed placement even in challenging field conditions.

Domestic NAVMOPO autopilots were of particular professional interest. The technology maximises cost efficiency by completely removing skips and overlaps

during fieldwork. It offers a steering accuracy of up to 10 cm, plus there is a high-precision RTK mode – up to 2.5 cm – for more complex tasks.

The display also featured the reliable spare parts of the AGROZNAK brand and BKT tyres designed to reduce ground pressure and contribute to fuel economy.

'Participating in events of such a scale is a statement of trust to the community, and it is how we earn trust in return', points out Danil Dmitriyev, Sales Manager at EkoNiva-Chernozemye's Volga Branch. 'When a customer can talk directly to the manufacturer, see and touch the product, that hands-on experience is something no catalogue can ever match.'

For EkoNiva, large industry-specific trade shows are a great platform for both strengthening partnership relations and demonstrating the full range of effective solutions for daily agricultural challenges.

By Denis PISKUNOV

Smart machinery for unpredictable weather

The Field Day 2025 dedicated to modern domestic maize hybrids has been held on the premises of Oktyabrskiy stud farm in Kirov oblast.

The successful experience of growing the crop in the region with a climate which is far from optimal for it proves the point that an

efficient strategy and deep expertise in agricultural technology make it possible to achieve remarkable results even in challenging conditions.

At the field seminar, EkoNiva-Tekhnika held demo shows of state-of-the-art farm machinery relevant for maize cultivation in the region. Kirov professionals took a close look at the multifunctional Sirius 500 cultivator – a domestic unit capable of performing complete tillage, deep harrowing, levelling and soil rolling in a single pass. The versatile Lovol P7240 wheeled tractor also stood out for its high performance when operating with powerful large-volume sprayers.

The MaterMacc 8100 maize drill impressed the visitors with its seeding accuracy and fertiliser application

option. The demo shows also featured a modern big bag loader alongside upcoming products from the Czech company Bednar – the Swifter SE 10000 pre-sowing cultivator and the Terraland deep tiller.

'For us, such events are an excellent opportunity to demonstrate equipment in action in real field conditions and have immediate discussions of supply terms with clients. Farmers can see the machines firsthand, ask any questions and get honest answers. That direct, constructive communication provides us with valuable feedback', emphasises Ivan Balakhontsev, Sales Manager at Kirov Branch of EkoNiva-Tekhnika.

Field seminars serve as vital channels for dialogue for the Group. They provide a way to clearly present solutions for increasing yields and facilitating the advancement of agriculture in the regions.

By Denis PISKUNOV



Orion: stellar performance

Akin to a galaxy full of stars, Russia's agricultural engineering unites thousands of diverse machines. While it might be hard to find new constellations in the sky, there is still room for discovery in farming. One of such innovations is the domestic Orion seedbed preparation cultivator.

The unit was first introduced to Russian farmers at the Zolotaya Niva 2025 trade show, where it was presented by EkoNiva-Chernozemye's experts.

'It took us less than a year to develop Orion – from the initial concept to the release of a pre-production batch. We based the design on the expertise of EkoNiva's best agronomists and engineers and a meticulous study of imported machines in this segment. Having analysed the market offer and made the most of our production capabilities, we created the first Orion 1200', says Semyon Solovyov, Head of the manufacturing company's subdivision.

Two models of the seedbed preparation cultivator are currently in production, with operating widths of 10 and 12 m, designed for tractors



ranging from 280 to 380 hp. The machine can operate at speeds up to 12 km/h, with a working depth adjustment of 2 to 12 cm. Its main distinguishing feature, however, is that it performs 8 operations

in a single pass, ensuring flawless seedbed preparation for all agricultural crops.

The tillage begins with the operation of large spring-mounted track looseners, followed by the front levelling bar that smoothes

out the roughness of the soil. The front roller then breaks the remaining clods. The bar behind the roller kicks any unbroken clods back into the roller for further processing. The duckfoot tines carry out seedbed preparation, creating a uniform soil horizon. The levelling bar facilitates the next pass – with the heavy steel rollers to crush whatever clods are left, and the finishing bar creates an even surface ready for seeding.

'Due to its high degree of localisation, the new cultivator will be available for purchase under soft leasing programmes. Besides, it will qualify for regional support initiatives. For example, in Voronezh oblast, there is an incentive reimbursing up to 30% of the cost for agricultural machinery produced locally. Coverage by such farmer support measures will certainly be an advantage when it comes to opting for equipment', concludes Semyon Solovyov.

Orion, a new constellation in the galaxy of agricultural engineering, promises to serve as a guiding light enabling Russian farmers to reap higher yields.

By Viktor BARGOTIN

Keeping free stalls clean

The portfolio of EkoNiva-Tekhnika has been expanded with another tried-and-tested machine – the ZIMU 9QF-ZM2-8 manure cleaner designed for efficient collection and disposal of manure on dairy farms.



The model is versatile – its auger system handles both solid manure and slurry (with a minimum dry matter content of 20%) as well as sand used for bedding. It operates effectively in both summer and winter conditions.

The ZIMU 9QF-ZM2-8 is fitted with a 176-hp Cummins engine and a 4-speed automatic transmission, which, combined with hydraulic valves, ensure reliable and consistent operation. The machine can reach a top speed of 30 km/h, which streamlines the cleaning process. An 8-cubic-metre hopper makes it an optimal choice for farms with a medium herd size (180-220 head).

For maximum operator comfort, the machine features a spacious cab with air

conditioning, a multifunctional LCD display, an ergonomic control panel and a rear-view camera. The unit has been designed with ease of maintenance in mind: a large hood opening angle, integrated ladders and anti-slip platforms ensure excellent access to all the components.

Thus, the ZIMU 9QF-ZM2-8 model combines high performance, versatility and user-friendly operation, which makes it a perfect solution for modern livestock farming. The full specification of the novelty is available on EkoNiva-Tekhnika's website or can be received by contacting regional branch offices.

By Aleksandr KUTISHCHEV

AGROZNAK: offering the best

By leaving the Russian market, renowned suppliers of spare parts have posed a real challenge for the domestic agricultural sector. Rather than settle for a compromise and offer generics, EkoNivaTekhnika-Holding has come up with its own brand, AGROZNAK, aiming to surpass the genuine parts in quality and reliability.

Dmitriy Fetisov, Head of Spare Parts Brand Substitution Department at EkoNivaTekhnika-Holding, has spoken about how stringent supplier selection, an in-house laboratory and an unprecedented one-year warranty have resulted in setting a new standard in import substitution.

Dmitriy, what paved the way for creating the AGROZNAK brand?

‘Over the decades of working with leading global agricultural machinery manufacturers, we have built a substantial knowledge base, thoroughly studied the strengths and weaknesses of the machines, established which components and parts require special attention and which spare parts are most in demand in the Russian intensive-use conditions. Our mission has always been not just to sell machinery but to ensure its smooth operation. Tens of thousands of the units we have supplied to farmers need quality servicing and durable components. When access to original spare parts became limited, we committed ourselves to finding a solution that would allow our partners to maintain their work pace. We saw this as a serious but interesting task: to create our own brand which would incorporate our experience. That is how AGROZNAK appeared. Our goal is simple: to give owners of first-class machines confidence that they will always have reliable and high-quality components available.’

Where did you start? Which aspects were the most critical ones?

‘The first question was: “Where do we get filters, where do we get oils?” The problem was not to just find any products, but those we could vouch for. It was crucial



for us that the production was localised in Russia.’

How did you ensure that the quality parameters were in line with your requirements?

‘We took a scientific approach. First, we analysed the compositions of the original products in a foreign laboratory for all types of oils, lubricants and coolants. With the precise data obtained, we set a task for manufacturers: the quality of products under our brand must at least correspond to the genuine ones, and, ideally, surpass them. I can say that in most cases it is superior to that of the counterparts.’

What about rapidly wearing parts for seeders, mowers?

‘By 2022, a certain market for Russian generics had already formed, but our principal task

was quality control. We have spent a great deal of effort to produce spare parts which would be as good as the genuine ones. Many manufacturers told us: “Well, since we make generics anyway, why improve the quality?” Those who didn’t think that way are the ones we work with now.’

I suppose, the parts for engines and transmissions are the real challenge. How did you look for partners here?

‘We needed enterprises that meet a range of criteria: they must be able to handle small- and medium-scale batches, have a high level of technological equipment and measurement and inspection tools. The most important thing is to make sure they care about the quality of their products. Dozens of enterprises were checked. On average, only one



out of seven received the trust to produce goods under the AGROZNAK brand.’

Do you fully rely on the manufacturer's quality control?

‘Not entirely. Over time, we launched our own quality laboratory. Modern equipment allows us to work with greater precision: set more detailed technical specifications and track a wider range of parameters. If previously some defects were detected only during installation on the farm, now, in most cases, we prevent defective parts from entering the supply chain – we send them back for rework immediately.’

How do you convince customers used to premium-quality spare parts of the reliability of your components?

‘This year, we have introduced the Tester programme, offering our first clients new parts with a 3-month instalment plan. Farmers have the opportunity to make sure that the parts are indeed reliable and that we are trustworthy. And if a defect is still discovered within three months, we guarantee free restoration of the entire assembly at our expense.’

Is such confidence in the product backed by a serious guarantee?

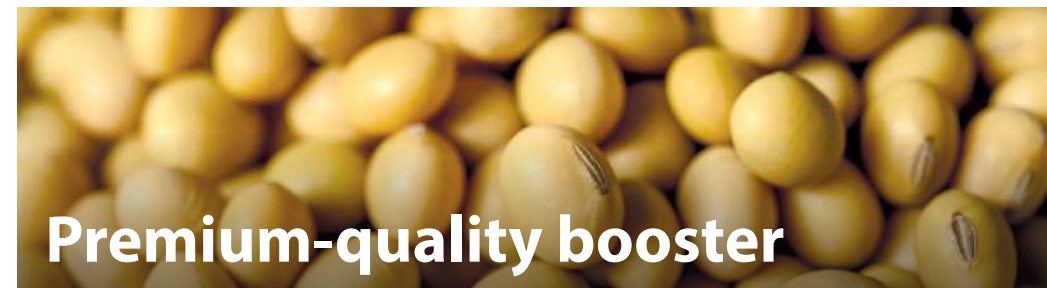
‘Absolutely yes. This is our main argument. We offer a full-fledged warranty:

- a guarantee against manufacturing defects for all parts;
- 6 months – for parts requiring no disassembly of units;
- 12 months –

for parts whose replacement requires disassembly of units and components, for example, in a gearbox or engine.

Let me highlight: today, almost no other company provides a 12-month warranty on complex components, even genuine parts manufacturers. This is a sign of our assurance in our work and every product under the AGROZNAK brand.’

By Tatyana IGNATENKO



Premium-quality booster

Even a single extra per cent of protein content in soya beans may tip the scale and determine whether a farm operates at a loss or a profit. Luckily, there are high-protein varieties to come to farmers’ rescue.

Imagine the following situation: the harvesting is complete and the grain storage facility is full, yet the grain protein content scarcely reaches 35% due to a dry summer, while the processor demands a minimum of 38% for standard meal. What is the way out in this case? High-protein soya bean varieties with levels of 42% and more may be a viable solution. Thus, the crop is no longer mere grain, but a strategic asset.

Soya beans rich in protein are a valuable tool for resilience in agribusiness. The core strength lies in the ability to save poor yields, for instance, through blending – the process of mixing grain batches at the storage facility or on the farm. If 70% of grain has a protein content of 36%, and 30% – that of 46%, the value of the final blend can reach 39% as per the processors’ specifications. In 2024, farms in the Central Black Soil region saw the average protein content fall to 35% due to moisture deficit during the pod-filling stage. It resulted in reduced protein deposition because of the low availability of nitrogen and other nutrients. In this situation, farmers having high-protein varieties at hand could avoid discounts and make a decent return. However, blending is merely the tip of the iceberg. The main use of these products is for preparing high-protein meal.

‘Standard soya bean meal with 46% protein requires raw material containing at least

38-39% protein in dry matter. For premium products like white flakes – a kind of meal with 50-55% protein – varieties with a protein content of 45% and above are necessary. Such high-protein meal is a cornerstone of the forage industry: it is ideal for top-grade compound feed in poultry and pig farming, where every gramme of protein reduces the costs for supplements. Currently, the demand for high-protein raw material

protein, a premium is added, increasing the base price by 3 to 5%. For protein levels as high as 45%, the price rises even further. High-protein soya beans (45% and more) are particularly sought-after and typically purchased directly from producers.

‘The Russian soya bean market has seen a distinct shift from price competition to quality differentiation: with record yields and pressure on pricing, protein content is becoming the key profitability factor. This means that in the future, the advantage will go to the farmers who will consistently produce raw material with a high protein content through plant breeding work, adapted growing practices and quality control during

Aleksandr Murtuzov, Analytics Department Specialist at EkoNiva:

‘The Russian soya bean market has seen a distinct shift from price competition to quality differentiation: with record yields and pressure on pricing, protein content is becoming the key profitability factor. This means that in the future, the advantage will go to the farmers who will consistently produce raw material with a high protein content through plant breeding work, adapted growing practices and quality control during harvest.’

in our country exceeds supply by 1.5 times’, comments Vladislav Rosenzweig, Soya Bean Breeder at EkoNiva-Semena, Group’s Plant Breeding and Seed Growing Subdivision.

According to data from the Institute for Agricultural Market Studies (IKAR), in October 2025, the average price for soya beans with a 39% protein content was 34,633 rubles per tonne at the peak of harvesting. However, if the protein falls below 38%, the price drops. The average price for soya beans with 37% protein in October 2025 was 33,267 rubles per tonne. Conversely, for each percentage point above 39%

harvest. In the long term, a greater share of high-protein soya beans could enhance the competitiveness of Russian exports, given the global demand for plant-based protein, particularly if supported by certification and quality standardisation’, says Aleksandr Murtuzov, Analytics Department Specialist at EkoNiva. ‘Despite the negative correlation between protein

content and yielding capacity, our plant breeders keep working on developing high-protein soya bean varieties.

EkoNiva-Semena offers two early-ripening varieties in its range – EN Accent and EN Argument having a protein content of 42-44%, both registered for the Central region and Western Siberia. This year, a new variety has been added – EN Proton, which has been entered into the Register of Plant Breeding Achievements for the Far East and Central regions. It is the first Russian commercial variety with ultra-high protein: 46-47% in state trials and up to 50% according to our own data. The Register features only 1-2 such varieties for this segment’, notes Denis Goloyenko, Soya Bean Breeder at EkoNiva-Semena.

A consistent yield of 2.5 t/ha and a potential capacity of up to 3.92 t/ha, which is nearly on a par with standard varieties, are what can make EN Proton a bestseller. Typically, its high-protein counterparts produce 10-15% less crop due to heavy energy expenditure on protein synthesis, while this variety minimises such losses. In lean years, it maintains protein levels of 42-43%, ensuring quality blending. In favourable seasons, the figure can reach 46-50%.

Experts recommend carrying out trials of soya bean varieties on a small scale, while assessing their quality in laboratories and using stock market indicators for deciding on final transactions.

High-protein soya bean varieties are no longer just a trend but a necessity in a time of climatic volatility and rising demand for protein. Investing in them, farmers are not merely cultivating the crop – they are creating value. With EN Proton in the portfolio, the crop 2026 promises to bring abundant harvest and boost the profits.

By Tatyana IGNATENKO





Lentils for Siberia

Steady global demand, high profitability and agronomic benefits make lentils a valuable asset in crop rotation, and Siberian regions such as Altai area and Omsk oblast are already among Russia's leaders in its production.

What drives the popularity of this crop in Siberia is not only economic factors but also its unique agronomic properties, which align perfectly with the region's farming conditions.

'Studying lentil cultivation technologies is essential for enhancing the economic sustainability of any area, and Siberia is no exception. Their key advantages are high drought tolerance and ability to fix atmospheric nitrogen, which reduces the need for expensive nitrogen fertilisers and improves soil fertility', says Maksim Golovanyov, Agriconsultant at EkoNiva-Semena, Group's Plant Breeding and Seed Growing Subdivision.

Lentils are an excellent predecessor for most cereals. They perform best when planted after winter crops, whereas sowing them after sunflowers (because of the volunteer seeds) or planting them in the same field earlier than after four to five years is not recommended. Another great benefit is their environmental friendliness.

Today, one of the main drivers of lentil production in Siberia is export. Strong demand in global markets ensures farmers an attractive price, which can be several times higher than that of conventional wheat.

Siberian producers typically sell their crop through traders, who form large batches for shipment to Turkey, Iran, Pakistan, India, the UAE and other countries. The region's internal processing is still underdeveloped but has great potential. Lentils are rich in protein (22–26 g of protein per 100 g of product, which is higher than in peas and chickpeas) and thus become a valuable raw material both for the food industry and feed sector.

EkoNiva is an example of successful integration of lentils into the production cycle. The holding has been cultivating the crop since 2016. While previously, 20,000-25,000 ha was allocated to it, the area has been increased to

35,000 ha this season, which is directly associated with accomplishments in the export activities. The company started selling commercial lentils abroad in 2019, rapidly ramping up the volumes



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and expanding its geographic presence. The prestigious Exporter of the Year award received in 2022 for lentil supplies is a testament to this end.

EkoNiva has also focused on the development of lentil seed growing and plant breeding. The company not only produces and successfully sells seeds of popular varieties, but also creates its own varieties adapted to different Russian climatic conditions. EkoNiva has been implementing its in-house lentil breeding programme for more than 5 years. The first significant outcome was the black lentil variety EN Beluga entered into the State Register of Plant Breeding Achievements in 2025. The variety is adapted for the Ural region, which makes it promising for testing in adjacent areas of Western Siberia. Its yield potential reaches 4 t/ha. Currently, two

Although Siberia's weather conditions can be unpredictable, the experience of farms working with high-quality seeds and time-tested technology confirms the profitability of the crop. EkoNiva's partners in Siberian regions cultivating the varieties CDC Redcoat and CDC Kermit achieve consistent yields even in lean years. The farmers note that success largely depends on strict adherence to the technology recommended by the company's experts: correct selection of the predecessor, with winter wheat being one of the best options, quality seed treatment and timely plant protection measures. Some enterprises started with small trial plots and gradually expanded the area under lentils, seeing the crop not just as a means of diversification but as a reliable tool for boosting the profitability of their businesses.

By Tatyana IGNATENKO

more varieties of the Group's own breeding are undergoing state trials. In addition to its in-house products, EkoNiva offers Siberian farmers well-proven varieties, such as the red lentils CDC Redcoat and the green lentils CDC Kermit. In addition, the company's specialists place great importance on expert after-sales support.

'We adhere to an integrated approach. Agriconsulting is a crucial part of the work of the Group's plant breeding and seed growing subdivision. Our specialists develop effective agricultural technologies and share their experience with partners across Russia, including in Siberia, by conducting training seminars and providing individual consultations', emphasises Marina Balashova, Head of Marketing Department at EkoNiva-Semena.



CDC Redcoat



CDC Kermit



For several days, EkoNiva's enterprises in Voronezh oblast have provided the venue for the team-building event Intern 2025. Held as part of the Internship training project, it has brought together a record number of participants – 90 young employees from various regions and subdivisions of the Group, including EkoNiva's dealership holding.

The team-building initiative united staff from Voronezh, Moscow, Ryazan, Kaluga, Novosibirsk, Kursk, Tyumen, St. Petersburg and Orenburg oblasts as well as from the Republics of Tatarstan and Bashkortostan.

On the first day, the young professionals met with the Group's top managers and were given overview lectures on EkoNiva's activities, personnel policies and the technologies used in its production processes. The participants had lively Q&A sessions and discussions with the speakers, talking about the company's development prospects.

Further, the spotlight fell on the distribution and maintenance of agricultural machinery. Cutting-edge equipment that currently operates on EkoNiva's farms and in its fields was presented to the guests of Dobrino

Maksim Potapov, Head of Training and Development Department at EkoNiva Group:

'The Internship training project is aimed at preparing young specialists in livestock farming, engineering, economics and agronomy for the fulfillment of assigned tasks without the supervision or involvement of managers. In addition to sharing professional knowledge, we improve team spirit and offer the employees insight into our company culture.'

service centre. Its specialists demonstrated how they maintain the machines and provided information about the production of in-house spare parts under the AGROZNAK brand.

The young professionals spent the second day in the open air, taking part in sports, creative and intellectual corporate games, which helped them to get to know each other better and become one big team.

The three-day event concluded with a tour of the cheese plant in Shchuchye village. The attendees

immersed themselves in the manufacturing processes and learned



about the secrets behind the unique flavours of EkoNiva's hard and semi-hard cheeses.

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we improve team spirit and offer the employees insight into our company culture', says Maksim Potapov, Head of Training and Development Department at EkoNiva Group.

The Internship initiative has been successfully implemented since 2016, helping the holding's newcomers to have a better understanding of their professions and hone the skills acquired at universities. It is a two-stage educational programme designed for EkoNiva's young employees who are graduates of agricultural institutions majoring in livestock farming, engineering and technical support, crop growing

and production economics. This year, the project was launched in early August and will run through December, ending with a final exam comprising both theoretical and practical tasks.

In the course of 8 years, the initiative has welcomed 720 participants, many of whom have gone on to achieve success and now hold senior positions at the Group's enterprises.

By Viktor BARGOTIN



EkoNiva brings hearts together

This year, three couples working at one of EkoNiva's farming enterprises in Ryazan oblast have entered into marriages. Each of them has a unique love story, but there is one thing they have in common: it was at EkoNiva that they made their life-changing decision to become a family.



Roman and Darya Kaplins

Meeting in the field

Roman and Darya Kaplins grew up in Aleksandro-Nevskiy district. Roman had been fascinated by machinery and agriculture since he was a child, which was why he went on to study at Ryazan State Agrotechnological University named after P.A. Kostychev after school. Then, he returned to his home region to work as a machinery operator at EkoNiva Group's local subdivision. A few years later, Darya came to the farm for her practical training. She was studying agronomy at Michurinsk State Agricultural University at the time and dreamt of going back to the village she had grown up in as soon as she received her degree.

'I decided to follow in my mother's footsteps. She worked as an accounting clerk on the farm', shares Darya. 'When it was time for my internship, I chose EkoNiva and worked there as an assistant agronomist in the lab. One day I was told to go to a field to help with haylage making, where I met Roman. We liked each other almost immediately. Every day of my training felt like a holiday. That was when I made a firm decision to get a job here after graduating: I liked the company, the team, and,

of course, I wanted to be close to Roman. In the end, it all turned out just like I had wished!'

Now Darya works as an agronomist at the enterprise where Roman is a machinery operator. Although the young couple don't see much of each other during the day, it does not bother them: time apart makes them miss each other, and in the evening, when they gather in the warmth of their family circle, they share the events of the day.

'We're happy to have each other', says Roman. 'There is still a long way to go, but together we can make it through anything!'

Bond deepened at work

Stepan and Yekaterina Gontsovs met 4 years ago. Yekaterina already worked at EkoNiva as a reproduction specialist, while Stepan was a PE teacher at the local school.

'I had wanted to work with animals ever since childhood', says the woman. 'After university, I returned to my hometown and found a job on a farm. Then, EkoNiva appeared in our district, and I joined the company. As for my husband, at one point, he decided to make a radical change in his life, shifting from teaching to agriculture.'

Stepan has two university degrees: pedagogical and technical. He joined the company as a technician and now services agricultural machinery, preparing it

was still searching for her place in the world and her calling. For her practical training, she was recommended to opt for the canteen at one of EkoNiva's enterprises. That is when the fateful encounter took place.

'We saw each other at work, struck up a conversation, and after our very first meeting, Kirill told me: "You're going to be my wife"', recounts Ulyana. 'Of course, I tried to laugh it off, but Kirill had serious intentions. Soon after, he really proposed to me, and, of course, I said yes!'

EkoNiva gave Ulyana not only her better half but also an understanding of a career path she wanted to follow. Seeing Kirill's passion for his job, she also felt like working in the fields. When a laboratory assistant position opened up at the Centre for Plant Breeding and Seed Production, she decided to give it a try.

'I changed careers and don't regret it at all', says Ulyana. 'Crop production turned out to be far more interesting to me. Today, agriculture offers young people plenty of attractive prospects. We have a young team, and it's especially exciting for us to pursue our dreams, make friends, fall in love and build families together.'

By Kristina AMANN



Kirill and Ulyana Zubovs

for operation and carrying out its routine maintenance.

'We don't see each other very often at work, nonetheless knowing that we are committed to a common worthy cause brings us even closer', notes Yekaterina.

The couple continue to work hard, making their dreams come true and setting new goals, which they are now achieving together.

Love at first sight

Kirill and Ulyana Zubovs heard of each other but never communicated, following their own paths in life. Since being a child, Kirill had spent a lot of time at the farming enterprise where his father worked. This had sparked the young man's interest in the profession of an agronomist. Ulyana dreamt of becoming a chef and entered Ryazhsk College named after Hero of the Soviet Union A.M. Serebryakov.

Kirill joined EkoNiva for his internship in 2023, after which he was determined to find a permanent job at the company. His dream came true in 2024. Ulyana, meanwhile,



Field as a second home

A person in love with their profession has a power to inspire the same passion in everyone around them. Plant protection agronomist Nadezhda Krylova working at EkoNiva's Kaluga subdivision in Peremyshl district is just one such example. The enthusiasm with which she talks about her job cannot leave anyone indifferent.

Nadezhda grew up in a family of agricultural workers. Her father was a machine operator, and her mother worked as a cow milker. As a young woman, however, Nadezhda did not initially plan to follow in her parents' footsteps and studied hard to pursue a degree in accounting. But by chance, she ended up applying to the Department of Agronomy. From the very first weeks of study, it became clear that she found her calling.

'I fell in love with agronomy and realised how wrong I had been thinking that I could work in an office, doing the same routine tasks day after day', says Nadezhda. 'Now, I shudder to think how my life might have turned out if I had gone on to study accounting after all. It feels as if the fate itself led me to the job that makes me happy every single day.'

Nadezhda recalls that a woman agronomist used to be a rarity. She was often seen as an adventurer, but

her dedication and great potential quickly won people over. Wherever she worked, Nadezhda was welcomed warmly and treated as a professional, regardless of the gender.

'Today, of course, there are more and more women in our

EkoNiva, she has evolved as a professional, gaining new knowledge and skills. Nowadays, she shares her expertise with the younger generation.

'Students often come back to us after their first internship', says Nadezhda. 'We keep



Nadezhda Krylova, Agronomist:

'I come to work in a good mood every day. No matter what the weather is like, I always look forward to a new day. The field is like a second home to me, and I feel at ease here. This space, this beauty, this fresh air... how could I trade all this for anything else? I am where I was meant to be.'

profession. The introduction of new technologies helps to make our work easier. There is far less physically demanding manual labour for agronomists now. However, the job requires great technical expertise and knowledge of innovations, which is even more exciting', emphasises the specialist.

Nadezhda joined EkoNiva back in 2010. She has witnessed the company's development in Kaluga oblast from the very beginning and continues to admire its growth. Together with

in touch with many of them. They say such kind words about working with my colleagues and me. It's gratifying to hear how much they enjoyed the practical side of their profession. It means we managed to inspire them and introduce them to the amazing world of agronomy.'

As a plant protection agronomist, Nadezhda has a great responsibility for a rich, high-quality harvest, which also includes study, prevention and control of the spread of weeds, pests and crop diseases. This specialist

works on increasing yields and improving product quality using methods and practices that do not have a negative impact on the environment.

'I come to work in a good mood every day. No matter what the weather is like, I always look forward to a new day. The field is like a second home to me, and I feel at ease here. This space, this beauty, this fresh air... how could I trade all this for anything else? I am where I was meant to be', shares Nadezhda.

When asked if there is a crop she likes most to work with, she replied with surprise: 'Is it really possible to pick a favourite among children? All plants are wonderful, and I do my best to ensure that every ear survives and bears fruit.'

This year, Nadezhda Krylova has joined a contest of agronomists held as part of the Field Day. The competition was fierce, but she was able to demonstrate her best qualities and professional skills at the highest level, earning second place. Next year, she plans to compete again. Another award came in the autumn. For many years of dedicated work, Nadezhda was conferred the Honoured Worker of Agriculture of Kaluga Oblast title.

By Kristina AMANN



Student stories



Oleg Datsenko (on the right)

There is no time in life as full of exciting adventures as student years. EkoNiva's top managers recall fun stories from university life.

Oleg Datsenko, Head of Barnaul Branch, EkoNivaSibir:

Studying at a naval academy was distinguished by strict discipline. I still remember, with a shiver, one difficult technical subject full of formulas that I just couldn't understand. I had to learn them by rote! The most memorable figure was the incredibly stern teacher of that subject. My friends and I nicknamed him the Bulldog behind his back. He loved to give us five-minute tests, which always began with the command: "The dress code is a bare chest!" We would get topless and march into the classroom in uniform trousers and shoes. With no chance to hide a cheat sheet anywhere, there was nothing to do but rely on my own knowledge when answering the questions. Thanks to the Bulldog's unconventional approach, I passed the final state exam in that hated subject with honours. And I was immediately assigned to a nuclear submarine and spent glorious years of service in the Northern Fleet.'



Roman Volodin

Roman Volodin, First Deputy Regional Director for Voronezh and Kursk Oblasts at EkoNiva Group:

'To be honest, I am a pathological straight-A student! I graduated from school with a gold medal, and even my studies at two universities never saw a single B. Still, there is one little secret. My chemistry teacher at school was my neighbour, and I did anything but learning that subject during her lessons. As a result, there was an A in my school certificate, but I had very little knowledge of the subject. After school, I decided to enter a technical university in Voronezh, and right from the first year of study, I was required to have a deep understanding of chemistry. There was no choice but to meticulously scrutinise the subject over a six-month slog, being buried in textbooks and lecture notes, paying the price for all those years of slacking off during school chemistry classes. The culmination of my efforts was winning the faculty chemistry competition, which earned me a well-deserved top mark in the chemistry exam by default.'

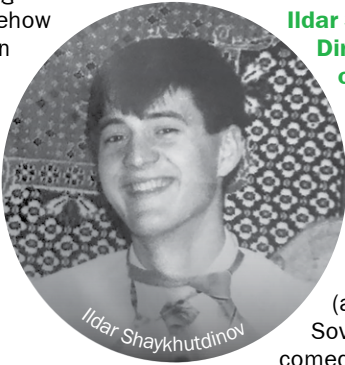
Zoya Yefimova, Director of EkoNiva's Cheese Plant in Shchuchye Village, Voronezh Oblast:

'My friend and I were tasked with assembling a setup for experimental work in a practical class in physical and colloid chemistry. After receiving the safety briefing and instructions on handling all the fragile glass components, we got down to the tough challenge. Being a true "expert", I somehow managed to ruin one of the elements of our setup. My friend tried to assemble it more carefully, but her efforts also ended in breakage. Following the instructions we were given, we asked glassblower Grisha for help, but our attempts to get an appointment with the master over a week were unsuccessful – Grisha was not going to roll out the welcome mat. Instead, he gave us an earful, mentioning his heavy workload. He did, however, promise to repair all the parts we had broken on time. And he kept his word! The experience taught us a valuable lesson: if you make a mistake, do not hesitate to own up to it and seek help.'



Zoya Yefimova

under the Apollo programme between my third and fourth year. The host family owned a small farm in the Allgäu region in the south-east of Bavaria. One day, a large high-yielding cow was calving on the farm, and the process was hard. The farmer and I decided to call a vet, who seemed in no hurry to arrive. We had to help the pitifully mooing cow deliver by ourselves. I had absolutely no prior experience in veterinary obstetrics! The result of our joint efforts was the birth of a healthy bull calf, which the farmer named Gena after me. In the calf's pedigree certificate, it was recorded: "Bull Gena". Thus, my namesake appeared in Bavaria.'



Ildar Shaykhutdinov

Ildar Shaykhutdinov, Director of EkoNiva's Operation in Tatarstan:

'Shortly before our state exams, inspired by Yeralash (a popular Soviet children's comedy TV show), my friend and I decided to make transmitters based on toy walkie-talkies. To keep it hidden, we ran the cable through the jacket sleeve from the inside. We decided to give our gadget to the History Department students, who did a quick, superficial check of the device without even extending the antenna. During the exam, the signal connection kept dropping time and time again, and only about half of the answers could be heard clearly. Such patchy knowledge baffled the professors, but still, our friends managed to get good marks. As for my friend and me, we had to hit the books for the exam and received excellent grades.'



Gennadiy Nepomnyashchiy

Gennadiy Nepomnyashchiy, Commercial Director of EkoNiva-Tekhnika:

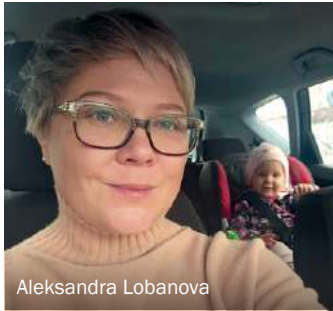
'I was fortunate to do an internship in Germany

By Irina KRASNOSHCHYOKIKH

Mums multitasking

EkoNiva's mums work on farms and in fields, in offices and branded shops. From tractor operators to department managers – they embrace motherhood with tenderness and care while responding effectively to professional challenges.

The female employees of EkoNiva embody the perfect harmony between passion for career and maternal love proving that the two do not necessarily compete with each other but rather contribute to finding balance and inspiration. These women are real experts in both parenting and their work areas.



Aleksandra Lobanova

Aleksandra Lobanova, Head of Contract Manufacturing Department, EkoNiva-Food (Lipetsk)

Trust and support make all the difference

'I joined EkoNiva in 2022. At first, I was concerned if I could settle into a job in a new industry, but soon I became aware of the congenial spirit of the company. I found real support here. This, in large part, encouraged me to have my third child – my daughter. I have three wonderful kids – Yelisey (10 y.o.), Kolya (5 y.o.) and Masha (2 y.o.). How do I manage everything? Trust and support within the family make all the difference. I work remotely, and my family respects my workspace. Special thanks go to my husband. When surrounded



Yelena Yershova's family



Kristina Litvanova's family

by a loving family and understanding colleagues, one can move heaven and earth.'

Kristina Litvanova, Coordinator of Engineering Department, Ryazan Branch of EkoNiva-Tekhnika (Ryazan)

It is important to always be honest

'I have been working for EkoNiva since 2019. Initially, I was attracted by the stability and career opportunities, but I also found a friendly and empowering team. Juggling work and parenting is not easy, but we have found the right balance. For instance, we put away our phones and laptops to spend time together in the evening. The company's progressive approach is a great advantage – I have an opportunity to work remotely when needed. There is no universal recipe for life, but the main thing is to be honest with yourself, your family and in your work.'

Yelena Yershova, Sales Assistant at EkoNiva-Food (Stupino)

Living and working with joy

'I joined EkoNiva four years ago, and I can say that

I had dreamt of working here even before that. At first, I was afraid I would not cope with the job, but it worked out well for me. I have four children and still stay on top of things, because the company offers me a convenient schedule, and the team is very accommodating. What means most to me is being able to fill each day with things I love: cooking, taking care of the pets and participating in the town events with the whole family. My eldest daughter now also works for EkoNiva. When the mum is happy, the children are happy too. So, my secret is simple: live and work with joy!



Anna Riger

Anna Riger, Machine Operator at EkoNiva's Siberian Subdivision (Cherepanovo)

I choose to keep it cool

'I first came to EkoNiva back in 2001 to work as a cow milker. After having taken a break for a while to devote time to my family, I returned to the company and went in for a job as a machine operator. That's how I ended up behind the wheel of a tractor. I have four children. My eldest son is a university

student and a Candidate Master of Sports in biathlon, and my youngest daughter is in her first year of school. The elder ones help the younger ones, so I can even enjoy my hobbies, for example I do kettlebell lifting. I love my family and work, so I choose to keep cool and handle everything without stress.'

Yuliya Shavel, Chief Breeding Herd Manager at EkoNiva's Kaluga Subdivision

Patience and care pay off

'I was employed by EkoNiva in 2013, right after university. I made up my mind after visiting one of the company's facilities – it left a lasting impression on me. Since 2014, I have been working as a chief breeding herd manager for Kaluga oblast. My children often visit the farms with me. Everyone in the family has their responsibilities, and we help each other. I balance my home life and profession perfectly well. In the family, what matters most is patience and care, which ultimately pay off – just like in breeding.'

Every day, EkoNiva's mums tackle a wide variety of tasks both at work, where they must be precise and responsible, and at home, where patience and warm-heartedness are essential. Their special gift lies in moving easily between these worlds, being focused on the job and highly conscious of their families. The company is proud to have such employees in its team and wishes them to find strength for great accomplishments and time for small joys.

By Denis PISKUNOV



Yuliya Shavel

Talent forge



EkoNiva and Kuzbass State Agricultural University have been cooperating closely and effectively since 2019. The institution's college focuses on creating highly skilled professionals for the farming sector. The curriculum goes beyond theoretical knowledge providing students with hands-on experience essential for a successful career in the industry.

The agricultural college trainees have been doing internships at EkoNiva for several years now specialising in herd management, agronomy and accounting. From January to September 2025 alone, over 70 students practiced and improved their professional skills at the Group's enterprises shaping a clearer idea about their future jobs. This year, Kuzbass State Agricultural University (KSAU) and EkoNiva have launched a branded lecture room.

The cooperation between the university and the company results in training top specialists capable of tackling burning issues in agriculture. The college graduates represent the future and the backbone of the sector and make a tangible contribution to its development.

'We are honoured to partner with EkoNiva – it is, in fact, a significant step forward for us. The company has been taking an active part in the educational process at our

The key component of this collaboration is the high-rate internship programme for our students, which often results in their employment. They are welcomed by mentors and

Natalya Bulgakova, Head of Competency Assessment and Career Planning Centre at Kuzbass State Agricultural University:

'We are honoured to partner with EkoNiva – it is, in fact, a significant step forward for us. The company has been taking an active part in the educational process at our agricultural college. Its experts hold workshops to analyse real-life cases – a unique experience for our region. The key component of this collaboration is the high-rate internship programme for our students, which often results in their employment. They are welcomed by mentors and receive comprehensive support: from a competitive salary and housing to an additional scholarship. They are excited at such attractive prospects.'

agricultural college. Its experts hold workshops to analyse real-life cases – a unique experience for our region.

receive comprehensive support: from a competitive salary and housing to an additional scholarship. They are excited at such attractive prospects', points out Natalya Bulgakova, Head of Competency Assessment and Career Planning Centre at KSAU. 'In our turn, we provide venues for events and facilitate recruitment through our Career Centre. Ultimately, both the university and the company benefit from the cooperation.'

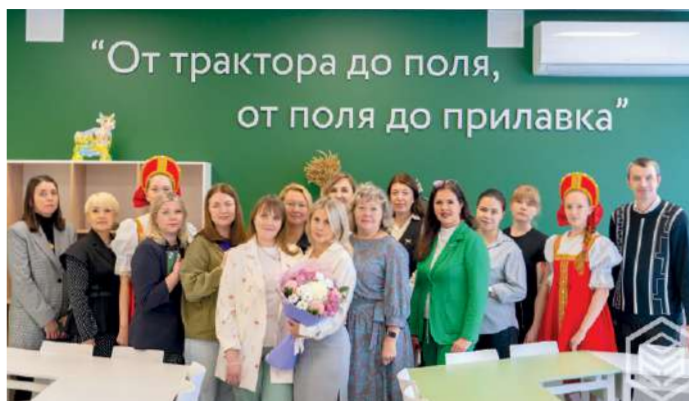
Many KSAU students and graduates describe the internship at EkoNiva's enterprises as a quantum

leap in their professional development and career choice.

'It was here at EkoNiva, thanks to their professional and thoughtful approach to interns, that I firmly decided to become a cow veterinarian. Such a definite professional direction is what I largely owe to the company', notes Olga Naymushina, a sophomore of KSAU Veterinary Department. 'EkoNiva gave me a flying start in career. I keep learning new things and always feel the support of my mentors and other company specialists. They are ready to help, share their expertise and give valuable advice.'

'For us, the partnership with the agricultural college of KSAU is a strategic investment in the talent pool of not just our company but of the entire Siberian region. Over six years of our cooperation, we have evolved from hosting one-off internships to implementing an integrated approach. We have opened a branded lecture room and organised dozens of internships', says Natalya Zvereva, Head of Personnel Development and Training at EkoNiva Group. 'Today's college graduates are qualified specialists who, from day one, show efficiency in their key roles as agronomists, herd managers and mechanics at our Siberian enterprises. These are the employees that are the pillars of the region's economy. Our cooperation is a telling example of how business and education can work together to build a secure future for Russia's agricultural sector.'

By Denis PISKUNOV



Even strongest teams from across the region took part in the competition. In the final match, Oka Moloko took on Germes from Chuchkovo district in a battle for the trophy. The game was spectacular and at times extremely tense. The opponents initially were leading by two goals. Oka Moloko then managed to score and, literally in the final seconds, earned a penalty that brought the score level. Ultimately, the fate of the Cup was decided in a penalty shootout. EkoNiva players seized their chance and snatched victory.

Aleksandr Budkovskiy received an individual award – he was recognised as the Ryazan Oblast Cup Finals Best Player.

The Oka Moloko team earned one more award. Throughout the summer, the team competed in the Ryazan Oblast Football Championship. The players travelled across the region during the season, faced strong opponents and consistently demonstrated excellent performance. In the final standings, Oka Moloko took second place.

Golden penalty goal



The Oka Moloko football team of EkoNiva's Ryazan subdivision has won the 2025 Ryazan Oblast Cup.

'I've been playing for the team for many years, and the Ryazan Oblast Cup final match was one of the most hard-fought ones', says Andrey Bykov, Information Systems Specialist of Crop Production Service at EkoNiva's Ryazan Subdivision. 'When it seemed that victory was slipping away – just three minutes before the end of the half, the scoreboard showed 2:0, not in our favour – something incredible happened: Ilya Ukhtiyarov kicked

a goal and then converted a penalty. After that, there was a fantastic penalty shootout, which we won 6:5. I will remember this match for a long time.'

'Our team has been playing together for several years in this line-up', adds Yevgeniy Konyayev, Deputy Regional Director for Crop Production of EkoNiva's Ryazan Subdivision, 'which allows us to understand each other better on the pitch and perform with excellence.'

I'm glad that once again we've done a good job and won the Ryazan Oblast Cup. I would also like to thank our supporters for attending our matches and always inspiring us.'

Yevgeniy Konyayev noted that the team is happy to welcome new talented players. Employees of the subdivision who are interested in this sport can join training sessions and later take part in competitions. The mini-football season is to begin soon, and Oka Moloko will actively participate in it striving for many more bright victories.

By Kristina AMANN

Resting actively, working hard

At EkoNiva's enterprises in Voronezh oblast, the end of the season has been marked by a series of sporting events. This year, the company's trade union committee has organised 11 competitions that brought together over 500 lovers of active recreation.

After the summer break, the autumn sports season opened with the tenth Russian billiards tournament. This time again, nothing surprising happened. The reigning champion, Aleksandr Filipenko, Head of Engineering and Technical Department of Devitsa Service Centre at EkoNiva-Tekhnika, claimed victory, defeating Aleksandr Merkulov in the final.

The football tournament gave its spectators and participants plenty of positive emotions and impressive goals. It featured teams from five operations and two dairy plants and a team of students invited from Voronezh State Agricultural University (VSAU). In the final match, the Right Bank and



Left Bank teams faced off on the court. In a tense battle, the players from the Right Bank won, and the bronze medals went to the East Operation athletes.

The volleyball competition brought together eight teams: those of five operations within EkoNiva's Voronezh subdivision, Anna dairy plant, EkoNiva Kursk and VSAU. The players of EkoNivaAgro-Right Bank took first place once again, the team from Kursk – second, while the VSAU students claimed bronze.

The sports season was concluded with a table tennis tournament gathering over 50 employees and their family members.

'EkoNiva's corporate culture places special emphasis on sports and a healthy lifestyle. Our athletic events are mainly aimed at creating a positive atmosphere within the team', says Anatoliy Kovalyov, First Deputy Regional Director of Group's Voronezh Subdivision.

By Viktor BARGOTIN

Start your day with Russian Breakfast

Kaluga oblast has become the first region in Central Russia, and Novosibirsk oblast – in the Siberian Federal District where the Russian Breakfast dishes have been included in regular menus of well-known hotels, restaurants and cafés. EkoNiva supported the initiative.



Novosibirsk hotel and the Chashka Kofe restaurant chain. The Russian Breakfast guide represents the next practice-oriented stage of the same-name initiative launched by EkoNiva in partnership with the Gastronomic Map of Russia federal project. Its goal is to introduce people to the food culture and values of the country's regions.

In Kaluga oblast, one can discover a range of gastronomic combinations inspired by local traditions. Guests are offered such dishes as barley porridge with cheese and black chokeberry jam; semolina cake with raisins, cherries, yoghurt sauce and apricot jam; curd fritters with pine-cone jam; baked apples with curds and honey; doughnuts with

ryazhenka cream and cloudberry sauce, etc.

In Novosibirsk oblast, the chefs created such delicacies as milk-based vanilla dragunok (pudding) with sea-buckthorn syrup; cheese soup with nettle; Guryev-style dessert with cranberries and pine nuts; Siberian pancakes with curds, cranberries and soaked lingonberries; krasnozyorskaya kuleyka, a traditional sweet pie, with curds and black chokeberry jam; birdcherry vareniki (dumplings) with curds and sour cream; cream-based whipped semolina porridge with raspberry and lingonberry jam, etc.

It is worth noting that all the dishes feature natural milk products of the EKONIVA brand. The company has long-standing ties with Kaluga oblast through dairy farms and a processing plant operating on Kaluga land, which makes the regional identity of the guide even more prominent.

By Mariya POLETAYEVA

Milk, Christmas tree, holidays

The Group's tour project has launched festive programmes inviting everyone to spend weekends in an interesting and informative way. To present the world of EkoNiva's milk production, dairies in Moscow, Kaluga, Voronezh and Novosibirsk oblasts and the Republic of Tatarstan are open to the public.



On the company's farms, visitors can learn how premium milk is produced, meet friendly cows, feed calves from a bottle and see a rotary milking parlour in action. Each tour is crowned

by a tasting session and a workshop. For the New Year season, the venues offer themed activities: quests, games, dances around the Christmas tree and costume plays.

At the cheese plant in Voronezh oblast, guests will be able to immerse themselves into the history of cheese making: explore the semi-hard and premium hard cheese production

technologies, see firsthand the cheese storage facility, where up to 20,000 cheese wheels ripen simultaneously. Besides, the guides will arrange a festive quest called The Lucky Horseshoe and a meeting with the Snow Maiden Snegurochka and the symbol of the year.

The milk plant in Kaluga oblast has also joined the celebrations: its visitors can enjoy a quiz from dairy fairies and a magic workshop. Moreover, they will learn about the plant history, the production of milk and fermented dairy products, see the packaging lines and the quality control system.

EkoNiva's festive tours start on 15 December and will last for a whole month except for the holidays from 31 December 2025 to 3 January 2026 and will ensure children and adults have an unforgettable experience welcoming the New Year. We look forward to seeing you!

By Eleonora DUBININA

Focus on victory

The innovative High Focus drink has won the Novelty of the Year contest in the Dairy Products category. The award was handed at the ceremony hosted by WorldFood Moscow, an international food trade fair.

Along with High Focus, a total of 17 products were shortlisted in the category. The competition's panel of experts, representing major retail chains from Russia, Kazakhstan, Uzbekistan and Kyrgyzstan, recognised the unique market appeal of the drink. EkoNiva is now entitled to display the special Novelty 2025 label on the packaging of the prize-winning product.

High Focus, which hit the shelves in the spring of 2025, is designed to boost energy and sharpen concentration.

At its heart is lactose-free milk complemented by guarana extract, green tea extract containing the amino acid L-theanine, B vitamins and glucose. These ingredients deliver an energy lift, enhance mental focus and stimulate cognitive performance – all backed by scientific research.

High Focus comes in three flavours – Pear and Parmesan, Salted Caramel and Brownie – all in 245 ml aluminium cans. It is available at EkoNiva's own retail stores, on online



platforms (Yandex Lavka and Samokat) and in supermarket chains (Perekrestok, Magnolia,

Globus, SPAR, Azbuka Vkusa and Tvooy Dom).

By Talgat MUSAGALIYEV

Dürr cheeses triumph in France

The premium hard cheeses – the 6- and 12-month-aged Dürr Classic and Dürr Zeller – have earned the highest accolade at the prestigious Le Mondial du Fromage international cheese and dairy contest in France. Each product scored over 90 points out of the possible 100 securing gold medals.

Dürr hard cheeses are manufactured using raw milk sourced from EkoNiva's farms and processed at its plant in Voronezh oblast. Brevibacterium Linens used for natural maturation impart the colour – varying from orange to rich orange – to the rind as well as the signature full-bodied flavour to the cheeses. The 6-month-aged Dürr Classic cheese has a creamy flavour with overtones of spicy herbs and freshly baked white bread. Its aroma is delicate and buttery with subtle hints of mushrooms and baked milk. The 12-month-aged Dürr Classic cheese has a slightly sweet creamy flavour with notes of nuts and freshly baked rye bread. Its buttery aroma is delicately piquant with nutty undertones. The Dürr Zeller, inspired by Swiss Appenzeller, has a nutty aroma with a pronounced creamy flavour followed by a

slight, pleasant tang in the finish. Its consistency breaks the mould of traditional hard cheese standards: while being firm and elastic, it is also soft, almost creamy.

At the Le Mondial du Fromage, EkoNiva also presented the Dürr Platinum cheese and the innovative High Focus milk-based drink with

the Pear and Parmesan flavour, which received a silver and a bronze medal, respectively.

'Winning this contest is an enormous success both for EkoNiva and Russia as a whole. Just four years on the market, the cheeses of the Dürr lineup have already gained recognition as some of the best in Europe. The competition was fierce:

our products were evaluated anonymously against samples presented by manufacturers from Switzerland, Germany, France and Italy. The reward we feel beats all the effort and time invested. I would even compare such an award to Michelin stars, since the contest performs an independent expert assessment of product quality. This is the acknowledgement of the whole team contributing to the creation of our cheeses. The victory motivates us to further develop, improve and expand the range of EKONIVA cheeses', says Andreas Allerberger, Manager of Milk Processing Projects at EkoNiva Group.

Le Mondial du Fromage takes place in Tours, France. It is one of the largest and most prestigious competitions for cheeses and dairy products in Europe and around the world. The contest featured about 1,900 cheeses from 16 countries and over 320 jury members to evaluate them. Following a blind tasting, each of the products was given a total score based on five criteria: appearance, aroma, flavour, texture and balance.

By Eleonora DUBININA



EkoNiva in focus



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