EKONIVA
ЭКОНИВА

NEWS

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Strong spirit

Olympic champion Angelina Melnikova on the values shared with EkoNiva

Pages 20-21



Undisputed leader

No. 1 in raw milk production in the Russian market

Page 5



Geared up for new season

Dobrino service centre hosts Agromaslenitsa

Page 16



Contents

NEWS

Riding the export wave
EkoNiva starts delivering skimmed milk powder to the UAE and Algeria 4

Double win
EN Argument soya bean variety makes a hit with farmers at AGRAVIYA 2026 and receives 2 awards 4

Undisputed leader
EkoNiva announces operating results over 2025 5

Top dealer
EkoNiva is recognised as Russia's leader in LOVOL tractor retail sales 5

Best new brand
High Focus drink receives Agroinvestor magazine award 7

Light and delicious
EkoNiva launches production of curds with a fat content of 0.5% 8

Dairy champions
EkoNiva releases its annual ranking of the highest-yielding cows 10

IN THE SPOTLIGHT

With optimism into the future
EkoNiva's Voronezh subdivision sums up the results of the past farming season 11

Comfort of rural life
Group's employees in Siberia and Kaluga receive keys to their new homes 12

TECHNICAL INSPECTION

Geared up for the new season
Dobrino service centre hosts Agromaslenitsa 16

Well-adapted to new environment
EkoNiva unveils new Agromash-L TD904 tractor 17

GUEST OF THE ISSUE

Strong spirit
Olympic champion Angelina Melnikova on the values shared with EkoNiva 20-21

OUR PEOPLE

Agroanalytics for schools
EkoNiva continues cooperation with DANO National Data Analysis Olympiad 23

Focus on training future professionals
EkoNiva's branded laboratory opens its doors at Kursk State Agricultural University 25

HEALTHY LIFESTYLE

EkoNiva Cup stays in Ryazan
EkoNiva Second Interregional Futsal Cup brings together teams from different subdivisions 26

OUR EKONIVA

EkoNiva unveils its banana-flavoured quark dessert
The novelty is presented at Prodexpo 2026 27

Tastes of Russia at buffet breakfast
AZIMUT hotels join the Russian breakfast project launched by EkoNiva 27









Stefan Dürr: Global challenges call for systemic reset

Global challenges have made EkoNivaTekhnika-Holding restructure and reset its algorithms. As we are about to complete the process, we can recap what we have done by now.

We have built a comprehensive portfolio of domestic and foreign machinery brands. We picked the best available in Russia and friendly countries to cater to all the needs of our farmers. We keep fostering relationship with Chinese partners, thanks to it, we can offer much demanded tractors over 300 hp. We have also expanded our LiuGong road construction equipment dealership into the Central, South and Northwest Federal Districts.

In total, we operate on a much larger territory and even in the regions we have never covered before: South, Volga region, Urals. It is of significance that we opened not only offices but also service centres. A team of over 400 highly qualified technicians ensure consistent availability of maintenance and repairs of any complexity in close proximity to the end customer.

Spare parts logistics chain has gone through the biggest transformation. The principal multi-SKU warehouse hub launched in Detchino, Kaluga region, supplies spare parts to multiple regions by road and by air. We provide after-sale service not only for the current brands, but for formerly sold brands as well. Despite all the complications, we haven't abandoned a single unit of machinery we delivered and keep rendering comprehensive services sticking to our responsibility. Besides, we launched a new LOVOL spare parts distribution hub in Dobrino village, Voronezh oblast. Dedicated storage system, prompt logistics and quality analytics have significantly improved the quality and accessibility of our services.

AGROZNAK – a brand of Russia-produced spare parts and consumables for imported equipment – is one of the most promising businesses we put a special focus on.

Not all goals are attained as quickly as we'd like. We can miss or miscalculate something and commit errors that make everything look worse. However, it all is an integral part of any transformation while you are resetting the algorithms, testing them and looking for the best option.

Building a new strategy is not about business alone. It is essential for us that through thick and thin, the name of our company remains a definition of reliability, stability and efficiency.

Stefan DÜRR,
EkoNiva Group President

Riding the export wave

EkoNiva has started delivering skimmed milk powder (SMP) to the United Arab Emirates and Algeria thus boosting the product exports to African and Middle Eastern countries.



The first batches of 50 tonnes were shipped to the UAE last October and in early February 2026. The objective for the coming months is to establish regular supplies and increase export volumes. EkoNiva is also negotiating milk powder sales to Qatar and Saudi Arabia.

SMP is used to manufacture ice cream, sour cream, curds and yoghurts. It is also one of basic ingredients for baby food. Deliveries to the UAE and Algeria are made by sea. A major advantage of milk powder in exports is that its transportation does not require special conditions such as temperature or certain types of containers.

EkoNiva plans regular deliveries of SMP to Algeria, the first batch of SMP was shipped to Algeria in February sold to a local producer of dairy. The next larger shipment to the country is currently underway.

EkoNiva began test export shipments of SMP in 2023 sending its first batch to Kazakhstan. In 2024, it launched regular supply to Georgia and Armenia. Besides, since 2025, EkoNiva has been exploring export opportunities to non-CIS countries striving to unlock new destinations.

By Eleonora DUBININA

Double win

EN Argument, EkoNiva's in-house soya bean variety, has made a hit at the AGRAVIYA 2026 trade show. It earned accolades at the iAGRI Innovation Award for outstanding solutions in the agricultural sector and at the annual conference 'Leaders of the Russian Soya Bean Industry'.

At AGRAVIYA 2026, the variety was acknowledged in the Plant Breeding Solutions, Seed Growing, Nutrition and Crop Protection Products category. EN Argument is an ultra-early ripening soya bean variety demonstrating a high yield comparable to its mid-ripening counterparts while consistently maintaining a high protein level. For example, in Novosibirsk oblast, the variety consistently matures in 100 days at a sum of temperatures of 1900 °C, and has a protein level of 41-42%, which is outstanding for ultra-early varieties. EN Argument has been rapidly gaining popularity in other areas as well, delivering excellent performance in the Volga and Central Non-Black Soil regions. The popularity is driven by economic reasons. Farmers are able to harvest the early-ripening crop before unfavourable weather sets in and bring quality products to the market.

EN Argument has received several other awards, which confirms the high quality, innovative character and popularity of the product among farmers. According to the 2025 demo trials at the testing ground of Syngenta Seed Care Institute in Voronezh oblast, the variety also performed well and delivered impressive protein and yield. In addition, in mid-August, it was the only variety out of the 50 participants that was fully ready for harvesting. In the fields of the testing ground, EN Argument soya beans produced 4.64 t/ha with a protein and fat content of 42.7% and 21.4%, respectively.



'The name of EN Argument speaks for itself, promising durability, adaptability and a significant contribution to the agricultural economy', emphasises Yevgeniy Kucheryavenko, Executive Director of Group's Plant Breeding and Seed Growing Subdivision. 'Behind every successful variety, there is not only breeding ingenuity but also effective teamwork throughout the whole production chain from the field to the buyer and a keen attention to the needs of farmers – this is a strong argument ensuring a bumper crop. It means a lot to us that the varieties from our breeding programme prove their worth in the market and win awards.'

By Tatyana IGNATENKO

Undisputed leader

EkoNiva continues to maintain the leadership position in the Russian raw milk market. The Group has announced operating results over 2025.



According to the performance indicators over the year, the gross milk yield increased by 7 per cent up to 1.45 million tonnes of raw milk in physical weight, exceeding the previous year's result by 100,000 tonnes. In fat- and protein-corrected weight (3.7% fat, 3.2% protein), this parameter amounted to 1.6 million tonnes, showing an 11-percent increase on the prior year's result. The average daily milk yield over the reporting period reached 3,970 tonnes. The milk yield per dairy cow over the year rose from 31.7 up to 33.1 kg/day in physical weight and from 33.8 up to 36.5 kg in fat- and protein-corrected weight. In the reporting period, the average cattle population across EkoNiva Group's dairies amounted to over 251,200 head, thereof 120,100 head of dairy cows.

In January-December 2025, EkoNiva Group produced 285,400 tonnes of finished dairy goods, which is 8 per cent lower than in the previous year. Namely, the production of drinking milk and traditional dairy produce (cream, kefir, sour cream, curds, butter, etc.) amounted to 274,400 tonnes, that of yoghurt-dessert group (including ice-cream) to 7,900 tonnes and that of cheeses to 3,100 tonnes. Commissioning of four new curd-making vats at the dairy plant in Anna, Voronezh oblast, enabled the company to double the output – up to 20 tonnes of finished produce per day. By the end of 2025, the product range under the EKONIVA brand included 141 SKUs.

The company expanded its retail operations by opening 23 branded stores, bringing the Group's total to more than 100 own brand stores across 15 regions of Russia. EkoNiva also continued developing the export of dairy products. Over the reporting period, the Group commenced the supply of semi-hard and hard cheeses to Azerbaijan and Georgia as well as carried out the first deliveries of skimmed milk powder overseas.

Based on the results of Crop 2025, the gross yield of cash crops amounted to 1.24 million tonnes, 15 per cent up on the previous year's result. Namely, 687,000 tonnes of cereals, 161,000 tonnes of pulses, 52,500 tonnes of oilseed crops and 343,000 tonnes of sugar beets was gathered. Besides, EkoNiva subdivisions harvested over 1 million tonnes of feedstuffs in dry matter, which is higher than the previous year's figure by 28,000 tonnes. The Group fully met the needs of its herd in succulent feed and roughages.

By Eleonora DUBININA

Top dealer

Every third LOVOL tractor sold to Russia has been delivered to farmers by EkoNiva. The Group's technical holding was recognised as the country's leading retailer of LOVOL tractors in 2025.



This was the second award EkoNiva received from LOVOL for its performance in 2025. Earlier, the company had already won a prize for the LOVOL brand promotion in Russia.

'Almost every third LOVOL tractor has been supplied by our company. And these are not just numbers, they reflect the trust of our customers backed by real results. It is the outcome of the concerted efforts of our entire team. The popularity of the LOVOL machinery in Russia is growing, and we are delighted to be part of that dynamics. We take pride in the agricultural sector development by offering reliable and efficient equipment from China that is well-adapted to Russian conditions', comments Gennadiy Nepomnyashchiy, Commercial Director of EkoNivaTekhnika-Holding.

The most popular LOVOL tractor in 2025 was the TD1304 (130 hp). This is a versatile machine designed with small farms and dairy units in mind. The second place was taken by the TN2604 (260 hp) model, which is highly appreciated by large livestock operations. Owing to its excellent value for money and functionality, the tractor has received broad acceptance among farmers. In the final quarter of 2025, a novelty – the Agromash-L TD904 – became a sales hit. The demand was driven by its affordable price and ease of use. This as well as other tractor models exceeding 300 hp, which are due to be introduced as part of a major line-up renewal programme, are slated to be one of the main sales growth drivers in 2026.

'We are actively building a service and support ecosystem. The wide model range and the availability of machines in various configurations cover all our customers' needs, and a comprehensive approach to sales and maintenance adds further value', says Vladimir Gurov, LOVOL Brand Manager at EkoNivaTekhnika-Holding. 'Our strategy is not just to sell equipment, but to establish long-term partnership with our clients. Expanding our regional presence means more farmers gain access to LOVOL's advanced solutions, while we have the opportunity to grow and develop alongside them,' adds Gennadiy Nepomnyashchiy.

EkoNiva's technical holding has been cooperating with Weichai LOVOL since 2022 and is now an official dealer for the brand in 19 regions of the country. Last year, the Group and the producer strengthened their partnership by opening, on the premises of the Dobrino service centre in Voronezh region, the largest, and so far the only, official LOVOL spare parts warehouse in the European part of Russia, with a total floor area of over 1,000 sq. m.

By Tatyana IGNATENKO



Honours for the worthy

Employees of EkoNiva Group's Ryazan, Siberian and Voronezh subdivisions have been awarded for years of dedication to work and high professionalism.

Viktor Makushin, a truck driver from Ryazan oblast, received a commendation from the Ministry of Agriculture of the Russian Federation. All his career has been devoted to agriculture. As a child, he admired his uncle, a chairman of a local collective farm. After graduating from high school, Viktor was trained as a tractor driver and started working on the land in 1987. A little later, he got behind the wheel of a truck, becoming an indispensable link in the logistics chain of agricultural enterprises.

In 2018, Viktor Makushin joined EkoNiva's team in Ryazan subdivision. Over the years of his work, he has proved to be a reliable and responsible driver. He has been praised for professionalism multiple times by district and regional authorities. The commendation from the Ministry of Agriculture became Viktor's first high state reward for his fruitful and conscientious work.

Nikolay Sazonov, Deputy Chief Agronomist of Siberian Subdivision, was granted a letter of commendation from Senator of the Russian Federation Vladimir Gorodetskiy. Nikolay has more than twenty years of experience in agronomy, fifteen of which have been dedicated to EkoNiva. Raised on the land, he developed his passion for farming and has passed it on to his family. His daughter is studying in an agriclass now. This year, Nikolay has also taken on the role of a mentor sharing his rich experience with aspiring specialists in a training programme.



'Most young people enter the profession with theoretical knowledge only. So, our goal is to share practical experience – we introduce them to the ins and outs of the craft examining cutting-edge machines: seed drills, forage harvesters', says Nikolay.

The best in profession

Eight employees of EkoNiva's Voronezh subdivision also received awards for their outstanding production performance.

Machine operator Vadim Romantsov was presented with a new Russian-made Lada Granta car.

Irina Kaplina, Milking Machine Operator, was granted a diploma of merit from the Ministry of Agriculture of the Russian Federation for her years-long diligent work.

At the economic competition, the Best in Profession title was awarded to milking machine operators of Ozyorki dairy farm: Natalya Khodayeva, Valentina Nasonova, Natalya Babaytseva, Tatyana Shmarina, Yelena Povolochko and Vera Perova. Their shift takes care of over 3,500 cows per day. The productivity of one animal during the first nine months of 2025 amounted to about 9,800 kg of milk, and the gross yield of the farm's herd exceeded 34,700 tonnes.

'Thanks to the professionalism and responsible attitude of the company's employees, we are today proud of the results of our joint activities. May awards of such a high level encourage them to open up new horizons and inspire for further success', says Ramon Schenk, Regional Director of EkoNiva Group for Voronezh and Kursk Oblasts.

The company continues to develop, relying on the experience and commitment of its employees, who, working day by day, make an invaluable contribution to the country's food security.

By Kristina AMANN, Darya KONSHINA, Alyona FROLOVA

Global stage

EkoNiva has received recognition from the world-leading farm machinery manufacturer ZOOMLION.

At the solemn ceremony held as part of the company's global dealer conference in China, the Group's subdivisions won two awards. EkoNivaSibir took the Outstanding Dealer prize, while Sibirskaya Niva was granted the Strategic Partner status as a client.

'This reward emphasises the high level of cooperation and trust between EkoNiva and ZOOMLION', says Andrey Tur, Sales Manager of EkoNivaSibir.



The company began working with the brand one and a half years ago and has quickly proven to be a reliable partner. In autumn 2025, EkoNiva-Kaliningrad also obtained dealership rights for ZOOMLION machinery, thus expanding the manufacturer's geographic footprint.

'We are honoured to receive such a commendation for our cooperation with ZOOMLION. Currently, we offer our clients the full range of the brand's tractors – from compact and manoeuvrable 60-hp models to the most powerful 350-hp machines, including innovative hybrid solutions. So far, we have delivered over 30 units to Siberian farms. Besides, ZOOMLION machines successfully operate in the fields of the Group's Siberian enterprises, demonstrating excellent performance and high reliability', emphasises Andrey Tur.

EkoNiva values its partnership with ZOOMLION for its customer responsiveness and adherence to the European standards of the dealer network development. There is a ZOOMLION subsidiary in Russia, and the manufacturer's technicians in Siberia readily assist EkoNivaSibir's team in training service specialists, creating and improving maintenance programmes, which ensures prompt and high-quality technical support for the clients.

By Tatyana IGNATENKO

Best new brand

EkoNiva's High Focus drink has been announced the winner of the Agroinvestor of the Year award in the Product of the Year nomination, namely in the Best New Brand category.

In 2025, the company unveiled High Focus, an innovative milk-based drink developed to enhance productivity and concentration levels. At the heart of High Focus drink is lactose-free milk complemented by guarana extract, green tea extract containing the amino acid L-theanine, B vitamins and glucose. Guarana provides the much-needed energy boost, while L-theanine helps mitigate the side effects of caffeine and improves concentration. The positive effects of the L-theanine-caffeine combination on mental performance are backed by scientific research.



The drink comes in three flavours: Pear and Parmesan, Salted Caramel and Brownie. It is packaged in 245 ml aluminium cans. High Focus is available at EkoNiva's own retail stores, on online platforms (Yandex Lavka, Samokat) and in supermarket chains (Perekrestok, Magnolia, Globus, SPAR, Tvoy Dom).

'This latest award for High Focus attests to the novelty and originality of our product. It is also reflected in customer feedback, which, among other things, highlights the convenient format, health benefits and great taste. The company aims to extend its reach into additional sales channels – including HoReCa – and to increase the sales volumes', says Yekaterina Dürr, Brand Director at EkoNiva-Food.

Agroinvestor of the Year, the national annual agriculture and food award, has been held by Agroinvestor magazine since 2019. Its mission is to promote modern entrepreneurship in the farming sector identifying effective business models and drawing attention to the most outstanding projects and managers in the industry. This award marks EkoNiva's fourth victory since the award's inception. In 2021, Stefan Dürr, EkoNiva Group President, was announced as the winner in the Man of the Year category. In 2023, EkoNiva Group received an accolade in the Crop Exporter category. A year later, the company secured the Launch of the Year award for pioneering commodity stock auctions for dairy produce.

By Talgat MUSAGALIYEV

Light and delicious

EkoNiva has launched the production of skimmed curds. They are made from premium milk originating from the Group's own farms using a special live starter culture. The product is available in 180-gramme packages.

The skimmed curds with 0.5% fat have fewer calories than the conventional ones, so they are often included in a low-calorie diet. The energy value of the product is 90 kcal per 100 g. At the same time, it is high in protein – 18 g per 100 g. One can have it for breakfast or a healthy snack or use it as an ingredient for low-fat desserts with fruit, berries, nuts, granola, cereals and toppings. Like other types of EkoNiva's curds, the new product has a delicate consistency and creamy taste. The skimmed curds are available both in large retail chains and in the Group's branded shops.



The new SKU item is produced at Anna dairy plant in Voronezh oblast, where the processing capacity of the curds line was expanded in August 2025. The commissioning of four new curd making vats enabled the company to double the production, from 10 to 20 tonnes per day. Currently, up to 8 curd vats operate at the plant every day.

'We extend our product range focusing on the needs of consumers. The skimmed curds are a prime example of this. The trend towards conscious eating and protein, fat and carbohydrate balancing is gaining popularity among customers. So, we are ready to offer natural and – equally importantly – delicious milk products', says Dmitriy Rayev, Deputy Director General for Sales and Marketing at EkoNiva-Food.

By Talgat MUSAGALIYEV

Learning from business

EkoNiva's contribution to the Professionalitet Federal Project has been recognised by the Ministry of Education of the Russian Federation. The Group received a letter of commendation for organising internships for vocational education teachers.

In 2025, over 140 instructors from 8 educational institutions of the country completed practice-oriented training at EkoNiva's leading enterprises: MosMedynagroprom milk processing plant and dairy farms in Kaluga, Ryazan, Orenburg, Moscow and Voronezh subdivisions. For several days, the teachers did a specialised crash course, which included seminars and tours of production facilities, lectures and workshops aimed at developing new educational modules and professional training focusing on the immediate needs of today's employers.

'The opportunity to learn right on the premises of modern enterprises is extremely important for professors – they can acquire relevant knowledge and skills, which they then pass on to the students. We are eager to welcome even more teachers next year and we consider such an approach valuable for both educational institutions and our company as an employer. By investing time and resources in this cooperation, we ensure professional training for future specialists, which is essential for the development of the industry', points out Valeriya Barkova, Talent Pool Manager at EkoNiva Group.



The participants of the internships mastered modern methods of teaching agricultural disciplines, which will further contribute to improving the quality of training in the agricultural educational cluster. During the crash course, the spotlight fell on the Practical Skills of Operating Modern Equipment of Real Economy Enterprises module.

'The programme is based on studying relevant production processes and sharing proficiency that is impossible to obtain just from textbooks. We have learnt operating procedures and lots of useful details and further introduced new hands-on tasks and updated methodological materials for the students. Besides, the internship plays a significant part in strengthening the ties between education and production', emphasises Yelena Sotnikova, Professor at Yelets State University n.a. I.A. Bunin.

By Tatyana IGNATENKO



Triumphing with Fascar

EkoNiva has become the best dealer of Fascar machinery in the country. At the manufacturer's global dealer conference in Hailar, China, EkoNiva-Tekhnika received the Best Dealer and Sales Leader 2025 in Russia award.

'Our cooperation with the company began in 2022. We were looking for 1.25-metre-wide balers and chose Fascar products as a good value for money. The first machines were tested in real-life conditions on clients' farms with complicated crops such as flax. Later, in 2024, trials were performed in Kirov oblast and Krasnodar area. And in 2025, we sold as many as 28 such machines, which earned us an award', says Lev Kramarenko, Brand Manager for Forage Equipment at EkoNivaTekhnika-Holding.

Currently, the company's portfolio includes two models of Fascar balers – in standard and enhanced configurations. The blueprint for 2026 is to test new machines of the brand.

According to Lev Kramarenko, the active participation of EkoNiva-Tekhnika in industry-specific trade fairs, field demo shows (more than 15 per year), coherent servicing and pricing policy and a large spare parts warehouse were the key factors for the successful introduction of Fascar balers into the Russian market.

By Aleksandr KUTISHCHEV

Focus on ergonomics

EkoNivaSibir has taken part in a large-scale industry event – the Siberian Construction Week 2026 international trade fair at Novosibirsk Expocentre. The company showcased the latest models of LiuGong, ZOOMLION and TAFE machinery.

The updated LiuGong 385B Max skid-steer loader sparked the visitors' interest due to its new ergonomic cab with a height increased by 5 cm as compared to the previous model. It also features a multifunctional monitor for the operator to control the motion through cameras mounted on the frame.



'The cab has undergone most of changes. As in previous models, the loader features a reliable 3.3-litre Yanmar engine with mechanical fuel control and a standard bucket of 0.5 m³. It is also equipped with the HIGH FLOW hydraulic flow enhancement system, which optimises the operation speed', says Yevgeniy Novak, Brand Manager for Road Construction Machinery at EkoNivaTekhnika-Holding.

The LiuGong 777A-S Max backhoe loader presented at EkoNiva's booth has also been recently restyled. It was supplemented with an axial piston pump with a hydraulic flow of 168 l/min, which improves the machine performance and increases the fuel efficiency.

One of the most popular front loaders in the LiuGong range is the 835H unit, an excellent solution for different uses as the machine configuration can be selected depending on the tasks on the farm.

In addition, EkoNivaSibir's experts advised the guests on the choice of spare parts and tyres, as well as service programmes and leasing opportunities at the booth. As part of the trade fair, the company's specialists held a number of business meetings with their partners and discussed agreements for the delivery of cutting-edge road construction machinery.

By Viktor BARGOTIN


Number 1: Cow Zamashka, Shatsk farm, Ryazan oblast

Dairy champions

EkoNiva has released its 4th annual ranking of the highest-yielding animals. It comprises the top 5 Holstein cows from the Group's Ryazan, Voronezh and Kaluga farms as well as from the subdivisions in the Republic of Bashkortostan and Tatarstan. The leaders were determined by their gross milk yield over the 305-day lactation.

Valeriya Pavlova,
Head of Breeding Department at EkoNiva-APK Holding:
'EkoNiva puts a special focus on the genetic improvement of Holstein cows. To monitor the progress, we hold regular control milkings, determine the fat and protein content of milk, evaluate the body conformation, health and growth of the cattle.'

Number 5

The cow named Lada opens the performance ranking. A resident of Naratly dairy in the Republic of Tatarstan, she originally came from Voronezh oblast. The 7-year-old Lada – the most mature cow in the rating – has recently finished her 5th lactation. In 2025, the cow's 305-d yield amounted to 19,261 kg (3.57% fat, 3.77% protein), with the maximum daily milk output reaching 69 kg. The specialists note that Lada is in good health and full of energy. They hope that she will continue delivering impressive yields during the next lactation.

Number 4

The cow Yauza is from Gusevo farm, Kaluga oblast. Over 305 days of lactation, she produced 19,392 kg of milk (3.65% fat, 3.34% protein). The peak yield per day amounted to 72 kg. Yauza stands out not only for her productivity, but also for the body conformation, which meets the highest Holstein breed standards.

Number 3

The cow Ambitsiya from Semyono-Makarovo facility in Bashkortostan made the top 3 performers. Last year, her milk yield amounted to 19,592 kg (3.75% fat, 3.42% protein), with the maximum output per day reaching 68 kg. Ambitsiya is one of the stuff's favourites: curious, friendly, outgoing and easy to work with. She has an unusually shaped spot on the muzzle that looks a lot like Milky Way. The specialists regard that not just as a coat pattern, but rather a kind of a mark distinguishing a born top milker.

Number 2

The cow Fauni comes a good second best. Born and residing at Bobrov dairy in Voronezh oblast, she produced 22,096 kg of milk (3.26% fat, 3.35% protein), delivering a maximum of 73 kg per day in 2025. According to the employees, Fauni was a strong calf quickly gaining in weight since the very first days of life. After her first parturition, she started giving plenty of milk. She has calved four times, including twins, by now. In addition to her high productivity, Fauni is known for her gentle, affectionate and responsive nature.

Number 1

The cow Zamashka at the top of the ranking is a resident of Shatsk farm, Ryazan oblast. Based on the 2025 results, she is the holding's undisputed leader by both gross output and daily yield – 22,218 and 83 kg, respectively. Her milk contains 3.34% fat and 3.54% protein. Zamashka achieved such figures during her third lactation. Now, she is preparing for the fourth calving. According to the specialists, she is feeling great, eating well and summoning energy. The herd managers are confident that she has every chance to reach – or even exceed – that yield level again.

High productivity starts with the skilled work of EkoNiva's specialists. On the Group's farms, the cows receive professional care at every stage of their life. To boost the quality of the operations, smart technologies are applied, including the in-house designed software EkoFeed and EkoCrop created to enhance the efficiency of fodder production and formulate the rations that fully cover the cows' macro- and micronutrient needs.

'EkoNiva puts a special focus on the genetic improvement of Holstein cows. To monitor the progress, we hold regular control milkings, determine the fat and protein content of milk, evaluate the body conformation, health and growth of the cattle. All the cows from the ranking have a high genetic potential, and their progeny can have a significant genetic gain if bred by properly selected sires', says Valeriya Pavlova, Head of Breeding Department at EkoNiva-APK Holding.

By Kristina AMANN


Number 2: Cow Fauni, Bobrov farm, Voronezh oblast



With optimism into the future

EkoNiva's Voronezh subdivision has summed up the results of the past agricultural year. A warm family atmosphere reigned at the Bobrov Palace of Culture during the celebration. The people whose input shaped the company's history assembled there. They came not just to report on the numbers, but also to review the year's progress, to recognise and give credit to the best of the best.

That day, words of gratitude from the stage were said a myriad of times. Voicing his congratulations, Aleksey Sapronov, Deputy Chairman of Voronezh Oblast Government, called EkoNiva's Voronezh subdivision one of the key drivers of economic growth in the region and a reliable social partner.

'The role of EkoNiva's productive work in the development of the regional agricultural sector cannot be underestimated', says Aleksey Sapronov.

The company's employees also received accolades from the regional leader of the United Russia faction Viktor Logvinov, the heads of the region's districts, representatives of the Ministry of Agriculture as well as renowned partner universities.

'It is through professionalism, perseverance and team spirit that EkoNiva's Voronezh subdivision is confidently developing and moving forward, in spite of difficulties', says Regional Director Ramon Shenk addressing the event's attendees.

For the branch, 2025 was indeed a year of impressive results: the company strengthened its leadership in the milk industry, having produced over 552,500 tonnes of milk, with a daily output surpassing the 1,500-tonne milestone.

The company's outstanding production accomplishments were saluted. First, the Anna processing plant became the winner of the Best Industrial Enterprise of Voronezh oblast contest. Another landmark event is the official registration of the geographical indication of Shchuchye cheese. Moreover, the Dürr premium hard cheeses produced at the Shchuchye cheesery won gold medals at an international contest in France. Notably, six brand stores were opened in Voronezh oblast. And, last but not the least, export is actively developing: the product range has been expanded. Besides, the EKONIVA cheeses are soon going to be available in Georgia and Azerbaijan.

But EkoNiva's main asset is its people. Over 340 employees have received governmental and regional awards so far. The company attracts young specialists: in the past year, more than 1,200 students had their internship at the agriholding's enterprises. EkoNiva takes an active part in the Comprehensive Development of Rural Areas federal programme. In 2025, a total of 21 employees and their family members moved to new houses.

The company became a school of professional growth for many people, including Chief Herd Manager and Breeder of EkoNiva-Right Bank Operation Yekaterina Kistkina.

'I came to EkoNiva 16 years ago as an entry-level specialist. Here I was given the maximum of relevant knowledge about modern livestock farming, with real tasks assigned to me virtually from day one. Now, as a mentor myself, I am passing down knowledge to young colleagues', says Yekaterina Kistkina. 'Crucially, work at EkoNiva never feels like routine. There is always an opportunity to try your hand at something new and see relevant results from the get-go.'

The festive programme rounded up with musical performances from the teams of each enterprise. Creative acts prepared exclusively by the staff are yet another testament to the close bonds that tie the team together and many workers' outstanding talents. The performances were memorable due to their genuineness and high level of execution. According to the contest results, the jury determined the best teams that received awards, i. e. travelling to Russia's cities.

'EkoNiva's Voronezh subdivision is a flagship one of the entire Group. With such a seasoned and close-knit team, we can set the bar high and achieve success defying the odds', says Stefan Dürr, President of EkoNiva Group. 'Looking back at the last year, you have every reason to be proud across the board: high crop yields, improved livestock productivity, extension of finished dairy product range and development of a brand store network. We have many plans for 2026 too, including expanding the dairy farms and increasing the processing volume of raw milk. Together, we can look to the future with optimism.'

By Denis PISKUNOV



Comfort of rural life



Employees of the Group's Siberian and Kaluga subdivisions have had their housewarming celebrations. They have received the keys to flats and houses built under the Comprehensive Development of Rural Areas state programme.

In Maslyanino village, Novosibirsk oblast, 10 families – those of senior veterinarian Natalya Khamrayeva, nutritionists Anna Okhremenko and Darya Seleznyova, senior economist Olga Samoylova, machine operators Konstantin Kugarov and Anatoliy Kravchenko, hoof trimming specialist Andrey Suroyegin, agronomist Lidiya Sidorova, young stock operators Tatyana Glukhovskaya and Nadezhda Prudnikova – moved into comfortable homes.

The three-storey block of flats is located in Sadovaya Street in Maslyanino village. The building comes complete with connection to mains services and interior finishing. The area of the flats varies from 33 to 54 sq. metres. The co-financing of the project by the Group has exceeded 16 million rubles. It joined the Comprehensive Development of Rural Areas programme in Novosibirsk oblast in 2020. In 2025, a block of 14 flats was built with the assistance of the company.

'Eight years ago, my husband and I came from Novosibirsk to live in Maslyanino and work for EkoNiva. We got on the waiting list for housing a year ago and did not expect to get a flat so quickly', shares Natalya Khamrayeva. 'It is so nice to see such care and a kind attitude. The block of flats is close to all the amenities needed for a comfortable life: food shops, a polyclinic and a community centre.'

'Many thanks to everyone who was engaged in the construction and made it possible to finish it in the shortest time possible. We have been



running the Comprehensive Development of Rural Areas programme for several years now. It helps to create decent living conditions for agricultural specialists in rural areas and contributes to the development of the region', says Vyacheslav Yarmanov, Head of Maslyanino District.

The agricultural town in Penevichi village, Khvastovichi district of Kaluga oblast, saw twelve new houses built under the same state programme as in Siberia. The Group co-financed the construction with the investments amounting to around 49 million rubles. The houses in Dekabristov Street have an area of 75 sq. m. each and garden plots of 0.15 ha. The keys to houses with all modern conveniences were handed to the families of Andrey Vlasenko, Deputy Chief Engineer for Livestock Equipment, Anton Lokonov, Chief Power Engineer, Pavel Gayduk, Construction Foreman, Pavel Vazhneyev, Driver, Dmitriy Kalinin, Electrician, Dmitriy Chilyayev, Machine Operator, Sergey Ivanov, Vehicle Fleet Manager, Anastasiya Kuzmicheva, HR Officer, Natalya Gusakova, Milking Machine Operator, Andrey Mazurin, Machine Operator, Konstantin Timofeyev, Lead Technician, and Artyom Korotkov, Lead Agronomist.

'I moved to Khvastovichi district five years ago, and housing for my family and me was a pressing issue', points out Pavel Gayduk, Construction Foreman. 'I am very happy that we have our own cosy home now. I think our houses are wonderful, and we have the best neighbours – my colleagues, with whom I have very good relations. So, I am sure life in our agricultural town will be vibrant and interesting!'

'It's been a lot of work. I am glad to see the overall transformation of Khvastovichi municipal district. Recently, EkoNiva Group opened one of the largest dairy farms in Kaluga oblast here and started the construction of houses for its employees. With the development of the social infrastructure, life in Khvastovichi district is getting more comfortable for the locals. We are planning to continue implementing such a comprehensive approach in the region', says Aleksandr Yefremov, Minister of Agriculture of Kaluga Oblast, at the key presentation ceremony.

EkoNiva joined the Comprehensive Development of Rural Areas programme in the region in 2023. Since then, a total of 27 houses has been built in Penevichi village, Khvastovichi district, where EkoNiva's employees live today with their families.

By Darya KONSHINA, Kristina AMANN

Variety of choice

The EN Argenta soya bean of EkoNiva's breeding has strengthened its position in the top 10 ranking of the most in-demand domestic varieties, rising from the 9th to the 6th place.



The ranking of the main agricultural crops by the volume of seeds sown in Russia over 2025 was published by the Federal State Budgetary Institution Russian Agricultural Centre (Rosselkhoztsentr) subordinate to the Ministry of Agriculture. The document is based on the analysis of the information received from the country's 82 constituent regions, taking other available data into account.

It is not the first year that EN Argenta, EkoNiva's proprietary soya bean variety from the company's portfolio, has made it into the Russian Agricultural Centre's annual ranking. In 2025, the demand for it kept growing: 14,900 tonnes of seeds were sown on an area of around 150,000 hectares, compared to 11,100 tonnes on 120,000 hectares in the previous year. Since 2023, EN Argenta's popularity among growers has risen almost threefold.

EN Argenta first entered the State Register of Plant Breeding Achievements in 2020. Aside from the Central Black Soil region, it is also cultivated by farmers in the south part of the Central Non-Black Soil region and in the Volga region. The variety was created with those territories' soil and climatic conditions in mind and is adapted in its reaction to the length of the light day: the sum of active temperatures needed for the variety to ripen is 2,300 °C. EN Argenta lends itself to technological processing: it is lodging- and pod shattering-resistant, is genetically not prone to seed dormancy, and the crop losses in the stubble are minimal due to the high attachment of the lower pods. This intensive variety with high fertiliser responsiveness known for its increased ability to compensatory branching stabilises the crop yield in an uneven stand. It is owing to the good branching that the variety has a sowing rate of less than 100 kg per hectare, while the maximum crop yield potential in Group 00 officially registered during state trials is 5.04 tonnes per hectare.





In 2026, EkoNiva plans to increase the production volumes of the EN Argenta seeds in order to satisfy the growing demand from agricultural producers.

Conquering new regions

EN Argenta has also won the acclaim within the framework of the Volga region's Agricultural Testing Grounds project, organised by the Seed Soya Bean Union. The variety earned the award for the high crop yield that it demonstrated at the Fyodorov brothers' trial plots in Chuvashia's Batyrevo district. In conditions traditionally considered unfavourable for soya beans, the variety exceeded the expectations of both the agricultural innovators and the project's experts. On the testing ground in Chuvashia, EN Argenta successfully passed the whole vegetation cycle and showed the best crop yield of 2.23 tonnes per hectare among other competing varieties, while retaining a high share of protein of 38 per cent.

Farmer Andrey Fyodorov decided to introduce soya beans into the crop rotation and was quite happy with the result.

'Our company became a participant of the Soya Beans from Scratch project, organised as part of the Volga Region's Agricultural Grounds. We decided to sow soya beans: the crop seemed promising, with the demand for it constantly growing. It was a challenge for our farm and our region in general, given the local climatic conditions and that soya beans had never been cultivated there before. During the season, we got experts' help in growing the crop, including the ones from EkoNiva. As a result, EN Argenta delivered a high crop yield. It is a great variety, I am going to sow it again next season', shares his impressions Andrey Fyodorov.

This is not the first EN Argenta's victory at the Volga region's Agricultural Grounds project. Last year, the variety also received honourary diplomas as a leading variety both in irrigated and arid farming.

'EN Argenta's award in Volga region is a confirmation of the variety's unique position as a reliable and promising option for expanding soya bean cultivation to new territories that are non-traditional for the crop. Our experience from participating in the Soya Beans from Scratch project in Chuvashia shows the following: the innovative approach and correct genetic decisions open up new opportunities for the domestic farming sector', comments Marina Balashova, Manager of Marketing Department of EkoNiva-Semena.

EkoNiva keeps expanding its in-house varietal line-up: today, new varieties for different climatic zones and farming practices are being developed to enable Russian farmers from every part of the country to choose the right soya beans to suit their needs.

By Tatyana IGNATENKO

Full-cycle support



EkoNiva has traditionally occupied one of the central places at the AGRAVIYA 2026 trade show, presenting advanced solutions in the agricultural machinery, seed production, plant breeding and pedigree livestock farming.

Machinery: focus on reliability, servicing and new solutions

At the trade show, the Group's dealership holding presented cutting-edge technologies offering the farmers availability, consistency and round-the-clock maintenance.

'This is not just a trade fair – it is a platform for like-minded people working for the benefit of the agricultural sector. Despite all the challenges we face, we remain a strong and resilient company. It is worth saying that those who are engaged in agriculture and farm machinery building are usually great optimists. We accept the realities of the modern market focusing on the demand that is relevant at the moment and studying popular and profitable segments of agricultural equipment. We will do our best to further cover all the needs of our farmers', comments Gennadiy Nepomnyashchiy, Commercial Director of EkoNiva-Tekhnika.

Effective after-sales support remains one of the company's key competitive advantages. Customers get access to round-the-clock service, an efficient logistics system and a wide range of spare parts including items under the in-house brand AGROZNAK. It allows not only to reduce downtime, but also to ensure the machine's uninterrupted performance for its entire life cycle, which is of great value for farmers with their intensive productions and tight deadlines.

Livestock farming: pedigree cattle and emphasis on genetics

For 20 years, the company has been building a herd with high genetic potential focusing on the key animal efficiency traits and management. Today, EkoNiva has designed a comprehensive offer for external farmers featuring genetics, breeding material and consultations on cow nutrition and comfort. As the production efficiency is getting higher on the agenda of dairy businesses, such services are in a growing demand with the farmers.

'Since 2025, more flexible heifer delivery options are available. Previously, we sold only pregnant heifers, but now, our partners can purchase heifer calves and thus reduce the initial pedigree cattle costs and breed them on their own', emphasises Viktor Voronin, Head of Livestock Sales at EkoNiva Group.

Seeds: portfolio novelties and export boost

The Group's plant breeding and seed growing business was also featured at AGRAVIYA 2026. The company updated the variety portfolio, adding novelties adapted to regional conditions and current market environment.

'We continue to enter our varieties into the State Registers of Russia and neighbouring countries. With the help of the crop production and the commercial departments, the portfolio has been optimised – it features only the best, new and advanced products that are available at the moment. There are 54 main crop varieties in total. For example, our portfolio now includes only the Group's own soya bean varieties', says Yevgeniy Kucheryavenko, Executive Director of EkoNiva-Semena.

The company's seed growing business is consolidating its position owing to the varieties from its in-house breeding programme and high export potential.



Feedback: practical results in the fields and in the machinery fleet

At EkoNiva's booth, special attention was paid to the communication with existing and potential clients and the exchange of hands-on experience. For the company, this is an important element of feedback and ability to focus on real market demands.

EkoNiva's long-time partner Konstantin Afanasyev, Chief Agronomist of Kolkhoz im. Chapayeva Agricultural Production Cooperative in Kungur district of Perm area, shared his experience of cooperation:

'When I joined the enterprise in 2014, it had already been working with EkoNiva, acquiring machinery and seeds from the company's portfolio. For example, Licamero wheat, which consistently yields up to 5.4 t/ha in our fields. So, currently we are negotiating the purchase of EN Argument soya beans. Most of the units from our farm machinery fleet have been supplied by EkoNiva. Now with the priority on the Chinese manufacturers, we have also bought several LOVOL vehicles as the dealer is ready to vouch for their smooth operation.'

By Tatyana IGNATENKO



One-stop shop dealership

Meeting with agricultural producers in the run-up to spring fieldwork has been a good tradition of EkoNivaTekhnika-Holding for over a decade. Thus, service centres in Krasnodar area and Tula oblast hosted client seminars, where the company's experts showcased a wide range of machinery and unveiled unique solutions from the world of agriculture.

In Dinskaya village of Krasnodar area, EkoNiva's specialists and local agribusiness representatives shared effective cultivation technologies and tools for creating optimal conditions for crop growth. The dealer presented one of its novelties, the Russian-made Orion 1200 seedbed cultivator.

'The model has a working width of 12 metres and is designed for tractor power from 280 to 380 hp. The cultivator can operate at a speed of 12 km/h, and the tilling depth is from 2 to 12 cm. The key feature of the unit is that it performs eight operations in one pass, preparing the seedbed for all crops', says Aleksandr Legkodym, Head of Krasnodar Branch, EkoNiva-Chernozemye.

At the height of the harvesting campaign, there is a burning issue – logistics. Crop growers adopt different approaches: some of them use a larger number of combines, others – dump trucks, and EkoNiva-Chernozemye offered the guests its own solution – the BONUM Hopper 40 chaser grain cart.

'The unit can operate simultaneously with four combines, providing efficient transportation to dump trucks. In addition to saving time during harvesting, it has a wide range of functions: it moves easily across the field, ensuring uninterrupted operation of the combine', continues Aleksandr Legkodym.

Tula farmers are also actively gearing up for the spring sowing. About 30 agricultural producers attended a seminar in Bogoroditsk, where they discussed cutting-edge technologies that could help farmers boost yields and reduce production costs.

One of such solutions is the reliable and time-tested LOVOL tractor line-up. The experts presented machines in the power range from 90 to 300 hp, capable of tackling any task in the field and on the farm.

The novelty, the LOVOL TN3004, fell under the spotlight. Designed for large-scale field preparation and intensive tillage operations with heavy trailed and mounted implements, it delivers maximum traction and optimal ballasting, and most importantly, high performance.

A reliable telescopic handler is an indispensable helper on farms and in fields, and EkoNiva-Tekhnika has one on offer – the SANY STH742. The machine is fitted with a 100-hp Deutz engine ensuring greater productivity and fuel efficiency due to the high torque at low speeds.

Special attention was paid to global manufacturers of tillage equipment, as well as to the novelties of the domestic market – the Orion 1200 seedbed cultivator and the Sirius 500 cultivator. These versatile units embody the best of the world's agricultural machinery, performing high-quality soil tillage.

'These meetings with clients enable us to communicate with them, better understand their needs, identify their problems and suggest solutions. Farmers need to be fully prepared for the season, so our specialists are available 24/7 to help our clients tackle their most challenging problems', says Maksim Gudukin, Director of Southwestern Branch of EkoNiva-Tekhnika.

By Viktor BARGOTIN



Geared up for the new season



To set the stage for the upcoming agricultural season, EkoNiva-Chernozemye has hosted the Agromaslenitsa festive event, gathering farmers from all over the Black Soil region at Dobrino service centre. In a lively and friendly atmosphere, they discussed the topical issues of the industry and saw firsthand cutting-edge agricultural machinery.

Over 20 models were showcased at the event, including new products for the Black Soil region. It came as no surprise that the LOVOL TN 3004 wheel tractor, a 2025 novelty with a 300-hp Weichai engine and a 600-litre tank, stole the limelight. The display also abounded with loaders: the SANY STN 742 telescopic handler (100 hp, the PowerShift transmission), the LiuGong 835N front loader (123 hp, the Kickdown feature) and the LiuGong 385B skid-steer loader fitted with the Japanese Yanmar engine.

Further, EkoTekhnika Holding's developments sparked great interest among the attendees: the Orion 1200 seedbed cultivator with a working width of 12 metres and the versatile Sirius 500 cultivator with 510-mm discs, which is effective even on waterlogged soils.

Eduard Ivanov, Director of EkoNiva-Chernozemye's Branch, commented on the successful development of the company's partner network:

'Over the past few years, we have been cooperating closely with leading Chinese manufacturers. The results speak for themselves. Last year, EkoNivaTekhnika-Holding ranked first in Russia in the sales of LOVOL machinery, SANY loaders, MAXAM tyres and NAVMOPO solutions. The demand for the domestic products that we supply also remains consistently high.'

One of the key components of success is the quality of service and maintenance, which is increasingly becoming a deciding factor for many agricultural producers.

'Experienced farmers have always stuck to the package deal principle: buying machinery bundled together with servicing. EkoNiva's after-sales department works perfectly: all the issues are solved promptly, and the downtime does not exceed 3-4 hours', says Oleg Pytyev, Head of a farm in Verkhnyaya Khava district, Voronezh oblast.

A display of spare parts and consumables, including those of the in-house brand AGROZNAK, was arranged for the guests. The experts gave presentations of thematic units dedicated to the maintenance and after-sales servicing of machinery as well as the use of NAVMOPO auto steer systems.

Special attention was given to seed production. The employees of EkoNiva's plant breeding and seed growing subdivision showcased their superior proprietary varieties, providing recommendations on their choice for the new season.

By Denis PISKUNOV

Agritechnologies for Russian environment

The team of EkoNiva-Tekhnika's Kirov branch and representatives of the Group's plant breeding and seed growing subdivision have traditionally taken part in the Agritechnologies interregional forum in Perm.

This year, the event has brought together over 70 companies from 16 regions of Russia, thus confirming its high status. The participants presented over 20 machines adapted to the operation in the Urals. Of particular interest were domestic developments substituting Western brands. Among the honoured attendees of the forum were Dmitriy Makhonin, Governor of Perm Area, and Roman Nekrasov, Deputy Minister of Agriculture of Russia.

EkoNiva-Tekhnika showcased an up-to-date range of spare parts, both genuine ones and the counterparts from the domestic brand AGROZNAK, as well as MAXAM tyres, which are optimal for the adverse soil conditions of the Urals. In addition, the company announced the strengthening of the regional team. Now, a machinery sales representative, two spare parts specialists and a service technician work in Perm area to ensure prompt and high-quality maintenance for farmers.

Moreover, negotiations with partners took place as part of the forum. Supplies of trailers and tankers to Perm area were discussed with CHKZ-Agro. Together with the Italian company Maschio Gaspardo, it is planned to expand the machinery range available to local farmers. Komos Leasing and EkoNiva continued addressing the issue of equipping feed mills: two such enterprises in Perm area have already been included in the project, and contracts for the construction of two more signed.

The Group's plant breeding and seed growing subdivision presented premium varieties that have already proved effective in the region. The experts gave advice and helped the agronomists select the seed material for the upcoming sowing campaign.

'The forum is the key industry-specific event in Perm area. This is an opportunity for us to find out what kind of machinery and servicing farmers need right here, right now', says Ivan Balakhontsev, Sales Manager at Kirov Branch of EkoNiva-Tekhnika. 'This year's event has been productive: we have held talks with partners and outlined joint plans for the coming season. Such meetings allow us to build long-term, mutually beneficial relationships with growers.'

By Denis PISKUNOV





Well-adapted to new environment

EkoNiva has unveiled a new Agromash-L TD904 tractor of domestic production to Russian farmers.

The novelty – showcased by EkoNivaTekhnika-Holding, an official dealer of Weichai LOVOL International Trading Co., LTD – hit the agricultural machinery market in 18 regions of Russia.

In July, the serial production of the model was launched at the Agromash Works in Cheboksary, Chuvashia. The demand for the unit was extremely high right from the start: the first batch of machines sold out within a month. The project is implemented under a special investment contract. According to the localisation strategy, it is expected to increase the share of Russian components in the manufacture of these tractors up to 80% by 2028. For this purpose, the company is already purchasing new equipment and negotiating with domestic suppliers.

Time-tested solution

The LOVOL TD904 tractor, on which the Agromash-L TD904 model is based, is the result of the evolution of one of the most successful machines in its class. Introduced in 2015, it quickly gained recognition for its balance of power, reliability and cost efficiency. The 90-hp engine provides reliable traction, while the well-designed transmission allows effective use of machinery for various tasks, from ploughing to transportation.

The LOVOL TD904 has performed well with different transmission options: from basic to reverse versions, which made it possible to adapt the tractor to specific needs. The high torque backup guarantees stable traction and reliable engine operation even under heavy loads.

Due to its favourable price-performance ratio and ease of maintenance, the LOVOL TD904 tractor remains one of the most recognisable models in the line-up. Today, thanks to the localisation of production in Russia, the basic design has been tailored to what the country's farmers are looking for.

Adapted for modern tasks

The Agromash-L TD904 is designed for a wide range of agricultural works. The tractor features an economical 4.1-litre Weichai engine with the Common Rail system and a synchronised manual transmission. For easier servicing, the cartridge air filter is placed in the front part of the engine compartment. The comfortable cab with enhanced soundproofing has air conditioning, a Bluetooth stereo and a control panel with a colour display.

'The standard configuration includes a full package of additional illumination – eight LED headlights, as well as dual-circuit pneumatic brakes and fender extensions for protecting the cab windows from mud. The model can be coupled with a front loader having a lifting capacity of 1.3 tonnes', says Ivan Balakhontsev, Head of Machinery Sales Department at Kirov Branch of EkoNiva-Tekhnika.

'We bought a new Agromash-L TD904 in November and immediately put it into operation with a 9-cubic-metre mixer wagon. The tractor has turned out to be even more powerful than we expected, coping with the tasks and showing high reliability. It can also work efficiently with larger mixer wagons', notes Yevgeniy Odintsov, Manager of Kolkhoz Rassvet agricultural production cooperative in Kirov oblast. 'During the fieldwork season, we plan to couple it with the Pöttinger MERGENTO 9220 VT swath merger.'

> Due to its favourable price-performance ratio and ease of maintenance, the LOVOL TD904 tractor remains one of the most recognisable models in the line-up. Today, thanks to the localisation of production in Russia, the basic design has been tailored to what the country's farmers are looking for.

Government support for farmers

The purchase of agricultural machinery has become even more affordable thanks to the state programme of soft financing No. 1432. The Agromash-L TD904 tractor falls within its scope, which allows farmers to acquire equipment on favourable terms, including through Rosagroleasing or DOM.RF.

By Denis PISKUNOV

Unprecedented yield and stability



Spring wheat in Siberia: improved yield and stability and breaking new ground with varieties from EkoNiva's portfolio. Read on about the ins and outs of cultivation of this cereal, cutting-edge solutions and the experience of the regional farming enterprises.

Traditionally, optimum sowing timeframes for spring wheat in Siberia fall at mid-May once the soil has warmed up and the risk of recurring frost has passed. However, modern varieties which are jam-packed with unique properties allow to shift these windows. For instance, due to increased tillering of alternate varieties, growers can significantly reduce the sowing rates, thus sufficiently saving on sowing material. The varieties can be sown quite early, as soon as the machinery can drive into the field (late-April or early-May).

The undisputed favourite is the soft spring wheat Licamero. It is consistently in the top 3 of leading varieties ranking of the Russian Agricultural Centre of the Ministry of Agriculture. The key advantage of the variety is its guaranteed yield whatever the conditions. Licamero is an alternate variety, which enables it to be sown early, making use of favourable weather windows. Its genetic resistance to recurring spring frost minimises the risks of seedling losses. Other obvious benefits include high milling and baking properties.

Lately, another promising spring wheat variety Toccata has been gaining popularity with the local farmers. Unlike Licamero, a higher sowing rate is recommended to unlock the variety's potential by establishing a dense stand. Its key strength is high grain content (over 40 kernels per head), which ensures an impressive yield due to increased grain filling rate. In much the same way as Licamero, the variety tolerates both drought and excess moisture well.

In all three farming operations of the Group's Siberian subdivision (Talmenka district of Altai area, Cherepanovo and Maslyanino districts of Novosibirsk oblast) in Crop 2025, Licamero occupied over 14,000 ha, with the average yield exceeding 3.8 t/ha in standard weight. This year, it is planned to increase the area allocated for this variety up to 18,000 ha. Toccata was first introduced in Sibirskaya Niva-Maslyanino in 2025, with a focus on seed production. The yield from a 250-ha area amounted to approx. 4.5 t/ha. In 2026, it is planned to expand the area under Toccata up to 1,000 ha, with the prospect of cultivating the variety in other farms of the Siberian subdivision. The interest to Toccata can be attributed to its high yield in varietal trials. It demonstrated stability comparable to Licamero, yet has a higher yield potential and excellent response to mineral nutrition.



The varieties – Licamero and Toccata – are intensive ones, requiring a comprehensive cultivation approach.

'To fully unlock the potential of the varieties, it is crucial to treat the seeds, ensuring healthy emerging crops and minimising the risk of diseases at the initial stages, apply fungicides and carry out timely plant nutrition. It is essential to apply compound fertilisers to help the plants get off to a good start, followed by nitrogenous fertilisers during the kernel formation stage. These increase the grain quality for commercial batches and increase the thousand kernel weight, which is particularly relevant for seed material', comments Matvey Krivonogov, Head of Seed Production Department of EkoNiva's Siberian Subdivision.

EkoNiva's plant breeding and seed production branch makes a point of taking into account the experience and feedback from partners. Growers of Petrakovskoye farm (Zdvinsk district of Novosibirsk oblast) are quite happy with the quality of the Group's seed material. The cooperation with the company has been ongoing for over 15 years now.

'Over 70 per cent of our wheat crops are varieties from the company's portfolio', shares his experience Igor Petrin, General Director of Petrakovskoye. 'Their average yield has consistently been around 3.5 t/ha even in challenging years with low moisture availability, and over 5.0 t/ha in favourable years. Recently, the results of Toccata have been particularly stunning, we have been growing it for four seasons now. In 2025, the variety produced around 5.0 t/ha of Grade 3 grain. It was sown on an area of 700 ha. At the same time, Licamero delivered a yield of over 5.0 t/ha with a gluten content of 24-26 per cent on an area of 1,000 ha. Both the varieties performed exceptionally well during the harvest: despite persistent rainfall, virtually no grain sprouting was observed in the standing crop.'

By Tatyana IGNATENKO

Honour Board

In 2026, two enterprises – Kaluzhskaya Niva and Sibirskaya Niva – are celebrating their 20th anniversary. This is a great opportunity to talk about the people who have been serving EkoNiva loyally for many years. Today, the honour board features representatives of traditional agricultural professions: machine operator Aleksandr Yerokhin and cow milker Alla Kuleshova from Kaluzhskaya Niva.

Aleksandr Yerokhin: 'Nothing can turn EkoNiva off its path!'

As a child, Aleksandr dreamt of becoming a technician or a machine operator. The first career aspiration never took off, but in the second one, he proved absolutely exceptional. On the very day when Kaluzhskaya Niva was founded two decades ago, which coincided with the 20th anniversary of his employment with the company, he was awarded the Honoured Worker of Agriculture of the Russian Federation title.

'When EkoNiva took over our collective farm, we were already "on our knees", we came within a hair's breadth of collapse,' Aleksandr recalls. 'Stefan's arrival and his subsequent capital injections were a turning point. By then, my own track record included extensive work on various models of domestic make – Kirovets, Belarus and Don – all outdated and prone to frequent malfunctions, requiring constant repairs. When given a promo booklet for a new imported tractor, I studied the data and illustrations but remained sceptical. Such capabilities seemed implausible. However, the actual performance exceeded all expectations: five years of flawless operation. That first unit served me for a decade, the second one for another ten, and I am now behind the wheel of my third tractor. The controls are so straightforward that even an inexperienced user has no difficulty in handling the machine.

At first, we were engaged in potato growing, then we built a new dairy and started cultivating forage crops.





Kaluzhskaya Niva began to expand its farmland. More dairy units appeared, which added work to our routine. Actually, name a field operation, I've done them all over the 20 years of work. In all modesty, I have every right to consider myself a top-class specialist.

So, what does an operator really need? Reliable machinery and a fair pay. Nowadays, everything runs like clockwork: the advance on the 1st and the rest on the 15th. We used to only dream of such stability! I'm genuinely content. But what really drives me is the ambition for our operation to be a cut above the rest.

I have decided that this is my last season – after all, I am already 65. Now, let the young show what they are capable of. When I retire, I'll definitely drive around the fields and watch my colleagues, see how they are doing. Maybe, I'll be able to give them some advice. Where else would I go? I've lived my whole life here, in Peremyshl!

I am very grateful to EkoNiva for its friendly and attentive attitude towards people. Our company is special, it forges its own path, and nothing can deter it!'

Alla Kuleshova: 'Cow milkers are true devotees of their job'

Alla Kuleshova, along with her family, left Malyutino village in Peremyshl district in her childhood and moved to Kaluga. Her father never meant for his daughter to work as a cow milker, like her mother. However, there's no escaping fate, as they say. Alla got married and returned to the native village, to her parents' house. She started to work in a collective farm, first as a calf tender, then as a cow milker. In the 90s, salaries were paid irregularly. To pull through, she had to keep livestock: three cows and piglets. In 2014, the collective farm became part of EkoNiva. From that moment on, everything was different, especially when the new Bushovka dairy was launched.

'Milking on a herringbone involves moving from cow to cow, while on a rotary the animal comes to you on the platform,' says Alla. 'It is certainly more convenient, although the initial week of adaptation was challenging. I was not sure whether I was moving myself, or the cows were spinning around. I left the shift with a staggering gait, but later I got the hang of it.'





'Every cow milker has their favourite cows. You look at her – a sight for sore eyes: a good build, full udder, even teats easy to attach. And there are some stubborn ones, that you don't take to that easily. But still, you treat them all with your whole heart. Even though it is noisy at work, I often do not notice how I start talking to the cows. I've had this habit from the time when I knew every animal by sight, fed them and distributed the hay by hand for them.

'So much hinges on the cow milker, who observes the condition of the udder and detects the first sign of illness in the animal. To me, milking requires human attention, while robots, no matter how advanced, will be robots.'

'I love my job, even though it is hard. The shift lasts 11 hours – seven hours on the line, then an hour's break, followed by another four hours. We change shifts on the go. We are on our feet all the time, the pace is high, the responsibility is great – we work with milk, after all! But the pay is decent. Long-serving cow milkers for many years are true devotees of their job. We need not only to milk the cow but also to make sure she is healthy and well-fed.'

'What pleases me most is that the fields that used to be overgrown with weeds are now cultivated and sown – it fills me with pride. So, the village is not doomed to seize to exist!'

By Svetlana WEBER

Angelina Melnikova:
‘Strong spirit can overcome any challenges’



She is a true role model for today’s youth – a person with a cast-iron will and consistent daily discipline. An exclusive interview unveils what Olympic champion Angelina Melnikova and EkoNiva have in common.

Angelina, many call you a legendary sportswoman. How do you feel about that?

‘Athletes tend to be humble people, so this seems a little far-fetched. To me, the title applies more to Larisa Latynina, with nine Olympic gold medals. Still, I really appreciate this recognition. It motivates me to grow and develop, but at the same time, it implies great responsibilities for performing well at competitions. I need to maintain the bar I once set for myself.’

You have established an artistic gymnastics club in Voronezh for children from the age of 1.5 y.o. What principles do you seek to instil in your pupils?

‘I’ve always wished there were a sports club of this kind in my hometown, Voronezh. So I decided to open one myself. Here, we strive to promote a healthy lifestyle, love for sports among the children as well as many other principles, such as awareness of their body – its strengths and limits. Besides, the club members learn to respect themselves, their coaches, teammates and rivals. I also encourage them to set goals and reach them, even when the path seems long and hard. I’d love for the little sportsmen to develop a love of gymnastics as deep as mine.’

In what ways does your family’s support influence your career? What patterns have you adopted from them?

‘My family is my rock. I love going back to Voronezh – it’s where I feel warm and cosy – to see my mum. I have a lot of fond childhood memories. My relatives taught me to be hard-working and resilient, to stay focused on my goals and never give up. My family also shaped my eating habits, placing emphasis on natural products. My grandma had a cow, and I always got fresh milk. Since then, milk and other dairy products have been staples of my diet, and they have had a great effect on my health and physical development.’

So, has your love for milk played a part in your becoming an EkoNiva ambassador?

‘The decision to become an ambassador was a big one for me. EkoNiva cares about the quality of its dairy and people’s wellbeing, which appeals to me. This partnership is an excellent opportunity to promote a healthy lifestyle and the products I genuinely believe in.’

EkoNiva, like you, hails from Voronezh. What else do you have in common?

‘The company’s core values, such as high work standards and honesty, resonate with me. It is important to be authentic – and this is exactly the case with EkoNiva. Another thing that unites us is our shared love for our hometown, Voronezh, which, by the way, has also contributed to my decision to become the ambassador. I respect that EkoNiva, like any good athlete, is incessantly forging ahead, constantly evolving and adopting new technologies.’

Which EKONIVA product is your favourite?

‘I love all the dairy: yoghurts, curds, milk, etc. Speaking of the company’s range, I particularly enjoy the drinking yoghurt with cherry and quark dessert with gooseberries. I’ve recently become a big fan of the innovative drink High Focus – my flavour of choice is Pear and Parmesan. I usually have it before training, and it really gives me an energy boost.’

Agriculture is a lot like sport of records nowadays. What advice would you give on overcoming challenges?

‘The recipe for success in any field is discipline, persistence and teamwork, and, of course, commitment to what you do. If you truly love what you do, you see hardships in a different light and victory brings particular satisfaction. It is also essential to keep your emotions in check, not to dwell on failures but to learn from them. I believe a strong spirit can overcome any challenges. I’d like to wish EkoNiva’s employees to nurture even more love for their company and for the noble and important cause they pursue, to always do the job in good spirits and with real joy.’

What plans would you like to implement together with the company?

‘EkoNiva already actively supports our artistic gymnastics club and provides tasty dairy gifts for competition participants. A motivation and education zone with an interactive display dedicated to the health benefits of dairy products is currently in the works. We are also planning to host EkoNiva Days with workshops, tastings and other activities as well as autograph signing sessions, motivational lectures, including for the company staff. My main goal is to spread the message about the advantages of wholesome products as well as to promote modern farming and milk production. I haven’t been to the farms yet, but I have every intention of doing so soon. I’m particularly keen to see one of EkoNiva’s milk processing plants and learn everything about the production process firsthand.’



What sporting events do you have coming up?

‘This year, there will be many competitions in Russia and abroad: the European Championship, the World Championship and, at the end of the year, the qualification leading up to the 2028 Olympic Games in Los Angeles. Now, I’m deep in preparation for them, with intensive workouts twice a day. My only rest is sleep. I’m a big fan of afternoon naps – this helps me recharge between the training sessions. Physiotherapy, body shape improvement and diet take a certain amount of time, leaving only a small window for hobbies like reading and spending time with loved ones.’

How hard is it to keep to such a tight schedule?

‘It requires enormous self-discipline and willpower. I am used to this pace of life. Sport has been my priority since my childhood. I understand that achieving top results requires a sacrifice. Of course, there are moments when I want to switch off, but I always remember my goals and priorities.’

What about your hobbies and social life?

‘In the run-up to competitions, my life is all about sport. It’s only afterwards that I can allow myself to unwind – go to various social events, meet up with friends and finally do the things I’d pushed back during the intensive training. For example, I love dancing and have many friends in that world.’

If you’re invited to take part in a dance show, will you accept the offer?

‘Absolutely! I must admit, it’s a little dream of mine. Creative activities help me to take my mind off things. The worst part of any job is routine, it wears you down and gets in the way of true inspiration. Sometimes I’d like to forget that I’m a gymnast for a while – change my surroundings, meet different people and get positive emotions from other sources.’

Could you tell us about your film experience? Would you like to continue acting?

‘I appeared in the series The Games, which is set around the 1980 Olympics. Initially, I was invited as a stunt double to perform complex gymnastic elements, but then the director, Yevgeniy Stychkin, offered me the role of the gymnast Yelena Travnina. At first, I felt out of my element, but I quickly settled into the role and fell in love with the atmosphere on the set. I enjoyed the experience and would like to pursue an acting career – but all of that after the Olympics.’

By Tatyana IGNATENKO



For reference
Angelina Melnikova is an Olympic champion in artistic gymnastics, Olympic silver medallist and two-time bronze medallist, three-time world champion, four-time European champion and a Honoured Master of Sport of Russia.



Angelina’s advice:
‘Break down your big goals into smaller steps and treat yourself for each little victory. Don’t forget that success comes from hard work, genuine love for what you do and deep gratitude to those who support you.’

In the limelight
Angelina Melnikova: ‘I like to shine at competitions – it’s a great celebration for me. In everyday life, on the contrary, I prefer to blend in with the crowd. I always make a point of wearing different leotards to each performance, and I’ve recently created my own collection. I’d be thrilled to see my designs on other athletes too – and if it happens, I’ll immediately rush up to them to take a selfie!’





A veterinarian's story

An inspiring landscape – boundless fields and meadows, peacefully grazing cows – is a part of everyday life for Ivan Yefimenko, Senior Vet at Savinskaya Niva. For nine years now, he has dedicated himself wholeheartedly to the work at the Group, and he speaks fondly about his calling.

Ivan is among the first to come – or rather, to run – to work. Living just 2 km away from the farm, he jogs to the site every morning to keep fit, get into the right mindset and get energised for the day ahead.

His working day begins with a walk around the farm's smallest residents, the calves. Ivan checks that they are properly fed, they drink and eat well, and that fellow veterinarians take good care of them. Having assured that everything is all right, the doctor moves on to the close-up pen – the cows due to calve.

'During the dry period, the expectant mothers need the utmost care', says Ivan. 'Shortly before the calving, I examine them daily to make sure they are fine.'

As a senior veterinarian, Ivan monitors the work of the milking parlour. Close contact with milking machine operators enables him to oversee all the key processes on the farm and lend a hand as quickly as possible whenever necessary.

With years of experience behind him, Ivan is one of the dairy unit's most seasoned workers, that is why students on internship at Savinskaya Niva always gravitate towards him. The veterinarian admits that he enjoys sharing his knowledge with newcomers.

Ivan Yefimenko,
Senior Veterinarian of EkoNiva Group:
'Interacting with cows is truly engaging, though sometimes challenging. I even have my favourites in the herd. For example, there is a cow we call Mummy, and she fully lives up to her name. The cow is quite large and tall, but with gentle and calm temper, very affectionate and easy to handle. She produces a lot of milk and always bears healthy calves.'

'I cannot but take in this picturesque landscape with peacefully grazing cows', says the veterinarian. 'For me, organic farming is a unique and wonderful world, where the human and the nature live in harmony and balance. And I'm happy to be part of this world.'

'It is great when young and motivated people enter the agricultural sector. They are eager to help animals and devote their energy to the industry's development', says Ivan. 'Once they were exactly these goals that drew me to the occupation, and I have never looked back.'

A graduate of Moscow State Academy of Veterinary Medicine and Biotechnology n.a. K.I. Skryabin, he tried his hand at working with different animals – pigs, sheep, cats and dogs – before finding himself at a dairy farm. There, he realised that working with cattle was his true calling.

'They are calm and predictable, yet each one has her own personality', shares Ivan. 'Interacting with cows is truly engaging, though sometimes challenging. I even have my favourites in the herd. For example, there is a cow we call Mummy, and she fully lives up to her name. The cow is quite large and tall, but with gentle and calm temper, very affectionate and easy to handle. She produces a lot of milk and always bears healthy calves. All our specialists enjoy working with her. We also have two inseparable friends who always stick together. It is fascinating to watch them.'

Ivan doesn't just admit his love to the profession – he really appreciates the opportunity to work at the organic facility.

'I cannot but take in this picturesque landscape with peacefully grazing cows', says the veterinarian. 'For me, organic farming is a unique and wonderful world, where the human and the nature live in harmony and balance. And I'm happy to be part of this world.'

by Kristina AMANN



Agroanalytics for schools

For the second year in a row, EkoNiva has partnered with the DANO National Data Analysis Olympiad.

The competition is a unique practical environment for students in grades 9-11 created by the Higher School of Economics (HSE University) together with the project partner companies. The format of the Olympiad goes beyond the usual school contests: abstract tasks are replaced with real data from leading industry companies, and instead of ready-made solutions, the students need to put forward and test their own hypotheses. What comes to the fore is the ability to think critically, work in a team and see specific business contexts behind the numbers. For many students, DANO becomes the first big step in the profession, opening the doors to leading universities and internships in successful companies.

More than partnership

The Group's participation in the National Olympiad is a conscious attempt to bridge the gap between education and agribusiness. Last year, EkoNiva provided the contestants with detailed data on crop production. This time, they were introduced to the figures concerning dairy farming: milk yield, nutrition, animal health and much more, which gave students a rare hands-on experience of production processes in a large agricultural holding.

Most high school seniors have only superficial knowledge of the farming sector. As part of the Olympiad, EkoNiva's experts held a popular-science lecture in the tech-talk format, presenting the company's successful cases in plain language. Andrey Beryulyayev, Head of Digitalisation Management at EkoNiva Group, was one of the mentors at the Olympiad whose task was to help the teams in connecting mathematical models with real-world business processes.

'The DANO teams are facing a bigger challenge than to simply find "the answers at the back of the textbook". Based on the datasets provided, they independently make hypotheses, analyse the information and draw conclusions. At the same time, the students gain first-hand experience of project work: they learn to develop team interaction, distribute roles and achieve goals together', notes Andrey Beryulyayev. 'Several of the 67 participating groups chose EkoNiva's agricultural case. One of these teams ultimately ranked among the top five, having successfully dealt with quite a difficult topic.'

Andrey Beryulyayev,
Head of Digitalisation Management at EkoNiva Group:
'The DANO teams are facing a bigger challenge than to simply find "the answers at the back of the textbook". Based on the datasets provided, they independently make hypotheses, analyse the information and draw conclusions. At the same time, the students gain first-hand experience of project work: they learn to develop team interaction, distribute roles and achieve goals together', notes Andrey Beryulyayev. 'Several of the 67 participating groups chose EkoNiva's agricultural case. One of these teams ultimately ranked among the top five, having successfully dealt with quite a difficult topic.'



The cooperation with DANO is part of EkoNiva's systematic efforts to create a talent pool for the industry, offering benefits to both parties. Gifted students immerse themselves in the production processes within the modern farming sector, while the company looks for the brightest and most enthusiastic young people to offer them internships and full-time positions later with the view to making a good career start.

Being a partner of the DANO project means sharing information and opening up the world of Russian agriculture for schoolchildren. An important message to get across to them is that nowadays the efficiency of key business activities is determined by cutting-edge solutions and big data analysis. Initiatives like DANO are a strategic investment in the future.

By Denis PISKUNOV



Shaping the future together

A typical January day of an ordinary student always looks the same: holidays, examinations and studies. But for the MoSt student team, the first month of the year is a whole different story. After passing the exams, its members pack their bags, get on trains and set off from different parts of Russia on an exciting journey across modern agriculture – to EkoNiva.

The tenth anniversary year of the team and its new winter session were opened by 35 students at the end of January. For two months, the young specialists have been working at the cheese plant in Shchuchye village as assistants to laboratory technicians and technologists as well as at eight dairies gaining practical knowledge of veterinary medicine and engineering.

'Students are our future, and we are shaping it together. They come to us in their first or second years of study without hands-on skills. And our task is to gradually turn them into competent specialists. Training young people has never been a burden to us, as is often the case in other industries. Quite the opposite – they make a significant contribution to the common cause from the very first internships', says Andrey Peretokin, Head of EkoNivaAgro-Left Bank Operation.

On farms, the future veterinarians are engaged in the prevention, treatment and vaccination of animals, take blood samples, participate in control milking and herd management.

The engineering students examine the design and operation of imported and domestic agricultural vehicles, maintain and repair them for spring fieldwork as well as try themselves as machine operators on farms.

At a modern laboratory of the cheese plant, the aspiring technicians perform physical and chemical analyses of milk at all the production and processing stages. The technologists also work in the laboratory and on the production lines, controlling the manufacturing process.

'This was my first time at EkoNiva, and I was struck by the production scale and the precise workflow management. There are professional mentors to guide and give us helpful advice both about the job and life on the whole. Besides, these two months have brought us a lot of new acquaintances, deep emotions and impressions', says Kirill Semyonov, a student at Chuvash State Agricultural University.

Along with working hard, the trainees make the most of their free time. They hold creative evenings, contests, take part in sports events, go on tours of Voronezh and to theatrical performances.

'Joining the project, the students not just gain valuable experience – it becomes easier for them to choose their career path. The MoSt student team is a unique platform for training future agricultural specialists, an opportunity for young people to immerse themselves in real production processes and network', says Roman Volodin, First Deputy Regional Director of EkoNiva for Voronezh and Kursk Oblasts.

In 2016, EkoNiva's Voronezh enterprise welcomed 28 MoSt students for the first time. That pilot project did not show great promise back then, and no immediate results were expected from it. But over the years, more than 700 young people have passed through it to find out what real agriculture is like. Many students participated in MoSt sessions several times and did not hesitate to come back to EkoNiva for work after university.

By Viktor BARGOTIN





Focus on training future professionals

EkoNiva's branded laboratory has opened its doors at Kursk State Agricultural University, representing a significant and logical step forward in the partnership between the institution and the company and creating additional opportunities for training specialists in the farming sector.

The cooperation between Kursk State Agricultural University and EkoNiva, which began in 2021, has progressed to a whole new level over the past several years. The partnership now encompasses full training for future industry specialists: from initial introduction to the profession during high school to a confident career start at one of the country's leading enterprises.

At the grand opening of the agricultural technology laboratory, Aleksandr Chepik, Acting Governor of Kursk Oblast, Ramon Schenk, Regional Director of EkoNiva Group for Voronezh and Kursk Oblasts, and Aleksandr Musyal, Rector of Kursk State Agricultural University, addressed the students and professors with a welcoming speech.

'As a graduate of the Economics Department of Ryazan State Agrotechnological University, I have always made it a point in my work to foster the development of farming. This is of paramount importance for Kursk oblast, an agricultural region where people work the land and advance the industry. I would like to thank our partners, EkoNiva team, for their assistance in establishing the laboratory. There is no question that this modern educational space will be highly appreciated by both students and professors', says Aleksandr Chepik.



The new laboratory is equipped with state-of-the-art specialised instruments: diaphanoscopes, gluten deformation meters used to determine wheat quality, electron microscopes, moisture meters for cereals, oilseeds and other crops, laboratory mills as well as dough mixing machines with the automatic water dosing option and computer hardware. Thus, EkoNiva has made a considerable long-term investment in developing the educational process and preparing skilled professionals ready to work efficiently for the benefit of the industry.

'In line with the comprehensive cooperation with EkoNiva, we have launched a branded classroom, aiming to strengthen our practice-oriented training. It is crucial for students to gain knowledge using the equipment that approximates the real production environment as closely as possible – this way they will be more confident when starting work immediately after graduation. We are set to accomplish big tasks. The laboratory will operate in close connection with our research and production centre and trial plots. Everything our students learn here can be applied to real-world situations', notes Aleksandr Musyal.

The facility will serve as a training platform for the students of the Department of Secondary Vocational Education pursuing degrees in Agronomy and Plant-Based Food Technology as well as the Crop Production Master vocational qualification.

At the opening ceremony, the visitors saw firsthand the potential the laboratory can unlock: adopting cutting-edge technologies, the staff demonstrated a step-by-step assessment of seed and grain quality.

'The branded laboratory is not just another infrastructure upgrade. We have created a modern, motivating environment for students once again contributing to the strong alliance between education and agribusiness. Such partnership is a reliable investment in building the talent pool for Russia's farming sector', says Ramon Schenk.

By Denis PISKUNOV



EkoNiva Cup stays in Ryazan



A big sports festival – EkoNiva Second Interregional Futsal Cup – has been held in Shatsk, Ryazan oblast. The tournament brought together six teams from Voronezh, Ryazan, Kaluga oblasts and the Volga region, which fought hard for the title of the best corporate team.

The solemn ceremony began with a parade of the participants to the fans' big round of applause. On the premises of the local sports centre, over 50 amateur athletes were greeted by Vladimir Materikin, Regional Director of EkoNiva for Ryazan Oblast.

'The tournament is becoming our good tradition uniting the employees of the entire company and making our team even stronger and more efficient in achieving the production targets', said Vladimir Materikin.

The contesting teams were divided by draw into two groups of three teams each. The first one comprised NivaStroy and two finalists of the last year's tournament, Oka Moloko and EkoNivaAgro. The second group brought together athletes from EkoNiva-Chernozemye, Kaluzhskaya Niva and Severnaya Niva.

The group stage featured six spectacular matches. The hosts became the best in their top three, scoring eleven goals and conceding only three times, while EkoNivaAgro players from Voronezh oblast became the runners-up. In the second group, Kaluzhskaya Niva and Severnaya Niva – the discovery of the tournament – secured their places in the playoffs.

Sergey Kochetkov,
Deputy Regional Director of EkoNiva for Ryazan Oblast:
'This is not just a sporting event, but also a significant step towards fostering team spirit and developing corporate culture. Such tournaments lead to a deeper understanding and stronger bonds among employees of different departments. Futsal is a dynamic game that requires not only physical fitness, but also strategic thinking, the ability to work in a team and make quick decisions.'

The first semifinal, where EkoNivaAgro and Kaluzhskaya Niva advanced to, turned out intense and quite dramatic. Each team strove to book their ticket to the finals, but ultimately, Voronezh players edged out the match – 7:4. The other semifinal was a walk in the park to Oka Moloko, which beat Severnaya Niva by 8:1.

The bronze medal match between Severnaya Niva and Kaluzhskaya Niva will be remembered by the spectators for its fierce struggle and a series of penalty kicks. It was tied after the regular time with a score of 1:1, but in the penalty shootout, luck was on the side of the Volga players, with the latter collecting the bronze medals with the score of 4:3.

The battle for the top spot between the teams of Oka Moloko and EkoNivaAgro became a real highlight of the competitions. The fans saw beautiful goals, combinations and dribbles. The reigning cup winner, Oka Moloko, was the overwhelming pre-tournament favourite, and Voronezh team was faced with the challenging task of taking the trophy to the Black Soil region. Ryazan players did their best to leave the cup at home: 4:1 – and Oka Moloko became a two-time champion of the Interregional EkoNiva Cup.

'This is not just a sporting event, but also a significant step towards fostering team spirit and developing corporate culture. Such tournaments lead to a deeper understanding and stronger bonds among employees of different departments. Futsal is a dynamic game that requires not only physical fitness, but also strategic thinking, the ability to work in a team and make quick decisions. In addition, such events allow us to discover new talents, promote a healthy lifestyle and create a positive atmosphere in the company', says Sergey Kochetkov, Deputy Regional Director of EkoNiva for Ryazan Oblast.

All the participants of the competitions were awarded commemorative diplomas, and the winners were presented with cups and medals. Upon returning home, the teams will go on training hard since, according to the organisers, next year will see the Third Interregional EkoNiva Cup.

By Viktor BARGOTIN



EkoNiva unveils its banana-flavoured quark dessert

EkoNiva has presented a novelty at the Prodexpo 2026 international food and beverage trade show – quark dessert with a banana flavour. The event participants were the first to taste the new item within the line of quark desserts with fruit and berry fillings.

The Group manufactures these products at MosMedynagroprom plant in Kaluga oblast. Like other varieties, the banana-flavoured quark dessert is high in protein – 7 g per 100 g – and has a fat content of 5%. It is packaged in 125-g plastic cups and made from premium-quality milk from EkoNiva's own farms with the use of a special live starter culture and natural fruit filling. The product has a smooth cream-like consistency, a creamy flavour and is rich in easily digestible protein. It can be enjoyed on its own or used to create desserts with granola, cereals, nuts and toppings. The novelty will soon be available in major federal retail chains and the Group's brand shops.

By Eleonora DUBININA



Tastes of Russia at buffet breakfast

AZIMUT Hotels have joined the Russian Breakfast gastronomic guide launched by EkoNiva. Owing to the scale of the hotel chain, the project has expanded its geographic reach to 11 cities.

The Russian Breakfast dishes have been included in the regular breakfast buffet menus of AZIMUT Hotels in Moscow, St. Petersburg, Astrakhan, Vladivostok, Voronezh, Murmansk, Nebug, Pereslavl-Zalesskiy, Tyumen, Ufa and Yaroslavl. Now the guests can enjoy these items without having to order them specifically.

Russian Breakfast is the country's first large-scale cultural and gastronomic project which EkoNiva launched in partnership with the Gastronomic Map of Russia national initiative headed by Yekaterina Shapovalova. Its main goal is to revive the interest in Russian cuisine, increase the number of establishments specialising in it and popularise eating breakfast out of home.

To develop the menu for the guide, Sergey Bortsov, Brand Chef of AZIMUT Hotels, drew inspiration from his childhood memories and culinary traditions from all the regions where the chain operates. For example, the cherry pie served in several hotels is one of the first dishes Sergey learned to cook. And the baked curd pudding with cranberries is a classical taste familiar in every region where this berry grows. The EKONIVA dairy products are the basic ingredients in every recipe.

'Coming to our hotels in every part of the country, our guests first and foremost look for the regional identity, inquiring about the local cuisine, indigenous products and unusual places. We strive to keep up this interest and make the stay stick in their memory. Joining the Russian Breakfast project is a clear reflection of our values. It is a great chance to introduce our guests to regional traditions on an ongoing basis, right during breakfast. Our chefs have specially devised new menu items to represent local culinary traditions. At the first stage, 14 hotels – from Vladivostok to Astrakhan – take part in the project, with plans to further scale it up across the entire chain', says Sergey Bortsov.



'We are proud that AZIMUT Hotels have decided to implement the Russian Breakfast guide across the board. Our partners are embracing it with genuine enthusiasm and dedication. They set a good example not only providing comfortable stays for their guests but also making their travel truly purposeful and memorable. EkoNiva is a leading milk producer, while AZIMUT Hotels are Russia's largest hotel chain, and it is particularly pleasant that we share the same cultural values. We are delighted that the breakfasts served at AZIMUT are cooked with our dairy products, which speaks of their health benefits along with the delicious taste', says Yekaterina Dürr, Head of Russian Breakfast Project and HoReCa Brand Director at EkoNiva-Food.

Since 2025, the Russian Breakfast guide has expanded to include Arkhangelsk, Kaluga and Novosibirsk oblasts. Today, well-known hotels, restaurants and cafés across the three regions offer the Russian Breakfast dishes as part of their regular menus.

By Darya VOLOKHINA


















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