

Happy new home!

EkoNiva opens the biggest dealership in Europe. Company employees already are calling it a new home for EkoNiva!

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A milk journey

The Academy of Dairy Sciences meets guests in a livestock facility. Schoolchildren and adults will see all stages of milk production there.

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Fashion-Farmer 2013

The large-scale celebration, which has become the Agrosalon of the Central Black Earth Region, presented 90 farming machines, including 13 brand-new ones.

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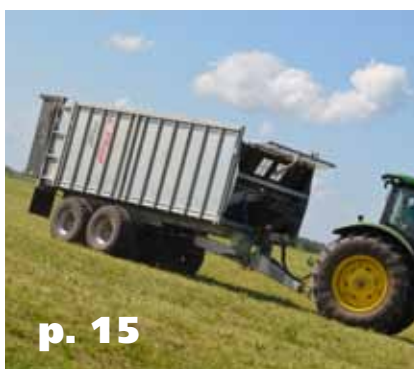
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WTO: the devil is not so black as he is painted

Today, there is no choice but to be in the WTO. Any country with self-respect cannot stay away from the world trade community. However, the WTO is often blamed now for all the disasters in the Russian agrarian sector. Is that true?

No doubt, joining WTO was a complicated and painful process which required adaptation and an understanding that we now all work in an open market and world-wide competitive conditions.

If we look over the sectors, the situations are different. In the grain market almost nothing has changed. This is also true for dairy producers. The hardest blow hit pig breeders. They suffered the biggest losses without hothouse conditions that existed before. Maybe a smoother transition period should be achieved for this sector.

It's not right to accuse the WTO of all farming problems. For example, the Customs Union with Belarus put milk producers in more complicated economic conditions than the WTO. But no one is

crying out loud that it destroys the Russian dairy industry.

The situation has been getting worse mainly not because of the WTO but due to significant shifts in agrarian policy which tend to cut government support for farmers. You can add here the restraint of the banking community when it relates to financing the agro-industrial sector.

The WTO framework allows for paying farmers \$9 billion, while in reality government support is about \$6 billion, and it seems that there's no ways to increase it. The government is oriented towards moving from the "yellow basket" to the "green basket." Its support measures are right as such but should be made more smoothly.

The statement made by Minister of Agriculture N. Fyodorov at the St. Petersburg International Economic Forum was like balm on the wounds for milk producers. He promised to extend subsidy assistance for investment loans from 8

to 15 years. This step will facilitate the development of the sector.

It is unfair to say that joining WTO has had only negative effects. There are indisputable advantages. Small farming enterprises gained more opportunities — now it's easier to enter the export market, purchase raw materials and equipment. This means more chances for development.

Maybe it sounds hard but joining the WTO will help to separate the husk from the grain, i.e. efficient farms that will live and develop from inefficient ones that will lose out in the competitive struggle.

And the most important... Finding themselves in new conditions, farmers have thought seriously that now it's impossible to work in a slipshod fashion. They should introduce new technologies, achieve high production performance and change their views. And the sooner this understanding comes, the better!

*Stefan DUERR,
president of the EkoNiva Group of Companies*



Happy new home!

EkoNiva opens the biggest dealership in Europe located in Detchino village, Kaluga oblast. Company employees already are calling it a new home for EkoNiva! It is a large-scale project with an enormous investment of 450 million rubles and high technology solutions.

The Kaluga oblast was not chosen accidentally as the location for a dealership. Kaluga is known for its favourable investment climate. The regional administration creates all necessary conditions to attract and develop new investment projects. To build such a huge dealership is not an easy task. But the Company has done it! Today, EkoNiva's new

home is ready to receive guests and to work on a large scale. The facility will offer a complete range of services in maintenance and repair of sophisticated farm equipment. The most up-to-date construction technologies were used here. The main building has three storeys and includes a large sales area of 430 sq m with leaded light glazing and two training

rooms, one accommodating 80 persons (with the possibility to bring machines inside) and the other, 20 people.

The size of the service area and depot is just amazing. The service centre is fully equipped with all necessary features — eight repair posts which can serve up to 12 machines simultaneously, a washer, two beam cranes and a large demonstration area. Two spare parts depots make it possible to store up to 13,000 tonnes of spares and consumables and to promptly provide clients with all necessary parts. A unique system for storing small items — multilayer mezzanine racks with 14,000 cells — was introduced here for the first time.

EkoNiva will be happy to open the doors of its new home to its employees, partners and friends. There is room for everybody!

By Yekaterina GALUSHKINA



**Yelena Levina,
Director
General of
EkoNivaTekhnika-
Holding LLC:**

"The opening of a new dealership in the Kaluga oblast is the result of coordinated work

of our team with the direct support of the John Deere Corporation and of the Kaluga Oblast Government. In Detchino we have tried to arrange convenient grounds for demonstrating the full range of equipment and technologies we offer. Here we have created all the conditions for a high quality service and convenient work with our customers, partners and friends. Our philosophy is to stay closer to our partners and to the land where modern farming technologies are being successfully implemented."



**Arne Bergmann,
Director for Farm
Equipment Sales
of John Deere:**

"EkoNiva is playing an important role in familiarising Russian clients with John Deere solutions and technologies and

in their further promotion in the Russian market. The key tasks of any dealer are to stay close to its customers, have a well-equipped service centre and qualified staff. The launch of the facility in Detchino is aligned with the company strategy — to double the number of dealerships in the CIS countries by 2014. As our major dealer and partner, EkoNiva is successfully helping us to achieve this goal. The more dealerships opened in Russia, the more chances there are that Russian clients will benefit from the innovative technologies we offer."



**Sergey Nitsenko,
Director General
of Tsentr Genetiki
Angus LLC:**

"We've been cooperating with EkoNiva since 2008, and today we have a big fleet of farm machines supplied

by this company. For us, EkoNiva is the most advanced dealer, a reliable partner and a good friend. It's hard to compete with its equipment and service! The opening of the Detchino dealership is another breakthrough from EkoNiva. It means that Kaluga farmers will get innovative solutions, more first-class machines, fast and high quality service, and professional advice on any subject. I personally wish the Company good luck, prosperity and attainment of new heights!"



fully completed in the fourth quarter this year. The project investments will total 850 million rubles. Today the complex produces over 14 tonnes of milk. Once it reaches full capacity, it will turn out 50 tonnes a day.

The complex in Volchanskoye village is the fifth state-of-the-art dairy complex built by EkoNiva in the Voronezh Oblast over the last five years. Oblast governor Aleksey Gordeyev noted that the construction proved to be relatively inexpensive. Stefan Duerr, president of EkoNiva, spoke about plans associated mostly with further development of dairy production. This year, construction of another two mega-complexes, each with a capacity of 2,800 head of cattle, will start in the region. In addition, a dairy production plant with daily output of 30 tonnes, will start running under the brand name of the Academy of Dairy Sciences.

By Svetlana WEBER and Yulia SALKOVA



The milky carousel

EkoNiva continues to build up dairy production, strengthening its leadership among the Russian dairy producers. Its farms produce each day more than 350 tonnes of milk, whilst the stock of forage-fed cows comes close to 17,000 head.

In early June, EkoNivaAgro (Kamensky district, Voronezh oblast) opened this year's second dairy complex with a capacity of 2,200 head of cattle. Put into operation are three cow houses, a calving division, a herringbone milking parlour (2x12 sites), a milking parlour with a carousel for 60 animals,

a 55 tonne capacity cooling facility (GEAFarmTechnologies), and a site for calves' collective and individual houses. 800 non-calving young cows and 1,200 heifers of the Holstein-Friesian breed have been delivered from the US expressly for this complex. This will employ 43 workers. The commissioning is due to be

John Deere's new facilities

The John Deere Company opened a new plant in Orenburg, where it will manufacture sowing and tilling equipment. The plant's area is 30,000 m², six times bigger than the previous site. Over 100 people already work here.

John Deere opened its first plant in Orenburg as early as in 2005. Two years later a second manufacturing facility began to operate. In 2011 John Deere started overhauling the existing facility.

"We're glad we could complete this project, which is so important for us, on

time," said Mark von Pentz, president of the department of agricultural and gardening equipment responsible for the countries of Europe, Asia, and Africa. "This will enable us to expand production in Russia and to further support our customers and dealers."

The plant manufactures six models of

sowing and tilling equipment. In 2014 it plans to start manufacturing three new models.

In the next five years, there are plans to expand the production in Orenburg by introducing new technologies and building a training centre for dealers and the company's customers.





Neighbours do so



The Zashchitnoye farm has organised its Doors Open Day expressly for the farmers of the Shchigrovsky district. Twenty odd farmers gathered to discuss, like good neighbours, their vital issues and to share expertise.

Opening the event, Vladimir Starkov, acting head of the Shchigrovsky district, noted that farming in the district is doing fine. "In the last three years, the district has been the third largest producer of grains in the oblast. Our goal is not to stop with these achievements, but to enhance them," he said.

Aleksey Bibikov, executive director of Zashchitnoye, led a tour of the farm. This year it has grown to 15,000 hectares of land. The specialty of Zashchitnoye is seed production for field crops. All the required conditions have been created here for the production of premium class seeds. The farm has its own seed

inspection laboratory, a modern grains and leguminous crops conditioning facility with a production capacity of 10-12 tonnes per year, and the high intellectual capability of its personnel. Its elevator with 20,000 tonnes of storage capacity is fitted with a gas dryer capable of treating 70 tonnes of grain per hour. The enterprise supplies seeds to 36 regions of Russia.

The pride of the farm is its plant potato production project. This year, five varieties of potato were planted on 86 hectares. The guests saw the modern container-type storage facility capable of storing 2,000 tonnes of potato. Plans call for increasing the sowed area to 300 hectares and annual production of 6,000

tonnes of plant potatoes.

The colleagues were informed that the enterprise is actively looking for new and promising crops. Its experts cooperate with foreign selection establishments. Today, its seed production includes varieties selected by Russian, Ukrainian, German, Scandinavian and Canadian specialists. This year, production began of lentil, chickpeas, and strong wheat.

"Zashchitnoye is a model of modern farming," says Vladimir Larichev, head of the enterprise. "Many of its techniques are worth borrowing. This year, we acquired seeds of Phoenix peas. Soon we will receive our first harvest."

By Anna BORDUNOVA

Since last year, the ecological project has been implemented at the Savino division of the Kaluzhskaya Niva Company. The focus is on the production of ecologically clean beef. In order to improve the cattle's meat quality, the enterprise has acquired six pedigree bull-calves of the Aberdeen-Angus breed.

"As early as the end of this year, we are planning to increase our stock of meat cattle to 500 animals," says Anatoly Nakaryakov, head of the EkoNiva-APK Holding Company's branch of ecological farming. "By 2016, our enterprise will fully switch over to ecological farming, increasing the stud stock to 1,000 animals. Out crop production department will grow wheat, oats, and buckwheat on an area of 1,800 ha."

In addition, EkoNiva has become one of the founders of the Russian Organic Farming Union, which will promote ecologically clean food. Company president Stefan Duerr believes that the absence in Russia of ecology-related legislation hampers the development of ecological farming in the country.

"Once the legislative foundation is laid, the domestic market and exports will become more interesting to farmers of Russia whose expansive land reserves are a convincing pledge of successful production of ecologically clean food."

By Yekaterina GALUSHKINA

The Ecological Union

Nearly 20 years ago, EkoNiva started working in the field of ecological farming. But back then its project did not strike root. Today, the company has returned to this project, introducing ecological farming technologies.



A milk journey

Forty percent of primary schoolchildren in Great Britain are sure that cheese grows on trees. These are the findings of the UK Nutrition Fund survey. And many Russian schoolchildren may also think that way.

But cheese, curd and yogurt are still made from cow's milk. EkoNiva decided to talk about it, and to show how real milk is born the Academy of Dairy Sciences project was launched. Our purpose is to produce high quality milk and milk products as well as to raise consumers' interest to milk and popularization of agricultural sector. That's why EkoNiva started the season of tours around the modern dairy facility for 1,800 head in Zaluzhnoye village (Liskinsky district, Voronezh oblast). Both schoolchildren and adults will

see all stages of milk production there. They'll know how the animals live, what they eat, how they are milked. They'll meet livestock specialists and taste milk and delicious milk desserts which anyone can make with their own hands. "One seven-year old boy asked me why cows are moved on a carousel. Could it be to get butter at once?" said the head of the Academy of Dairy Sciences project, Kristina Frank. "And then he added: 'I feel pity for cows. They must be scared of speed!' After visiting our facility along with his classmates, he

decided that he wants working with us as a livestock expert or milk operator." We want to believe that knowledge gained during the tour will not only "teach" them to drink milk, but become a starting point in selecting their future occupation.

By Yulia SALKOVA



Welcome to the Summer Academy!

EkoNiva-APK Holding Company invites students and postgraduate students of agrarian universities to participate in a new educational project in dairy farming called the Summer Academy. As part of the EkoNiva-Student programme, the project will be carried out in the largest dairy enterprise, EkoNivaAgro.

"The major mission of the Summer Academy is to reveal the capabilities of talented students and to helping them to position themselves on the labour market," says Tatiana Lyapina, Deputy Director General for Human Resources in EkoNiva-APK Holding LLC. Each participant has a unique opportunity to visit EkoNiva, meet its employees, experience in-depth training in modern technologies, as

well as show his or her talent and put the knowledge acquired into practice.

To take part in the Summer Academy, you need to write a short motivation letter around the subject: "I'm a future EkoNiva employee," fill in the application form and send both to the project committee. Those who are lucky will spend an

unforgettable week studying in the Summer Academy and meeting world-renowned experts in dairy farming. More information is available on our website at <http://ekoniva-apk.ru/projects>.

By Yekaterina GALUSHKINA



In 2012 the EkoNiva Agricultural Holding successfully issued two bonds on the Stuttgart Stock Exchange. This summer, investors came to see how farming enterprises do, and, hence, how their money is working for them.

How does foreign money work on Russian soil?

Among the guests were representatives of the farming and food processing industries of Germany and the Netherlands.

Accompanied by the President of EkoNiva, Mr. Stefan Duerr, and employees of the farming enterprise, the guests started in the fields. They were interested in many things, from technologies to number of machines working on the fields. Stefan Duerr said that over 450 pieces of equipment are at work on an area of 72,000 ha. Over the last three years, the machine fleet was

renewed completely. Investors praised the good condition of crops as well as the soil quality, taking pictures of each other with the unique Voronezh humus in their hands.

Then the guests looked over the dairy production facilities. Head of livestock sector Ramon Schenk noted that high results were achieved due to the introduction of modern herd management, correct feed rations, comfortable living conditions, and, of course, the high professional level of the staff.

The visit of investors finished on a pasture of the meat project, where 780 animals are kept. Stefan Duerr explained that EkoNiva has been engaged in meat production for over three years. Good beef is in demand in the country, but Russian producers don't satisfy it yet.

"I've got the feeling that we've visited several independent enterprises," says German farmer Heinz-Josef Folmer. "Such a scale and opportunities demonstrate that one can do business here and invest money in production."

By Yulia SALKOVA



To be the first!

Representatives of the Pioneer breeding company came on a working visit to the Zashchitnoye seed-production enterprise of EkoNiva-APK Holding (Kursk oblast).

The guests looked over production sown areas, and, first of all, the maize fields where their hybrids are planted. They familiarised themselves with a seed-trial ground, then visited a livestock facility and made special mention of the good

silage quality there.

"I'm impressed with the level of farm development," says Jeffrey Row, Regional Director for Europe of the Pioneer Company. "I see the high professionalism of the enterprise's managers. And the variety of crops cultivated here is really astonishing. It's

a rare thing to see."

During business negotiations, they discussed possibilities to further expand the cooperation. EkoNiva-Semena plans to supply farmers with highly productive maize hybrids from Pioneer.

By Anna BORDUNOVA



Come on, youth!

How to attract youth to the village? Some think that work in the agrarian sector is not prestigious. Others, think there's no place for young and promising people in agriculture. These issues were discussed during a visit paid by representatives of the Russian Village Youth Union to EkoNivaAgro, Voronezh oblast.

The delegation consisted of the heads of RVYU regional offices in the Volgograd, Voronezh, Perm, Saratov, Ivanovo and Novosibirsk oblasts, Stavropol and Altai Krai. They came to visit modern dairy facilities, the meat project and the grain division of EkoNivaAgro.

excursions to EkoNiva enterprises for Russian agrarian universities to show students how a modern farming enterprise works," says Tatiana Lyapina, Deputy Director General for Human Resources in the EkoNiva-APK Holding. During the visit, the results of the "Ms. And Mr. RVYU 2013" contest

were announced. The winners are Maria Sgtryapunina from Perm State Agricultural Academy and Stas Lisichenko from Volgograd State Agrarian University. They have been declared the most active members of the Union. President of EkoNiva Stefan Duerr congratulated both laureates, wishing them to come to EkoNivaAgro once again, this time as employees.

By Yulia SALKOVA

Potato farming is a delicate thing

How to improve quality of potato seeds, raise the yield and simplify the cultivation process? Searching for answers to these questions, EkoNiva potato growers went to Germany, to pay a visit on their partner, EUROPLANT.

Thomas Bottner, Export Director of EUROPLANT, took the guests on a trip around potato farms and plant breeding stations. Our specialists were concerned about careful reloading of potato seeds. The foreign colleagues showed how they do it using special trailers and conveyors.

According to Irina Kolyubayeva, head of the potato project in Zashchitnoye, the foreign farms employ belt-type potato planters. It's very convenient, since you can seed non-calibrated potatoes of any fraction. In Germany, the EUROPLANT varieties are cultivated on lands with irrigation. Irina Kolyubayeva noted that this



irrigation system should be used in Zashchitnoye, since Rumba and Red Fantasy varieties form tubers later than others and sometimes suffer from the lack of moisture.

By Anna BORDUNOVA



Parents' meeting

I first met Stefan Duerr's parents three years ago in Waldorf, Germany. Looking at his mother, I realized why Stefan is so full of life and energy. Talking to his father, a serious, insightful and gallant gentleman, also explained a lot.



But back then there was no reason to speak about Stefan. This time, however, as Gerda and Reiner Duerr came to visit their son and to see how he is doing on one of EkoNiva farms in the Voronezh oblast, such a subject seemed logical.

The interesting fact is that it was Stefan's parents who "paved his way" to Russia, or rather, the Soviet Union. In 1985, together with their friends, they visited Moscow, Georgia and Armenia. Stefan returned to the Moscow oblast four years later, now as a trainee. But we knew all about that. What we did not know is what Stefan was like as a boy, why he decided to become an agronomist, how he behaved in the family and all that.

Gerda Duerr: Since childhood, Stefan has been very independent. He studied well at school and started to display his organisational capabilities very early. When we marked birthdays, he always drew up the program himself and organised the guest visits. We never worried about that. If Stefan found himself in any company, he invariably became its leader.

— *What were his hobbies?*

Reiner Duerr: At elementary school, he was keen on football. But later he switched to track and field events. He performed excellently as a long distance runner. He even participated in rather serious competitions.

G.D.: Stefan was fond of playing the guitar. He also was learning the piano and even the violin, though it didn't last long. His was a very close-knit class. To this day they come together each Christmas. To see the old friends, many of them fly in from abroad.

R.D.: When he grew up a little, he took to hitchhiking travels. And he invariably studied the language of the country he was going to. He had been to America, Canada, Norway, Turkey, and the UK. He met different people there and never failed to bring somebody home with him.

G.D.: We always had some people from different countries living in our home. They were Norwegians, Australians, Canadians. Thank God, Andreas (their younger son – author) did no such thing. Once in America, Stefan made the acquaintance of a priest and his family. They came over here several times to visit us. Also, we sheltered people whom Stefan met by chance on the train.

R.D.: Stefan was always getting on fine with people. Here, in Russia, we also see how simply he deals with ordinary workers and all sorts of people. He has a lot of acquaintances and friends.

— *Why did Stefan decide to become an agronomist?*

G.D.: I myself come from a farmer's family. We had a little piece of land,

an inn, and a restaurant. Stefan was going to take over his grandfather's little business. As it happened, he is in Russia now and is doing business of totally different proportions...

— *You've been to the farms, watched the fields and met the people. Are you proud of what your son has done and is doing?*

R.D.: We can't help being proud of him. Success didn't come to him at once. There were failures and financial losses. But Stefan overcame everything. He did it! Of course, we were impressed by the scale of his activities. We knew he had established a big company, but didn't suspect it was this big.

— *What main traits could you single out in Stefan?*

G.D.: He values his family. And he appreciates the kindly relations between all our family members. We always feel his kindness to us and his care. Stefan is a devout believer who is always willing to help his fellow men.

— *Has Russia changed since you've been here for the first time?*

R.D.: Oh, yes! Russia has changed dramatically. It's a pity the European press doesn't cover this properly...

G.D.: I think I could live here. Not permanently, of course... As the saying goes "an old tree can't be replanted". But half a year would be fine for me.

By Svetlana WEBER

Fashion-Farmer 2013, the Agrosalon of the Central Black Earth Region



In mid-June, EkoNiva-Chernozemye held its second Fashion-Farmer field day. The large scale of the celebration, which had over 300 participants, and its unconventional format made this event really unique.

The company succeeded in doing the impossible: it demonstrated 90 units of farm equipment, including 13 new products of 2013 coming from 14 manufacturers. Those were the most advanced machines for successful work on the open market.

“Now that we have joined the WTO, we must work efficiently,” said Stefan Duerr, EkoNiva Company president. “Those who bet on modern equipment and technologies will be able to work profitably in the conditions of global competition.”

The demonstrated product range contained tilling and sowing machines from Vaderstad, the leader in this segment. Among the machines were the mounted Carrier CRX 625 disc harrow, Spirit grain seeder and Tempo precision seeder for tilled crops.

Kverneland came up with its Optima 16-row seeder. This is the company’s first wide grip machine for tilled crops.

The advocates of classical technologies were interested by the Diamant reversible plough from Lemken. This

is an appliance featuring increased wear resistance of the housing. JCB gladdened farmers with its new product, the PowerBoom multi-functional mini-loader, a compact helper fitted with the Live Link operation control system in standard configuration.

The headliner of the Fashion-Farmer was John Deere Corporation which showed a complete range of tractors, grain and fodder combine harvesters, fodder making machines and tilling tools. Among the new products were the Geringhoff Horizon Star maize reapers with extra horizontal blades for lower cutting.

EkoNiva-Chernozemye also introduced new and promising partners from among equipment manufacturers. These include the manufacturers of Bogballe mineral fertiliser dispensers for precision farming technologies, Balzer trailed transfer systems, Gaspardo seeding and tilling machines and Fliegl transfer systems and organic fertiliser dispensers.

The EkoNiva-Chernozemye officials and

the suppliers thanked the farmers for choosing their equipment. Memorable gifts and certificates of appreciation were awarded in twenty categories. Particularly impressive was the Jubilee Tractor award. It was presented to the Zarechnoye LLC for purchasing 50 John Deere tractors over two years.

The scale of Fashion Farmer 2013 was several times bigger than last year’s show. The farmers gave it another apt name: “The Agrosalon of the Central Black Earth Region.”

Linnea Stark, Vaderstad director for marketing:

“This is an event unlike what you see in Europe. There, the demonstrations are usually arranged by a single supplier. However, it’s much more interesting when different companies and technical solutions are on display.”

Svetlana Petrova, JCB farming equipment business manager:

“The company is our largest and most efficient partner. EkoNiva experts’ superior servicing keeps the equipment in excellent working order.”

Gennady Kruglikov, John Deere regional manager in the Central Black Earth Region:

“EkoNiva is a team of real professionals. It’s where farmers can always find an optimal solution to their farming problems and learn about new technologies and equipment models. I wish everybody a rich harvest and prosperity!”

By Yulia SALKOVA



The iron grip

The John Deere Company has brought to the Russian market its new 2623 (2623 VT) disc harrows. EkoNiva Company's partner, Novye Agrarnye Tekhnologii farm (affiliated with the Agroholding Istra Management Company, Moscow oblast), has already checked out the novelty of the season on its fields.



For the new season, EkoNiva has supplied this enterprise with 20 odd units of equipment. Among them are two John Deere 2623 disc harrows. Despite the short period of use, they have shown their excellent capabilities in pre-sowing work. For instance, they have treated 3,000 hectares of fallow lands.

"The harrows operated in hard conditions," says Salimzhan Koishibayev, adviser to Istra Agroholding's chairman of the board. "They had to treat clayey and grey forest soils and plant formations up to a metre high. Practically in a single pass, they intensely processed the soil down to a depth of 18-22 cm. After them, a light cultivator went over the field for cleaning. However, next year we'll do without it. The machines combine the capabilities of a plough and a disc header. With their iron grip, they crush the hard ground, cut the weeds, and cover crop residues. This is done by using cutout spherical discs. Thus we have received a finely prepared soil for sowing grains and oil plants. The harrows operated in conjunction with the Series 9 John Deere tractor. They move across the field smoothly at a speed of 10 km/h. Over the stubble they move faster, up to 14 km/h. In terms of quality and reliability, the John Deere harrows are a cut above their Russian counterparts. We've got a lot of work for them. By the autumn we shall have treated 20,000 hectares."

The new disc harrows have some improvements. The strong disc battery axle is 51 mm thick, i.e. 19 mm thicker than on the previous models. Each disc with a diameter of 61 to 66 cm has become 60% heavier. The distance between the discs is 23 cm. The ample choice of gripping width from 6.3 to 15 m enables the machines to operate both on large and small farms.

"The John Deere 2623 disc harrows are ideally suited for heavy loads," says Ivan Glebov, sales manager of the EkoNiva-Tekhnika branch in Ryazan. "The developers gave them many extra capabilities. For instance, using a single point depth control system, it is possible to finely set the soil treatment depth. The C-shaped springs maintain the same treatment depth on the entire field, increasing the harrow's flexibility and protecting it against damage. Hydraulic fore-and-aft levelling makes it possible to easily control the harrow from the tractor cabin. The new models use the mechanical control of the external section. Here the springs fitted to the frame press the sections. Thus, the frame always remains straight even in stressful operating conditions."

By Anna BORDUNOVA



AgroVyatka's best friends

The traditional interregional exhibition AgroVyatka 2013 took place in Kirov. The Kirov branch of EkoNiva-Tekhnika LLC presented to its guests and partners over 25 units of agricultural equipment, including the novelties of the season.



It was generally agreed that the company's exhibition stand was a meeting place of good partners and friends. It was attended for the first time by representatives of EkoNiva's suppliers like John Deere, JCB, LEMKEN, Vaderstad, Fliegl, BvL and Pottinger. Each of them briefed visitors on the company history and presented their product line.

"For many farmers AgroVyatka is not just a major exhibition, but also a golden opportunity," points out Sergey Zykov, executive director of the EkoNiva-Tekhnika branch office in

Kirov. "That's where one can directly communicate with experts, exchange opinions with colleagues and see new products in real life."

Nikita Belykh, the governor of the Kirov oblast, visited the EkoNiva exhibits together with his delegation. He noted that purchase by the farms of new, imported equipment and the use of modern technologies will help the region's farming to develop faster and more dynamically. The head of the oblast was particularly interested in the John Deere 7480 combine harvester, which has been awarded the title of

"best friend of Nikolai Semyonovich." This new product of 2013 has already found its master. Before the opening of the exhibition, the machine was bought by Nikolai Semyonovich Lozhkin, director of the Mukhinsky stud farm. The Kirov branch did not leave this fact without comment. It dubbed the sold machine with the name of its purchaser. "This is indeed my best friend!" says Nikolai Lozhkin. "It is actually the biggest and strongest harvester, second to none on today's market. Now our animals will always get quality fodder!"

By Yekaterina GALUSHKINA

The range of equipment presented by EkoNiva, from mowers to pickup balers, impressed the Ryazan farmers by the variety of brands and models. Particularly interesting was the novelty of the year, the John Deere W150 self-propelled mower with 160A reaping system.

"The new mower does a great job of hay- and forage-making, and excellently harvests the grain crops," says Ilya Porfiriev, sales manager of the EkoNiva-Tekhnika branch in Ryazan. "This is a very manoeuvrable

Welcome, new products!

A seminar on the Ryazan soil was dedicated to modern technologies of making coarse and succulent fodders as a means of increasing milk production and improving milk quality. In this aspect, the EkoNiva Company offered its technical solutions.

machine. Operating at a speed of 22 km/h, it suits both large holding companies and small farms."

Taking part in the demonstration were also the John Deere 623 pickup baler with 6130D tractor, the John Deere 8335RT tractor fitted with the AMS parallel driving system, the John Deere 7250 fodder combine harvester, and rakes and mowers from Poettinger. The specialists also presented AGI-manufactured grain storage equipment.

Another new product for the Ryazan farmers was a compact JCB Power Boom 260T tracked loader with vertical lift capability. This increases the machine's lifting capacity, maximally extends its boom and eases loading operations. The special feature of the loader is the PowerBoom system which uses a single jib boom instead of the traditional twin jib design. The single jib boom does not impair the operator's all-round surveillance capability, increasing the machine's efficiency and safety.

By Anna BORDUNOVA





75 tonnes more!

Over 30 sales managers from dealer firms attended the JCB practical training in Nizhny Novgorod. Over the course of two days, they carefully studied the loaders in and out. Comparing the JCB models to their competitors, they found out that in an hour the telescopic loader loads 75 tonnes more than similar models from other manufacturers.

The specialists were introduced to a complete range of JCB telescopic and front-end loaders from “old acquaintances” plus new products.

They singled out the operation of the Loadall 550-80 Agri Plus model, the strongest in its class. JCB experts created it eighteen months ago. It

can lift up to 5 tonnes to a height of 8 metres. The Powershift transmission enables the machine to move at a speed of up to 40 km/h. This telescopic loader is a real find for large farms.

“We have independently tested the loaders,” said Kirill Tagantsev, sales manager of the EkoNiva-Tekhnika branch in Kostroma. “We did different jobs to check out the time and speed. Changing the mounts, we established that the JCB telescope does a single operating cycle, i.e. loading grain into the bucket, unloading and returning to the initial position, in just 17.49 seconds. This is 9 seconds faster than its competitor. On average, the JCB loader outperforms its competitors by 45%.”

At the training session, LiveLink software was presented. It facilitates remote supervision of farm equipment, i.e. monitoring the time and place of work and the fuel consumption. The farmer will only need access to the Internet. Around 25 loaders fitted with this system are already operating all over the world. Since March of this year, the LiveLink software is part of the loader’s standard component package.

JCB specialists broke important news. For the first time, the company is providing an additional warranty on all of its loaders. Now, in addition to the standard 1 year warranty, a buyer can acquire an extra one lasting from a year to five or covering 3,000 hours of operating time.

By Anna BORDUNOVA

Setting sights on a million

JCB’s production output has surpassed 1 million machines. This is enough to stretch in a continuous line from Great Britain to Australia.

The celebration of this event took place in England in the company’s headquarters. The hero of the occasion, the millionth machine, is a JS220 tracked excavator. “It took JCB sixty-seven years to

manufacture a million machines,” says Anthony Bamford, JCB chairman of the board. “A third of this quantity was produced in the last six years. We keep growing and developing. We shall reach the two million point much sooner.”



Like in space!

An exhibition Field Day 2013 took place in the Yaroslavl oblast. Over 150 samples of farm equipment were demonstrated with the help of Agrofirma Pakhma JSC. Farmers from the Yaroslavl oblast and neighbouring districts came together on a common site. The Kostroma branch of EkoNiva-Tekhnika impressed many visitors with its diversified exhibit and unforgettable test-drives of the machines.

“To succeed in the tough competition created by membership in the WTO, in the coming two to three years we must complete re-equipment of the entire farming industry,” said Mikhail Borovitsky, deputy governor of the Yaroslavl oblast.

John Deere tractors have operated on the farm since 1981. Each year, the head of the farm, Sergey Ivanov, buys new equipment. He believes that Deere is a time-tested brand. Thanks to the EkoNiva servicing, machines from the last are still operating very well.

Liubov Persiyantseva, head of the Raslovskoye farming cooperative, also speaks in favour of the village's

modernisation. Today she is considering buying another, stronger, John Deere tractor.

At the field demonstration, the Kostroma branch presented the most asked-for machines of the season. Many of them had just arrived from work.

The demonstration of the JD 8310R (310 hp.) tractor, fitted with the AutoTrac automatic steering system and coupled with the Fliegl trailer, stole the show. The trailer had come from the Voshchazhnikovo Agricultural Holding. Today, 16 such trailers operate there and they are used mostly to transport silage.

“This is a very convenient machine,” says Kirill Tagantsev, sales manager of the Kostroma branch of EkoNiva-

Tekhnika. The pre-pressing system makes it possible to transport a maximum amount of fodder. Alexander Shilov, director of a farming cooperative in the Yaroslavl oblast, sat down behind the steering wheel and performed the test-drive himself.

“It's like in outer space!” he says in delight. “The operator only inputs what the tractor must do, for instance, when to lift the tool, where to turn, and where to go. Nothing else. Just push the OK button and the wonder machine does everything itself.”

The guests at the event rightly noticed that modern equipment makes the impossible possible.

By Yekaterina GALUSHKINA

“Around 50 Fliegl machines have been supplied in half a year of cooperation,” says Sergey Skrobkin, head of the EkoNiva-Tekhnika sales department. “Demand is particularly high for the SAW trailers used to transport fodders. They are very popular due to their holding capacity from 15 to 50 m³ and retractable front wall. The trailer market is expanding rapidly to meet soaring demand.”

Two trailer assembly facilities, in Orel and Barnaul, are now operating in Russia. The Fliegl Company is growing steadily, elaborating new concepts and improving previous machine models. One of its innovations is co-development with John Deere of an electric drive which will make it possible to mount different trailers on the less powerful JD tractors.

Yulia Chirkova, FlieglRus LLC director general, highly appreciates the cooperation with EkoNiva.

“It's pleasant to work with such a partner who became so soon one of leaders in sales of our equipment. This deserves

Fliegl's remarkable opening of the year

Even though EkoNiva started supplying Fliegl trailers for farming jobs only this year, it has already become one of the leaders among the dealers.

genuine respect.”

A remarkable event, both for Fliegl and for all the company's partners, was the opening of a new modern manufacturing facility, measuring 30 hectares, in Muehldorf, Germany. The ceremony was also attended by representatives of EkoNiva. The new facility will manufacture up to 10,000 machines per year.

“We've built this new facility in order to move ahead,” said Josef Fliegl Jr. at the opening ceremony. “Fliegl never stands still!”

By Yekaterina GALUSHKINA





Kemerovo farmers have started the new farming season by familiarising themselves with a new product, the JCB 536-60 loader. EkoNiva-Sibir put on a demonstration of this novelty.



The meeting with the new model took place at the Beregovoi farming cooperative (Kemerovsky district, Kemerovo oblast). Here JCB equipment is known firsthand. The cooperative has used the JCB 531-70 telescopic loader in each of the last 5 years.

“In our multi-core business this is an indispensable helper,” notes Leonid Polikov, deputy director for production. “It features a 3 tonne lifting capacity at a boom length of 7 metres. It operates

for hours at a stretch on the farm. Actually, it has replaced for us several other machines. In terms of loading and unloading, it passes all possible tests. Only once something happened to its gearbox. But the EkoNiva-Sibir service engineers fixed the problem in no time.”

EkoNiva-Sibir has supplied some ten JCB loaders (lifting capacity 2.7-4 tonnes, boom 5 to 9 metres) to the Kemerovo oblast. The farmers of the oblast and JCB representatives came to see the 536-60 loader at work. The

telescopic device, capable of lifting loads up to 3.6 tonnes to a height of 6 metres, demonstrated its capabilities in transportation of rolls and in loading and unloading of manure.

“The reliable boom design is a special feature of the JCB telescopic loader,” said Aleksandr Zuyev, head of the sales department at the EkoNiva-Sibir branch in Kemerovo. “This enables the loaders to perform heavy operations like excavation and earth moving.”

By Anna BORDUNOVA

A new impulse

Held in Perm, the Agrotekhnologii 2013 (Agricultural Technologies 2013) exhibition became the regions’ largest site for business meetings among farm professionals. The Kirov branch of EkoNiva-Tekhnika offered a number of modern technical solutions for farmers.

Today the development of farming and its modernisation are among the priorities of the Perm Oblast Administration. In 2013, the amount of aid it provides to the farming industry increased by half a billion rubles. This farming season the farmers’ demand for agricultural equipment is particularly high. The EkoNiva exhibit offered a variety of loading, seeding and tilling machines. The focus was on the JCB

541-70 telescopic loader with a 7 m long boom and lifting capacity of 4 tonnes. The company specialists noted that it’s a fine tool for work both at large farming enterprises and on smaller farms.

“The exhibition has done its job,” says Sergey Zykov, head of the Kirov branch of EkoNiva-Tekhnika LLC. “It gave a new impulse to further cooperation with the farms of the Perm Krai.”

By Anna BORDUNOVA





New products for the next 50 years!

Last year, the Swedish Väderstad Company marked its fiftieth anniversary. Its personnel believe they have enough engineering ideas to keep them busy another fifty years. Some of them are already implemented.



Our farmers watched the new products on the demonstration field during their visit to the Vaderstad facility. New machines were demonstrated along with the world renowned equipment brands like Rapid, Seed Hawk, Top Down and Carrier. The Swift all-purpose cultivator is used both in the traditional subsoil and minimum tillage technologies. It re-compacts the soil by the spring-aided harrow fitted in the rear, which is critical in treating moist soil both in spring and in summer or autumn.

The Spirit seeder used to plant crops on easy and medium soils is a high speed

machine moving at an optimal speed of 10-12 km/h. Due to a variety of configurations, it is suited for work using both classical and combined technologies.

Another new product of Vaderstad is known to the Russian farmers quite well. This is the Tempo seeder for row crops, already supplied by EkoNiva to several farms. The chief advantages of the Tempo are high speed and precise seeding.

“We’re very pleased that our equipment and new products are so well known in Russia,” says Philip Westman, Vaderstad imports manager. “This is largely thanks to EkoNiva. The company keeps its

customers well informed about our innovations, acting as a reliable link between Vaderstad and the Russian farmers.”

Following the visit to the facility, the guests were invited to a traditional extreme test driving of the Vaderstad equipment in a quarry where stone is mined. A day of treating such stony soil is worth five to seven days on the normal field. It quickly reveals the weaknesses of equipment. The Russian guests noted with satisfaction that after such stones any type of soil seems to be butter.

By Yulia SALKOVA

Some new farm machines gave a real performance on a Field Day organised by EkoNiva for Tula farmers.

The show opened with the John Deere 5055 E tractor (55 hp), a new machine among low-powered tractors. Compact and manoeuvrable, it has no options besides the basic features and is perfectly suited for livestock farms. For the first time, farmers saw the massive John Deere artillery – Series 8 and 9 caterpillar tractors. The 9510 RT tractor (510 hp) has pneumatic suspension. This reliable machine can work all day long. As the Regional Director of EkoNiva-Tekhnika LLC Gennady Nepomnyashchy said, the demand for caterpillars is growing. This year six 9510 RT caterpillars were sold to various regions.

The 8335 RT tractor (335 hp) came to the Field Day from the Starodubtsev farming



enterprise. Each year, the head of the farm Vasily Starodubtsev expands his “vehicle fleet”. This time he was the first in Tula oblast to buy the 8335 RT tractor. “The caterpillar was used in planting potatoes and seeding crops. Practice has shown that it compacts the soil less and slips less. The pull force of the “eight” is 10% greater if compared to a wheeled tractor of the same power, thereby saving on fuel. It goes smoothly over a field. No disappointments. One of the crucial factors in equipment selection is the nearby location of an EkoNiva service centre. Our machines don’t even dream

about standing idle!”

At the end of the presentation the “kings of fields” came on the scene. There were rotary and straw walking combine harvesters John Deere S660 and W540, equipped with new cabs and a separation system. These models are among the best in their categories in terms of thrashing. They minimise grain loss. They can do everything. Special software installed in the harvesters monitors the yield and determines the grain humidity. By the way, these models are assembled in Domodedovo.

By Anna BORDUNOVA



Soil treatment: classics vs. minimalism



On the threshold of a new winter crop seeding season, the farmers face again the dilemma – which soil treatment method should they use?

To make the right choice, one should answer the question – what is the purpose of the prospective soil treatment? Soil treatment is supposed to do several jobs:

- To create an optimal structure in the plough layer and prevent a plough shoe.
- To fight weeds and previous crop remnants.
- To mix plant residues for decomposition and activation of the microscopic soil flora.

There are four soil treatment methods:

1. Classical treatment using the plough (ploughing)
2. Minimal (shallow or deep) treatment without layer inversion
3. Strip tillage
4. No till method

Each of these methods has its advantages and disadvantages (see

the table).

Ploughing

Ploughing is recommended in regions with excessive moisture content and high weediness as well as for developing long-fallow lands. This is the most effective method of field levelling.

However, its high cost and the loose structure of the plough layer before sowing necessitate extra passes with tools for better compacting. Intense wind- and water-induced erosion along with irrational use of moisture and water in areas suffering from acute drought prompt us to seek new soil treatment methods.

Minimum tillage

Today, there are many tools for minimum tillage. The treatment depth varies between 10 and 30 to 35 cm.

The optimum tool for deep soil treatment without layer inversion is the Top Down multi-cultivator from

Vaderstad. This machine performs four operations in a single pass, i.e. it breaks the stubble, loosens the soil (to the depth of 30 cm), levels out the ground and compacts it with heavy rollers.

Many years of using the Top Down at EkoNivaAgro (Voronezh oblast) and on many other farms in different regions of Russia proves that this is one of the best soil treatment machines.

The new product of the season was the Canadian-manufactured Kello-Bilt disc harrow, the heaviest in its class. It was developed for the modern technology of disc-aided treatment of large areas in difficult conditions. The disc size varies between 610 and 910 mm. The harrow showed itself to advantage in treating laylands, perennial grass layers and in other hard jobs where other tools cannot operate.

An indisputable leader in placement of green manure on the fallow and in treatment of soil with a large amount of plant residues is the Rubin disc harrow from Lemken. Its disc header has two rows of dented hemispherical discs that thoroughly crush and cover the plant residues. The covering roller creates an optimal soil structure and maintains the required sowing layer density.

The John Deere 2623 disc harrow has two uses. It can be used for pre-sowing soil treatment and for treating difficult crop residues in autumn. The harrows can be chosen with disc diameter of 61 or 66 cm and the grip width from 6.3 to 15 m.

Essential criteria for choosing tillage method

	Ploughing	Minimum tillage	Strip tillage	NoTill
Wind and water-induced erosion	--	0	+	++
Moisture retention and absorption	--	0	+	++
Soil temperature in spring	++	+	++	-
Pest control	++	0	-	--
Weeding	+	0	-	--
Soil compression control	+	++	++	0
Introduction of nutrients	0	0	+	0
Low operating costs	--	0	+	++

Source: Dr. Peter Breuning, 2012



When the fields are heavily contaminated with weed roots and root offshoots, it's best to use tools fitted with cutting blades, such as Karat and Crystal cultivators from Lemken. They finely cut the weeds, mix up plant residues with soil, and level out the field surface while the roller re-compacts the layer.

In cases when the under-plough layer has hard inclusions, excellent efficiency was demonstrated by the John Deere 512 disc harrow with chisel tines. The discs treat the soil to a depth of 15 cm while the tines at a distance of 76 cm loosen the under-plough layer to the depth of 38 cm. The tool became widely used and showed itself to advantage on sod-podzol soils where the plough layer reaches 20 to 22 cm. The into-soil penetration of this harrow breaks the plough shoe and eases the absorption of melted snow water in early spring.

The minimum tillage technique substantially saves resources, boosts the output of each machine, and reduces soil erosion by water and wind. The treatment at a different depth eliminates hard inclusions in the plough and under-plough layers.

Strip tillage

Over recent years, an intense study has been carried out in the US and

Western Europe on the new soil treatment technology known as Strip Till. This treats only the sowing strips occupying a third of the field whereas two thirds remain untreated, with stubbles left in them. Vaderstad offers a new technology of tilling and sowing in a single pass, referred to as Strip Drill. (Fig.2)

For this purpose, the Spirit sower has been developed. Its forward part has narrow (25 mm) tines that loosen the soil with a between-row distance of 33 cm at a depth of 30 cm. Fertilisers are introduced at two levels into the treated cracks. The heavy rubber wheels roll over and compact the treated areas. After this, the crop seeds are sown. It's noteworthy that rape is sown only into

the treated strips 33 cm apart whereas grain crops are sown between the rows 16.5 cm apart.

Investigations in Sweden and other countries showed a substantial



increase in the production of rape and other crops at a fuel consumption on all soil treatment and sowing

operations totalling a mere 20 l/ha.

The No-Till technology still remains debatable. Whereas in the world this technology is

used to sow various crops on an area exceeding 105 million ha, in Russia it is just taking root. However, this is a separate and complex subject which we shall discuss at greater length in forthcoming issues of our magazine.

Willi Drews, doctor of agronomy, EkoNiva adviser





Nearly so in Australia



What is there in common between distant Australia and the Novaya Gran village in the Liskinsky district of Voronezh oblast? The “common” factor is stockbreeding.

Australia is one of the world leaders in meat production. Horned cattle for meat accounts for over 90% of the country’s total animal stock. In Russia, this area of stockbreeding is just at a stage of rebirth.

However, the shrewd Australians who visited the meat production project of EkoNivaAgro in Novaya Gran village have predicted a fine future for our industry. Here the stud stock and the young are kept using low-cost technologies on natural meadows and pastures.

The stockbreeders found many

common interests in technologies, expressing strong approval of the animals’ housing conditions and the state and size of the pastures. The guests called the nine hundred hectares on which 775 animals graze “a fine natural facility, not inferior to the meadows of Queensland”, one of the biggest meat producing states in Australia. Another welcome amenity they pointed out was the pastures’ proximity to water.

The Aberdeen-Angus stud bulls merited the highest praise. The Australian farmers noted that this is one of the

most valuable breeds of beef cattle in Australia. Our young bulls are not in any way inferior to their foreign brothers. Their offspring offer such advantages as early maturity, easy calving, high deadweight, superior meat quality and taste. Since last April, these bulls have already produced 160 strong calves.

At the conclusion of the visit, the guests noted that they were impressed by the job done by their Russian colleagues in three years. They would be glad to maintain working relations and exchange expertise.

By Yulia SALKOVA

The calves, two baby bulls and one heifer, each weighing 20 kg, have already been placed in their houses. The calves are doing fine. Thus far, their daily menu contains up to six litres of milk. Soon they will switch over to the mixed fodder. The cow Polyana, heroine of the occasion and mother of the three, has gone back to the herd.

As Yekaterina Brusentseva, head of the stockbreeding complex explained in her briefing, the birth of the trio is Polyana’s personal record. She has long been registered as “a retiree” since she has lived on the farm for over eight years. She yields 7,900 litres of milk per year. And she always gave birth to only one calf. But this time she came up with a surprise, winning herself the title of “mother of many children”. By Anna BORDUNOVA

A fertile cow

Giving birth to three calves has become a good tradition on the Zashchitnoye farm rather than a sensation. Last year such an occurrence was something of a surprise. This year, however, the three newly born were greeted with a smile.





Hoofs do matter

Experts have proven that hoof diseases decrease the milk yield by 30%. But this problem can be cured. EkoNiva-Farm is the US Comfort Hoof Care Company's sole dealer in Russia, offering state-of-the-art hoof care devices.

According to Aleksandr Zuyev, head of the EkoNiva-Farm's sales department, market demand for hoof care systems is today quite high. In a year and a half, the company has supplied farmers with 15 Comfort systems.

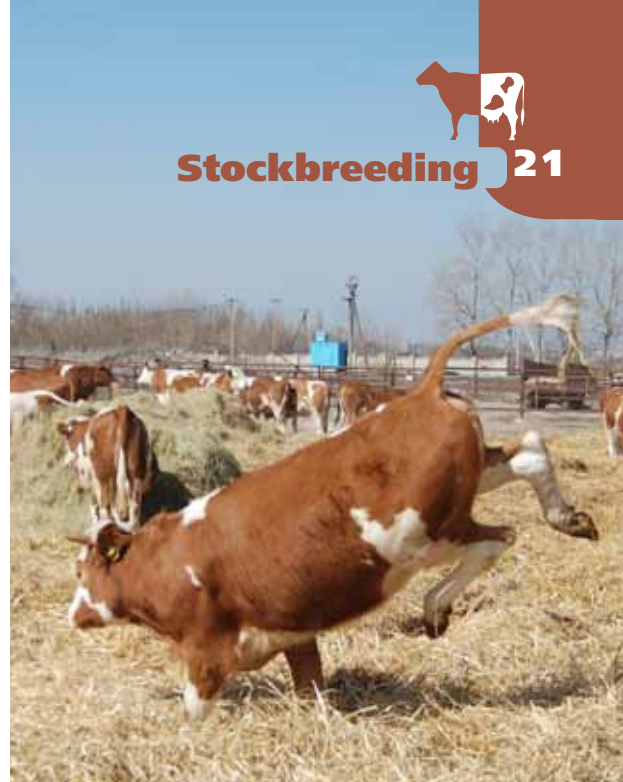
"Karl Burgi, the owner of the Comfort Hoof Care Company and practicing specialist in hoof trimming, has created devices that make hoof treatment maximally comfortable for the animals and convenient to the operators," says Aleksandr Zuyev. "The system is fully automatic. The reliable hydraulic mechanism quickly restrains the animal, increasing the trimming speed.

By pushing the button the system, you can be raised together with the cow and the operating height can be adjusted."

Karl Burgi believes that his devices ensure effective trimming and therapeutic treatment. They carefully, painlessly, and without stress do the job at all stages of lactation and pregnancy.

These devices operate successfully at EkoNivaAgro LLC (27,720 head of horned cattle.)

"The Comfort systems are a breakthrough in hoof trimming," says Sergey Kupriyanov, chief veterinarian of EkoNivaAgro LLC. "They speeded up our work and improved the treatment



quality. Previously, we trimmed 20 animals per day, now it is 45. Karl Burgi regularly comes to the enterprise to hold seminars and master classes. The next seminar on hoof care will take place in early July. We invite all those interested to attend it."

By Anna BORDUNOVA

Partnership in dairy business

The DairyNews information agency held for its fifth Dairy Olympiad in which the leading operators of the Russian dairy market were involved. The format of the event was rather unconventional. Here the discussion of the global dairy issues smoothly turned into a real sports competition. According to the organisers, informal contacts and communication instil the spirit of solidarity in trade and promote understanding in professional matters.

This time, 44 participants, among them representatives of such companies as TRIO, EkoNiva, PepsiCo, DeLaval, and Kieselmann came together in Turkey. A foreign expert, Mr. Torsten Hemme (general secretary of IFCN) took part in the work of the first Russian summit meeting on milk.

In accordance with the business agenda, the participants considered the situation on the global dairy market. This, indisputably, holds promise for Russia. Due to high demand for milk products in Southern and Eastern Asia and in Northern and Eastern Africa, milk production must be increased by 20

million tonnes per year. This can hardly be done by existing means. So, extra investments will have to be made in production and processing. That's where Russia can step in.

The issues discussed also included milk pricing in Russia, the feasibility of dairy producers' integration and modern farm management technologies.

The dairy producers took the sports events just as seriously and responsibly as the discussion of global issues. With an adamant will to win the Olympiad, participants played football, water polo, raced in sacks and pulled at a tug of war. As always, friendship won out. And this is what matters to the Russian dairy industry more than anything.

Kristine FRANK and Svetlana WEBER





Through student's eyes



On a Sunday morning, the bus of the EkoNivaAgro Company was waiting for us students of the Russian K.A. Timiryazev State Agrarian University. The host was Stefan Duerr, president of the company, who had invited us and acted as a host.

Twenty-four students and post-graduates from different departments and years of study headed for the largest dairy production facility of EkoNivaAgro in the Voronezh oblast. The company had prepared visits to its

servicing centre, elevator, fields and dairy farms.

What amazed them above all was the company's modern machinery and appliances. The remarkable machines do not only stand in the servicing centre of EkoNiva-Chernozemye; they actually operate on the fields. The grain is cleaned and stored simply and easily. All sorts of appliances are made available for this process, from a powerful grain ventilation system to screw conveyors that thoroughly empty the barrels. The Twister elevator was built based on US technology. Russian-made systems are virtually absent at EkoNiva.

During the day, we attended several dairy farms, each of which has its own special production capabilities. Thus, we were able to compare different production technologies and techniques.

Most of the future livestock experts saw for the first time the operation of such modern milking machines as "the carousel" and "the Europarallel". It was pleasing to realize that new milking equipment which is advertised and

promoted has become part and parcel of daily life. It is not surprising that in exchanging their impressions many spoke expressly about this. It was as if textbooks were turned into standard practice.

On one of the farms, we were surprised by how the calves are fed with sour milk which is kept in special baths at a constant temperature. This procedure makes it possible to dissociate watering and milking. As a result, permanent heating of the milk becomes unnecessary. Thus an important lesson was taught to us: that on a large dairy farm not only the scientific substantiation matters. What matters just as essentially is the time saving and labour input.

Expressly for us, a seminar was held. This was dedicated to precise tillage. We saw the fields' technological maps and familiarised ourselves with the software which controls dozens of machines, maintains the operating precision of soil and crop treatment, and substantially saves on fertilisers and protective chemicals. For most of the students, this was a revelation.

The special joy for us was the people of EkoNiva, real professionals radiating smiles and knowledge. No matter how smart the machines and technologies are, they are always controlled by people. Many of us decided to come to EkoNiva this summer for practical training.

By Yelena KULIKOVA, Students' Lectures project manager, a third year student of the zoological engineering department at the Russian K.A. Timiryazev State Agrarian University.





In 2014 EkoNiva will celebrate the 20th anniversary of the holding's founding. On the eve of the jubilee year, the company has announced two new contests: "Our Personnel" and "The Song In Our Life".

20 years together with EkoNiva

In the twenty years of its existence, EkoNiva has experienced many exciting events and happenings. The company does have many things to remember. All through these years, the company was rapidly growing and developing. It acquired new regional enterprises, built and opened modern servicing centres, steadily diversified its product range and increased the staff. And it has arranged so many interesting events, all deserving to be filmed!

The EkoNivaTekhnika-Holding LLC has announced the beginning of a jubilee photo contest entitled "Our Personnel" due to be held from 1 June to 1 October 2013. All the regional branches can participate in it. No more than 20 photos will be accepted from each branch.

They are supposed to show the most interesting episodes in EkoNiva's life. We think that each workman has valuable photos in his family archives suitable for the contest. The organising committee believes that such photographs must be demonstrated to the public at large, becoming a vivid illustration in a gift calendar due to be published for the anniversary year.

"Our Personnel" contest:

1. Glimpses of history

(spotlight on the historic events and personalities who at various times largely contributed to the company's development);

2. Machines, man's best friends

(the spotlight is on agricultural machines. Old, new, in repair, on the field, in summer and winter...);

3. Heroes of our time (photos must show EkoNiva personnel at work);

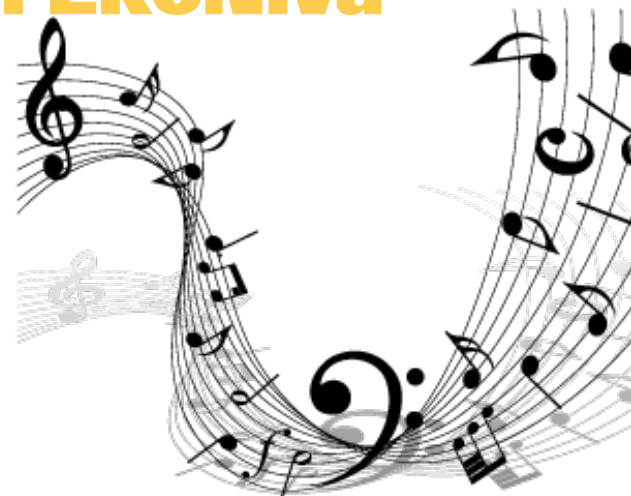
4. The corporation of merry and witty people (funny episodes from the company's life photographed in foreign travels, at rest and at corporate events.

Please send your full colour and black-and-white photographs in JPG format (the size should not exceed 2,000 pixels on the largest side) to kadru@ekoniva.com

In October-November, a virtual exhibition of the photographs sent in will be held. Based on the contest results, the jury will choose the best 20 photographs whose authors will be awarded memorable gifts. All the winning photographs will be published in one of the issues of the EkoNiva-News newspaper.

And that's not all!

EkoNiva invites those who can't imagine



their life without songs and who are willing to publicise themselves as creative and musical personalities to participate in the contest "The Song In Our Life" which is going to create EkoNiva's anthem.

For this purpose, it is necessary to compose the music and lyrics to an anthem which reflects the company's spirit. These should be sent before 1 February 2014 to the organising committee at gimm@ekoniva.com.

The jury will determine the best anthem version, which will be recorded at a studio and performed at the gala celebration of the anniversary.

The authors will receive a memorable prize and general recognition whilst their musical work will remain forever in EkoNiva's history. So, full steam ahead, dear colleagues of EkoNiva! We look forward to your letters.

By Yekaterina GALUSHKINA



July. Demonstration of the Series 8 and 9 tractors from John Deere

Venue. Ryazan, Vladimir, Kirov, Tula and Kaluga oblasts

Organisers: Regional representative offices of EkoNiva-Tekhnika

July. A trip to the LEMKEN facility in Germany

Venue. LEMKEN facility, Germany

Organisers: EkoNiva Company

July. Practical seminar on comprehensive hoof care of horned cattle with the participation of Karl Burgi, developer of Comfort hoof care units

Venue. EkoNivaAgro LLC, Liskinsky district, Voronezh oblast

Organisers: EkoNiva-Farm LLC

August. A trip to the Pottinger plant

Venue: Pottinger Company, Austria

Organisers: EkoNiva

August. Demonstration of John Deere W650, W540, S660 grain combine harvesters

Venue: Tula, Kaluga, Kostroma and Kirov oblasts

Organisers: Regional representative offices of EkoNiva-Tekhnika

August. 4th YarAgro 2013 Farming Exhibition

Venue: Yaroslavl, Altair Trade and Entertainment Centre

Organisers: Yaroslavl Oblast Department of the Agro-Industrial Complex and Consumer Market

August. Field Day in Ivanovo oblast

Avenue: Ivanovo oblast

Organisers: EkoNiva-Tekhnika branch in Vladimir

28-29 August. Field Day in Novosibirsk oblast

Venue: Maslyaninsky district, Novosibirsk oblast

Organisers: EkoNiva-Sibir LLC

17 September. Practical seminar Innovations for the farmers' benefit

Venue: EkoNivaAgro LLC, Voronezh oblast

Organisers: EkoNiva-Chernozemye LLC, John Deere, BASF, LimaGrain

20-22 September. Kaluzhskaya Osen 2013 annual agro-industrial exhibition and fair

Venue: Kaluga

Organisers: KalugaExpo Exhibition Centre of the Kaluga Chamber of Commerce and Industry



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August.

Demonstration of John Deere W650, W540, S660 grain combine harvesters

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