

House-warming party in EkoNiva town!

EkoNiva operates in 17 regions of Russia. Over 4,000 people work for this company, which likens it to a small town. This town is giving a house-warming party once again! The company's 12th service centre is being opened in the Ryazan oblast.

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EkoNiva, a time-proven phenomenon!

A Field Day Fashion Farmer was held for the third time in Voronezh oblast. This was organised by EkoNiva-Chernozemye, the biggest dealer of John Deere agricultural equipment in the Central Black Earth Region.

"Modern equipment must be controlled by intellectuals!"

says Sergey Ivanov, head of Pakhma agrarian enterprise.

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Crisis. Don't blame us! It came by itself!

In December last year, Russian President Vladimir Putin signed a decree awarding me Russian citizenship. I don't deny that this was a very exciting and meaningful event for me. Twenty-five years ago, I arrived in Russia and sincerely fell in love with the country. Here is my work, my family and my colleagues.

At the same time, as a regular Russian citizen and agricultural producer, I realize the responsibility for what is going on in our agro-industrial complex. Today everyone is complaining about the crisis, including in agriculture. They present it as something which arrived from somewhere, as if we have nothing whatsoever to do with it. In actual fact, we are the ones who created this situation. As for the crisis, it's not a punishment from the outside, but our domestic condition.

Yes, thanks to state support, we used to enjoy nearly hothouse conditions. The banks gave us loans on rather favourable terms, though at a high interest rate. But the subsidies covered it all. So we were able to develop our

agro-industrial complex and bring it up to the world level. Now the situation has changed. We work in conditions dictated by the WTO, the situation in Ukraine is very strained and financial capabilities are reduced.

The eternal question arises – what is to be done? We, the farmers, must work more efficiently. This applies both to EkoNiva and our colleagues. We must revise, if not reshape, the long established work pattern. We must advance, obtain new knowledge, master new skills, and introduce know-how not only on the field, but also in the office.

Of course, we could complain about our difficulties and envy European farmers. However, it is a myth that the farmers "out there" live an easier life. For example, in Germany land is very expensive despite subsidies. A farmer has to pay a huge rent of 500 to 1,000 euros per hectare. In addition, the spending on wages is very high. The environmental and other requirements are extremely rigorous. As a result, in 2010-2013 the number of farms fell by 5%. In Russia, land does not cost so

much, the spending on wages is quite reasonable and the restrictions on behalf of different monitoring agencies are rather moderate.

The agrarian sector today is recognised as a priority and a basis of the country's food security. Prices, especially for processed products, e.g. milk, are higher than on the global market. There are conditions for doing work and making a profit. This is one side.

On the other side, however, the banks over the last half year have considerably reduced their credits to the agro-industrial complex. And if we want investments in agriculture, the state must provide the appropriate support.

Therefore we must work on those two sides! We, dear fellow farmers, must learn how to work effectively. Moreover, our state and the Ministry of Agriculture must work energetically, revise their approaches, select interesting and economically plausible projects, carefully analyse them and unflinchingly subsidise credit rates. We, the farmers, cannot on our own do anything without the state's support!

Stefan DUERR,
President of the EkoNiva Group of Companies



A house-warming party at EkoNiva!

This year, *EkoNiva* marks its 20th anniversary. Over this time, the company has grown into two large holdings: *EkoNiva-APK*, a European leader in milk production, and *EkoNiva-Tekhnika*, a major supplier of imported farming equipment.

Today, *EkoNiva* operates in 17 regions of Russia. The company employs over 4,000 people, which is about the size of a small town. And this town, much to everyone's surprise, is engaged in urban development! On the soil of Ryazan, in Polenskoye village, the company has opened its 12th service centre.

The service centre grounds measure

8.5 ha, 3,700 sq m of which is production area, more than half of which is assigned to 7 repair stations. The servicing centre is conveniently located just 2 from Ryazan on the M5 Ural highway.

"Twenty years is a meaningful period, implying years of intense work of a great number of people. This is the basis of our stability," says Gennady

Nepomnyashchy, *EkoNiva-Tekhnika* Executive Director. "The opening of another service centre confirms the reliability and stability of the company despite the difficult economic situation across the globe. The Ryazan branch will become a more advanced agricultural equipment maintenance centre than others. A new service centre is, actually, a step at least ten years ahead."

By Yulia SALKOVA

An especially important area

In late May this year, the bill was discussed by an out-session of the Committee of the Russian Federation Council on Agrarian and Food Supply Policy held in the Altai Territory. Taking part in the event were members of Federation Council's dedicated committee, heads of the regional government bodies and representatives of agricultural enterprises. In addition, a delegation of the German-Russian Agro-Political Dialogue took part in the conference.

Gennady Gorbunov, head of the Federation Council's Agrarian Committee pointed out that

"It is necessary not only to increase the

state's support for the farmers, but also to improve its efficiency. This should be done, inter alia, by concentrating the funds in the regions where land is actively used, farmers are supported, and comfortable living conditions are being created."

The participants of the session believe that one of the essential areas to develop is organic farming. Frank Martens, chairman of the Open Farmstead association of agricultural producers, came up with an interesting report on the subject of bio-technologies.

"The state's traditional subsidies are obviously insufficient for production of ecological products," noted Frank

The idea of creating especially important farming areas was presented by Alexander Karlin, governor of the Altai Territory, in 2008.

Martens. "We need extra support from the state and rigid monitoring of the entire production and sales process."

The speakers agreed that an agricultural enterprise must be the countryside's "driving force". This must perform not only as a chief employer, but also as a supporter of society. Sergey Lyakhov, *Sibirskaya Niva* executive director (Novosibirsk oblast) dwelt on the role of large-scale farms in the development of farming territories. He noted that the farmers' social problems are just as important as the agricultural production. Helping the villages, developing them, supplying lodging and comfortable work conditions to villagers is part of *EkoNiva's* normal work. It is good that the state decided to encourage this legislatively.

By Yulia SALKOVA





Professionals don't fall from the sky

The Adam Smith Institute has again gathered representatives of the farming industry for participation in the Moscow forum Agrarian Business in Russia.

Discussing the country's food supply security, Ivan Rubanov, head of the analytical group within the Russian Duma's Agrarian Committee commented on the results of Russia's joining the WTO. He pointed out that the expected dramatic growth in imports of agricultural products did not take place. A minor increase was observed only in the first months of the membership.

Executives of Russia's leading agricultural holding companies have issued their own estimates of the support provided by the state to the agricultural sector. Maxim Basov, Director General of the Rusagro group of companies, categorised the state's decision to increase support

of beef production as economically unreasonable.

Stefan Duerr, president of EkoNiva, noted that at present there is no culture of meat consumption in Russia. The price of meat is presently unacceptable to beef producers.

The EkoNiva president said that his company is Europe's leader in milk production.

"Dairy producers today are overprotected," says Stefan Duerr. "An acute shortage of milk not only in Russia but in the world generally over has resulted in a satisfactory pricing policy in the supply of raw materials. We are

resolved to further develop this business. By 2016 we're going to increase our of dairy cow herd to 30,000 animals."

Duerr believes that one of secrets of EkoNiva's success is its skilled personnel. "For effective production, it is important to organise the training of specialists," he says. "Professionals don't fall from the sky. To have the right specialists, you must educate them. That is why the EkoNiva Academy programme is aimed at improving the skills of our personnel. To this end, it provides master classes, training sessions and trips abroad."

By Anna BORDUNOVA

Appointment!

As we reported in the February issue of our newspaper, Yevgeniya Uvarkina, Chair of the Board of Directors of the TRIO Group of Companies, became a member of the Public Chamber under the Russian President's administration as an agrarian producer, where she represents the National Union of Milk Producers (Soyuzmoloko). Half a year later, Mrs. Uvarkina received a new appointment: she has been elected Chair of the PC Committee on Agro-Industrial Complex and Development of Rural Areas.

Sberbank opts for milk!

A delegation of the Central Chernozem Bank of Sberbank of Russia headed by its chairman Pyotr Koltypin, visited EkoNivaAgro LLC in Voronezh oblast. Accompanied by EkoNiva president Stefan Duerr, the guests attended the modern facilities of the enterprise for 2,200 and 1,800 head of cattle. They discussed the prospects of milk production in Russia. Stefan Duerr said that today's production of market-grade milk in Russia lags far behind the demand, which is why by the year 2020 its production must be increased by 55%

in order to meet the requirements of the Food Security Doctrine.

Sberbank officials discussed the dairy production development programme, reviewed the current situation in dairy industry, and expressed optimism about its future.

"The production of milk and related investment projects are the key points of our credit policy," said Pyotr Koltypin. "We are worried that an acute shortage of milk in Russia still prevails. The demand for it is high and will remain so at all times. So the production of milk today pays very well indeed."



Väderstad: from generation to generation

Agrarians of the world know that machines of the Swedish concern Väderstad are a model of quality, reliability and efficiency. This notwithstanding, the concern doesn't rest on its laurels. It is keenly responsive to the farmers' opinions. The farmer-Väderstad dialogue is permanently maintained by Field Days and seminars and via the dealers. One of continuations of this dialogue was a visit paid by EkoNiva-Tekhnika customers to the concern's facility.

The guests were welcomed at the Väderstad production facility, which covers more than 50,000 sq. m. That is where tilling and seeding equipment is manufactured. The farmers were familiarised with automated assembly lines and a robotised painting shop.

More than ten models of seeding and tilling implements were shown off on the demonstration field, from "old-timers" like the Rapid seeder and TopDown multi-cultivator to the latest machines, like the Swift cultivator and Tempo seeder for tilled crops.

The records of the latter machine have been described by Christer Stark, its

chief designer and Chairman of the Väderstad Board of Directors.

"The latest product of this year, the 12-row Tempo seeder, set a record in seeding, 306 ha in 24 hours on one of the Bulgarian farms," says Christer Stark. "We are now testing the Tempo for seeding rapes and sugar beetroots. Developments are underway on a 12-row model with a fertiliser bin."

Many got interested in the Seed Hawk stubble seeder as a special version for autumn seeding. The machine seeds into the stubble, which is essential for moisture preservation.

Concluding the visit, the EkoNiva delegation toured the Appuna farm,

where 600 ha of arable land is covered by the 7 m TopDown cultivator and the 6 m Rapid seeding system.

"Of course, 600 hectares is not a Russian scale of work," says Sergey Vasin, chairman of Rodina agricultural production cooperative, Ryazan oblast. "Considering the superior quality of Väderstad, these machines will also operate for the grand- and great grandchildren of their owners. This equipment is exceptionally reliable! And it works on each Swedish farm. Swedes wouldn't use scrap metal, no matter how patriotic they might be!"

By Yulia SALKOVA

New personnel means life!

Young people and EkoNiva are an alliance tested by time. Students of the Goryachkin Moscow Agrarian Engineering University have visited this company's major dealer centre in Detchino, Kaluga oblast.

During the meeting with the students, EkoNiva-Tekhnika specialists spoke about their career at the company. Many of them are graduates of this University.

In the servicing area, the students watched the repair of a John Deere fodder combine harvester and JCB loader using modern equipment. The prospective colleagues were deeply impressed by how the spare parts depot is organised. This is a huge area with state-of-

the-art stacking equipment and quick access to all items of storage.

Ivan Sviridov, head of the Kaluga division's servicing department, told, using the John Deere 8285R tractor as an example, about the technical capabilities and specifications of modern machines. The young people noted that until that day they did not imagine that servicing engineers could work in conditions like these, i.e. in warmth and comfort, and aided by excellent instruments.

"EkoNiva is interested in promising young specialists," says Tatiana Gromova, EkoNiva-Tekhnika LLC HR manager. "We seek specialists at vacancies fairs, attend thesis defence procedures and organize practical training at our facilities. New personnel mean new life for us!"

By Yekaterina GALUSHKINA





Marking the jubilee! With a venue in Russia



This year, the Norwegian industrial group Kverneland marks a special anniversary. Over the course of 135 years. The company has gone from a village forge to a transnational corporation. Today the Kverneland Group has manufacturing facilities in nine countries across the globe. In the jubilee year the company opened a new facility in Russia.

The festive ceremony of opening the new facility took place in Lipetsk. This is where ploughs, cultivators, seeding systems, fertiliser distributors and sprinklers will be assembled, welded, and painted. Today the facility manufactures 10 types of equipment. Next year, the company plans to establish the production of a further six types. The capacity of the new manufacturing line makes it possible to turn out each year up to 14 million euros worth of equipment. The investments in the construction of the

Lipetsk facility amounted to 9 million euros. "The Russian market is strategically important for our company," says Robert Ziesak, Kverneland Group CIS Director General. "The country's colossal potential as a supplier of food, its vast agricultural lands and the need for updating its inventory of farming equipment enable us to forecast an increase of sales to 50 million euros per year and to double our market share by the year 2018. At the same time, we are sure that the outstanding operational

capabilities of the Kverneland equipment, its reliability and economic efficiency will do much good to the Russian farming sector." EkoNiva, one of Kverneland Group's leading dealers, congratulates its partner on the anniversary and wishes it every success in development and implementation of new projects. EkoNiva specialists noted that the opening of the facility in Russia will foster still further cooperation among the corporations, dealers and farmers.

By Anna BORDUNOVA

Bronze with a tinge of gold

The EkoNivaAgro football club won bronze in the mini-football tournament, Agro Cup 2014, arranged for Russia's agricultural and food production companies.

This football tournament was held for the second year in succession at one of the country's best football pitches, the Moscow Central Army Club. This year, sixteen teams, including representatives of the Cherkizovo Group OJSC, Myasnoy Produkt OJSC, GEA Farm

Technologies, Ivmolokoprodukt LLC, Coffee House cafes network and Sea Prod LLC, participated in it. The EkoNivaAgro team was playing in the Agro Cup for the second time. Last year, its first attempt didn't amount to much. This year, however, the players

are coming home with a bronze award and were close to gold. Our footballers struggled for third place valiantly, routing their rival with a score of 9 to 1. "Third place, both in the subgroup and the finals is a fairly good achievement," says Yevgeny Lyubenko, EkoNivaAgro team coach. "Psychologically, this bronze is for us an invitation to gold, given that the sport is a lust for victory. We'll do our best to attain it!"

The EkoNivaAgro team also took away from the tournament the Best Player title. This went to striker Yevgeny Kostyrkin. Outside of the soccer field, he is an assistant to the EkoNivaAgro deputy director for reconstruction and development.

The title Discovery Team was won by GEA Farm Technologies, a long-standing partner of EkoNiva. The Company's team participated in the Agro Cup for the first time, but it put in a fairly honourable show, winning in the group.

By Yulia SALKOVA





Sergey Ivanov: “Modern equipment must be controlled by intellectuals!”

The Pakhma agricultural enterprise is a flagship of the Yaroslavl farming industry, and one of the best farms in Russia. Its director-general, Sergey Ivanov, is a real host, businessman, and strategist.

I made the acquaintance of Sergey Ivanov at the Yaroslavl oblast Field Day, which was arranged for the second year in succession at the facilities of his enterprise. This is one of the most advanced farming businesses in Yaroslavsky district which successfully introduces all the know-how proposed by EkoNiva.

“In order to remain competitive, we substantially invest in updating our production,” says Sergey Ivanov. “No remarkable achievements are possible without employing new progressive technologies. In crop production, we introduce technologies that have minimal impact on the soil and plants. We use highly efficient, wide grip equipment. At the Field Day we demonstrated one of our latest acquisitions, the TopDown Vaderstad four-metre cultivator linked to a John Deere 7930 tractor. Many colleagues have displayed an interest in this multi-role tool.”

Today over 300 people work at Pakhma. They make, on average, 18,000 to 19,000 rubles per month.

The enterprise specialises in raising dairy cattle. The livestock here totals 2,900 animals, 1,100 of which are milk producing cows. The yearly milk production is around 8,000 tonnes. The enterprise has a status a pedigree animal farm for breeding Ayrshire and Holstein cattle. On its territory, the enterprise has its own milk processing mill (yearly output 2,000 tonnes) for

production of butter and dairy products sold via its own retail store network.

The main task of crop production is to supply the livestock with fodder. The total arable area is 3,450 ha. Pakhma is also engaged in potato seed production. It continuously tests eight to ten varieties of this crop. This year, the farm has acquired 35 tonnes of Red Fantasy seed potatoes from EkoNiva-Semena

EkoNiva-News profile

Sergey Ivanov, Pakhma agricultural enterprise Director General, Chairman of the Iskra agricultural cooperative, Yaroslavl oblast Duma deputy, Chairman of the agro-industrial association of employers.

Born in Karavayevo village, Kostroma oblast. Graduated from the Kostroma Agricultural Institute majoring in zoological engineering. After the Institute, he started to work in his specialisation on the Pakhma state farm. In 2000 he was elected Director General of the enterprise. Awarded the Yaroslavl oblast governor’s sign of honour.



(specialised in seed production) and looks forward to a bumper harvest. In addition, this agricultural enterprise produces grains and vegetables, for which it has built a state-of-the-art vegetable storage facility (11,000 tonne capacity). Given the increased demand for fodder, plans are being made to start growing rapeseed for grain.

Each year, the enterprise replenishes its inventory with modern farming equipment. Together with EkoNiva specialists Sergey Ivanov visits foreign exhibitions where he sets his sights on something new.

"I formed a close alliance with EkoNiva long ago," he says. "This is a reliable partner and true friend. I like this company very much for its mobility. It supplies the equipment promptly and offers an excellent service. We place a call and the boys come and fix up any problem in hours, realising that one day at this time feeds an entire year. There must be no downtime when the season is at its height!"

Mr. Ivanov admits that he has his choice of tractors long ago. Over the years, he has remained true to his favourite model, which is why John Deere tractors have been operating on his farm since 1981. This is a time-proven brand. In addition, thanks to the servicing provided by the Kostroma branch of EkoNiva, the units from the past century are still doing a fine job.

"We were the first in the oblast to start using these machines," says the head of the enterprise. "John Deere equipment fully meets my requirements. Today agricultural equipment should not be regarded only in terms of pricing. One must, in the first place, consider its efficiency

and convenience and all else that makes it pleasing to use. An operator is supposed to be a multi-role expert in every sense of the word because such advanced equipment must be controlled by highly intellectual people!"

Today, Pakhma is fully supplied with heat and electric power. It has found alternative sources to curb the price of agricultural products that race ahead together with rising power, light and heat rates. For this purpose, the enterprise has acquired four gas reciprocating power supply installations (100 kW) and one thermal station (135 kW). The capital investment of these installations is 20,000 – 25,000 to produce 1 kW of electric power. The cost of producing electric power using natural gas is around 1.7 rubles per kW/h. The recoupment period, if the utilities supply power to farmers at the rate of 6.0 ruble per kW/h, is 1 year. In a couple of years, Pakhma plans to launch its own power station running on biogas and agricultural wastes. To implement this project, a further two power supply units, 400 kW each, will be acquired.

In 2009 the Yaroslavl oblast agro-industrial association of employers (hereinafter, the "Association") became a platform for discussing the farmers' burning issues. Last year Sergey Ivanov became its chairman. The association brings together 30 farming enterprises of the oblast.

"Today we are betting on large-scale farms," says Sergey Ivanov. "Thus smaller and medium farms, successful or not much so, are neglected. Our task is to find efficient means of supporting the stable operation which would enable us to work steadily and



profitably. This is precisely what is needed for resolving the crisis in the district. For example, the once loss-making agricultural cooperative Iskra has now become a going concern. Around 26 million rubles were made available for its development. This money was used to rebuild the farm, erect a milking parlour and acquire modern agricultural implements. The farmers realized that it's worthwhile to work under the protection of the Association. This is also a substantial moral victory. The next task is to concentrate at the Association no less than 50 farms."

By Yekaterina GALUSHKINA





Along with the leading John Deere models, the retro museum displayed time-proven examples of equipment. Each machine had served on Russian fields for over 10 years. The chief attraction of the show, the 20 year old JD 6400 tractor, boasted a service life of more than 9,000 hours! Surprisingly, the machine operates at the Liskisakhar OJSC to this day.

This Fashion Farmer event took place in a special year for EkoNiva, the year of its 20th anniversary.

“Twenty years is a long time,” says Nikolai Buravlyov, EkoNiva-Tekhnika-Holding Deputy Director General. “Over these years, the company has grown into two large holdings: EkoNiva-APK, Europe’s leader in dairy production, and EkoNiva-Tekhnika, a leading supplier of imported agricultural equipment and one John Deere’s major dealers in Russia and Europe. We are pleased that during this time we have acquired many reliable partners, good friends and interesting colleagues. I hope that the next twenty years will be just as fruitful!”

More than 250 agricultural enterprises of the Voronezh oblast and neighbouring regions participated in this holiday. They cordially congratulated the company on such an outstanding date.

“We’ve cooperated with EkoNiva-Chernozemye for over a decade,” says Alexander Anosov of the Liskinsky agricultural production cooperative. “Over these years, we’ve become not only partners, but also true friends. I wish EkoNiva to remain, after a hundred years, just as indefatigable in work and just as dedicated to its customers as it is today.”

The guests watched the new machines from John Deere with interest. The JD R455 self-propelled mower was enthusiastically acclaimed. It operates



EkoNiva, a time-proven phenomenon!

EkoNiva-Chernozemye has arranged the Fashion-Farmer Field Day in the Voronezh oblast for the third time. This has become an outstanding event in terms of demonstration of the latest agricultural products and advanced technologies, which is why the farmers invariably hail it. This year, John Deere demonstrated to the guests 30 pieces of its modern farming equipment for all types of field work.

at a speed of 30 km/h, which makes it a real racing car compared to the traditional “butterfly.”

The farmers also set their sights on multi-role devices for tilling. The JD 2623 disc harrow finely prepares the soil for seeding in spring and processes difficult crop residues in autumn. As for the JD 2720 deep disc ripper, it simultaneously performs seven operations in a single pass, i.e. crushes and distributes crop residues, loosens and mills the soil’s compacted layer, embeds and mixes crop residues, and evens out the soil surface.

The guests registered a very keen interest in combine harvesters, the kings of crop gathering. The JD S660 (320 hp) rotary harvester finely operates at minimum losses on high yield fields.

The guests could enjoy the milk-bar Academy of Dairy Sciences. This is one of the new EkoNiva activities aimed at popularising a healthy lifestyle and promoting dairy products under this brand name. The guests noted that in 40 degree heat such a bar with ice-cream and cooled milk is a more welcome retreat than any other recreational facility!

By Yulia SALKOVA





Utility provider's happiness

The more mounts a tractor can use, the higher its efficiency and the shorter its recoupment period. This is common knowledge not only among farming business professionals. Russian road construction and maintenance workers couldn't fail noticing the modern, reliable John Deere tractors and started using them for various road building tasks.

The Finnish company Arctic Machine Oy is a well known manufacturer of road maintenance equipment in Northern Europe. It started supplying Russia with road construction equipment and mounts in 1993. Over the past several years, it has made available more than 3,500 pieces of machinery for road building companies in Russia. In 2010, based on its subsidiary Arctic Machine-R LLC, a company-owned assembly facility was established in St Petersburg which combined a state-of-the-art servicing department and a depot of expendable and spare parts.

Over the last five years, EkoNiva has been engaged in implementing projects to outfit John Deere tractors with utility and road building equipment manufactured by Arctic Machine. Tests carried out in Russian conditions prove that the company supplies Russia exclusively with accredited and reliable equipment for all types of utility functions. The first road maintenance tractors were delivered by EkoNiva in 2008. Today more than thirty JD 6930 tractors fitted with snow clearing and other mounts from AM operate on the roads of Russia.

"We actively cooperate with EkoNiva, supplying a wide range of mounted implements for John Deere tractors. Those include several types of snow blades, front and rear brushes, professional on-road mowers, bush cutters, mulchers, chemical distributors and other tools," says Sergey Lobov, Arctic Machine-R LLC director-general. "The annual growth of sales of equipment used on JD tractors is

around 15-20%. Time has proven the viability of the alliance between JD and AM. Their customers use the equipment supplied by them successfully. In 2014, more than ten JD6150M tractors, fully fitted with Arctic Machine tools, will be made available to road construction companies."

Dmitry Kostev, EkoNiva-Tekhnika deputy head of sales, says that all companies that have tried the JD+AM tandem seek to purchase another suite of equipment.

According to the head of DEP 184 (the road maintenance agency responsible for operation of the Kholmogory portion of the Yaroslavl – Arkhangelsk federal highway) the JD 6930 tractor with AM D 2800 front blade, AM 207 TR side blade and AM 6 TR middle blade fully replaces a motor grader in maintaining both local and inter-city roads in winter.

The JD 6150M tractor is powerful enough to be fitted with tools for summer jobs. Those include a front or rear brush, edge-cutting, manipulating or surface treating mower, tipping trailer, front loader with a lifting capacity above 2 tonnes and other mounts. This turns the machine into a truly all-purpose tool for performing a wide variety of functions.

Mozhaiski Dorozhnik OJSC maintains around 450 km of the roads in the Moscow oblast. In 2008 it acquired two John Deere tractors fitted with Arctic Machine implements. Today, as many as six such machines help the company to keep the region's roads in working order.

"In winter, for snow removal jobs we use

Arctic Machine side and front blade," says Alexander Klinitsky, the Company director. "In summer, we install brushes and clean sand off the roads. We've got no complaints about the machine's workability. The equipment runs year-round like a clock!"

The Moscow division of EkoNiva-Tekhnika supplies Arctic Machine equipment with John Deere tractors to many regions of Russia. Last year, a large scale project was launched to supply road cleaning equipment to the Agro-Industrial Complex PZ Yamskoi, which services the Domodedovo airport. Today seven series 7 JD tractors operate there using a variety of AM mounts, from swivel straight and folding front blades to 3 m hydraulic brushes. The company management is very pleased with how the equipment operates.

By Anna BORDUNOVA





20 days that feed the year

According to stockbreeders, fodder procurement should not last longer than 20 days. Even a week's delay may reduce the nutritive value of the fodder by 15 to 20%. It is essential to choose machines that will do the job on time. At the Field Day in Ryazan oblast, Novo-Aleksandrovsky district, the Ryazan branch of EkoNiva-Tekhnika presented the range of John Deere fodder procurement equipment.

Guests of the event commented on the JD 623 pick-up baler with unconcealed delight. Its low profile collector operates at minimum height from the ground, gripping the entire herbage. In just a few minutes, the machine very neatly bands the rolls with twine or enrolls them with a net.

At the exhibition, various suppliers demonstrated 7 models of pick-up balers. The participants of the event pointed out that JD 623 is beyond competition in terms of enrolling quality and roll production time. The herbage is pressed evenly and tightly, without fluffing, which is essential both to the herbage storage and subsequent fermentation.

"Twenty days are a very short time for fodder procurement," said Ivan Glebov, head of the sales department, Ryazan branch of EkoNiva-Tekhnika. "Each stage of the process must be carried out quickly and correctly. It is important to finish this painstaking process successfully. Thus our baler will preserve not only the fodder value, but also the farmers' efforts."

By Yulia SALKOVA

Ploughing never ends!

The best machine operators of all the regions of our country participated in the All-Russia Ploughman's Day held in Suzdal. In just five days, the ploughmen turned virgin soil into cultivated land. The Vladimir division of EkoNiva-Tekhnika has demonstrated how really efficient cultivating implements can be used for this purpose.

The company presented 15 models of farming equipment for various field jobs. The farmers registered a particularly keen interest in "the iron horses."

The EkoNiva-Tekhnika demonstration site showed off the JD 8285R (285 hp) tractor. The machine had arrived here from the assembly facility at Domodedovo. The tractor is irreplaceable in a great variety of farming functions such as ploughing, cultivation, harrowing, pre-seeding soil treatment, plant-out, inter-row soil treatment of tilled crops and harvesting. The tractors can be used for loading and transport operations performed with trailers.

Right after the exhibition the JD 6150M tractor left for one of the farms in the Vladimir oblast.

"At this Ploughman's Day we've shown the novelty of the John Deere tractor product line, model 6150M (150 hp)," says Mikhail Muravenko, director of the EkoNiva-Tekhnika division in Vladimir. "This reliable assistant has come to replace another



popular model, JD 6930. I think this is the flagship among the medium power tractors."

The JD 6150M features an improved transmission, i.e. it can automatically change gears in each operating mode. The clutch button is on the control lever, which enables the operator to quickly and conveniently re-switch the gears by a slight touch of the finger. The hydraulic system has improved, too. Now it reaches 114 l/min, thanks to the pump's increased output capacity.

The John Deere designers also remembered to ease the operator's work. The cabin is spacious, comfortable, with a reduced noise level and all-around visibility of 310°.

By Yulia SALKOVA



Over 2,700 guests attended the most outstanding event of Russia's Black Earth Region, the Voronezh Field Day, 2014. This took place in Kantemirovsky district, Voronezh oblast, the western outpost of Russia which borders on Ukraine. Therefore, that burning issue did not go unnoticed by the agricultural exhibition.



Serving the Motherland every day!

The leitmotif of the event was the regret over such a strained relationship between the two fraternal countries. Nonetheless, both participants and the guests noted that tractors have become for Russia more important than tanks.

"It's a great pity that such a precarious situation has emerged today both in Ukraine and around it," noted Anatoly Spivakov, head of the Voronezh oblast department of agrarian policies. "Today, as never before, the country's food security is just as important as military

security. The farmers must do their bit for the Motherland's welfare by growing a better harvest and producing more milk and meat. The resources made available by the federal and regional administration to Voronezh farmers inspire their confidence in tomorrow and provide an opportunity to further re-equip themselves."

EkoNiva-Chernozemye displayed to the guests a complete range of implements for re-equipment, i.e. 25 pieces of machinery for a variety of farming jobs. Most of the models arrived at the exhibition from the

fields of a customer, Novomarkovskoye LLC, which hosted the Field Day.

"The JD 8335 RT (335 hp) tractor was presented on the demonstration site of EkoNiva-Chernozemye," says Vladimir Pulin, Novomarkovskoye LLC director. "We've been using it since this winter together with the JD 1745 hoe seeder and JD 2210 cultivator. The tractor offers outstanding soil trafficability. We started sowing when the soil was too damp, so we took no risks with a wheeled tractor. But the JD 8335 RT did a really fine job!"

By Yulia SALKOVA

No turning back!

The Yaroslavl Field Day at the Pakhma Farming Enterprise brought together over 25 manufacturers and suppliers of modern agricultural equipment. EkoNiva came up with a number of newly developed fodder procurement machines, ranging from John Deere small tractors to a complete product line of Poettinger fodder procurement systems, part of which could be observed in operation.

"Despite the cuts in funding, we find opportunities for supporting our customers," says Gennady Nepomnyashchy, EkoNiva-Tekhnika LLC regional director. "Together with the leading suppliers of equipment, we are preparing special leasing offers at 13-14% per annum, fixing the internal exchange rate for the euro at the pre-crisis level of 43 to 44 rubles. To move ahead, we all need modern, reliable and efficient machines. We can't turn back!"

Precisely such machines were demonstrated by the Kostroma branch of EkoNiva-Tekhnika. Dmitry Muratov, a Poettinger company representative, spoke about the new Novacat rear mount mower with an operating width of 12 m.

"On the market today, this is the sole mower with an operating width like this," noted Dmitry Muratov. "It combines easily with a 120 hp tractor. The fuel consumption is 2 litres per hectare at a speed of 10 km/h!"

On the field the guests watched several operating machines at a time. There was the JD 623 pick-up baler and the TORRO Poettinger pick-up trailer (which not only carries the fodder, but also picks it up and crushes). Excellent efficiency was demonstrated by the EUROTOP 801A twin-rotor side swathing unit linked to the John Deere 6B tractor.

Using the Poettinger equipment, the Voskresenye-Agro LLC procures around 8,000 tonnes of different fodders per year.

"This equipment is really costly, but it's worth the money we paid for it," said Dmitry Petrushin, head of the enterprise. "It operates superbly! In the last two years, we acquired from EkoNiva alone 25 million rubles worth of equipment. Their terms suit us fine and their servicing is top rate!"

By Yekaterina GALUSHKINA





John Deere welcomes guests, now in Orenburg.



Still more precise!

The field training session in which EkoNiva specialists participated was a roaring success. An unprecedented amount of trailed implements manufactured by the facility was demonstrated in operation. Overall, it looked like a field demonstration of yellow-and-green machinery.

The John Deere 1870 pneumatic seeder with a new hydraulic coultter, ConservaPak is one of the latest products put on display worth mentioning. Its individual hydraulic hold-down system assures excellent sprouting. Another novelty is the MaxEmerge5 seed-out section for high-precision seeders.

"Each John Deere seeder is fitted with MaxEmerge seed-out sections featuring the VacuMeter seed batching system for better accuracy and reliability," says Maxim Reutov, sales manager of the Kirov branch of EkoNiva-Tekhnika. "The new section incorporates the best features of its predecessors. It is more

accurate, faster, more effective and easier to operate."

Much attention was also given to agronomy issues. John Deere experts spoke in detail about the implements' compatibility for better optimisation of farming work.

Made smartly

The delegation that attended the Customer's Day included old partners of EkoNiva, such as agricultural production cooperative Vyshgorodsky, Mozhary LLC (Ryazan oblast) and the Bogorodetsky Alliance (Tula oblast). Their farm fields know John Deere equipment very well.

During the excursion, the farmers were briefed on the facility and familiarised with a wide range of John Deere equipment manufactured both in Russia and Europe.

The Orenburg facility was opened in 2005. Today it manufactures 9 models of seeding and tilling equipment, including ploughs, harrows, cultivators,

This summer, the John Deere facility in Orenburg held simultaneously several events. The company dealers took training, testing the equipment on the field while the farmers attended the Customer's Day and familiarised themselves with production and products turned out here.

seeders and trailed sprinklers. Its work force is around 150 people. The production area is 30,000 sq m. In the nine years, it has turned out 2,500 pieces of equipment.

"The use of advanced technologies and materials enables us to turn out quality products," says Dmitry Novgorodov, director of the John Deere Rus branch in Orenburg. "This is the pledge of our successful work with customers."

The farmers watched four assembly lines and a new welding and painting shop which opened in February this year.

"They make things smartly here," says Igor Rastopchin, Mozhary LLC engineer. "Everything, from assembly to painting, is done here with care. That is probably why the John Deere equipment is so long-lasting. Our first JD 7820 tractor is already 10 years old, with 11,000 operating hours to its credit. And it still runs like new, all thanks to John Deere and EkoNiva servicing!"

By Yekaterina GALUSHKINA





JCB has held a federal practical training session for representatives of dealer companies. It has arranged this event in Russia for the fourth time. This year, the specialists came together in Saransk for a thorough study of loaders.

A complete range of JCB telescopic and front-end loaders, from “old acquaintances” to the latest products, was demonstrated at the training session. Aleksey Burkhovetsky, chief manager of the EkoNiva-Sibir sales department, noted that he liked the operation of the JCB 436 front-end loader, a novelty to the Siberian region. This is a powerful and efficient tool, particularly useful for large enterprises.

“The JCB 531-70 telescopic loader is the bestseller in Novosibirsk oblast,” says Aleksey Burkhovetsky. “Over 50 such machines are already operating in the region and the demand for them is growing from day to day. The farmers like this tool for its multi-role capability and the range of functions it performs.”

The managers themselves tested the loaders in field conditions. The

machines were doing different jobs to show the time they need for performing the functions and the speed of performance. They also demonstrated their capabilities with different mounts. On comparing the loaders with rivals, it became obvious that the JCB machines operate several times faster.

By Anna BORDUNOVA

Multi-role capability does it

EkoNiva-Siberia arranged a demonstration of the TopDown Vaderstad cultivator at the Irmen Stud Farm, CJSC. The latter needed a multi-role machine capable of performing several operations at a time.

The Irmen Stud Farm is one of the multi-faceted farms in the Siberian region. It produces grains and fodder crops on an area of 21,000 hectares. The farm is also deeply involved in stockbreeding and processes dairy and meat products. It has been cooperating with EkoNiva-Sibir for ten years. The bulk of its equipment comes from EkoNiva.

Oleg Bugakov, first deputy head of the company, said that a need emerged on the farm for a tilling machine that would do a wide variety of jobs, replacing other tools.

“We’re pleased that EkoNiva-Sibir met us half-way and gave us, without complicated paperwork, an opportunity to check out the TopDown cultivator,” said Oleg Bugakov. “This machine

is just what we were looking for! It will be in use all through the period of field work. Its forte is in its multi-role capability. The cultivator ideally embeds the crop residues, breaks up lea, provides pre-seeding soil treatment and does autumn ploughing. Such an assistant is irreplaceable on our farm!”

TopDown is a multi-role cultivator capable of both shallow and maximum tilling (down to 25 cm). In a single pass, the machines tills, mixes crop residues, loosens the soil and then compacts it.

By Anna BORDUNOVA





New genetics to the fields!

This year, the traditional Field Day in Kursk oblast, arranged by EkoNiva-Semena jointly with Zashchitnoye seed production enterprise, set an attendance record. More than 120 farming enterprises from different regions of Russia came together here in search of new crop varieties and farming technologies.

Opening the event, the EkoNiva-Semena Executive Director Yuri Vasyukov said that the company is making a tremendous effort to investigate and test new varieties of field crops. Today EkoNiva-Semena successfully cooperates with 20 seed production and plant selection stations from nine countries.

“Over the last three years we have considerably updated the types and expanded the variety of crops we cultivate,” says Yuri Vasyukov. “Our main task is to select the genetically best examples and to offer new, economically effective crop varieties to the Russian market.”

The agronomists say that the most important things are on the fields! So that’s where the guests of the Field Day headed. On 2,600 ha, the enterprise grows five varieties of winter wheat, namely Gubernator Dona, Skipetr, Biryuza, Lugovskaya 4 and Rozkishna. Those are the best winter wheat varieties of today. The hit of the season is the Kharkov variety Rozkishna. Having watched the sown fields, the guests noted that the varieties’ names justify themselves. Dr. Willy Drewes, EkoNiva adviser, said that Rozkishna may be grown on different preceding crops. The best options here are believed to be clean and occupied

fallow, leguminous plants and rapeseed. In this case, if the crops are sown early (before 10 September), the seeding rate is 4 to 4.5 million germinating grains per hectare. If the variety is sown following barley, maize and beet roots, or if sowing time is after 10 September and the autumn tillering ability is severely restricted, then the seeding rate will increase to 5.0-5.5 million germinating grains per hectare.

The farmers compared the sown crops of Trizo spring wheat. It is grown on many farms. Featuring the highest gluten content, this variety is very popular in Europe and Russia.

Last year, Zashchitnoye started growing the Italian selected varieties of hard wheat for a joint project with the Italian company Barilla. The seeds produced by the farm will be used for production of commodity wheat for making premium class spaghetti.

A wide variety of peas from several European selectionists was displayed for different applications. Pea seeds from EkoNiva have been invariably popular on the market over many years.

On the fields of the OAK Prudence soya grown by the company for the third year in succession, the agrarians watched different seeding technologies, such as dense seeding with a seeding rate

of 700 thousand grains per hectare, wide row technique on a 45 cm spacing with 650,000 grains per hectare, and a classical seeding method with inter-row spacing of 38 cm. Dr. Willy Drewes noted that in terms of albumen content the OAK Prudence variety outdoes all others on the Russian market. The stockbreeders took interest in the sown crops of the Canadian MF4020 alfalfa.

Nikolai Kharkin, Sredneivkino farm head (Kirov oblast) has long cooperated with EkoNiva in different areas. He attended the Field Day in Kursk oblast for the first time.

“We’ve long grown the Trizo wheat,” says Nikolai Kharkin. “And we invariably get a good harvest. This year we tried to sow 300 ha of MF4020 alfalfa. We look forward to a bumper crop. Here on the farm, the sown fields look great!”

Last year, Yuri Anosov, head of the enterprise (Belgorodsky district), bought Calcul barley seeds from EkoNiva to sow 20 ha. On the Field Day he came to Zashchitnoye to have a look at the crop sprouts.

“The crop production culture at Zashchitnoye is really impressive,” says Yuri Anosov. “The fields look superb! Next year, I’ll buy pea seeds.”

By Anna BORDUNOVA





A university year in a couple of days!

A team of agronomists and seed producers from EkoNiva-APK has visited Germany to participate in the international DLG Field Day 2014, a major demonstration event in today's agriculture. This year it was arranged in the East German state of Saxony-Anhalt.

Yuri Vasyukov, EkoNiva-APK Deputy Director General, noted that the EkoNiva specialists had first visited this enterprise in 2002, after which attending the Field Day has become a good tradition.

"Two days at this exhibition can be compared to one year of training at a university!" says Yuri Vasyukov. "This is a precious experience for crop production specialists. The new farming technologies, crop varieties and hybrids seen at the Field Day will be used on EkoNiva fields as early as tomorrow."

Willie Drewes, adviser to EkoNiva, pointed out that the European selection of winter wheat aims at increasing the production and creating awnless short-stem varieties. Unfortunately, the bulk of the German varieties are hard to grow in Russia since they do not resist heavy frost. The selectionists are vigorously addressing this issue.

At the Field Day, the specialists attended the display stands of EkoNiva partners, leading selection companies including DSV, I. G. Pflanzenzucht, and SAATEN-UNION.

EkoNiva has cooperated with I. G. Pflanzenzucht for quite some time. At the variety test plot in Kursk oblast, the specialists grow winter wheat, barley and oats. On the trial patches of I. G. Pflanzenzucht, agronomists watched how the sprouts of grain crops develop. The company has started to select new varieties of soya which really interested the agronomists. Given the active development of stockbreeding,

this year the amount of soya sown on the EkoNiva farms has grown to 6,000 hectares. Today new varieties are needed with a higher albumen content. DSV cordially welcomed EkoNiva. This year, like EkoNiva, it will also mark its 20th anniversary! The company is engaged in selection of winter and spring rape, winter wheat, winter barley and fodder grasses. Intense efforts are now being made to select frost-resistant varieties of winter wheat, some of which are already at the trial stage.

As part of the dialogue over agrarian policy, Vitaly Voloshchenko, chairman of the State Variety Commission, attended the DLG Field Day, at which he watched the trials of advanced agricultural technologies. In association with EkoNiva and German partners, the State Variety Commission is considering the creation of a similar demonstration plot at the Moscow Variety Test Centre in Zakharovo village. It is planned to hold variety tests here along with presentation of selection achievements and demonstration of crop production equipment and technologies.

The Field Day promotes smart farming. The manufacturers of farming equipment demonstrated over ten innovative electronic and sensor-type machines. The experts watched how the mineral fertiliser distributors operate: precise fertiliser introduction software is loaded with regard to the foliage investigation results. The sprinkler nozzles' automatic activation/

deactivation system also drew much attention.

Making a tour of the agricultural equipment manufacturers like John Deere, Kverneland, Vaderstad, Pottinger and Lemken, the guests familiarised themselves with the latest products. This year, Vaderstad brought to the Russian market two new cultivators, Cultus with a gripping width of five metres, and the Opus with seven metres. Pottinger presented its new general-purpose seeder, AEROSEM, which can seed both grains and tilled crops. LEMKEN plans to turn out, expressly for Russia, 12 m wide grip disc harrows. All the new products will be presented this year at the Agrosalon exhibition in Moscow.

The next item on the agenda was visiting the farms. The agronomists looked at sown grain crops. They also watched robotic milkmaids. This is nothing new for EkoNiva. Last year, on its farms in Kaluga oblast, it opened a robotised dairy production complex.

The technology of ensilage of crushed maize grain proved to be very interesting. The Russian colleagues appreciated the superior quality of maize sown based on the Strip Till technology. Willie Drewes pointed out that this technique is the last word in technology from Germany. Thus far it has not taken root in Russia.

According to all accounts, such trips are like a breath of fresh air. They help find new ideas and approaches to farm management.

By Anna BORDUNOVA



“Hot” cooperation

Each year, GEA Farm Technologies Rus holds a conference for dealers which sums up the year's results and builds plans for the future. This year, the dealers' meeting took place in Sochi. The partners not only exchanged their experience, but also plunged into the atmosphere of the recent Olympic Games, arranging a curling competition. EkoNiva-Farm participated in the event and won the golden medal in a sports tournament.

Last year was not an easy one for GEA Farm Technologies Rus. The company's turnover in Russia slid by roughly 5%. With a shortage of loans and subsidies, the farmers found it difficult to acquire new equipment. Many projects were suspended. The situation began to improve only by the year's end. Major projects were implemented in Voronezh and Novosibirsk oblasts. Two large 72-cow capacity carousel milking parlours were supplied to the EkoNiva-APK livestock facilities. This year, Russia's first 90-cow carousel will be made available to a farm in Stavropol.

The year 2014 began for the company more favourably. It has acquired new dealers. Today, GEA Farm Technologies Rus cooperates with over 40 companies that work successfully all over Russia. The company has opened an additional logistics support centre in Novosibirsk oblast. This year, GEA Farm Technologies Rus plans to increase its turnover by 20%.

Roman Lukas, head of the GEA Farm Technologies Rus internal logistics department, said that the company has intensified its work in order to provide timely support for its dealers. Dedicated software has been developed to check the products' in-store availability. Three times a week the system supplies the specialists with information on what is in stock. An addressed storage system has been introduced, with each item included in special software indicating its place in the store. An extra area has been created for taking in the equipment. All this dramatically cuts the shipment time of goods.

The dealers were briefed on the company's latest products. Within its know-how is the Dairy ProQ carousel milking parlour, which, this year, will be presented for the first time at the EuroTier exhibition in Germany. The company invites dealers and farmers to attend its display stand in pavilion No. 27.

In autumn of this year, GEA Farm Technologies will arrange a dealer training session at the Triesdorf Agricultural Education Centre. At the EuroClass-1200 herring-bone milking place, the experts will demonstrate the milking technology in real life and give master-classes in calf care, animal feeding and hoof treatment. They will also consider the issues of reproduction and quality fodder procurement for horned cattle.

“It's good that GEA Farm Technologies Rus holds regular meetings with the dealers,” says Alexander Venglinsky, EkoNiva-Farm Executive Director. “This is a fine opportunity to discuss the strategic aspects of cooperation and submit proposals for optimising work both with the equipment manufacturers and the customers.”

After a packed official part of the conference, its participants had an excellent time competing in curling. Fifteen teams strove for victory. In a tough struggle, the EkoNiva-Farm team, which also included other participants, won the competition. The players were awarded the “golden cup” and certificates of appreciation.

By Anna BORDUNOVA



OLYMPIC
GAMES

The milky spirit of the Olympiad

Almost 100 leading operators of the milk market from Russia, CIS and Europe have gathered at the Sixth Dairy Olympiad held on the Turkish sea coast.

According to The DairyNews information agency, organiser of the Olympiad, the chief goal of this event is to foster the spirit of sectoral unity by the healthiest of means, the sports. EkoNiva was represented by Alexander Venglinsky (EkoNiva-Farm), Vyacheslav Prostyakov (EkoNiva-APK Holding) and Christine Frank (Academy of Dairy Sciences). This year, for the first time, the exhibition was attended by experts from Ukraine, France, New Zealand, Belgium, Germany and Malaysia.

The key event was the Second Dairy Summit Meeting at which Russian and foreign speakers discussed trends in the dairy industry. In 2013, global milk production grew by 2 million tonnes (2.5%). While this took place, for the second successive year Russia reduced

its production. In January through March 2014, the reduction amounted to 1.4% or 86,000 tonnes).

The DairyNews editor-in-chief Mikhail Mishchenko drew the participants' attention to the acute shortage of milk in Russia, amounting to 19.6 million tonnes. This makes our country very attractive to imports. Today, Russia is the second largest importer after China, purchasing 1.4 million tonnes of dairy products.

Vasily Redin, Executive Director of the East-European Dairy Alliance non-profit partnership, comprised of Russia's largest dairy producers (including EkoNiva-APK Holding), noted the global levelling of prices for dairy products.

"Whereas in 2007 the difference of global prices of milk with 'standard'

specifications reached 20 euro cents per kilo, today it doesn't exceed 8 to 10 cents," he said.

In the future, a single price of milk may be established worldwide. A significant role in this process is played by the growing demand for milk and dairy products on the Chinese market.

In conditions of high prices for raw materials, the regional processors have a difficult time doing their business. Alexander Shirinkin, Chairman of the Board of Directors of the Tula dairy factory, shared his experience.

"In a situation of permanently growing prices for dairy products, one can find a way out," Alexander Shirinkin assures us. "This can be done by optimising the spending on power consumption and other items. In addition, the quality of raw materials must be the top priority, in which only case it will be possible to produce high quality products."

The participants of the summit discussed one of the burning issues, the cancellation of quotas for milk production in the EU countries in 2015. In this connection, the European commission forecasts that milk production will grow less than 1%.

Just as heated disputes took place on the playing-field. However, despite the excited struggle, friendship reigned supreme here all the four days. The dairy producers competed in soccer and beach volleyball and participated in different amusing sports.

"All these days we've been a single, large family, not competitors," says Christine Frank, head of the Academy of Dairy Sciences project. "We're very glad that this summer our EkoNivaAgro enterprise in Voronezh oblast will be visited by participants of the 'Give Way To Milk' motor rally".

The organisers are resolved to actively promote the Dairy Olympiad, so next year Russia may become the venue of this event.

By Yekaterina GALUSHKINA





Choose me!

The 14th Kursk Korenskaya Fair took place in Svoboda village (Zolotukhinsky district, Kursk oblast). The chief attraction, both for children and adults, was the display of farming machines. Many also desired to purchase pedigree poultry and animals.



“Choose me!” mooed the calves of the Zashchitnoye stud farm to the fair guests. This year, the farm displayed two German selected Simmental heifer and bull calves (6 months old) weighing 300 to 320 kg. Their mothers are elite-record class thoroughbred cows. “Today, the demand for bull calves is very high,” says Yekaterina Brusentseva, head of the Zashchitnoye LLC livestock facility. “Our farm breeds pedigree Simmental cattle, offering for sale bull calves with body weight over 350 kg. All the livestock is thoroughbred with a high body weight and outstanding genetic capability.” When the fair ended, Zashchitnoye was awarded the Korenskaya Fair Certificate of Appreciation.

By Yekaterina GALUSHKINA

The best of the best

Finalists of the all-Russian contest of professional skills in Mechanisation of Farming visited the EkoNivaAgro farm in Voronezh oblast.

On their tour of the livestock facility in Zaluzhnoye village, the students inspected the conditions in which the pedigree animals are kept. They familiarised themselves with advanced technologies of feeding, milking and animal care, and they saw the operation of modern hay-making equipment. Within the Academy of Dairy Sciences project, the prospective engineers also

enriched their knowledge of milk, its production and processing.

Today, over 1,900 people work in different sectors of EkoNivaAgro, half of whom are young professionals.

“Young people are keenly interested in the production,” says Dmitry Korendyasev, EkoNivaAgro LLC chief engineer. “Many of them make no

secret of their desire to work at EkoNiva after training.”

The final stage of the Contest was held at the facilities of the Ostrogzhsk Agricultural Technical School. Thirty students from 30 regions of Russia took part in it.

The medal places were distributed as follows: 1st place went to Nikolai Semyonov (the Republic of Bashkortostan); 2nd place to Yevgeny Pakharkov (Krasnodar Territory); and 3rd place to Daniil Krasilnikov (the Udmurt Republic).

EkoNiva did not stand aside. It decorated the winners with original work clothes featuring the company logo.

By Yekaterina GALUSHKINA





Milk is not only the repository of vitamins and a font of health. Do you know that milk is also friendship, joy, social intercourse and creative endeavours?

Summer is a bit of life!

The Academy of Dairy Sciences has proved this in practice by organising an exhibition of Liskinsky district schoolchildren's creative endeavours entitled Summer is a bit of life. Short as it is, it's full of joyful and creative days!

Around one hundred children of different ages prepared a breath-taking concert that included dancing, singing and even acrobatic performances! This was a blend of everything: Russian folk motifs, modern pop culture trends, and even rapping. It also contained poetic recitals and theatrical sketches.

All the teams, as the youth of today puts it, really "blazed away". The high spirits

also gripped the spectators, heroes of the Academy of Dairy Sciences. Even the seemingly stern jury seemed to be caught up.

"All our kids have done fine," says Natalia Krivtsova, jury chairman, inspector with the Liskinsky district administration's department of education. "They took the event very seriously indeed. It is essential that the Academy of Dairy Sciences regularly arrange such functions at which the young people express themselves by demonstrating their talents and where they learn to be cooperative and mutually supportive!"

The jury could not single out the winners. The youngsters' performance was so varied, so differently expressive. Therefore, all the participants were decorated for their "zest" and received certificates of appreciation in all sorts of categories, such as "The most creative," "The most musically gifted," "The most humorous," and the like. The summer camp artists also got presents and original caps from the Academy of Dairy Sciences.

Having refreshed themselves at the Academy milk bar, the young people continued the show with variety music.

By Yulia SALKOVA

Rainbow at the Academy of Dairy Sciences

Thirty children of different ages from the Voronezh-based Raduga (Rainbow) school and from a German school in Coburg visited the Academy of Dairy Sciences at EkoNivaAgro (Zaluzhnoye village, Liskinsky district, Voronezh oblast).



At these schools, both in Germany and Russia, children are taught based on the same method known as "the Waldorf School." It is already over 100 years old. Its basic principle is to encourage a child to be a free man of creative thinking. Much attention here is given to applied knowledge.

"Our children learn not by books alone," says Olga Bogdanova, Raduga deputy school mistress. We explain many processes and phenomena using practical instances. Therefore we're glad that our pupils have been invited

to make a tour of the Academy of Dairy Sciences, where they were shown in real life how milk is produced. Such tours help them learn not only about production, but also about life itself, providing them with 'the feel' of the profession from within."

Looking forward to encounters with interesting people on a modern animal farm, the guests had come with presents. For example, the German and Russian schoolchildren had prepared interesting exhibits for the Museum of Milk, such as a display of objects Why

You Love Milk telling about the history and culture of milk consumption in Germany and Russia and an array of soft toys in the form of different breeds of cows, all made by their own hands. The children also recited self-composed verses about milk.



By Yulia SALKOVA



Dreams come true

Few know how to turn a dream into reality. This is particularly difficult to realize in the farming business. However, EkoNiva knows how to do this. That is why this company is so attractive to young people who choose farming for their profession. As many young people note, EkoNiva is not just a good magician, but also a wise instructor and a true friend.



Welcome to EkoNiva!

Since 2011, the EkoNiva-APK Holding Company has cooperated with vocational schools. The company arranges trips to and training sessions at its facilities and organises on-site classes.

Students of the Liski Technical School of Agrarian Technologies, Borisoglebsk Agricultural Technical School, and Kalach and Ostrogozhsk Agrarian Technical Schools undergo practical training at the EkoNivaAgro facilities in Voronezh oblast. Here they specialise in such subjects as mechanisation of farming, veterinary science, zootechnicians, agronomy, and electrification and automation of agriculture. Both students with tutors for training and graduates seeking jobs are frequent guests here.

The trainees of Kaluzhskaya Niva are students of the Kaluga Agrarian College. Some of them are coming here for the second time. Sibirskaya Niva often hosts students of the Professional Training School No. 77 of Maslyanino

village. Based on the results of the training, the best students receive offers to stay on for permanent work. "There's no word 'trainee' for us," says Tatiana Lyapina, Deputy Director General for Personnel Management of the EkoNiva-APK Holding LLC. "We regard each student willing to come to us for practice as a prospective young professional. We formalise his employment under a Labour Contract, pay him a salary, and, in case of good achievements, bonuses.

In order to obtain invaluable experience and try one's hand at the job, one only needs to submit an application, to pass an interview, and ... welcome to EkoNiva!"

The way to a profession

Today graduates of agrarian technical schools and colleges successfully work at EkoNiva as machine operators, machine milking operators, veterinarian assistants and livestock equipment mechanics. Success stories became a reality.

Vasily Shavel is a graduate of the Borisoglebsk Agricultural Technical School. He first familiarised himself with dairy cattle husbandry in Germany, where he was a trainee. After college and the army he took up work in his profession. However, the enterprise soon closed down and the young specialist found himself unemployed. Vasily went on an excursion to EkoNivaAgro, where he made the acquaintance of the enterprise's chief engineer. Here he was offered a job.

The gifted young specialist was immediately spotted and a few months later he was transferred to Kaluzhskaya

Niva for work as an equipment repair mechanic at the robotised livestock facility which was then under construction. Now the facility is in full operation and Vasily is concerned with repair of milking robots.

"I'm very fond of my job," says Vasily Shavel. "On the one hand, it is interesting; on the other it is rather sophisticated. In Russia, there are few farms and specialists experienced in working with robots. EkoNiva gives you a chance to get extra education, learn something new about the profession and, finally, find oneself. Now I am obtaining a second vocational education majoring in Electrification and Automation of Agriculture. I've realised that this is my element."

A nice-looking veterinary assistant, Antonina Kirillova has worked at the Zaluzhnoye livestock facility (EkoNivaAgro) for a year. Her charges are calves up to 6 months old. The girl's family moved from Uzbekistan to Liski in 2000. After the 9th grade, Tonya entered the Ostrogozhsk Agrarian Technical School. She had two of her probation periods at EkoNivaAgro. Now Antonina is getting a higher education at the Voronezh State Agricultural University. During the sessions she leaves her favourites.

"When I leave home, I miss the cows' mooing," Antonina says warmly. "My dream since childhood has been to work with animals, treating and caring for them. At EkoNiva I felt like a wanted hand. I was given a cordial welcome, supplied with advice and experience. Their team is close-knit and really efficient. But the important thing is that you get something to learn. Everything here is state-of-the-art and the best of the best!"

By Yekaterina GALUSHKINA



Focus on us!



EkoNiva servicing engineers can do anything!
A Field Day in the Tula oblast.

EkoNiva-News continues to publish the best snapshots under the FOCUS ON US! project. We urge participation on everyone who believes that interesting moments showing country life and people working the land are worth preserving for posterity.



After a bit of practice, I'll go to work on the farm!
Milking lessons at the Academy of Dairy Sciences.



Even girls are willing to operate this equipment!
Voronezh schoolchildren at the EkoNiva-Chernozemye display stand during Field Day 2014.



Just a minute of sleep!
At the height of season, the servicing engineers' vehicle turns into ... a comfortable sofa!



"If only it had pedals and a seat, we'd take it for work on the farm!"
Yuri Vasyukov discovered an outstanding sprinkler for seed production plots in Germany.

Please, send you photos marked
FOCUS ON US! to:
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Feel free to contact us on the telephone:
+7 (4712) 39-26-60

4 – 7 August. “Give Way to Milk!” motor rally.

Venue: agricultural enterprises of Kaluga, Voronezh, Lipetsk, Tula and Belgorod oblasts.

Organisers: DairyNews IA

6-7 August. Potatoes and Vegetables 2014 agricultural forum.

Venue: Bunyatino village, Dmitrovsky district, Moscow oblast.

Organisers: Potato Production Association of Russia, Moscow Oblast Ministry of Agriculture and Food Supplies

15 August. Opening of a new servicing centre in Ryazan oblast to mark the 20th anniversary of EkoNiva

Venue: Ryazan oblast.

Organisers: EkoNiva

August. 5th agricultural fair YarAgro 2014

Venue: Yaroslavl, Altair Trade and Entertainment Centre

Organisers: Yaroslavl oblast department of the agro-industrial complex and the consumer market

5 September. Pottinger Field Day

Venue: Austria, Pottinger facilities

Organisers: Pottinger

19-21 September. Kaluga Autumn 2014 oblast agro-industrial exhibition.

Venue: city of Kaluga

Organisers: KalugaExpo exhibition centre of the Kaluga Chamber of Commerce and Industry

22-30 September. A training trip to the US for EkoNiva-APK stockbreeding specialists

Venue: Alta U Dairy Manager School

Organisers: Alta U Dairy Manager School

8-11 October. 16th Russian Agro-Industrial Exhibition Golden Autumn 2014

Venue: Moscow, All-Russian Exhibition Centre

Organisers: Russian Federation Ministry of Agriculture, Mezhdunarodny Vystavochny Komplex VVTs CJSC.

7-10 October. All-Russian Agricultural Equipment Exhibition Agrosalon 2014

Venue: Moscow, Crocus-Expo International Exhibition Centre.

Organisers: Russian Association of Agricultural Equipment Manufacturers Rosagromash.



To download the electronic version of the journal scan the QR code



7 - 10 October

EkoNiva will be waiting you at the Agrosalon 2014 international dedicated agricultural equipment exhibition, hall No.13, pavilion E.2.50.