



The Epic Story of Milk



Despite all obstacles and hardships, EkoNiva is finishing this year with noticeable results. In Kaluga, the robotic dairy complex is ready to operate at full capacity, the construction of two more mega-farms in Novosibirsk and Voronezh is coming to completion, and the company's dairy products under the Academy of Dairy Sciences brand will soon appear on the shelves of the shops. Is it import substitution or just a logical development of EkoNiva's epic story of milk?

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Born in Savino

Organic products from Savinskaya Niva have appeared on the shelves of Moscow supermarkets under the Grown in Savino brand.

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How to harvest a good crop without any battle?

The answer to this question was given by farmers from various regions of Russia.

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Don't stop at the takeoff

When I first arrived in Russia or, to be more exact, the Soviet Union, at the end of the 80s, all the shops had empty shelves. However, when I visited somebody's house as a guest, the tables were laden with food. It is always like this in Russia: people are complaining that things are bad, but when they really need it, they summon up their strength and produce an excellent result.

The same happened this year: the whole world believed that Russia would not be able to accomplish the sowing campaign for the lack of money. Nevertheless, we have sown and harvested quite a good crop. Besides, the prices of most agricultural products look quite promising: the grain price is good and the oil crops and sugar beet prices are very good. Unfortunately, milk prices are still low. The main reason for that is adulteration of dairy products with palm oil and other dairy fat replacers. However, we spoke about this in the previous issue of the journal, and it

seems that some measures are already underway to solve this problem.

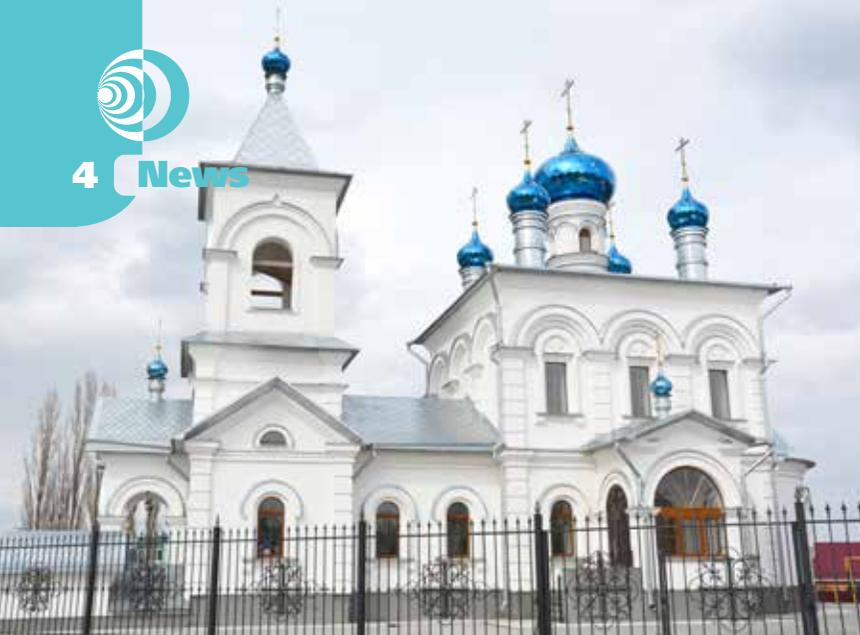
We could have had a good chance of successful import substitution this year. At first, it looked like things really got moving, we started off, we were eager to move the mountains, but now we have to stop at the very takeoff.

One of the reasons is the lack of loans available to agricultural producers. If large farming enterprises can somehow obtain a loan, mid-sized and small farms have practically no hope to receive anything from the bank. It is clear that due to the sanctions, the Russian financial authorities cannot get any money from the West. However, this is not the only reason. Not all banks, including state-owned banks, consider it necessary to work with the farming sector. Apparently, this does not seem very important for them.

The second reason is something that already happened in 2013 and that we are facing now again: the untimely

payment of subsidies. The livestock farming sector has suffered from these delays the most. In fact, we are grateful that the farming sector budget has not been subject to sequestration. The promised amount of subsidies would actually have been enough to turn the import substitution chance into reality. However, the Financial and Economic Block of the government withdrew the funds from the budget of the farming sector. The reality is still somewhere ahead of us, we have not reached it so far. It is good that the President gave particular attention to this issue and speeded up the work of the respective departments, but so far it appears that we have good flying weather and good planes, the 'takeoff' command has been given, but during the takeoff roll, it turned out that some planes have no fuel at all and some of them — only half a tank. It is very unlikely that we will reach the destination this way.

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



A church in the village – a temple in the soul

The domes of the Church of the Nativity of the Holy Mother of God have risen up above Shchuchye village at the same place as two centuries ago!

Metropolitan Sergy of Voronezh and Borisoglebsk performed the Great Consecration of the Church and served the Divine Liturgy. Upon completion of the service, he thanked all the residents of the village for their commitment to live under God's laws. 'Every Christian must build a temple in his soul', says Metropolitan Sergy. 'That is easier to do when you have some support: a church in the village!'

Metropolitan Sergy thanked the people of Shchuchye for their efforts and support in the course of construction of the church. EkoNiva also received its praise from the Metropolitan: Stefan Duerr, President of the Company, was awarded the Order of the Venerable Sergius of Radonezh, and Aleksandr Rybenko, Director of EkoNivaAgro, received the Patriarch's Letter of Commendation.

'As Metropolitan Sergy taught us, we will be building a temple in the soul', said Aleksandr Rybenko. 'This will make the soul as clear and light-filled as our sacred church.'

After the consecration, Metropolitan Sergy of Voronezh and Borisoglebsk set off to Kolybelka village, where, to the joy of the local people, he consecrated the stepping-stone of the future Church of the Saint Apostle John the Theologian.

With God's blessing, the domes of this church will also rise up soon!

By Yulia SALKOVA



'Academic milk'



This November, the Academic Milk from the Academy of Dairy Sciences will hit the shelves of Voronezh shops.

Today, except for fluid milk with various fat content, we also offer sour cream and yoghurt under the Academy of Dairy Sciences brand', says Aleksandr Belyaev, Head of Livestock

Products Processing and Marketing Division of EkoNiva-APK Holding. 'We process about 30 tonnes a week.'

Next year, after launching a milk processing plant in the Voronezh oblast, the dairy product range will become much broader. It should be emphasized that dairy products of the 'academicians' are purely natural with no vegetable fat or milk powder added. And it is logical since they milk 320 tonnes a day in the Voronezh oblast only, so there is simply no need to replace milk with anything else.

Every buyer can read what the 'Academic Milk' is at the table of the dairy products. According to Professor Zorkin, a scientific approach is applied to all cows at the Academy, they are trained to give only tasty and very healthy milk. To attain it, the health and mood of the cows are controlled with computer software, well-balanced rations are thoroughly formulated for them, and they are milked by a special rotary. By the way, you can see it all with your own eyes because everybody is welcome to tour the Academy of Dairy Sciences in Zaluzhnoe village in the Voronezh oblast.

By Yulia SALKOVA





Horseshoe – for good luck, tractor – for good use!

The machinery fleet of the Agricultural Engineering Department of the Voronezh Agricultural University n.a. Peter I now features a John Deere 6135B tractor. It means that the students of one of the main sources of specialists in the farming sector will be able to refine their skills on machines which work at all progressive farming enterprises of our country.

This became possible thanks to the 'University Tour' project organized by John Deere corporation in cooperation with its dealer EkoNiva-Chernozemie.

Ivan Vorobyev, the Executive Director of EkoNiva-Chernozemie and an alumnus of the Voronezh State Agricultural University, observes that there are over

1,500 John Deere tractors operating in the Central Black Soil region, they are the most popular machines. It is very important that future engineers will learn their profession on a new modern machine.

'When we were studying, we did not have an opportunity to use such machines', says Ivan Vorobyev. 'We had

to gain experience directly on the farms. Today, young specialists do not have time for learning at their workplace. They must come to the farming enterprises as self-sufficient, knowledgeable specialists and be on intimate terms with high-tech machinery. Now, the students have this opportunity!'

Nikolay Bukhtoyarov, Rector of the Voronezh State Agricultural University thanked John Deere Corporation and EkoNiva-Chernozemie.

'The Voronezh Agricultural University will keep on following the course of the most cutting edge technologies', noted Nikolay Bukhtoyarov. 'This useful present will make it much easier!'

Angelina Gorshkova, Senior Sales Support Specialist at John Deere, explained that over 20 agricultural institutions of higher education took part in the selection trials of the 'University Tour'. The programme developed by the Voronezh State Agricultural University proved to be the most insightful and versatile, which was the determining factor for our decision to give the tractor to the university.

At the end of the event, the tractor was 'shod' for good luck with a horseshoe, which was attached to the front tractor weights holder so that the machine could serve faithfully to the future engineers. Well, may good luck also be with those who are putting the John Deere 6135B to active use on their farms!

By Yulia SALKOVA

Waiters and robots live on the farm!

The third-graders of Gymnasium № 19 of Kaluga and their parents celebrated the Day of Knowledge together with the Academy of Dairy Sciences in Kaluzhskaya Niva where they saw for the first time how the delicious natural milk is produced.

To the children's eyes, the milking robots operating at the dairy looked like they had just come out of a science fiction book. The visitors came just in time for the milking. Much to the parents' surprise, the third-graders watched in mesmerized silence how the cow approached the robot, how it attached the milking units to the cow's udder while treating her to some feed at the same time. The children claimed they had never seen such clever robots even in cartoons!

Before visiting the farm, Egor Korobkov was absolutely sure that cows eat only straw and that they have three meals a day just like people! The employees of Kaluzhskaya Niva explained that the cows chew their cud for 5-6 hours and that they

are fed a single total mixed ration rich in nutrients and vitamins which make the milk delicious and healthy.

The children also had a chance to see a feed wagon 'laying the table' for the cows.

'Wow, it's working like a real waiter!'

Egor shared his impressions Egor Korobkov. 'Each cow gets its share of the feed!'

The boys and girls also saw the little calves in their hutches. The children were concerned that they could get cold in wintertime, but the livestock specialists

of Kaluzhskaya Niva reassured them. The calves are not afraid of the cold. In winter, they receive a special ration to support their immune system, and sometimes the little ones wear calf jackets.

By Anna BORDUNOVA





Lars Wretman. 'In spite of the current situation in the world, agricultural production of this country keeps on developing. Our main goal is to understand what we should do so that Russian farmers could continue using our equipment, what obstacles prevent us from achieving our aim? EkoNiva — not only our long-standing partner but also a trusted friend of agricultural producers — helped us to sort out this situation. We will be working on the solutions.'

A promising market

Lars Wretman, new Managing Director of Väderstad AB has visited EkoNiva-Tekhnika's service centre in Detchino village (Kaluga oblast). He also visited the manufacturing facilities of Väderstad in Krasnodar and Voronezh oblasts.

The management of Vaderstad AB and EkoNiva discussed the plans for further cooperation and the strategy of development on the Russian market. In the course of the meeting, Lars

Wretman underlined that Russia is still one of the most promising markets for Vaderstad.

'We believe that Russian farming enterprises have a huge potential', says

For reference

Vaderstad has appointed Lars Wretman as its new Managing Director to replace Christina Stark, who takes over as Chairman of the Vaderstad Board of Directors. He is the fourth Director General of the company and the first person who took up this position without being a member of the family owning the company.

Lars Wretman has held senior positions in IKEA both in Sweden and abroad. He has accumulated an immense experience in the areas of production, new products development, and sales as well as perfect leadership skills.

By Yulia SALKOVA

Born in Savino



Organic farm Savinskaya Niva (Kaluga oblast) has successfully completed the first season of organic vegetables production under Grown in Savino brand. The organic products have hit the shelves of Moscow supermarkets 'Azбука vkusa', 'VkusVill' and 'BIOSTORIA'.

'The residents of Moscow have taken a liking to Grown in Savino products', says Anatoly Nakaryakov, the Executive Director of Savinskaya Niva. '25 tonnes of vegetables and 500 kg of greens were sold during the season.'

This includes marrows, zucchinis, cucumbers, radishes, carrots, cabbages, beetroots, parsnips, and salad rocket. The vegetables were

grown on seven hectares of land both in the open ground and in greenhouses in compliance with the organic standards and without application of any chemicals.

As Anatoly Nakaryakov shared, a lot of customers called and thanked them for the high-quality organic products. In their opinion, the vegetables and greens are always so fresh as if straight from the garden.

Savinskaya Niva is planning to expand the production of organic vegetables and greens next year. This year, Savinskaya Niva is launching a new organic beef project. The Charollais beef cattle were imported for this purpose. The product range will include about 30 beef product items: from beefsteaks to gourmet steaks. The long-term plan is to launch cereals and grain production under the ORGANIC brand.

By Anna BORDUNOVA

Be late today – miss tomorrow

Despite the peak of the harvesting season, more than 50 farmers, partners of EkoNivaSibir, visited the exposition of the company at the Field Day in the Novosibirsk oblast housed by Semena Priobiya.

As farmers say, the Field Day is not to be missed! For them, it is one of the opportunities to choose the machinery for the next season, plan the spare parts delivery schedule, and discuss the next planned maintenance servicing.

'We are happy,' says Alexey Burkhovetsky, Senior Sales Manager of EkoNivaSibir,

'that notwithstanding the current situation, the farmers in this region prefer the brands which have been operating on their farms for many years, and turn to us for technical expertise.'

Agricultural producers expressed interest in the new John Deere W330 Straw Walker 4th class grain combine coupled with the John Deere 622R

header. This powerful and cost-effective combine is assembled at John Deere factory in Domodedovo. John Deere engineers thought everything through to the tiniest detail to make this harvester the farmer's best aid. The PowerTech engine with electronic control system possesses the required power and peak torque which makes the combine more robust. The large 8-rasp bar thrashing cylinder with a diameter of 610 mm ensures high quality thrashing and gentle material handling. A 380 mm rear biter fitted with 4 rasp bars increases the separation area.

Sergey Gorbachev, the Head of Kudryashovskoe enterprise, says that under the present conditions, high results in agribusiness can only be achieved by using reliable imported machines, especially if the machines are properly maintained.

'In EkoNivaSibir, the machinery is good and the service is at a proper level!' summed up Sergey Vladimirovich.

By Anna BORDUNOVA



The golden traditions of EkoNiva

Every year, Simmental cows from EkoNivaAgro take part in the leading agricultural exhibition Golden Autumn.

It has become a good tradition for the cows to bring home awards from the event. This year's exhibition has not been an exception: gold medals and the first category Diploma 'For high results in pedigree and commercial livestock breeding' are now among the company's assets.

The competent jury gave a high assessment to the excellent exterior traits of Agata and Yula, meeting all the required standards: a bowl-shaped udder, a symmetrical teat placement, a proper leg set and position, and a straight back. As for their character, both cows are 'as cool as a cucumber'. All these characteristics are 'building blocks' of high milk yields.

The cows from EkoNivaAgro showed the highest levels of milk yields among

the 57 participants from other farming enterprises of Russia. Agata and Yula produce up to 9,500 kg and 8,500 kg of milk per lactation respectively with the protein content of 3.2% and fat content of 3.8%.

'Our charges were born and grew up in EkoNivaAgro, it means that our work has been highly appraised', says Tatiana Pokusaeva, Livestock Breeding Specialist of EkoNivaAgro, 'Our thoroughbred beauties caught the attention of many other people besides the jury. This year, we have received more purchase offers from the trade show visitors than ever before: for Simmental, Holstein, and Red and White heifers and bulls. I hope this increase in demand for our cattle will become a tradition, too'.

By Yulia SALKOVA





What are we going to eat?

The exhaustive answer to this question was given by the world’s largest food fair Anuga — 2015. Over 7,000 exhibitors from 108 countries represented all sectors of the food industry. What food products are in trend today — our correspondent who tasted the best of them herself will tell you all about it.

Millennials and protein future

Speaking about the trends of this season, producers focusing on the millennials is one of them. Millennials are considered to be knowledgeable consumers aged 18 to 35 years. They are very well-informed, keen users of the Internet, they read labels intently and make up one-third of all global consumers. The experts find them to possess healthier food consumption habits — milk and yoghurt, fruit and vegetable, fish and meat — and indulge in desserts much less. Marketing strategists of the food industry want to get hold of this huge target market.

There has been a strong rise in new product launches with a ‘high protein’ claim (+31%) in the last year. The industry is also looking into new alternative high-

quality protein sources. Soy protein still leads in the world but whey and pea proteins are hard on the heels. In addition to it, microalgae and insect protein have received widespread recent coverage.

Sensory experience and fresh frozen food

Sensory experience is what consumers fall for. There has been a 26% increase in product launches with ‘extra crunchy’, ‘tender’ and ‘succulent’ texture claims. We do want to have these sensory experiences and therefore we buy.

This season, producers have reinvigorated the boring, budget image of the frozen food with fresh ideas in the proper sense of the word. More and more “fresh” claims are placed on frozen fruit and vegetable packages. And one more gimmick: the more frozen products — the less food waste. No need to clean, peel, remove the ends and core — a very clever marketing ploy.

Clear label and private labels

Consumers and producers are all driving more clearness in labelling. The information should be comprehensible without a reference book or Wikipedia. The majority of the consumers agree that

products having clear and recognizable ingredients can be regarded as healthier. In other words, if the ingredients on the label state E440, it is kind of unhealthy, but if it says ‘pectin’, it is already good — we know that it lowers blood sugar and cholesterol, though in fact these two things are the same. A lot of producers started not only writing but also depicting ingredients in order not to raise any doubts about what it is.

It is also important for the customer to follow the path of a food product to his fridge: who and where grew it, who processed it. Such information is more credible.

Lately, private labels have begun to compete seriously with even very strong brands. They are up for contending with famous brands based on innovation, quality and a range.

More snacks, more fruit

Light snacks rise to the occasion. Consumers are seeking quick and, which is equally important, healthy snacks to replace traditional meal occasions. Snacks have made a real breakthrough on the breakfast products market leaving behind all the other products except for breakfast cereals. By the way, fruit snacks (in the form of pouches, jelly and even cupcakes) are also ruling!



Home cooking and healthy fats

Continued interest in home cooking has driven demand for fresh foods and high quality ingredients. The convenience of fresh meal kits is quite important here. It was curious to have a look at fresh meal kits prepared specifically for children with consideration of a much smaller portion a child needs.

The time of demonizing fats and calories appears to be passing away. Healthy fats and good calories are in trend again. The genuine butter consumption alone has increased by 10% this year.

By Svetlana WEBER





Dairy industry today: a global challenge or a call for attention?

Milk producers and processors discussed market conditions with the representatives of the Ministry of Agriculture of Russia at the ‘Dairy Industry 2020-2030. Global Challenges and Opportunities’ panel discussion which took place at the Golden Autumn — 2015 exhibition.

The participants of the discussion were mostly speaking about the present-day challenges.

The problem of dairy products adulteration has affected all the dairy market players. Milk producers complain that it has already been fifteen months since the introduction of the embargo, however, there is no significant increase of demand for raw milk. And there must have been an increase!

Russia is experiencing a shortage of domestically produced milk, but the shelves of supermarkets prove the opposite. By estimation of experts, the share of adulterated dairy products has grown from 2 to 20% over the sanctions period.

The processors share that they are receiving more and more offers to produce “palm-based” dairy products without indicating that on the retailers label. This results from the desire to reduce the cost of products. Yet another factor is that previously, the sanctioned products from Europe found way into Russia quite easily, whereas now the control over dairy products smuggling has become much tougher.

‘The punitive damages must be considerably increased including application of punitive sanctions to the processors’ operating assets and equipment confiscation’, suggests Andrey Danilenko, Chairman of the Board of Directors of Soyuzmoloko. ‘However, any measure aimed at resolving the issue adulteration requires strict governmental control and improvement of the legislative and regulatory framework.’

Incidentally, just a few days later, a draft bill on labeling the products containing

palm oil was brought in to the State Duma. The authors of the draft bill suggest that the information regarding palm oil content should occupy at least 30% of the label. They also propose to introduce a fine amounting from 1 to 5 million rubles ‘for carrying out business or other activity involving handling and (or) processing palm oil without a positive resolution of the state ecological expertise’. The bill is expected to come into effect as of January 1st, 2016.

The majority of the producers acknowledge that in terms of production costs per one liter of milk, our dairy industry is quite competitive in comparison to other countries (with the exception of New Zealand with its evergreen pastures). However, the rules of the game as well as the budget of the farming sector changes annually.

‘The lack of sustainable governmental support frightens off the investors’, says Sumanta Kumar De, Director General of Rusmolko Management Company. ‘It is very difficult to run a company if you do not know what is going to happen tomorrow. In livestock farming, you have to be certain about the future because it is a long-term business. The payback period for dairy projects is very long (the payback period of a 3,500-4,500 head dairy is 10-15 years).

Besides, one should consider the expensive imported equipment (there are simply no competitive Russian equivalents), the considerable volatility of milk price, and the high interest rate of the loan-granting banks.

Eventually, the members of the panel discussion agreed that a lot of work has been done during the sanctions

period; however, this is still not enough. One of the essential measures is compensation of farming facilities construction costs.

‘This year has shown that compensation of 20% of the estimated costs is not enough’, says Sergey Levin, Deputy Minister of Agriculture of the Russian Federation.

‘We are currently negotiating increasing the compensation to 30%. We have to do it if we want to achieve our ambitious goals in terms of expansion of the milk production capacities.’

This aspect also gained further momentum. A few days later, Prime-Minister Dmitry Medvedev requested the Ministry of Economic Development and Trade, the Ministry of Agriculture, and the Ministry of Finance to draft a proposal for the development of import substitution in the farming and industrial sectors until November 3rd. Apart from that, the Prime-minister asked the Government to find an opportunity to increase direct costs compensation for construction and reequipment of dairy facilities for the Russian agricultural producers to 30%.

In addition, the agricultural producers observed that it is necessary to facilitate the process of ‘entry’ into the project financing programme. Currently, the programme includes only one participant (this is EkoNiva’s mega-complex for 2,800 head in the Voronezh oblast).

A long-term budget for dairy farming approved for 15 years with a fixed amount allocated on an annual basis for every loan agreement could become a good solution for agricultural producers.

By Yulia SALKOVA



Harvest without battle

Everyone knows the expression ‘battle for the harvest’. What should be done to harvest the crop without any hard battles, we have learnt from the farmers themselves.

Everything is going according to plan



Boris Bashchev, Director of Vozrozhdenie LLC (Voronezh oblast, Kashira district):

‘We have two units of John Deere rotary combines on our farm. They perform quite gentle thrashing. The grain is not beaten but rather gently ‘rubbed’ out of the heads. This saves us a lot of undamaged kernels. We do not condition the grain, we haul it directly to the elevator.

The combines are very convenient, all the settings can be done inside the cabin. You can adjust the position of the screens, the number of rotations, the concave clearance, the fan airflow, etc. The machines calculate the yield, measure the grain moisture, and many other important parameters on the go, like a mini-lab.

Together with the combines, we purchased excellent HydraFlex headers,

which easily handle laid cereals, peas, and soy. The considerable working width (9.2 m) allows us to work efficiently!

One of the most valuable characteristics of the straw chopper is that it can spread the straw evenly across the whole width of the header. The machine has a special way of chopping the straw: it crushes it as well as cuts. Thus chopped, the straw decays much faster. The straw is spread evenly, which increases the sowing quality. We are currently using no-till, so the John Deere 1895 seed drill goes into the field straight after the combine to sow winter wheat without any tillage.

The combines have a large fuel tank, enough to last for two days. One combine features a 1,000-litre tank, the other — a 800-litre one. On the whole, 1,800 l is enough for 200 ha. I think that’s not bad fuel economy!

I remember the sowing campaign 10



years ago... That was a real battle for the harvest! There were so many machines in the fields. We 'burnt' 140 tonnes of diesel fuel per year! Today, it is 40 tonnes at most! The harvesting goes smoothly. No battle, no emergency situations, everything goes according to plan.

While selecting the combine, we were assessing not only the manufacturer, but also the dealer with its servicing capacity, promptness of reaction, and service centre proximity. EkoNiva-Chernozemie is a perfect fit according to all parameters. We have been working with this company for a long time, and we are quite happy with it.'

Beyond competition

Aleksandr Stebnyuk, Individual Entrepreneur, Head of Farming Enterprise (Voronezh oblast):

'My machine operators say that the John Deere S series combines have everything that's needed for good performance. The combine features a very convenient joystick, which helps to adjust the working mode of the machine. All the parameters including possible breakdowns are displayed on the monitor. These machines show



very low losses: 1-1.5% for a total yield of 3-3.5 tonnes/ha. This is a very good result for a modern combine. The settings can be adjusted so that the combine will work with no losses at all, after that the grain just needs to go through the grain cleaning facility. I think that among the existing combines, the John Deere S series

combines are the most deserving. John Deere is unsurpassed in this sector. Certainly, the dealer plays a significant role here. We feel like EkoNiva is our family. The servicing team of the company is working with our machine operators on 'family doctor' terms. We can ask them any question at any time of day and night. They will always offer professional advice, suggest a solution, and if there is a breakdown, they will come and put the machine back to work within two hours.'



In terms of comfort, one could compare them with a Mercedes: climate control, a better cab view, and simple machine operation by means of a single lever. The machine operators do not inhale as much dust as they used to, they are working in comfortable conditions. As a result, people are less tired and more productive. Of course, John Deere machines can get out of order just like any other machinery units. However, this is not a problem for us, since we have a strong servicing support of EkoNiva-Sibir. We can call any time, and they will always help to solve all the issues.'

There is no alternative

Yuriy Gerasimov, Chief Agronomist of Posevinskaya Poultry Factory OJSC (Novosibirsk oblast, Cherepanovo district):

'The John Deere combines proved their reliability to us long ago. Not every machine can handle our extreme weather conditions. We start harvesting in the middle of July and finish in November. These combines harvest successfully both at + 50 °C and at - 25 °C. One of the advantages of the combine is the opportunity to unload the grain on the go. In fact, unloading can take less than two minutes. The quality of grain in the hopper is the same as after preliminary handling. The combine is very simple to use. Even first-timers can easily understand the automatic and electronic systems. We will keep on working on increasing yields and improving grain quality. John Deere helps us to look into the future. At the present moment, I do not see an alternative for the John Deere combines.'



In full comfort

Aleksandr Nemkov, Chief Engineer of Posevinskaya Poultry Factory OJSC (Novosibirsk oblast, Cherepanovo district):

'We have six units of John Deere S series rotary combines. The John Deere machines are twice as efficient as other rotary combines. As our machine operators say, these combines are record-setters. They can work all shift non-stop. The machines thrash 150 tonnes of grain per day. With other combines, you would hardly be able to harvest 50 tonnes. What makes the John Deere S series combines unique is the single-rotor technology. The single rotor is the receiving, the thrashing, and the separating implement at the same time. The combine has fewer moving parts, so it needs less capacity for operation, and this gives a real fuel economy. The John Deere combines perform a higher quality thrashing and perfect stubble cutting even on laid crops.

• John Deere has produced over 1,100,000 combines, which harvest over half of all the grain crops in the world.

The John Deere S Series combines are represented by three models: S660, S670,

and S680. The machines are produced at the Zweibruecken factory in Germany. The combines have gone through 20,000 hours of trials on 36 various crops in 53 countries of the world.

By Yulia SALKOVA and Anna BORDUNOVA

Long live the old-timers!



Ten years ago, JCB entered the Russian market with the telescopic loaders. The company constantly strengthened its positions. The demand for JCB loaders remained high even during the crisis of 2008-2009. Today, the telescopic JCB loaders not only hold the leading positions on the Russian market but also considerably outperform their competitors.

However, this time, we would like to remember the first 'heroes', from which the whole story started.

May you live happily ever after!

Znamenskoe LLC, Tula oblast

Aleksey Evlanov, Administrative Specialist:

'I may say at once that most of all I was impressed by the wheel loader dancing which I watched while visiting the JCB plant in England together with EkoNiva. When I saw the precision and maneuverability with which the whole ensemble of loaders, from small to big, performed different 'pas', I was absolutely astonished! Any doubts I might have had as to the capability, reliability, or quality of these machines evaporated immediately. Moreover, after I watched the assembly process, the doubts disappeared for good. The company does not only apply all its professional skills to the development of each model, it puts its very soul into the work. You can easily feel it when you see with what reverence JCB specialists treat farmers' recommendations regarding the operation of loaders. Thus, for example, appeared the option of loading high-sided KAMAZ trucks and the ability to move fast in confined areas. All this JCB loaders manage with ease.

We acquired our first JCB 531-70 loader in 2006. It was one of the first telescopic loaders in Tula. By the way, it is also

celebrating its anniversary this year — it is turning 10 years old! Now it works on another farm, and our company has new recruits: the JCB 531-70 controls livestock farming and the 535-95 and 541-70 models are crop production experts. There was a time when the JCB 535-95 loader even distinguished itself at a wedding: it helped to set up a photo session! Yes, these machines keep on surprising us! I am very glad that we have been working in close cooperation with EkoNiva and JCB for almost ten years. Over this time, we have become one big family. On behalf of all the staff of our enterprise, I would like to congratulate the companies on the anniversary. I wish you further development, prosperity, and new projects!'

Let there be light!

Tolmachevskoe CJSC, Novosibirsk oblast

Nikolay Zelepukin, Director:

'We took up the road of technical re-equipment together with EkoNivaSibir when the company just started operating in the region. In 2008, we were among the first in this area to purchase a JCB 531-70 telescopic loader. Almost eight years have passed, and the machine is still working! Initially, we liked the loader for its

unique crab walk which enables the machine to move fast in tight areas. In the course of work, the loader has proved that it can do anything! For us, it is a 'valuable employee'. It is engaged on all fronts. It loads and unloads the containers, puts up the silage and haylage for storage, and loads grain. Every year, it handles up to 1,000-1,200 tonnes of hay, 1,000 tonnes of straw, 10,000-11,000 tonnes of grain. It helps a lot in the livestock farming area. The machine has several 'workmates' — interchangeable attachments such as pallet forks, pitchforks, and a bucket. In addition, the loader has a 'side job' as an electrician! It helps to repair the power line. Currently, the loader has made 12,300 engine hours, and I have a feeling it is not going to retire any time soon! Not that we would let it go, anyway. Without it, we feel as if we had no hands! We thank JCB for creating such super farm aids and EkoNiva — for its professional work and prompt service. My congratulations on the anniversary. Keep it up!'

By Anna BORDUNOVA



Anything is possible with JCB!

In 2016, EkoNiva and JCB will celebrate the 10th anniversary of their cooperation.

On the eve of the anniversary, for our readers and fans of JCB machinery, we would like to announce the Anything is Possible with JCB photo contest for the most interesting photo, the main character of which is a loader. It can be a photo of a loader working in the field, on a farm, or

at a grain storage facility. On the other hand, it can also be a photo of a loader performing some extraordinary task such as decorating a Christmas tree! The photo contest starts on October 1st, 2015 and ends on February 1st, 2016. Please send your photos to the following email address: vesti@ekoniva-apk.com. The best photos

will be published in our journal and on the company's site. The three lucky winners will receive memorable gifts from EkoNiva and JCB. Take your chance! This is an opportunity to leave your mark in history! Meanwhile today, we are publishing the photos from our archive.



Let's play!

The JCB loader is a basketball genius!



From small to big

The JCB family is ready for work!



How capacious!

At the Field Day in Germany



Perfect support!

Engineers are ready to carry the JCB loaders in their arms!



With God's blessing!

The JCB welcomes a cross procession in the Kursk oblast

Why leave the profit in the fields?

The 6th YarAgro — 2015 agricultural exhibition has opened the season of autumn agricultural trade shows. EkoNiva also took part in the exhibition and prepared many interesting surprises for the visitors of its exposition.

The little guests of YarAgro were especially delighted to visit the company's exposition. For them,

EkoNiva set up a real test track where everyone could ride the children's models of John Deere machines.

The adult guests of the boots, however, were more interested in the combines of the same brand.

'The memories of harvesting are still fresh in the minds of our agricultural producers', says Kirill Tagantsev, Head of Sales Department of the Kostroma branch of EkoNiva-Tekhnika. 'They complain that the Russian combines leave grain in the field and crack the kernels. Such 'diseases' are unknown to the John Deere combines. They harvest with a minimum loss and a minimum rate of broken kernels. This grain can be used both as cash crop and seeds.

The John Deere W Series Combines attract the farmers by their high performance and cost-efficiency.

'We have reaped this year's harvest, now it's time to think about the next one', says Dmitry Zolotov, Co-Founder of Krasny Mayak, LLC. 'We are already choosing new combines for the next year. We are considering buying a John Deere W540 or a John Deere 650. There are cheaper options. We have worked with them and we know they leave one third of the grain harvest in the field. So why should we leave the profit in the fields?'

By Yulia SALKOVA

Twice as fast and efficient!

These are the qualities that the JCB loaders proved to the representatives of dealership companies at the field training in Nizhny Novgorod. EkoNiva's specialists were among the participants.

JCB has arranged a real contest for loaders produced by different manufacturers. The machines overcame various obstacles and carried out loading and handling works, competing in time, speed, and quality.

'We gave the loaders a full-scale testing', says Kirill Tagantsev, Head of the Sales Department of the Kostroma branch of EkoNiva-Tekhnika. 'We have found out that the big JCB 434S front loader is twice as fast and two times as efficient when performing silage compaction. If the JCB 434S uses up 10.5 l/h, its competitor consumes 23 l/h to do the same amount of work!

The participants of the training tested the JCB 426 front loader with a new tipping bucket which allows loading high-side trucks.

The Power Boom 155 mini-loaders now feature new tubeless tyres the service life of which has been increased threefold and now amounts to 1,500 engine hours instead of the usual 500.

After testing the JCB 541-70 AGRI telescopic loader, the participants observed that the machine is faster and more maneuverable in comparison with the loaders of other brands. Besides, it has a number of competitive advantages. For instance, the JCB telescopic loader has a wider undercarriage which ensures the structure's reliability when working with large attachments such as a grain bucket or a silage fork. Yet another warrant of reliability is the absence of weld

seams in the boom head joint area, the place of the greatest load. JCB has a solid powerful telescopic boom with a large overlap of 1.2 meters in a fully extended position, whereas the boom of the competing model reaches only 0.8 meters.

JCB specialists shared that now the LiveLink software system can be updated with new functions, which will inform of the tyre wear or the need to perform maintenance servicing.

By Anna BORDUNOVA





Meet the Queen

Definitely, cows are not on a low-calorie diet at Soyuz Agri-Industrial Company (Vyatskie Polyany district, Kirov oblast). A few years ago, the farm started growing corn for grain, and now the nutrient-rich forage is on the daily menu for the cows. The agricultural producers from the Vyatskie Polyany district shared their experience of growing corn — ‘the queen of fields’ — at the regional seminar. EkoNiva also took part in the event.

The agricultural producers saw the cornfields at Soyuz Farming Company and different methods of harvesting: conventional direct combining and swathing, which involves cutting the crop, forming windrows, and then, 2-3 days later, harvesting and thrashing.

The Kirov branch of EkoNiva-Tekhnika demonstrated the John Deere W650 combine harvester with the 625R header and the John Deere 7250 forage harvester with the 445 corn header in action. As EkoNiva specialists noted, the John Deere W650 combine harvester with reliable thrashing system

drew interest of the producers. The large inertia drum and the long concave separation area can easily be set to harvest a wide range of crops in any conditions, while the long 11-step straw walkers ensure excellent separation even of such difficult crops as corn and sunflower.

By Anna BORDUNOVA

Down from a mall straight to the ball

The full range of Russian and foreign farming machines was represented at the Vladimir Oblast Field Day held at the premises of the Farming Enterprise n. a. Lenin.

EkoNiva's machinery came to the Field Day, as they say, 'down from the mall straight to the ball'. The machines arrived from the fields of three farming enterprises: Lakino, Nevsky, and Farming Enterprise n. a. Lenin, — all of them long-standing partners of the company.

The first in the region John Deere W110 (110 hp) self-propelled windrower became the absolute highlight of the programme. This machine has successfully completed the first season in Viktor Ognev's fields (Nevsky enterprise). This windrower is equipped with a 4.5 m header with conditioning rolls. Viktor Pavlovich observed that the windrower had perfectly coped with perennial grasses

harvesting. The windrower is exceptionally maneuverable; it can operate at a speed from 15 to 18 km/h. For the next season, Viktor Ognev is planning to purchase a wider header for this windrower.

The JCB 531-70, a real legend among the telescopic handlers, came from Lakino enterprise. Here one can see all kinds of loaders, from small to big. As the farm's specialists said, these machines are irreplaceable. Versatile and maneuverable, they can handle any task.

The big guns, the John Deere 6135B and the John Deere 7830 tractors, arrived from the farming enterprise named after Lenin. The agricultural producers showed a keen interest in the 6135B



tractor (135 hp). The specialists of the enterprise shared their opinion of the 6 Series tractor with their colleagues, 'This tractor is a real work horse'.

'The John Deere 6135B tractor is a reliable and easy-to-operate machine, it stands up under the toughest conditions', says Dmitry Zverev, Sales Manager of the Vladimir branch of EkoNiva-Tekhnika. 'Now you can purchase this tractor via a 24-month leasing at 0% appreciation rate with a down payment of 25%.

By Anna BORDUNOVA



Hosts of field

Traditional Ploughman — 2015 event was held with great eclat in the Stupino district (Moscow oblast). Eighty-one machine operators from 19 districts of the Moscow, Tula, Ryazan, and Yaroslavl oblasts took part in it.

It is the 20th time the Stupino land has hosted the ploughmen contest — the celebration of the people who feed us', welcomed the guests of the event Pavel Chelpan, Head of the Stupino district. 'We thank the participants who are ready to demonstrate their skills and wish good luck to all of them.'

Tractors, large and small, of high and low drawbar categories, with and without

reversible ploughs, were the principal hosts of the field that day. As the contest participants observed, they had to perform on heavy-textured clay soils. But it is not an obstacle for modern machinery. The unsurpassed John Deere 7, 8, and 9 Series tractors ran the distance smoothly and demonstrated quality tillage. While the green tractors were lighting up the field, the specialists of EkoNiva-Tekhnika told the guests about unique offers

on John Deere tractors leasing at 0% appreciation.

'The special offer is valid for the 6B, 7030, 8R, 8RT, 9R, and 9RT Series tractors ranging from 95 to 560 horsepower', says Dmitry Kostev, Head of the Sales Department of EkoNiva-Tekhnika in the Moscow oblast. 'The leasing period is 24 months with a 25% down payment. Subsidies are also provided by the dealer and manufacturer.'

By Anna BORDUNOVA

A 'zero' cut!

At the annual Field Day in the Plavsk district, Tula oblast, EkoNiva-Tekhnika demonstrated the JCB 531-70 telescopic loader and the John Deere 6135B tractor to agricultural producers of the region. However, machinery was not the only limelight of the event.

The unique leasing programmes from John Deere and JCB with 0% appreciation rate were very popular with the guests of the event.

'Our partners — manufacturers of agricultural machinery — offer

unprecedented leasing conditions', says Vitaliy Kozorez, Director of the Tula branch of EkoNiva-Tekhnika LLC. 'The offer includes practically

all self-propelled John Deere machinery and JCB telescopic loaders. Our customers who have used these leasing programmes are quite happy since they are not only profitable but also require a minimum package of documents, which saves you a lot of time and stress. Today, the situation with governmental subsidies for farming machinery in our region is difficult, therefore, the leasing programmes are very handy!'

Besides, Aleksey Kozorez warned the guests that the programmes are only available until July 31st of this year. Those who want to buy machinery need to hurry up!

The guests of EkoNiva's exposition did not leave unnoticed the compact, efficient John Deere 6135B (135 hp) tractor with a powerful hydraulic system (105 l/min). The machine easily copes with all kinds of fieldwork, vegetable growers love it. This 'worker' can also be used at dairy complexes.

The JCB 531-70 telescopic loader (with the maximum bearing capacity of 31,000 kg and the maximum height of 7 m) also caught the attention of agricultural producers. Despite its popularity and high demand in the livestock farming sector, it can be successfully used in other areas of farming. No other brand can boast of such a wide variety of functions as JCB loaders. The versatility of the machine is reached by means of various attachments such as a root crop basket, a bucket, a muck fork, grapples, a bale spike and many more.

By Yulia SALKOVA





Like hot cakes!

At the Tomsk oblast Field Day, the John Deere farming machinery sold literally like hot cakes. As soon as EkoNivaSibir brought the duet of the John Deere 7830 tractor and the John Deere 228A front mower, it was purchased by Vladimir Selikhov from Letyazhye farming enterprise.

As Alexey Burkhovetsky, Senior Manager of the Sales Department of EkoNivaSibir explained, agricultural producers understand that in spite of the challenging economic environment,

they cannot operate effectively without modern machines. The manufacturers of machinery are doing their best to support the farmers by launching new beneficial financing programs. For

example, it is possible to purchase John Deere tractors at 0% appreciation rate. Many agricultural producers considered this option.

'The 7 Series tractors are like work horses', says Alexey Burkhovetsky. 'The new John Deere PowerTech Plus engines (6.8 l) ensure high power and peak torque. The additional transmission functions allow operating at 40 km/h even at low engine speed.'

The John Deere 228A front mounted mower with a high-performance conditioning system features a low profile cutterbar, which ensures ideal cutting even on grasses. This mower cuts as low as 20 mm and handles lodged crops with ease.

Denis Kolpakov, Director of Kolpakov LLC, visited EkoNivaSibir booth and shared his impressions about the John Deere 6150M tractor that he purchased this year.

'It is a comfortable, cost-effective, and versatile machine', that is how Denis Kolpakov defined his new acquisition.

Fedor Khaletsky, Head of Mezheninovskaya Poultry Plant LLC showed interest in the John Deere 9460R tractor. He decided to host a demo show at his enterprise to assess the tractor performance.

By Anna BORDUNOVA

100% support!

EkoNivaSibir organized roundtable discussions dedicated to after-sales servicing of farming machines and spare parts supply for the farmers of the Kemerovo and Novosibirsk oblasts.

'After a farming machine is purchased, its fate is in the hands of servicing engineers', says Aleksey Osotov, Head of the After-Sales Servicing Department of EkoNivaSibir. 'We have organized the work of the servicing department so that the farmers should not have any problems during the hot season. A special focus is made on the year-round

after-sales servicing and increasing the capabilities of the servicing department.

Over 30 directors and chief engineers of farming enterprises gathered around the discussion table. Specialists of EkoNivaSibir told us that they work with 180 farming enterprises and service over 600 units of self-propelled machinery. They have everything required for efficient high-quality service: three modern service

centres, 25 engineers, and 25 servicing vehicles which currently look like real repair shops on wheels.

The farmers discussed the issues of warranty servicing, learnt more details about the trade-in programme, and came up with an initiative to hold seasonal trainings for machine operators on the farms.

'Such open discussions with the farmers help us to resolve a lot of issues in all areas of our activity', says Matvey Glok, Head of the Engineering Department of the Krasnozersk district subdivision of EkoNivaSibir. 'It also helps to correct our mistakes and continue improving the after-sales servicing.'

By Anna BORDUNOVA



Watch out for the wireworm!

Wireworm causes a lot of damage to corn, potatoes, and many other crops. Wireworm infestations are most commonly seen in ploughed-up fallow fields or perennial grass fields. Specialists have long been wondering how to identify this pest in the soil.

Corn displays wireworm damage symptoms straight after germination. The damaged plants stop growing, and their leaves turn brown. If we dig a little dipper into the soil, we will be able to see the yellowish-brown wireworm larvae from 2 to 4 cm long. The larvae feed on the root system of the corn, and as soon as they get into the stem, the plant dies.

For the farmers to be able to identify wireworms in the soil in due time, the Plant Protection Organization of Germany proposed the following wireworm identification techniques on its ISIP.de portal (Information System on Integrated Crop Production).

The potato method

It is especially efficient in low moisture soils. To apply this method, bury 4 potato halves 5 to 10 cm deep in four marked

locations in the field, of 0.25 m² each. In 1-2 weeks, check for the presence of wireworm larvae on the potato halves in the marked locations.

The sprouted grain method

This technique should be used in high moisture soils. Place little piles of sprouted grain on marked locations at the distance of 30 cm from each other and cover them with soil. Check for the presence of wireworm larvae in two weeks.

The alternative method

This method is very labour-intensive, it requires collecting soil samples. Dig up the top soil level with a shovel on an area of 0.25 m². The last method is not as reliable as the first two. In the potato and sprouted grain methods, the wireworm is attracted by carbon dioxide released by the bait.

*By Willi DREWS,
PhD in Agronomy, Consultant of EkoNiva*





There is no bad weather

This season, EkoNiva-Semena supplied over 16,500 tonnes of seeds of cereal and pulse crops of different varieties to agricultural producers. In this issue, you will learn about the harvest that has been reaped by EkoNiva's partners in these challenging weather conditions.

Rassvet OJSC, Tula oblast, Kireevsk District

Tamara Gorshkova, Chief Agronomist:

'We have been working with EkoNiva in different areas, including machinery and seeds for a long time. We have grown a lot of different varieties of wheat and peas purchased from EkoNiva. The company is constantly developing and always offers new profitable varieties.'

Last year, we purchased 5 tonnes of Biryuza winter wheat. We planted 26 ha during the drought. The sowing rate was 192 kg/ha. We treated the field with herbicides and pesticides. Biryuza was maturing in extreme conditions. The first stages of vegetation also passed during the drought. Surprisingly, Biryuza made it through the winter quite well. The wheat heads were well-filled, and the crops were not lodged. The field was very even. We harvested 4.6 tonnes/ha of the wheat.

This year, we expanded the area for Biryuza up to 260 ha. Also last year, we purchased 5 tonnes of basic seeds of Trizo spring wheat. This year, on the field of 102 ha, we already planted our own C1 Trizo seeds at a sowing rate of 200 kg/ha. We performed double treatments with different chemicals.

The variety tillers well and is resistant to lodging. The harvesting took longer than planned due to the rains. However, as they say, 'there is no bad weather'. We can fight with the weather for every single kernel by sowing high-quality seeds, using state-of-the-art machinery, and developing a comprehensive care approach to the future harvest. Then the soil will repay you with a rich crop. In the current conditions, the Trizo

yield was good, we harvested 4.6 tonnes/ha. Next year, we will expand the sown area of this variety.

Zarechye CJSC, Kirov

Tatiana Sitnikova, Director of Slobodskoe division:

'This year, we sowed Margret barley for the first time. We planned 175 ha for this crop. The sowing rate reached 230 kg/ha. Frankly speaking, at first, I did not quite like the variety. It looked plain and feeble. We side-dressed it with ammonia nitrate. However, in the end Margret simply conquered me! In comparison with other barley varieties, which were attacked by various diseases this June, Margret demonstrated strong immunity. There was just a slight problem in July.

The wheat head was perfectly filled: from 32 to 36 kernels. The summer was extremely rainy, so we had to harvest barley in September. The variety did not lodge. We were harvesting Margaret with five combines for three days. We received a record-breaking harvest in our region: 4.6 tonnes/ha. The average regional yield is 2.0-2.2 tonnes/ha.'

Farming Enterprise n.a. Lenin Vladimir oblast, Sobinsk district

Evgeny Arsenov, Chief Agronomist:

'This year, we purchased 20 tonnes of Jackpot pea seeds from EkoNiva for the first time. We planted 57 ha of the crop. The vegetation period took longer because of the rainfalls. We harvested the peas in September. The harvest was quite modest: 2.8-2.9 tonnes/ha. However, we liked the variety. It neither lodged nor shed its seeds, and the pods do not split open.'

By Anna BORDUNOVA



Biryuza



Margret



Trizo



Jackpot



EkoNiva makes plans and dairy complexes



Kaluga oblast



Voronezh oblast

Currently, EkoNiva-APK produces 525 tonnes of milk per day. But this is not the limit. At the beginning of November, a new robotic dairy complex in Kaluga will reach its full capacity. This December will see the completion of construction of two more mega-farms in Voronezh and Novosibirsk.

So far, the robotic dairy unit in Kaluzhskaya Niva with a capacity of 1,800 head is the largest in Russia. Twelve Mlone robots by Gea Farm Technologies for 32 milking stalls will operate here soon. Currently, the company has commissioned two barns for 600 head each, one barn for 440 head, a maternity pen for 160 head, a small 2x5 tandem milking parlour, a young stock facility, and silage bunkers. The aggregate amount of investments is 992 million rubles.

In EkoNivaAgro, the construction of a mega complex for 2,800 head in V. Ikorets, Voronezh oblast, is coming to completion. Two barns for 900 and 850 head, a small 16-stall herringbone milking parlour, and a maternity pen have already been put into operation. Installment of a 72-stall rotary and construction of a dairy unit for 1,050 head are at the finishing stage. 1,000 Holstein heifers from Hungary and the Netherlands have already found new home on the mega-farm. According to plan, the facility will

reach its full capacity (24,000 tonnes of milk per year) by the end of next year. The aggregate amount of investments is 1 billion 265 million rubles.

The mega complex in Sibirskaya Niva includes five barns, a fresh cow pen, a small 2x8 herringbone milking parlour, and a 72-stall rotary with the unique Subway system. The aggregate project cost amounted to 600 million rubles. As Sergey Lyakhov, Regional Director of EkoNiva-APK in Siberian region, observed that upon reaching full capacity, the dairy will produce up to 70 tonnes of milk per day. The overall farm production is going to increase up to 120 tonnes per day.

Besides, the construction of a dairy unit for 1,800 head in Agrofirma Mezhdurechye, Tyumen oblast, is underway. The company has already commissioned a small 16-stall herringbone milking parlour, a maternity pen, a barn for 400 head, and a young stock facility.

By Anna BORDUNOVA and Yulia SALKOVA



Novosibirsk oblast



Tyumen oblast



Anatoly Nosulenko, Head of the Sales Department of EkoNiva-Farm — the largest GEA Farm Technologies dealer in Russia:



'The DairyProQ robotic rotary has no equivalents in the world now. No human factor and guaranteed automatic completion of all the processes (attaching the

milking units, pre-dipping, detaching the units, post-dipping) are the main benefits of GEA Farm Technologies automatic milking systems. A robotic rotary operates 24 hours a day, seven days a week. Parts are replaced during the milking. The DairyProQ can operate at dairies from 500 to 3,000 cows with one technician required to control the operation of the milking parlour. The DairyProQ rotary is going to be in high demand on the Russian market since one-box robot projects for over 1,000-cow herds have been launched in a number of Russian regions.

Evgeny Kulagin, Deputy Executive Director for Livestock Production of Kaluzhskaya Niva LLC:



'Two years ago, we set off along the path of automation by launching Mlone robotic milkers by GEA Farm Technologies. The daily yields have increased from 10

to 18.5 tonnes of milk per day at the dairy since then. Today, the company milks 45 tonnes a day in total. Ultimately, twelve milking robots — eight three-box and four double-box — will operate at the dairy. The capacity of one box is 50-55 cows. With robots installed, the production per cow has increased up to 25 litres. The most important thing is that the milk quality has increased considerably with improvement of the Somatic Cell and Bacterial Counts. On average, with robotic milking the SCC is 100-150 thousand cells whereas with the previous milking system it used to be over 200 thousand.'

Along the automation path

Dairy specialists gathered at the AutomationDay 4.0 Symposium in Germany organized by GEA Farm Technologies and discussed the prospects of using automatic milking systems.

Growth prospects

As Dr Kees de Konning, Head of the Dairy Campus of Wageningen UR (the Netherlands) notes, the world population will have increased by 2.4 billion people by 2050, and the demand for food – by 50%. The demand for milk and dairy products will grow from 704 billion kg up to 1,077 billion kg over the period from 2012 to 2050.

This trend opens up new production expansion and profit increase opportunities for all the dairy industry players.

'The structural changes in the global dairy market provide new opportunities for our consumers', remarks Armin Tietjen, Vice President of Business Unit Milking & Cooling at GEA Farm Technologies. 'Growing has been a struggle lately, but the technical progress still makes it possible.'

Size does not matter

Dairy market experts have been trying to define the optimum dairy herd size for many years. For a certain period, a 1,200-cow herd was considered the maximum one allowing more or less efficient management. According to Armin Tietjen, with modern technologies, the question of the optimum herd size becomes irrelevant as innovative technological solutions make it possible to manage a herd of any

size efficiently. GEA Farm Technologies offers the 28-80-stall robotic rotary DairyProQ fitting dairies with more than 500 cows. The Mlone Multibox robotic milker is suited for smaller dairies with up to 250 cows. At the event, GEA presented its latest solution for automatic milking: the Monobox robotic module designed specifically for herds with fewer than 70 cows.

Robots replacing people

The installation of the DairyProQ robotic rotary helped the cooperative farm Agrargenossenschaft Teichel e.G., which hosted the AutomationDay 4.0 this time, to increase the yields from 28 litres to 33 litres per cow. And the farm is planning to increase the yields up to 42 litres per cow.

According to the research of Wageningen UR, the growth rate of the global sales of automatic milking systems will almost double by 2020.

With robots, the milking process can be completely standardized turning a cow's life into a consistent daily routine, which increases the cow's productivity and longevity.

The automatic systems improve milk quality due to a proper hygiene and animal health control.



Sergey Gorelov: 'I love the field with its boundless beauty!'

Colleagues call Sergey Gorelov, farming machinery operator of EkoNivaAgro, 'the universal soldier'. No matter what kind of work he is assigned, he will do it right! He receives a variety of commendations and awards every year for a good reason.

We 'caught' Sergey while he was hauling straw bales. Word after word, we started talking about work...

'I enjoy all kinds of fieldwork!' says Sergey good-naturedly. 'I just love the field, its boundless beauty. You drive the tractor sowing the seeds, and then your heart fills with warmth when you see the waves of ripe wheat flowing in this very field. It makes you feel happy: these are the fruits of your work from dawn to dusk.'

Sergey is a native of Kolybelka village (Liski district, Voronezh oblast). His father and



Natalia Yakimova: 'Cows are easier to deal with than people'

Natalia Yakimova, a milking machine operator, came to Kolybelka village from Middle Asia in 2001. She started working at the dairy farm straight upon arrival.

'I remember the times when we hand milked the cows, fed colostrum to the calves ourselves and assisted at calving', says Natalia. 'When our farm became part of EkoNiva, it was reconstructed and the milk lines were

Happy people

'Choose a job you love, and you will never have to work a day in your life', this phrase is absolutely true for the main characters of this article. For them, their work is not just the means to earn money; it is something that makes them happy.

grandfather also lived in this village. Sergey got a professional driving qualification at the Voluntary Association for Assistance to Army, Air Force, and Navy, and upon completion of the military service, worked at Kolybelka collective farm until the very moment of its bankruptcy.

'When the collective farm stopped existing, I was thinking of moving to the city, but the 'roots' did not let me go; it would have been too painful to abandon everything here. Thank God, in 2006 EkoNiva took the farm under its wing. I retrained as a farming machinery operator; it is much more interesting than being just a driver. There are state-of-the-art machines and so many electronic devices! It is not very difficult to master the new 'know-hows' because I am very keen on my work. Things are always easier if you do them with enthusiasm!'

Sergey has two children. His daughter Darya is a third-year student of the International Relations Department of the Voronezh State University, and his son Vanya is a sixth-form pupil, besides, he takes figure skating classes. The children from rural areas are taken to the Liski Ice

Stadium every day. Sergey's wife Olga also works for EkoNiva, she is the Head of Grain Storage Facility in Vysokoe village. Sergey loves the bead embroidered icons made by his wife. This is Olga's hobby. Sergey, however, does not have a hobby as such.

'I am a happy person, for me my job is both the work I enjoy and the hobby', says Sergey cheerfully, unloading a straw bale from the truck. 'Nothing thrills me more than my job. I feel happy when I go to work in the morning. For some people work is like prison. That is not the case with EkoNivaAgro. We have a very good team, everybody respects each other, and the machines are very comfortable. Yes, there is a lot of work, but this is better than having no work at all!'

'And what is "the universal soldier" planning for the future?'

'Well, I have built a house, planted a tree, I am bringing up a son. I have even done more than planned: my daughter, a smart girl, is almost grown up. However, all our plans are still aimed at helping the children. It is them we live for! EkoNiva helps us to pursue our plans even in these hard times.'

installed. We did not have to carry the heavy buckets with milk any more. Then, four years ago, we were transferred to a new dairy complex. It's beautiful! The dairy is warm and light, we even have a staff room. Besides, working with the cows on a rotary is an absolutely different thing. It is easier to work, even though with a 1,800-cow herd: everything is automated, and there are fewer duties all in all.'

Over the 14 years of working at the dairy farm, Natalia got used to the night milking shifts, to getting up at half past four in the morning, and being on her feet all day long. Speaking of the difficulties she faces in her occupation, Natalia mentions working with first-calf heifers.

'For first-calf heifers everything happens for the first time,' says Natalia compassionately, 'the calving and the milking, so they cannot help being nervous. The heifers need a special approach. You have to be calm; sometimes you force yourself to calm down. What else can you do if the cow is standing on the rotary with her back to you?'

Natalia's colleagues admire her ability to find a common language with her

charges, and the management says that she treats them like human beings. Maybe, that is because she is a primary school teacher by profession.

'When we came to Kolybelka, teachers were not required, but milkers were in demand. That sealed my fate. Now I have grown so used to my work, I think cows are easier to deal with than people. I love all the cows. Of course, I have my favourites. I look forward to seeing them at milking as if they were members of my family!'

Natalia has two adult daughters, Olesya and Nadezhda; they are just one year apart. The girls live in Voronezh and do not depend on their parents. Now Natalia is looking forward to becoming a grandmother, and in the nearest future, she is planning to go to the sea.

'But that is holiday, and in everyday life I have my work!' says Natalia with much more enthusiasm than she expressed while speaking about her trip to the sea. 'Everything is good in EkoNiva, although the work may sometimes be hard. However, it is so interesting that you do not take any difficulties into account. Besides, the colleagues always support you and offer their advice!'

By Yulia SALKOVA



Robot in the focus!

From a professor — to a photographer, from a cow — to a photo model. At the Open Day of the School of Photography, Television, Radio, and Cinema in Kaluga, the characters of the Academy of Dairy Sciences mastered their new professions.

There was no red carpet at the gala event, but the Academy of Dairy Sciences got the invitation! Professor Zorkin and Cow Marta together with the guests met well-known TV presenters and radio DJs from the local channels, took part in masterclasses for beginner photographers, learnt the basics of studio and children photoshoots, and also took a course for beginning models, which was of use shortly after that. All the guests invited to the party wished to have a photo with real 'academicians'.

The 'academicians', in their turn, gave

a talk on benefits of milk and told about the Academy of Dairy Sciences operating on Kaluzhskaya Niva farm. Here at the dairy, robots milk cows. It made a real sensation with the visitors. A lot of photographers and TV hosts set their mind on taking a tour of the farm and getting acquainted with the robots in person, as well as tasting the milk!

'A robot in the focus — it's really cool!' says Angelina Timoshina, Administrator of the School of Photography, Television, Radio, and Cinema. 'I think it's worth working with such "a model".'

By Anna BORDUNOVA



To light-filled milk all ages yield surrender!



The Academy of Dairy Sciences celebrated the City Day together with the people of Voronezh!

There was not an inch of empty space by the tent of the Academy of Dairy Sciences. It seemed, the whole city gathered to taste the new product, 'Academic Milk'. Some were enticed by the smell of freshly baked bread that went so well with the healthiest drink!

All the taste testers, including both toddlers and veterans of the Great Patriotic War, liked the milk very much. They asked for more and shared their opinions of the milk. 'Exactly like it used to be', said the older people of Voronezh. 'As sweet as ice-cream, even tastier than lemonade!' remarked the younger taste testers.

The most active residents of Voronezh took part in a quiz organized by the Academy. According to the jury, the absolute winner was a girl named Marta (6 years old) who gave the most creative answer to the question 'Why is the "Academic Milk" so delicious?'

'Because it's full of warmth and light!' replies Marta loudly and gleefully, displaying a white milk moustache on her face!

By Yulia SALKOVA

'Academicians' at the Fair

Kaluzhskaya Niva farming enterprise took part in the regional Kaluga Autumn trade fair and presented the Academy of Dairy Sciences to the residents of Kaluga.

Vladimir Kavin, Director of Kaluzhskaya Niva, said that EkoNiva-APK Holding dairy processing project Academy of Dairy Sciences has already been working for three years. The processing plant in the Novosibirsk oblast has launched a whole line of fermented dairy products. In the Voronezh oblast, EkoNiva is constructing another dairy processing plant at a rapid pace. It also arranges tours of its largest enterprise EkoNivaAgro for children and adults, and this year Kaluzhskaya Niva has picked up the baton of farm touring. 'The mission of the Academy of Dairy Sciences is not only to introduce the city people into the countryside lifestyle but also improve the image of milk as one of the basic food products', says Vladimir Kavin. 'Unfortunately, the majority of people don't drink milk out of fear to come across an adulterated product. Therefore we have decided to arrange such tours of our dairies and be transparent about how we get natural high-quality milk'.

By Anna BORDUNOVA





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December

Opening of a dairy complex for 2,800 head

Venue: V. Ikorets, Voronezh oblast
Organizers: EkoNivaAgro LLC

January 15th-24th

International Green Week 2016

Venue: Messe Berlin, Berlin, Germany
Organizers: Messe Berlin GmbH

January 26th-28th

21st International Exhibition Grain-Concentrates-Veterinary Science 2016

Venue: Moscow, Russia
Organizers: Expokhleb Marketing Centre

January

Seminars on John Deere technologies for specialists of farming enterprises of the Novosibirsk oblast

Venue: EkoNivaSibir servicing centre, Novosibirsk
Organizers: EkoNivaSibir

January

Opening of a servicing centre in the Kirov oblast

Venue: Kirov oblast
Organizers: Kirov branch of EkoNiva-Tekhnika



12+

January 15th-24th

EkoNiva invites you to visit the International Green Week in Berlin. We will be happy to see you at our booth!



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Editor-in-Chief:
Ms. Svetlana Ivanovna Weber
Address of the editorial office, publisher:
79-a Radishchev Street, 305004, Kursk,
tel. +7 (4712) 39 26 60
www.ekoniva-apk.ru
e-mail: vesti@ekoniva-apk.com

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