

Unfailing professionalism

Another farming season is coming to an end. One cannot call it perfect: the weather has been full of surprises, the loans have not become cheaper, the prices for agricultural products have not grown, and the sanctions have not been cancelled. However, our farmers are no longer frightened of these issues. They have become stronger, gained a very good professional shape and are looking for new opportunities for further polishing their skills in order to play in the 'premier league'. Meanwhile, EkoNiva, as an experienced sportsman, is setting the bar for individual and team performance still higher.



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Record yield 2017: joy with a spoonful of bitterness

The yield of grain is expected to break last year's record of 120 million tonnes. This would have been happy news but for a spoonful of bitterness: Russian wheat has crushed not only the internal market, but the global market as well. Low grain prices are definitely not what farmers have counted on. Certainly, we can say that we were lucky with the weather this year, but it is not only about the weather. Our farming enterprises have risen to an entirely new level: cutting-edge machinery, qualified staff and efficient management ensure consistently good yields, which means that Russia can set new records every year. Consequently, the price is going to be low again, and farmers will not get the expected profit. What shall we do? — Look for alternatives, not

counting on export alone!

Development of livestock farming offers a good way out. The industry is developing rapidly, and the demand for forage grain is only going to grow.

Organic farming can be considered as another interesting alternative.

Currently, there are not many organic farms in Russia, while organic products are becoming increasingly popular. People are getting more cautious about what they eat. They want to buy organic fruit, vegetables, meat and dairy products.

Organic farming also offers new opportunities for processing. However, since the organic product market is quite small, it is not very attractive

for processors and retail chains. Lack of processing facilities drives down the interest of farmers. The situation reminds of a vicious circle. But with time, we will break out of it.

Russia is already a big player in the world's food market. It can also assert itself in the organic market. The global demand for organic products is quite high. Unlike many other countries, Russia has unlimited land resources. Therefore, there is a good opportunity for organic product export. A lot of farming enterprises should consider an alternative to grain production so that next year, another record yield should not cause a loss of profit.

*Stefan DUERR,
President of EkoNiva Group*



Russian Field Day 2017 in Kazan (Republic of Tatarstan) took place under extreme weather conditions. However, the torrential rain did not dampen the enthusiasm of the professionals that had arrived from different corners of Russia.

Kazan of plenty

According to the statistics of the Ministry of Agriculture and Food Products, the event was visited by 10,000 guests from 74 regions.

Over 300 companies from Russia, Germany and Belarus presented their products at the event, for which over 60 ha of trial plots of Tatar Science and Research Institute of Agriculture was allocated. The booth of EkoNiva-Semena provided exhaustive information on the innovative varieties, which had been carefully selected with the consideration of the climatic conditions of Tatarstan, planted on the plots and could be

seen right away. Local farmers are forced to choose crops of short vegetation period due to severe weather in winters and late frosts occurring till April.

Canadian lentils CDC Redcliff, which ripen within only 64-90 days, met with a ready market as well as pea varieties debuted at the showcase: Rocket — for forage production and Jackpot and Belmondo — for food industry.

‘Soft spring wheat Triso has enjoyed an unfailing demand’, says Aleksandr Novoselov, Salesperson of Seed and Pedigree Cattle Sales Department of

EkoNiva-APK Holding. ‘It has been marketed actively all over country: from Kaliningrad to Novosibirsk and Primorye area.’

This year, soft spring wheat varieties Licamero and Calixo have been listed in the State Register. Though they are lower in gluten than Triso, they surpass it by yield. In Tatarstan, the company also unveiled a lineup of barley varieties and oats variety Max and demonstrated the plot of annual forage grass mixture of ryegrass and Persian clover RUSTI.

By Tatiana SIMONENKOVA

Hitting the shelves

Savinskaya Niva has become the first (and so far the only) Russian supplier of organic beef for HiPP, a German baby food producer. The first lot was shipped in February. As of today, over ten tonnes in total has been delivered to the processor.

HiPP is very thorough about the choice of raw material for its products. After Russia had imposed a food ban, the company struggled finding a domestic supplier of pure organic raw material for its processing plant in Kaliningrad oblast.

‘We set extremely high requirements for suppliers of raw material’, says Yekaterina Karpyuk, Deputy HiPP Product Quality Director, ‘since our target consumer is the most vulnerable. So, the quality of each shipment must be unflinchingly high and consistent.’

For this purpose, HiPP has designed dedicated specification form stipulating all requirements to the raw material in every detail, including labelling and packaging. The audit is an essential element of working with a supplier. The forages are

examined in the first place, then the processing plant is inspected with focus on the microbiological parameters. After that, the first delivery batch is reserved.

‘Samples from the reserved batch are sent to the lab at our central enterprise in Germany’, shares Yekaterina Karpyuk. ‘Only after it, the lot is validated and shipped to be delivered to us.’

Shortage of certified processing plants was another challenge for the manufacture of organic products.

‘Thanks to Anatoliy Nakaryakov, Director of Savinskaya Niva, we managed to break the deadlock’, says Yekaterina Karpyuk. ‘He helped us to find an appropriate slaughterhouse, which we certified. As a result, we have a supply of organic beef produced in Russia and, moreover, are looking forward to first shipments of organic

veal in autumn.’

Savinskaya Niva has scheduled the delivery of the first batches of organic veal to HiPP processing plant for November — December 2017.

By Olga ATANOVA



Future belongs to processing

EkoNiva to develop milk processing in Novosibirsk oblast.



With the Governor's blessing

At the meeting with Vladimir Gorodetskiy, Governor of Novosibirsk oblast, Stefan Duerr presented the project of a cheese factory with the processing capacity of 600 tonnes of milk per day. The factory will produce up to 50 tonnes of semi-hard cheese and 10 tonnes of hard cheese per day. The investment will amount to 6.5 million rubles. The start of construction is planned for the spring of 2018.

'Establishment of advanced level processing facilities ensuring a higher added value of end products is a priority task today', underlined Vladimir Gorodetskiy. 'Selling raw products is not the best way of development. Processing will allow us to enhance agricultural production considerably, create new jobs and ensure the expansion of the profit tax base.'

Maslyanino anticipating

Journalists had a chance to watch history being made in Maslyanino district with their own eyes. Sibirskaya Niva arranged a media-tour, during which Stefan Duerr, President of EkoNiva, Andrey Danilenko, Chairman of the Board of Soyuzmoloko Association, and Vyacheslav Yarmanov,

Head of the region, visited both existing dairies and construction sites of the new objects. The guests assessed the progress of the expansion of Penkovo dairy from 1,800 to 5,000 head and visited cattle fattening sites and a dairy for 2,500 head with a 72-stall rotary in Borkovo.

'The establishment of a federal-scale company in Novosibirsk oblast means that the region is attractive for investors. Regions usually compete for such big market players', says Andrey Danilenko. 'Before the Revolution, our country used to export dairy products. Nowadays, the deficit of raw milk in Russia is so high that even the amount of milk produced by EkoNiva in all six regions will not eliminate it; therefore, by definition, there is no competition in this market. The more milk is produced, the more affordable it is, the better it is for the population. Our task is not only to cover the domestic demand but to start exporting milk and dairy products. For example, cheese is an important export product.'

Producing 120 tonnes of milk per day, Sibirskaya Niva is the leader in the region. With the expansion of Penkovo dairy and the construction of a dairy for six thousand head in the neighbouring

village of Yelban, the production volume will rise to 220 tonnes per day.

'All milk produced by Sibirskaya Niva will be used by our own processing facility', says Stefan Duerr. 'This will allow avoiding the oversupply of raw milk in the region. Moreover, we are planning to buy milk from other farms if they wish to sell it. It is possible to make cheese here at a reasonable production cost; and I am sure that it will be in demand. We are planning to supply our cheese not only to the Russian market but also to export it to Europe and Asia.'

It must be noted that cheese is a traditional product in Maslyanino.

'Production expansion, means, in the first place, new jobs, which, in its turn, means the development of the region', explains Vyacheslav Yarmanov. 'Sibirskaya Niva is the main employer in the region. Currently, about 600 people are engaged in production and 150 people — in construction. In the future, the company will employ up to fifteen hundred people.'

At the end of the tour, the guests drove a stake into the ground at the site of the future cheese plant not far from Maslyanino. The project is bound to succeed!

By Tatiana SIMONENKOVA

A perfect tandem

Two world's leading manufacturers of farm machinery, John Deere and Vaderstad, have joined their efforts.

Russian farmers have obtained a significant benefit from the cooperation of the two leaders. Now all John Deere machines will be easily coupled with the pulled implements of the Swedish partner. And, vice versa, the John Deere intelligent systems will be integrated into Vaderstad implements. Pursuant to the terms of the agreement, John Deere dealers in Russia and Ukraine will also have an exclusive right to sell Vaderstad products. This ensures comprehensive after-sales servicing provided by one dealer.

'Thanks to the cooperation of the companies, all financial programmes with favourable conditions, for example, John Deere Financial, currently also apply to Vaderstad implements', concluded Gennadiy Nepomnyashchiy, Executive Director of EkoNiva-Tekhnika.

The partners are planning to perform all necessary machine testing together. The customers will have a first-hand opportunity to assess the perfect compatibility of John Deere machines and Vaderstad implements.

'Now, along with John Deere machines, which have immaculate reputation worldwide', says Gennadiy Nepomnyashchiy, 'we can offer our clients the best European sowing and soil tillage technologies embodied in Vaderstad implements.'

The agreement came in force officially in July, 2017.

'Now we will get still closer to our customers and strengthen our presence in the Russian market', affirms Evgeniy Zhilkin, Director General, Vaderstad Russia. 'Vaderstad implements and John Deere machines are a very good match. Why not bring this tandem to perfection?'

By Olga ATANOVA





At the heart of John Deere

The trip of EkoNiva's customers to the USA has been rich in impressions.

The group had a tour of John Deere Seeding Group in Des Moines (Iowa), Engine Works — in Waterloo (Iowa) and Harvester Works — in Moline (Illinois). In the course of the tour, the Russian guests learned about the company's history and saw the machinery assembly process. The Russian farmers also visited the John Deere headquarters and John Deere's original family home.

'After touring the automated assembly lines, we visited farms, including the one serving as the testing site for all new John Deere models', says Vladimir Moiseyev, Manager of After-Sales Support of EkoNiva-Chernozemye. 'We saw the John Deere 9570RX tracked tractor, which is to

be released in the Russian market next year, and the John Deere 4050i self-propelled sprayer featuring a carbon fibre boom being tested.'

Sergey Antimenko, Director General of Agro-AK (Voronezh oblast), has purchased his first John Deere Series 8 tractor this year and visited the John Deere manufacturing facilities abroad for the first time. Before, he had only been to the American manufacturer's factory near Moscow.

'Emotions from the John Deere tour in particular and from the USA in general escalated', says Sergey Antimenko. 'When it comes to reliability, John Deere machinery is beyond praise. Having seen

the assembly process, I started appreciating the company's trustworthiness even more. All the processes are automated, the employees work as a well-orchestrated team. But Americans should see the way work processes are organized on EkoNiva farms! They yield to nothing I've seen in the USA.'

There are several John Deere machines, among them self-propelled sprayers, tractors and combines, in KRiMM Agrofirma (Tyumen oblast). Even before the trip to the USA, Ivan Simishchenkov, Director of Uporovsky branch, was considering machinery fleet expansion. The visit to the factories helped him to firm up his decision.

'Never before have I seen such an immense scale of production', says Ivan Simishchenkov. 'I appreciated the painstaking attention to details and the way the workflow is set up. I took a note pad everywhere with me and made notes. I will employ some aspects in my business, in labour management for example.'

Over a hundred John Deere tractors operate in AgrolInvest holding alone.

'I've received lots of useful information', shares her impressions Olga Fyndyl, Deputy Director of AgrolInvest MC (Voronezh, Tambov and Lipetsk oblasts). 'We saw large-scale production facilities with fully-automated work processes. The Harvester Works stands out in particular. We are looking forward to the trip to AGRITECHNICA with EkoNiva.'

By Tatiana SIMONENKOVA

Unfailing performance

For the guests of Tula Field Day, EkoNiva has prepared farm machinery capable of surprising even experienced farmers with its features.

An extensive machinery fleet of such brands as John Deere, JCB and Fliegl was parked around EkoNiva's white-and-green booth.

The guests took a keen interest in the new John Deere 3810 plough, designed for enhanced performance and a longer service life.

Besides, many farmers were eager to learn more about the John Deere 455 grain drill due to its capacity of planting over 8 ha/h. Needless to say, the results looked impressive.

'I would like to draw your attention to the John Deere 6170M tractor', says Sergey Plotnikov. 'Equipped with the improved

PowerTech E series engine, the machine combines power and high technology which provides the operator with the tools to control the power.'

A JCB 531-70 Agri telescopic handler, a JCB 434S front loader, a Fliegl VARIO/ULW 30 transfer tanker and other machinery units appeared before the guests at their best.

'We've been cooperating with EkoNiva since 2003', says Aleksey Yevlanov, Deputy Director of Znamenskoye farming enterprise. 'Over the time, our machinery fleet expanded with over a dozen machinery units from John Deere and JCB: combines, tractors, tillage machinery and loaders, all displaying unfailing performance and running like clockwork. Besides, EkoNiva's service has always been at the top level.'

By Viktor BARGOTIN





Looking up to the hardy

Commercial varieties of EkoNiva-Semena have found their place under the sun of Siberia and Kazakhstan.

The demand for crops and varieties adaptable to harsh climate is on the rise. Clients from Novosibirsk and Tomsk oblasts of Russia and the Republic of Kazakhstan who are used to working in extreme conditions have come to a seminar in Sibirskaya Niva (Maslyanino district, Novosibirsk oblast) to form their own opinion on how the crops fare in production fields.

Vladimir Larionov, Chief Agronomist of Visitayev R.D. farming enterprise (Vostochno-Kazakhstanskaya oblast, Kazakhstan), shared his success with colleagues. It is his first year of cooperation with EkoNiva. They have long been planning to renew the seed material and introduce intensive spring wheat varieties.

'We purchased seeds of Likamero and Sonore soft spring wheats and Jackpot peas', says Vladimir Larionov. 'And we were quite happy with the results. Variety Likamero produced a yield of 3.9 tonnes/ha with 30% of high-quality gluten. Variety Sonore was sown later, it has not been harvested yet. But I think its

yield will be no worse, as we are observing good stand density and uniformity. Note that we have had only 30 mm of rain so far, so that is how the crops show themselves during a drought. Naturally, we paid a great deal of attention to crop protection and applied the necessary chemical treatment, so we expected a good stand, but the reality even exceeded our expectations. As for Jackpot peas, the variety is well-established in Russia, but we have become pioneers with it in Kazakhstan. The variety has good market properties, doesn't lodge, and I can judge by the stand that we are going to reap a good crop without losses. EkoNiva varieties have quite a good potential in our conditions.'

Willi Drews, an adviser to EkoNiva, an expert in farming and crop production, told the growers about stand management, placing focus on the fact that the company offers varieties which show themselves to advantage in adverse Siberian conditions and ensure good yields in the future.

'Skipetr soft winter wheat has fared well in Siberia this year', says Willi Drews.

'Letyazhye farming enterprise (Tomsk oblast) has just finished harvesting. The yield amounted to 5.83 tonnes/ha on an area of 490 ha. As for Triso spring wheat variety, it reached 4.0-4.5 tonnes/ha. For comparison: an average yield across Tomsk oblast does not exceed 2.0 tonnes/ha.' Vladimir Selikhov, Director of the enterprise, is quite happy with the results of cooperation, and always buys new varieties. Thanks to EkoNiva's varieties, Letyazhye won a cup of Tomsk oblast for top spring and winter wheat yields in 2016.

In Sibirskaya Niva, variety Skipetr also impressed the guests with the stand and the biological yield of over 5.0 tonnes/ha. Sergey Batartsev, Chief Agronomist of the enterprise, surprised everyone by demonstrating such warm-weather crop as soybeans in a perfect condition. Variety Eldorado of Siberian breeding is grown here for the first time on an area of mere 6 ha. The prospects for the yield are 1.5-2.0 tonnes/ha. Specialists announced that it would be a good result for the region.

The seminar also covered forage preparation. Since maize fails to reach maturity in the region, Sibirskaya Niva grows a lot of alfalfa. Using alfalfa cut into swaths as an example, the hosts told about haylage preparation. Following lively discussions and a wrap-up, the participants of the seminar departed to their own enterprises promising to continue the cooperation with EkoNiva-Semena in the future.

By Tatiana SIMONENKOVA

Guests from Japan

Once again, EkoNiva's dairy in Verkhny Ikorets hosted guests; this time — from the land of the rising sun...

Visits of foreign delegations have long ceased being new or special. So, no particular preparations were made for the arrival of the guests from Japan, and the dairy worked according to the usual schedule.

That was exactly what surprised the eastern delegation led by Kimihiko Eura, Deputy Head for Food Security Office, Ministry of Agriculture, Forestry and Fisheries of Japan.

'The first thing that catches the eye is, of course, the perfect order and spotless cleanliness of the premises', says Kimihiko Eura. 'And, of course, I was struck by the scale of production. Let me explain:

Japanese dairies do not have more than 80 cows on average, and those with over 200 head are considered large-scale.'

The aim of the Japanese guests was to assess the current state and potential of agricultural production in Russia. They also studied the grain commodity market of the Central Black Soil region and noted its extensive growth prospect.

In the course of the tour of EkoNiva's largest dairy for 2,800 head, the visitors got an overview of the company's history and business activities. The guests had an opportunity to see the complete production cycle, starting

from the rotary milking parlour and finishing with the calf village, which enabled them to get an insider's view.

'What we have seen has exceeded our expectations, which is great', says Kimihiko Eura. 'We saw that the dairy is in perfect condition, that it is equipped with modern machinery, and that the employees are a close-knit team, delivering high-quality and efficient work, which is important for a large dairy like this. And, of course, I would like to thank Mr. Stefan Duerr for the warm welcome and positive emotions, which we have received during the tour of the dairy.'

By Viktor BARGOTIN





Focus on John Deere

EkoNiva-Tekhnika has arranged a unique campaign at Kaluga Field Day. All attendees were welcome to pose for a picture with John Deere machines and receive a Canon EOS 1200D camera as an award.

There were plenty of people willing to strike a pose for a picture. Hardly anyone could resist the temptation to boast of a selfie with the latest technological wonder before their friends and acquaintances. Members of Greenwich folk dance studio were no exception. They became the lucky winners who received the precious prize.

'It is a very useful present', says Inna Pashkina, Director of the dance studio. 'We used to take pictures of the children performances with our phones; and now we have our own professional camera. We are going to have a concert soon. It

will be a good chance to try the new camera. Now, we are sure to have bright and colourful photos!'

According to Inna, it is their professionalism, not pure luck, that explains their success. Her students are creative and always take an ingenious approach to everything.

Large Sklyarov family came in second. Three brothers: Semyon, Serafim and Zakhar are real men with passion for machinery in their blood. Thanks to EkoNiva and their imagination, each of them has his own John Deere tractor now, though

it is a collectible diecast model so far. But everything is in store for them!

The third place was taken by Tatiana Zemtsova, a student of Timiryazev Agricultural Academy.

'I study Agronomy', says Tatiana, 'so I am visiting the Field Day event out of professional interest in the first place. But I have never expected to make it to the top three in the contest. The John Deere model I have received is a perfect match for my room design and a tribute to my future profession.'

Besides, each winner was presented with a 'tasty' basket from the Academy of Dairy Sciences filled with natural dairy products made from high-quality milk produced by cows on EkoNiva's own farms without any artificial additives.

'Everything has been devoured in no time', says Anna Sklyarova. 'The children are exhilarated. Yoghurts, curds and milk are just finger-licking good!'

By Olga ATANOVA



Upgrading the herd

The pedigree bull calf was born on Sibirskaya Niva farm on 3 May. The editor's office received hundreds of letters with applications for the contest. The reason for the desire to get the bull was the main criterion for the jury selecting the winner.

By the general vote of the local residents, the sturdy youngster was named Gavryusha. Now, the farm of Andrey Pulikh in Chulym district is his new home. Andrey himself had returned to his



The 'subscribe-for-the-Sovetskaya-Sibir-newspaper-and-exchange-the-receipt-for-a-calf' contest in Maslyanino, Novosibirsk oblast, is over and the results have been announced.

homeland, Bogotolskiy settlement, years ago, to find it deserted and desolated. Andrey's family is actually the whole population of Bogotolskiy settlement now.

'In the neighbouring villages, unemployment also was an issue, so, we were determined to rely only on ourselves', recalls Andrey Pulikh. 'I often visit my relatives in Maslyanino district and I can't but feel exultant about what EkoNiva has achieved. I have been observing over the time how Stefan Duerr has been developing his business. And though I'm not acquainted with him personally, I deeply admire people like him.'

Andrey's household farm has 70 cows, about a hundred sheep, horses, geese, hens, rabbits and own apiary. This household earned a special award from the regional authorities in 2013.

'I don't need this calf for fun', confesses Andrey Pulikh. 'I want to upgrade my herd's

genetics. And a good sire would come in handy. Moreover, Holstein breed is something I have not dealt with before.'

Sergey Lyakhov, Siberian Region Director of EkoNiva-APK Holding, headed for the barn personally after the jury had finished the voting.

'It is awesome that the contest winner has a big farm of his own', comments Sergey Lyakhov. 'This bull will be of great help in pedigree breeding development on the farm. You know, a farm like this needs a really strong, hardy bull, so I have chosen the sturdiest.'

Gavryusha now has his own webpage on the Internet, where the journalists give an account of his new life. It is not the end of story, though. Sergey Lyakhov suggests, 'Why not present the subscribers with a heifer calf one day!'

By Tatiana SIMONENKOVA



A must-see for a livestock farmer

The 13th Interregional Exhibition of Pedigree Cattle and Livestock Farming Equipment took place in Novaya Usman village, Voronezh oblast.

The exposition included a wide range of machinery and technologies used in livestock, sheep and goat, pig and poultry farming. The industry specialists had an opportunity to familiarise themselves with the

latest novelties in herd reproduction, management, feeding, housing and veterinary practices.

Traditionally, EkoNiva was one of the exhibitors of the trade show. The company displayed pedigree cows of Holstein, Red-and-White and Simmental breeds.

‘Our company is a regular participant of the inter-regional trade show’, says Kseniya Ogorodnikova, Herd Manager of EkoNiva. ‘We have selected our best cows for the exhibition. Such events provide farmers with a wonderful

opportunity to discuss professional questions and share their experience.’

The trade show also offered professional master classes on hoof trimming, udder hygiene and ultrasound examination.

EkoNivaAgro treated those who got hungry to tea and delicious pastry, and The Academy of Dairy Sciences held an all-win lottery and arranged a tasting of the natural milk, health-boosting yoghurt, excellent sour cream and tender curds.

‘My child loves the products of the Academy of Dairy Sciences’, says Marina Malkova, a guest of the exhibition. ‘When we saw the booth with our favourite products, we just could not pass by.’

By Viktor BARGOTIN



A home for horned beauties

A new barn at one of the dairies of EkoNivaAgro in Petropavlovka village, Voronezh oblast, has become a cozy home for 250 cows.

Viktor Shevtsov, Head of Liski district, observes that it is essential to develop as many dairies of this kind as possible in Voronezh oblast.

‘The villages which are engaged in livestock production are “live”, says Viktor Shevtsov. ‘They keep growing and flourishing. Therefore, I would like to thank EkoNiva for breathing life into our rural areas.’

The new tie-stall housing barn for 250 cows of Red-and-White breed is equipped with a modern milk pipeline.

The management of the company has created comfortable conditions not only for cows but also for the employees providing them with a shower room, a dressing room and a dining room. The staff will include four milkers, three cow

pushers and one operator.

‘In the future, we are planning to build another barn on our farm’, says Lidiya

Sologub, Head of the Farm. ‘Our horned beauties deserve the best!’

By Viktor BARGOTIN





Taming the dragon

Team sports unite people, and employees of EkoNiva have proved their readiness to deal with any task shoulder to shoulder. In the context of celebration of the Russian Navy Day in Voronezh, the administration of the city has held Peter the Great's Regatta. The competition took place in the waters of the Voronezh water reservoir.

While some EkoNiva employees were fighting against the element, others were rooting for them enthusiastically ashore. The supporters' chants from the waterfront reached as far as Petrovskiy (Hare's) island, spurring the oarsmen to victory. Representatives of EkoNiva-Media managed to capture the race from the water, the land and even the air, enabling us to provide a comprehensive coverage of the regatta, including an insider's view!

Always afloat!

The dragon is a large canoe with the head and the tail of the mythical creature. EkoNiva acquired one for itself – in corporate white and green colours – as a symbol of staying afloat. A total of 16 crews lined up at the starting line, among them – the industry colleagues from Prodimex and Voronezh State Agricultural University. Each crew consisted of 20 paddlers, a coxswain and a drummer setting the rhythm of the stroke. After the draw, it was decided that EkoNiva

would compete in the first semi-final. During the parade, the crew overcame nervousness and marched proudly. They had prepared for this important hour! The crew, all of them amateurs introduced both to rowing and each other for the first time, had exercised twice a week for a month and a half.

'The training took place at the premises of Burevestnik sports club', recollects Viktor Bargoutin, a journalist of EkoNiva-Media and a crew member. 'A short coaching before the break-in, and we are already rowing coach-led along the Voronezh river. I must admit it was

scary at first: the canoe was rocking with waves from passing-by power boats hitting the sides. At first, we had trouble rowing to the same rhythm, but later, when we got a hang of it, the rowing gained synchronicity. The coach laid great emphasis on perfecting the rowing technique of each crew member. We were told how to place the blades in and out of the water, what the proper blade angle should be at backstops, the way the core and legs should work. As the training progressed, it became obvious that we were making headway. During one





says Artyom Petrin. 'We didn't hear the "start" command all that well. After a mediocre start, however, we made a leap and caught up. We are happy that we competed side-by-side with the strongest crews.'

There were 2 females among the paddlers. One of them, Darya Dorovskaya, a lawyer specialising in labour law, enjoys cycling and going to the gym. Dealing with employee conflicts on a daily basis, she is skilled at keeping balance, yet even she found it hard to conceal her emotions after the finish.

'It was very exciting, the adrenaline rush is incomparable to what I experienced during the practice, I am still under its effects', says Darya Dorovskaya. 'We are clerks working in agriculture, who would think that we could beat athletes. We are pleased with the result, and we will build on it!'

Ivan Melnikov, Head of Vysokoye Dairy, is sure that everyone is equal in rowing. And, despite all its heterogeneity, EkoNiva team has proved to be very cohesive. 'We all strove to deliver steady, consistent strokes', says Ivan Melnikov. 'Thanks to rowing, I have discovered perseverance in myself. I am proud of the crew and myself!'

Both the contestants and the supporters got a surge of positive emotions before the hard week's work. EkoNiva team is not going to rest on its oars. Instead, it will take part in the regatta to celebrate the City Day of Voronezh this September and maybe even improve the best time of 2 min 20 sec at the 500 m distance.

*By Tatiana SIMONENKOVA
& Viktor BARGOTIN*

The Academy of Dairy Sciences joined in the celebration of the Russian Navy Day and treated the participants and guests of the Regatta to delicious dairy products.

Read more on p. 22

of the training sessions, we had an accident, and the boat nearly sunk. As we were racing against the clock, the dragon rolled to one side, then to the other and began pitching. Panic among the crew ensued, a few crew members yelled something along the lines of "Batten down the hatches!", "Bilge water!", others just laughed. Of course, this was said in jest, but when the boat actually capsized and we found ourselves in the water, with the bank around a hundred metres away, this was no laughing matter. That was when we demonstrated our grit and proved to ourselves that we were a team. Swimming towards the bank with one arm, we dragged the heavy dragon along with the other. Having bailed all the water out of the canoe and regained our breath, we headed off to the training camp. That day's practice was over for us.'

The crew consisted of twenty-five employees from EkoNivaAgro, EkoNiva-APK Holding, EkoNiva-Chernozemye and EkoNiva-Media. Anastasiya Silenko, Administrative Assistant to Director of EkoNivaAgro Left-Bank Operation, who practices jogging and power walking, was chosen as a motivator with a drum.

'My task is to boost the team spirit', says Anastasiya Silenko. 'In case the crew carries a little, I call "Move it!" at once. I see everyone, their mindset and output. Everyone is so different, yet they all work as one. And that is what matters!'

At full speed

'Our priority task was to defend the company's dignity', shares Viktor Bargotin. 'Everybody took their seats, the boat moved off from the bank, and we slowly rowed towards the starting line warming up and taking in the last instructions of the steersman. The entire waterfront was full of people excitedly anticipating the start of the first semi-final. Amid the noise of the crowd, cheers of EkoNiva support team were distinctly heard. Few, if any, crews had such devout fans. It is not for nothing that they say supporters are equivalent to an extra crew member. Maybe it was thanks to them that the crew performed so well. The dragon boats lined up

side-by-side. "One minute", announced the chief referee, speaking through a megaphone. We focused on giving the main rivals — the VSU and VSTU varsity crews — a hard fight. Other strong crews racing in the same semi-final included those of Emergency Situations Institute and Gasprojectengineering. After the start, the strokes and the drummer increased the rate and everyone began working as one. We were the second for a while, and, according to the spectators, it was possible that we would accomplish the feat and get into the final. But we lost pace in mid-course. The VSTU varsity crew gained the lead, with the VSU crew working steadily close behind. A hard fight for the third place was on. The varsity crew of Emergency Situations Institute made an attempt to move through us, but we found a new gear close to the finish and crossed the finish line one metre ahead. Hurray!'

The competition was divided into three semi-finals, based on the results of which the top six crews advanced to the final. EkoNiva crew covered the 300-metre distance in 51.03 sec., finishing third in its semi-final and seventh — in the overall standing. Artyom Petrin, the banner bearer, a Herd Manager and Deputy Head of Vysokoye Dairy, and formerly a handball and volleyball player, took up rowing with a healthy competitive spirit.

'In my opinion, we performed very well',





Bringing together the best

Ryazan oblast has become a meeting point for local farmers and agricultural businessmen from other regions to share experience, discuss topical issues and make new business contacts.

A tour of trial plots of winter wheat, barley, ultra-early soybean varieties and other popular crops took place on the testing grounds of Ryazan Agricultural Research Institute in Podvyazye village, Ryazan oblast; while Zhitovo village, Rybnoye district, accommodated a trade fair of modern agricultural machinery showcasing over 100 units of domestic and imported machines.

One of the most large-scale displays, which included a wide range of JCB and John Deere farm equipment, was arranged by EkoNiva-Tekhnika.

'Today, we would like to highlight the novelty of the season, the John Deere F450E

baler', says Ivan Glebov, Head of Sales Department of Turlatovo Branch of EkoNiva-Tekhnika. 'This is a fuel-efficient, high-capacity machine, which ensures loss-free pickup of straw and hay windrows.'

As for the tried-and-trusted machinery range, EkoNiva-Tekhnika presented the John Deere 8320R tractor with a 352 hp engine, which enables it to pull virtually any implements. The John Deere T660 combine harvester is currently in high demand since the harvest time is drawing nearer. The machine is suitable for harvesting different crops in tough conditions and its design guarantees smooth grain and straw handling.

'EkoNiva is one of our key partners', says Grigoriy Yalovenko, Head of Rus agricultural enterprise. 'There are two 8 Series and two 7 Series John Deere tractors as well as John Deere 7800 and John Deere 8300 combines in our machinery fleet. Operating these machines is pure pleasure. Besides, the service centre, in my opinion, is second to none in Ryazan oblast.'

Among other gems of EkoNiva's display, were JCB 531-70 AGRI and JCB 535-95 AG telehandlers and a Vario ULW 30 Tandem transfer trailer.

Ryazan Field Day offered not only a rich business programme, but also diverse entertainment. Tractor Show, a regional professional contest for tractor operators involving figure driving of a laden tractor along a pre-determined path, helped to identify the most skilled operators of Ryazan oblast.

By Viktor BARGOTIN

Proven on tough soil

A demo-show of the John Deere 2720 disk ripper has taken place on autumn-ploughed land of Sibirsкая Niva.

Farmers from Novosibirsk and Tomsk oblasts had an opportunity to see the cultivator in action first-hand.

The machine consists of several sections, each performing a certain function. The C-springs penetrating and shattering the compaction layer come first. They are followed by combination scrapers capable of fracturing the hardpan to the depth of 32 cm. Then come the rear gang bolts levelling the soil profile, and after them — the packing basket that breaks up any remaining clods and leaves a level seedbed.

'It is an upgraded version of the time-tested John Deere 512', explains Aleksandr Zuyev, Head of Sales

Department of EkoNivaSibir. 'The packing basket is a new addition to the combined tillage tools.'

Farmers usually select a tractor for its towing capacity, which is calculated on the basis of the number of shanks, considering that each of them has the capacity of 35-50 hp. 7- and 9-shank cultivators require John Deere 8 Series and 9 Series tractors, correspondingly.

The 7-shank unit featuring 40 disks was showcased at the working demonstration. The ripper was coupled to the John Deere 9420 tractor with the capacity of 425 hp purchased by Sibirsкая Niva for

reclamation of land which had been fallow for over three years.

The front 610-mm-diameter C-spring standards with LaserRip™ II points facilitate easy soil penetration, weed cutting and more intensive tillage on the whole', says Aleksandr Zyuev.

According to experts, these machines are extremely easy to adjust, operate and service.

The model has far fewer grease points than its rivals', says Aleksandr Zyuev. 'The disks are combined into a gang which is mounted onto a shaft, with three sealed, maintenance-free gang bearings. This design solution combined with self-cleaning disks, protects the components against clogging.'

By Tatiana SIMONENKOVA





A series of demo shows has taken place on five farms in Vladimir oblast, with the JCB 531-70 Agri telescopic loader as the centerpiece. The machine became an indubitable hit with them all.



Proven at five testing grounds

The highly-efficient JCB 531-70 Agri telescopic loader has the renowned Dieselmax engine at its heart. The in-house engine combined with a powerful transmission ensures top performance. With the power ranging from 100 up to 130 hp, the engine delivers high levels of power and torque even at low engine speeds eliminating engine overload.

'The JCB 531-70 Agri has numerous advantages', says Aleksandr Naumov, Manager of Sales Department of Vladimir Branch of EkoNiva-Tekhnika. 'Following the JCB design, the booms are constructed with minimal welding seams.

The machine offers great manoeuvrability which enhances off-road performance.

The one-piece bonnet with a pneumatic spring opens for ease and safety providing convenient service access for all daily maintenance checks. The radiator chaff guard and reversing fan keeps debris out of the cooling package.

'Our enterprise lacks a machine capable of performing a range of tasks similar to that accomplished by JCB 531-70 Agri', points out Aleksandr Kotlov, Chief Engineer of Tarbayevo. 'We are quite happy with what we've seen. For several days, the telescopic loader was engaged

in forage, grain and straw handling applications, and it did an excellent job.'

The spacious cab with excellent visibility has enough comfort to meet the demands of any operator.

'The JCB 531-70 Agri loader has accomplished all the tasks', says Denis Grigoryev, Chief Engineer of Voronezhskiy Agribusiness Enterprise. 'The machine requires less maintenance as compared to its competitors, which is confirmed by long service intervals of 500 hours. A multitasker like this always comes in handy.'

By Viktor BARGOTIN

New arrival

The demo show of the John Deere F450 baler, which is currently entering the Russian agricultural market, has taken place at the premises of Voskresenye-Agro farm, Kostroma oblast.

The distinguishing feature of the baler is its high hay and straw baling performance ensuring elimination of crop loss. A short wrapping cycle, high capacity and efficient ground following make John Deere F450 one of the best machines in its class.

'The baler combines high reliability and quality with cost-efficiency', says Kirill Tagantsev, Head of Sales Department of Kostroma Branch of EkoNiva-Tekhnika. 'And these are not just empty words: the baler can be coupled to virtually any tractor, and the large bale diameter of a meter and a half offers reduced wrapping cost and increased performance.'

The John Deere F450 is equipped with a fixed bale chamber. The chain pinion shaft ensures great density even in dry working conditions, which is important when baling the straw. The conveyor slats are made from galvanised steel ensuring a longer service life and years of uninterrupted operation.'

'When we first saw the baler at work, we were astonished by its performance', says Aleksey Sirotnin, Director General of Voskresenye-Agro. 'It got the job done in a breeze and demonstrated all of its advantages. Since our farm is growing day by day, we're going to need another John Deere F450 baler in the nearest future.'

By Viktor BARGOTIN





Meet the future

Ryazan farmers were provided with a unique opportunity to observe and assess the cutting-edge John Deere R4050i self-propelled sprayer.

The 'VIP guest' from the Netherlands was received at Mir farming enterprise. This self-propelled sprayer enjoys great popularity in Europe, but Russian farmers are yet to get acquainted with the machine. It will be available in our market next year. The highlight of the sprayer is the ultra-lightweight carbon fibre boom which removes almost 1,000 kg from the rear. Able to spray at widths of 18 to 36 m, the new boom is designed to withstand the high dynamic loads and high application speeds of up to 27 km/h.

'In the line of its predecessors, the R4050i stands out for its big, 5,000-litre capacity spray tank', says Gennadiy Nepomnyashchiy, Regional Director of EkoNiva-Tekhnika, 'and the carbon fibre boom, which is really unique, as the material has never been applied in the manufacture of farming equipment before.'

The R4050i is powered by the 6.8-litre John Deere PowerTech PSS engine producing a maximum output of 255 hp. The sprayer chassis features dual-strut independent wheel suspension, and hydraulic track width adjustment as

standard. There is also a choice of two-wheel, four-wheel or crab steering to suit different crop and field conditions.

'On our farm, we use several domestic and imported trailed sprayers', says Aleksandr Ilyichev, Chief Engineer of Mir Enterprise. 'They can't even be compared to the state-of-the-art John Deere machine. It is head and shoulders above its competitors. We will definitely consider purchasing this unit next year.'

The sprayer is equipped as standard with the GreenStar touchscreen display and Autotrac guidance system. Other standard features include a Hydro Handle multi-functional control lever, Solution Command electronic sprayer control for automatic filling, mixing, spraying and rinsing the tank.

'EkoNiva supplies only top farming machinery', continues Aleksandr Ilyichev. 'We know it first-hand after acquiring a John Deere 9640 grain harvester and two JCB 531-70 Agri telehandlers. The machines deliver the highest performance, and the service centre always comes to rescue promptly and gives a helping hand to solve the complicated problems.'

By Viktor BARGOTIN

Lord of fields

Higher power, outstanding intellect and improved comfort are inherent features of the John Deere 8R and 8RT tractors, which ensure maximum return on every hour of work in the field.

John Deere 8 Series tractors have been widely acclaimed by Russian farmers for quite a time already. The machines meet the requirements of high performance, maximum time of unfailling operation and reduced operational costs. 'We purchased a John Deere 8285R tractor a couple of years ago', says Sergey Tervi, Deputy Director General of Farming Enterprise n.a. Dimitrov (Kaluga oblast). 'An improved three-point hitch with a higher lift capacity deserves a special mention as it enhances operational flexibility, ensures high efficiency and continued optimum operation.'

The unprecedented power density of the new John Deere 8R Series makes it easy to transport heavy loads and undertake demanding draft and loading work whilst using less fuel.

'Our farm has known John Deere

machinery for a long time', says Andrey Lebedev, Farm Manager of Lag-Service AGRO (Ryazan oblast). 'We have three 8 Series tractors in our arsenal: John Deere 8335RT, 8370R and 8430R. AutoTrac system enables you to master straight and curved tracks, work comfortably in

low visibility situations, while reducing skips and overlaps.'

At present, 8 Series John Deere tractors are among sales leaders, which is no surprise, as Russian farmers need a reliable field toiler.

By Viktor BARGOTIN





The John Deere W Series grain harvesters have undergone a comprehensive redesign to integrate all the best qualities of their predecessors with a number of indisputable advantages of their own.



Even more reliable!

Increased throughput and minimal losses when harvesting low-growing and lodged cereal crops are what you get with the all-new John Deere W650 straw walker combine launched in 2017. Powered by a fuel-efficient John Deere 6.8 L PowerTech 300 hp engine, it delivers outstanding performance and maximum torque at rated rpm. Also, the combine has 16 factory settings for different crops.

The John Deere W650 model with the 630F header reaps crops without losses even in the most challenging fields', says Sergey Plotnikov, Sales Manager of Tula branch of EkoNiva-Tekhnika, 'The threshing cylinder is 660 mm in diameter and 1,670 mm in width, with the speed range within 475-900 rpm.'

The new Dyna-Flo Plus cleaning shoe of up to 6.3 sq. m is the largest in the industry. The 36% greater airflow is evenly distributed across the sieve area, which has been enlarged by 40%, utilising a pre-cleaner similar to that of higher-capacity S-series rotary combines.

The separation system has undergone transformation, too. The walker length has been extended by 180 mm, and the step angle — by 2.4 degrees, thus resulting in considerably reduced losses during separation. The 11,000 l grain tank discharges in under 90 s at the rate

of up to 125 l/s. The machine ensures non-stop harvesting and unloading on the go with 34 hp excess power.

The new John Deere W650 Series was compared to the previous model at the demo show at Novaya Zhizn farming enterprise (Tula oblast). The losses of the new combine had been further reduced and amounted to mere 0.2% at 3.5 km/h harvesting speed with the yield of winter wheat approaching 6.2 tonnes/ha. The results convinced the farmers that this machine was indispensable in the field. Two enterprises, Novaya Zhizn and Lazarevskoye, purchased the models there and then.

Novaya Zhizn has been cooperating with John Deere for many years. They purchased their first John Deere combine in Germany in 2002. The machine works at the enterprise to this day.

'When compared to other manufacturers, definitely, John Deere has an edge in terms of quality, lifetime and output', says Eduard Danilin, Head of Enterprise, 'besides, they have a well-run spare parts supply.'

Kudryashovskoye farm (Novosibirsk oblast) has a whole fleet of John Deere W Series combines. They purchased six machines last year and another two — this year.

'Previously, we had six rotary combines', says Anatoliy Ketta, Director for Crop

Production, 'then we switched to conventional straw walkers. They don't get clogged and have a good output.'

Two John Deere W Series combines operate at Preobrazhenskoye farming enterprise (Novosibirsk oblast). The first one was purchased six years ago, the other — three years ago.

'We made our choice based on the header width and performance', says Aleksey Proskurin, Director of the enterprise.

Yudanovskiy Prostory (Voronezh oblast) bought their first John Deere W Series combine as early as in 2013. Prior to that, the company's machinery fleet was composed of farm machines by different manufacturers. However, over time, they switched to John Deere exclusively.

'It's because the machinery is reliable like no other', says Sergey Tabolin, Chief Engineer of the enterprise, 'and EkoNiva's service technicians have a short response time. As much as 60% of operation depends on the service, and that, I must say, is top-notch in EkoNiva!'

The enterprise bought their first John Deere tractor in far-off 2005. The machine is up and running to this day but already at another enterprise.

'We purchased the John Deere W650 combine because of its performance in tough conditions. The speed of this year's model matches that of a tractor', says Sergey Tabolin, 'I have harvested 28,000 tonnes of grain with it so far.'

The unique lighting system enables the John Deere W650 to work at night as well as during the day. The front of the cab features eight headlights. Four additional xenon lamps are installed at the top of the cab. Two row-finder lamps are installed on the sides of the cab for additional lighting when working with wide mounted implements.

By Olga ATANOVA





JCB: threefold efficiency boost

EkoNivaSibir has held a number of demo shows of the JCB 536-70 Agri Super telehandler at farming enterprises of Novosibirsk and Tomsk oblasts.

Loadall's CV

The model has the dimensions and features of the JCB 531-70 with the lifting capacity of 3 tonnes', says Aleksandr Zuyev, Head of Sales Department of EkoNivaSibir. 'However, due to the reinforced frame, it is capable of lifting up to 3.6 tonnes. At the same time, it is more affordable, than the more powerful JCB 541-70.'

The JCB equipment is reliable, powerful, and efficient. It offers increased operator comfort. Any loader of the JCB lineup is versatile due to the comprehensive range of tools: buckets available in many sizes, grabs, forks, rotating augers, brushes, earth drills — a total of over 40 attachments.

The demo shows featured the best-selling attachments: a 2.5 m³ grain bucket, a muck fork & grab, capable of not only cleaning out compressed manure in pens, but also lifting two bales at a time, and a shear grab, which ensures a smooth clamp face to maintain nutritive properties of forages.

'The word "Super" in the denomination means that the loader's capacity has been increased to 130 hp', says Aleksandr Zuyev. 'And the 30 hp margin gives it an edge over competitors in tough conditions. The operator can monitor the telehandler remotely via the factory-installed JCB LiveLink, which provides users with detailed information,

including location, beginning and end of work sessions, idle time and work under load, engine hours overall and before maintenance, battery charge and fuel consumption — all displayed either on the in-cab computer or remotely on a fleet manager's or a director's smartphone.'

In Tomsk oblast, the telehandler was driven by an operator from Letyazhye farming enterprise. In Novosibirsk oblast, it was operated by an employee of Sibirskaya Niva. The viewers observed that the 3.5-year experience of operating a similar loader allowed the operator to show the machine in all its glory. The performance capabilities of the hydraulic system of the JCB telehandlers enable them to carry out as many as three tasks simultaneously: for example, raising and extending the boom while tipping the bucket over, thus saving working cycles and resulting in a considerable efficiency boost.

Farm feats

Upon request of the potential owners, the telehandler accomplished various tasks.

A fully-loaded grain truck with the capacity of 32 tonnes was unloaded within 25

minutes at Spas farming enterprise (Tomsk oblast). For comparison: without a JCB loader, the same operation at the same enterprise takes up around three hours. Besides, it took the telehandler two hours to clean out and sweep the silage pits and another three hours to remove the accumulated manure.

At Krutishinskoye farming enterprise (Novosibirsk oblast), the JCB 536-70 Agri Super loaded dozens of tonnes of black soil from a landfill site and a similar amount of manure within a single day. The work was so well-coordinated that the tippers loaded to the brim worked with no downtime.

The representatives of Karasevskoye farming enterprise (Novosibirsk oblast) chose clay excavation for testing. Twenty-one KamAZ-fulls of clay was loaded and hauled away within 2.5 hours. Sales managers of EkoNivaSibir observed that if they had known about the task in advance, they would have brought a special tooth bucket for construction works to improve the performance still further.

A horse pen and a part of a sheep pen was cleaned out at Aleksandrovka farming association (Novosibirsk oblast). Following the results of the demo, the telescopic handler found its new home at the enterprise.

'We've been thinking about buying the loader for a while, it just took us a long time to find the financing', says Vladimir Mul, Director of Aleksandrovka. 'We purchased two buckets (2.5 m³ and 1 m³) additionally because the telescopic handler is going to be used for various applications. Predominantly, though, it will be loading grain. We have approximately 9,000 ha of farmland, on which we produce 150 tonnes of grain annually. The grain has to be handled several times. We have settled on automating the process to avoid multiple operations during loading and fill a whole KamAZ at once instead. Many other applications in livestock farming (cleaning the stalls, loading forages) and in construction (filling the road with gravel, sand or soil; material handling) are also in store for the telescopic handler.'

By Tatiana SIMONENKOVA





John Deere Reman: complete rehabilitation

One of the most urgent problems of all farmers is a huge number of machines and implements which have gone out of use and lie forgotten in dusty corners of warehouses. Previously, the best such machines and implements could hope for was being sold for scrap at the lowest possible price.



Now, there is a chance to breathe new life into an old machine thanks to the unique John Deere Reman programme. The programme provides complete replacement of spare parts at a reasonable price.

How does it work?

If you have any broken John Deere parts, do not pile them up, take them to EkoNiva-Tekhnika. John Deere will buy them at a good price. Besides, you can file an application for the machinery you need. The money received for the broken parts will be used as partial payment for the future purchase. The spare parts are remanufactured at the plants of Canada and the USA.

'They can remanufacture virtually everything', says Nikolay Terekhov, Head of Order Department of Kaluga Branch of EkoNiva-Tekhnika, 'engines, engine parts, fuel systems, hydraulic systems, transmission components, power units, electrical equipment.'

In the process of remanufacturing, the component is taken apart, every element

is thoroughly cleaned and replaced if necessary. After that, engineers make sure that there are no cracks anywhere, and then, if everything is all right, the components are assembled again in accordance with the latest specifications. John Deere offers the same warranty for the remanufactured parts and components — one year, with unlimited number of engine hours for the machine and two years for the engine.'

'It is very difficult for farmers to receive a loan on favourable conditions nowadays', says Nikolay Terekhov. 'In this situation, John Deere Reman programme literally saves them! The remanufactured parts cost about 30-40% less than the new ones, and the repair time is almost twice as short, which reduces downtime costs.'

A great number of farmers have already had an opportunity to benefit from John Deere Reman programme and continue using it with pleasure.

'We used to sell old parts for scrap virtually for nothing', shares Nikolay Ildiyarov, Chief Engineer of Angus Genetics Centre. 'Now

we sell them to John Deere at a good price with the help of EkoNiva-Tekhnika. In the nearest time, we are planning to sell a power unit and a hydraulic pump.'

Maksim farming enterprise (Voronezh oblast) uses John Deere Reman programme on a regular basis.

'We have a lot of machines', says Aleksandr Sergeyenko, Engineer. 'Something breaks down every year, and John Deere Reman programme is a great help for us.'

Kirza farming enterprise (Novosibirsk oblast) was one of the first farms to take advantage of John Deere Reman programme.

'Everything new is well-forgotten old', says Igor Sokolov, Chief Engineer of the enterprise. 'In the Soviet times, there were special exchange stations, where you could exchange a part you did not need for the one you needed. John Deere Reman programme is something similar but at an entirely different scale. We trust John Deere quality, that is why we buy remanufactured starters and power units.'

By Olga ATANOVA

Multitaskers

At Kuzbass Field Day 2017, which was held at Vaganovo village (Kemerovo oblast), EkoNivaSibir presented telescopic multitaskers JCB 531-70 Agri and 541-70 Agri.

The loaders were displayed together with a set of implements, including a 2.5 m³ bucket, a shear grab, a pallet fork and a front lift fork. After the Field Day, the JCB 531-70 was delivered straight to Mikhailovskoye farming enterprise (Kemerovo oblast), which already owned John Deere machinery purchased from EkoNivaSibir.

'Judging by the volume of work the loader is performing, it can replace several machinery units of Minsk Tractor Factory', says Aleksey Arefin, Director

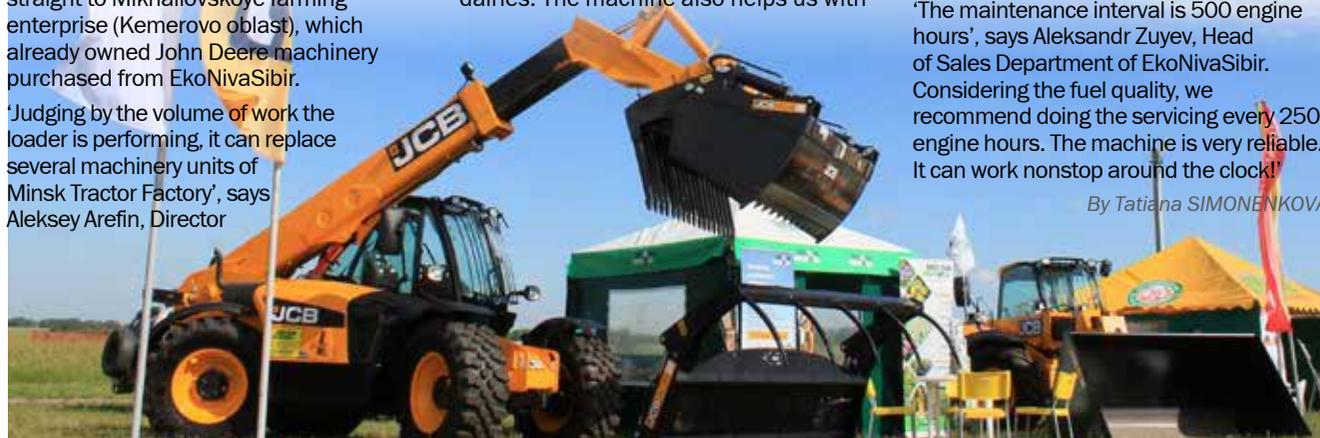
of the farming enterprise. 'We purchased it mainly upon recommendation of our colleagues. We have armed the loader with a shear grab, a haylage fork and a broom so that it could work at our two dairies. The machine also helps us with

construction.'

The loader offers increased comfort for the operator, and the operating costs are not much higher than those of a passenger vehicle.

'The maintenance interval is 500 engine hours', says Aleksandr Zuyev, Head of Sales Department of EkoNivaSibir. Considering the fuel quality, we recommend doing the servicing every 250 engine hours. The machine is very reliable. It can work nonstop around the clock!'

By Tatiana SIMONENKOVA





Uncut reviews

Achieving high yields requires significant effort. But it will be in vain, if you fail to choose the right seed material. EkoNiva offers selected genetics after a thorough verification of each novel commercial variety at its own agricultural enterprises. A good product does not need to be advertised, but reviews of growers are important, too!

Vazgen Grigoryants, Director of Aladyino LLC (Ryazan oblast):

'Last year we bought C1 seeds of Rocket peas and sowed them on the area of 100 ha. The yield amounted to around 4.0 tonnes/ha. We were happy with the result, so, this year, we have increased



the area under peas up to 266 ha. Besides, we took the seeds of Max oats for trial and allocated 200 ha to it. We had some minor issues with the seed drill, which resulted in delayed sowing.

However, Max was quick to catch up with the other barley varieties, which had been planted earlier.'

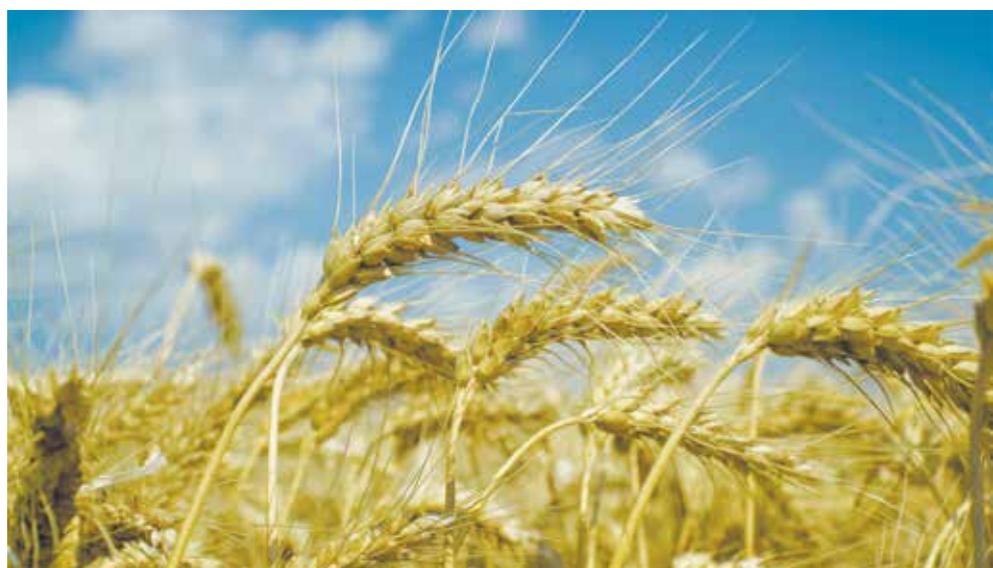
Aleksandr Kisten, Head of Agronomy Department, Manager of Motor Vehicle Fleet of Druzhba LLC, a subsidiary of Okhotno Agroholding (Bryansk oblast):

'We prefer dealing with the companies producing seeds themselves, at their

own seed processing plants where the seed material is conditioned prior to sale. Before starting the cooperation with EkoNiva, we had analysed the way the production was set up. For us, the most important GOST



(state standard) parameters are yield and quality characteristics. In many respects, seeds from EkoNiva have an edge over the counterparts produced by other seed companies. We tested barley varieties Margret and Calcule, which produced the maximum yield of 5.0-6.0 tonnes/ha. Last year, we took Skipetr wheat for trial and it produced 6.0 tonnes/ha. We are looking forward to the performance of MV





37-14 wheat. We also grow Belmondo and Rocket peas. As for the seeds of grasses, such as alfalfa, annual ryegrass, Persian clover, brome grass, we buy them only from EkoNiva.'

Aleksandr Tarasov, Director General of Consensus-Agro OJSC (Ryazan oblast):



'We purchased our first seed lot from EkoNiva in 2017. The extensive range

of cereals was what appealed to us. To begin with, we bought Triso spring wheat. The variety was released for the 3rd region, which includes Ryazan oblast. The yield as well as the emergence and developmental patterns of Triso have encouraged us to continue the cooperation.'

Irina Gurinovich, Acting Head of Crop and Livestock Production Technology Development Office of the Department of Agriculture (Oryol oblast):

'I used to work for a company producing malting barley, which purchased seeds from EkoNiva, including the famous variety Margret. Today, due to the nature of my job, my duty is to protect regional interests and support local farmers. I am convinced that cooperation with EkoNiva is beneficial from an economic point of view. It is a reliable company ensuring excellent quality of seeds and their full compliance with GOST. Besides, advisory support in crop production technologies also proves their commitment. There is a demand for Max oats in Oryol oblast, the variety often appears in the documents submitted by local farmers applying for state support. Other enterprises, such as KDV-Group LLC engaged in confectionery production, buy Triso soft spring wheat to produce first-class flour.'



Dmitriy Filonov, a farmer (Kursk and Belgorod oblasts):

'We've been buying our seed material from EkoNiva since 2010. With soybeans variety Prudence, we have achieved a yield of 2.8-3.0 tonnes/ha. We've taken Triso spring wheat and Calcule barley for trial. We have also been considering trying winter wheat varieties MV-NADOR and MV-3714. Practical tips from the supplier's agronomists are also very useful.'

Nikolay Semyakov, Agronomist of Mordovskiy Bekon CJSC (Mordovia):

'Winter wheat variety Skipetr produced up to 9.8 tonnes/ha on some plots, with 3.7-4.2 tonnes/ha on average. The yield of Rocket peas was up to 8 tonnes/ha, with an average of around 3.5-3.6 tonnes/ha. Predominantly, we have clay loam soils with occasional black soil, hence the yield variances. The varieties are registered for our region, and, so far, we haven't found anything better. We had decided to carry out an experiment, for which we bought MV-NADOR wheat and sowed on an area of 40 ha. The variety has successfully survived the winter, so now it is good to go to production. We are going to order around 500 tonnes.'



Aleksandr Bezotosny, Chief Agronomist of Yudanovskiy Prostory (Voronezh oblast):

'We've been maintaining a close working relationship with EkoNiva for 6 years



now. We purchase basic seeds which we propagate ourselves. This year, we've sown MV-NADOR winter wheat. Preliminary economic calculations show an expected yield of 8.0 tonnes/ha. We are happy with the performance of Margret barley which we predict to amount to 5.5-6.0 tonnes/ha based on visual estimation. We expect a good output from Rocket peas since we have provided everything necessary to achieve it: fertiliser applications and a comprehensive crop protection system, comprising herbicide, fungicide and insecticide treatments.'

Igor Protasov, Agronomist of Karakulino farming enterprise (Kursk oblast):

'We sowed seeds of Grizzly hybrid maize in our fields. Having emerged excellently, it has outperformed our other varieties in development. For example, Grizzly already has 6 leaves, whereas other varieties — only two or three. The germinative power is much higher.'



Aleksey Luzhkov, a farmer (Belgorod oblast):

'We've been cooperating with EkoNiva for 15 years now, and for about as long we've been witnesses to the way they set up their variety renewal work. So, to keep pace with the times, we do our best not to miss the Field Days hosted by the company. I believe all the crops we grow, apart from sunflowers, probably, come from EkoNiva. There was a time when spring malting barley variety Annabel was our favourite, now we are considering Calcule. Among other varieties are Rozkishna winter wheat and OAC Prudence soybeans.'



By Tatiana SIMONENKOVA





A different Russia

The 6th annual Give Way to Milk motor rally organised by The Dairy News has covered 1,700 km across Altai area, Republic of Altai and Novosibirsk oblast. In total, 141 people from Russia, France and Canada travelling in a motorcade of 49 vehicles visited a dairy farm of Sibirskaya Niva (Borkovo village, Maslyanino district, Novosibirsk oblast).

On the road

They are used to being at the helm. They are true experts of the dairy industry, its driving force. The participants of Give Way to Milk motor rally head for new experiences every year. Sibirskaya Niva was the first stop en route. The motorcade of dairy producers was decorated with flags, stickers and aerographics on the occasion. One couldn't but notice the flamboyant motorbike rider among others. The biker was undeterred by the long route.

'The road, just like work, is no place to shy away from challenges', says Sergey Kozlov, Financial Director of Altay Buryonka.

'Cost cutting is impossible, unless you gain insight into operational details. We do have issues to address. For example, today I've heard some useful information on diagnosing mastitis. The more know-how you introduce into your operations, the higher efficiency you achieve.'

The underlying concept of the motor rally 2017 was 'A different Russia'. Siberia, contrary to the stereotype, turned out to be warm and welcoming. The motor rally itself became a successful business networking event.

'Despite working in the narrowly focused industry sector, we are very broad-minded', says Sergey Rezenenko, Director General of Kieselmann Rus Yug. 'For us, communication comes first. Processing and trade are inextricably linked to milk production, and vice versa. It should be a full cycle. It is the development of the entire industry, not just that of a specific place, that we campaign for.'

The Academicians are the best fellow travellers

The guests were treated to delicious dairy products produced by the Siberian branch of the Academy of Dairy Sciences.

'Demand for our products is growing consistently', says Aleksey Frants, Sales Manager of the Academy of Dairy Sciences. 'Buyers have become more discriminating, preferring natural products. For example, yoghurt sales have gone up nearly 20 times over the previous year. We have three stores at social grocery fairs and at the city market in Novosibirsk.'

The travellers built up their strength with the help of the dairy products to fit every taste: natural milk, curds, butter, sour cream and fruit-flavoured yoghurts.

'Our products are natural, that is why they have a short shelf life', says Irina Limareva, Dairy Production Engineer of the Academy of Dairy Sciences plant. 'We purchase our fruit and berry fillers in Tomsk. The most popular ones are apricot, cherry and strawberry!'

Milk rivers

'When you take part in such events, you draw certain conclusions on your own progress: whether you manage to keep pace with the time, whether you are moving in the right direction and whether you need to catch up', says Irina Barmina, Chief Herd Manager of Kilachevsky Farming Enterprise (Sverdlovsk oblast).

'To survive, one needs to upgrade the production continuously in strict compliance with the production processes in every area, including young stock growing, milking, feeding, or forage preparation. We have some expertise ourselves. But there are things to learn from Sibirskaya Niva, too.' The guests took a

tour of the dairy in Borkovo village. They saw a cow barn with the capacity of 400 head of cattle and a large 72-stall rotary milking parlour.

'It is obvious at a glance that the visitors have a lot of experience in the business', says Sergey Lyakhov, Regional Director of EkoNiva-APK for Siberian region. 'The fact that they were able to pinpoint exactly those process intricacies that enable us to secure the leading position speaks volumes about their qualification. It is great that they will be able to put the acquired know-how to good use at their enterprises.'

Judging by the scale of the investment projects, Sibirskaya Niva is quite likely to become an absolute leader in the regional commodity market. The expansion of the dairy unit in Penkovo village from 1,800 to 5,000 head of cattle is well underway. Next year, the construction of a 6,000-head dairy farm in Yelban village and a cheese factory with the production capacity of 600 tonnes of milk per day is due to commence.

'Taking into consideration the growth of our production volumes, it is primarily processing plants that we would like to visit', says Sergey Lyakhov. 'We will need buyers for our milk. And the motor rally provides us with the much-needed contacts!'

By Tatiana SIMONENKOVA





Young talents

One can be confident about EkoNiva's future, as the rising generation will make a good replacement. Children of the employees of various subdivisions are not only aware of their parents' work, but they also derive creative inspiration from it.

Artistic parallels

The trial area on the land of Zashchitnoye enterprise (Kursk oblast) inspired young photo artist Liliya Zvyagina. The student of Kursk College of Arts took the image of agronomists' trial plots. The image made it to the top three photos in the Artistic Photography nomination of the 18th International Festival of Student Films and Creative Photography — Golden Five.

'I have a feeling that the word "eternity" has emerged in these parallel lines of the plots', says Liliya Zvyagina. 'I believe that black-and-white photos possess certain magic, and the jury, obviously, has shared my perception.'

The girl's father, Andrey Zvyagin, manages the Plant Breeding and Early Seed Production Department of Zashchitnoye, and he totally supports his daughter's creative inquisitiveness. Liliya is willing to make a video about the agronomists' work and their contribution to the region's economy development.

Jack-of-all-trades

Nine-year-old Vika Gruzdeva from Krasnoznamensk (Moscow oblast) has become a regular co-author of *Academicians*, children's magazine published by



EkoNiva. She cooperates with the editorial office: makes figurines of animals and people of various professions with modelling clay. Her everyday schedule is very tight: she attends an arts school, a hip-hop dance club and English classes.

'She has a very vivid imagination', says Vika's mother Alyona Gruzdeva, Manager of Law Department of EkoNivaTekhnika-Holding. 'She searches for ideas on the Internet, discusses them with friends, and implements them with her own hands using diverse techniques: painting, clay modelling, needlework, felting, decoupage, soap boiling, etc. At home, almost all space available is occupied with her handicrafts.'

Now, Vika is getting ready for the creative contest arranged by the Academy of Dairy Sciences. One of the

top prizes is a tour of a farm in Voronezh region. The girl is very fond of animals.

'It is not about winning but about participating for me, but it would be really interesting to get to see it', admits Vika. 'For example, I was invited to have a tour of the local TV studio and give there a master-class on some handicraft. I was not nervous at all in front of the camera because I am used to being in front of audience. I have so many interests and commitments that I have to be very punctual to be able to do everything. In summer, a bicycle is of great help — I can get to any class very quickly by it. I don't even know what I'm going to do without it in winter. But I am going to pursue my creative activities anyways as I dream of becoming a fashion designer.'

In a flash of inspiration

Alyosha Korotkikh, a third grader from Maslyanino, Novosibirsk region, has had a flair for poetry from the early



childhood. There is a common joke in the family that he has taken the talent in first with mother's and then with Sibirskaya Niva's milk.

'Alyosha can be struck by inspiration at any moment', says his mother Tatyana Korotkikh, Senior Specialist for Livestock Management at the local government office. 'As soon as the boy started talking, it became clear that he was very creative with words. He writes his poems on his own, I just do some minor editing.'

Alyosha's mother used to work as an accountant at Sibirskaya Niva, now she works at the local authority office. For his school project, the boy made a poem glorifying his mother's profession.

By Tatiana SIMONENKOVA



At Voronezh Field Day, a long queue of people wishing to taste delicious dairy products lined up in front of the booth of the Academy of Dairy Sciences.

Want-to-Know-Alls at the Academy

The Academic brand arranged a product tasting and offered milk, sour cream, curds and yoghurt to the visitors of the booth. After the tasting, the youngest guests had an opportunity to participate in a drawing competition. The participants received packages of delicious dairy treats as presents. An improvised exhibition of drawings was displayed on one of the walls of the booth.

Besides, the young guests of the booth had an opportunity to ride a bicycle and compete in ball throwing.

The Academicians invited everyone to visit EkoNiva dairy in Zaluzhnoye



village, Voronezh oblast.

The Academicians promise a lot of surprises to the city children. For example, they will be able to milk a

cow, pat little calves, have a tractor ride and observe what is happening in a cow barn in a real time mode through the video surveillance system.

'Children ask a lot of questions', shares Konstantin Chernitsyn, Tour Guide of the Academy of Dairy Sciences. 'For example, when they saw electronic ear-tags, they call them ear-rings, they asked if there was a discount for those cows. Sometimes, they ask how to milk calves. On the one hand, this naivety is funny, on the other hand, it shows that farm tours are really helpful. Children need them to understand where the milk on the shop shelves comes from.'

By Tatiana SIMONENKOVA

Milk time from the Academicians

The Academy of Dairy Sciences joined in the celebration of the Russian Navy Day and treated the participants and spectators of Petrovskaya Regatta to dairy products.



The Academicians prepared a feast for the guests of the event, offering dairy products and even ice cream of the Academic brand. A long queue lined up in front of the Academy of Dairy Sciences booth at Admiralteyskaya square.

'The taste of our ice cream has actually been prompted by children', says Konstantin Chernitsyn, Tour Guide of the Academy of Dairy Sciences. 'One day, after the dairy tour of EkoNivaAgro (Voronezh oblast), we visited our dairy plant in Shchuchye village. Four different tastes of ice cream were offered to the little experts. The best taste was determined unanimously. Now the natural ice cream made from our high-quality milk is selling like hot cakes. Moreover, today our clients have invented a new recipe: they asked us to add some raspberry and blueberry yoghurt in the ice cream. The trend has become exceedingly popular. The new taste is really good, I've tried it myself!'

By Tatiana SIMONENKOVA



Clouds and drizzle failed to dampen the festive spirit of Voronezh schoolchildren visiting the event in Alye Parusa Park on 1 September. The gloomy weather, eventually, retreated before the smiles, laughter and cheerful mood, and the guests enjoyed the fest to the full.



Dairy Knowledge Day

Apart from a great occasion, the schoolchildren also enjoyed fresh dairy products by the Academy of Dairy Sciences, the major sponsor of the event. There was a long line of children and grown-ups in front of the Academy's tent, so it had taken them some patience before they treated themselves to ice cream, yoghurt, milk and other healthy products.

'It's not the first time I've tasted the products from the Academy of Dairy Sciences', says Aleksandra Avtukhova, a ninth-grader of Voronezh secondary school. 'Yoghurts, milk and curds are incredibly tasty, but the extremely tender and delicious ice cream made from fresh ingredients is a particular favourite of mine.'

Besides a tent for tasting, the Academy of Dairy Sciences set up a playground and

a photo booth, where everybody could have a photo with the bright exposition in the background. Moreover, an impressive entertainment programme involving lots of contests was arranged for the children. The participants and winners were awarded valuable and, which is more important, healthy and tasty gifts from the Academy of Dairy Sciences.

By Viktor BARGOTIN

Delicious impressions of Yekaterina Andreyeva

Yekaterina Andreyeva, a renowned TV hostess of Channel One, travelling across Voronezh oblast accompanied by opera singer Yana Eminova made a stop at Zaluzhnoye dairy on 13 September.

Konstantin Chernitsyn, a tour guide of EkoNivaAgro, provided them with an exhaustive insight into the dairy operation; they saw the dairy herd and young stock and showed particular interest in the milking rotary parlour.

Visiting the Milk Museum, the celebrities came up with the idea that the Museum should get a live cow for the guests to have an opportunity to milk it manually.

Then they tasted dairy products by the Academy of Dairy Sciences and fresh bread and buns from EkoNivaAgro's private bakery located nearby — in

Shchuchye village.

'I love curds with sour cream', shares Yekaterina Andreyeva, 'and I am really enjoying your products, including fresh yoghurts, milk and kefir. It is a challenge to find fresh products in Moscow: our milk has a long shelf life, though I believe that natural milk should last for 7-10 days. So, these products are a real treat.'

The guests spent about an hour at Zaluzhnoye dairy and, full of 'tasty' impressions, they set off for Voronezh.

By Aleksandr KUTISHCHEV



Marta – an emerging star

The Academy of Dairy Sciences could not miss the celebration of the Youth Day in Maslyanino district, Novosibirsk oblast.

The central stadium of Maslyanino accommodated a free tasting of the 'smart' brand dairy products set up for the local Siberians. The youngest guests of the event were enthusiastic participants of the creative contest. The children's task was to draw the Academy's characters and come up with some good wishes. The best works were awarded valuable prizes consisting of souvenirs and dairy products.

'Cow Marta, our indispensable mascot, was the highlight of the event', says Sergey Isayev, Social Media Specialist of Marketing Department of EkoNiva-APK Holding. 'Thanks to her, everybody got charged with the most positive emotions. After the fest, we received loads of requests in our Vkontakte Group to share the memorable shots of the guests with the star cow.'

By Tatiana SIMONENKOVA



4-7 October

Golden Autumn

Venue: 119, Prospect Mira, VDNH, Moscow, Booths 75, 69

Organiser: Ministry of Agriculture

19-21 October

Golden Autumn. Harvest 2017

Venue: 126, Krasnoarmeyskaya street, Tomsk, Sport and Entertainment Centre

Organiser: Administration of Tomsk oblast, Department of Social and Economic Development of Rural Areas of Tomsk oblast

25-27 October

KazAgro

Venue: Korme exhibition centre. 3, Dostyk street, Astana

Organiser: ExpoGroup

1-3 November

North Caucasus Farmer 2017 agricultural forum

Venue: Stavropol Exhibition Centre, Stavropol

Organiser: North Caucasus Exhibition Centre

8-10 November

Agrosib 2017

Venue: Novosibirsk Exhibition Centre, 104, Stantsionnaya street, Novosibirsk

Organiser: IFWExpo, Ministry of Agriculture of Novosibirsk oblast

12-18 November

AGRITECHNIKA

Venue: Deutsche Messe Hannover, Germany

Organiser: German Agricultural Society

15-17 November

Siberian Agricultural Forum

Venue: Siberia Exhibition Centre, 19, Aviatorov street, Krasnoyarsk

Organiser: Krasnoyarskaya Fair exhibition company

28 November — 1 December

YUGAGRO

Venue: Expograd Yug exhibition centre, Krasnodar

Organiser: KrasnodarEXPO exhibition company



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12-18 November

EkoNiva will be happy to see you at AGRITECHNIKA 2017 international exhibition of farm machinery in Hannover. Looking forward to welcoming you at our booth!

EKONIVA
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