



A fruitful year!

2017 has been a year of outstanding development for EkoNiva. Only within the past few months, there have been enough events to fill several years! The company has launched two dairies in Kaluga and Novosibirsk oblasts and expanded milk processing by acquiring two milk processing plants. The Academy of Dairy Sciences has received several awards for product quality. EkoNiva-APK has entered a new region and is now developing a farming project in Ryazan. All three companies of EkoNiva-Tekhnika Group have received John Deere awards, and the Siberian branch has been named the Dealer of the Year. EkoNiva team has even become the winner of the first football competition held by John Deere.

Pages 4, 5, 6, 10, 21, 22



A farmer with a meaningful name

Aleksandr Tsarik, a farmer from Siberia, knows how to make a farm efficient.

Agritechnica 2017: advanced technologies

EkoNiva has visited the largest agricultural trade fair in the world with a group of fellow-thinkers.

Contents



EkoNiva: steady growth

Two new dairies launched.....**4**

People of action

All three companies of EkoNiva-Tekhnika Group have received John Deere awards, and EkoNivaSibir has become The Dealer of the Year.....**5**

EkoNiva to expand processing

at two processing facilities in Kaluga and Voronezh oblasts**6**

Welcoming guests

Representatives of the Parliament of the federal state of Schleswig-Holstein have visited EkoNivaAgro.....**7**

Versatile machinery

At Harvest Day in Tomsk, EkoNiva welcomed visitors and played basketball with a loader.....**8**

Make way for the young!

Agricultural universities and large farming enterprises discussed a joint programme of training staff for the farming industry.....**9**

All shades of Golden Autumn

EkoNiva shared its experience in various areas of agriculture at the main dedicated trade fair of the country.....**10**



Guest of the issue

A farmer with a meaningful name

Aleksandr Tsarik, a farmer from Siberia, knows how to make a farm efficient....**11**



Technical inspection

Agritechnica 2017: advanced technologies

EkoNiva has visited the largest agricultural trade fair in the world with a group of fellow-thinkers.....**12**

The frontline of precision farming

Representatives of John Deere and EkoNiva have discussed ways to make farm work still more intelligent**14**

Genuine parts – sound sleep at night!

Engineers and farmers explain why buying genuine parts is worth the trouble**15**

One for all

The JCB SSL 260 is doing its utmost in Siberia.....**16**

John Deere 8400: carefree harvest

The John Deere 8400 harvester tested in Kirov oblast**17**



First-hand experience

German genotypes with Russian character

EkoNiva and IG-Pflanzenzucht are working on a winter wheat breeding project.....**18**



Livestock Farming

An Easy Drill

The Autumn Academy of Livestock Farming in Sibirska Niva has gathered interns from nine leading agricultural universities of Russia.....**19**



Our people

Dragon Race

The rowers in 'dragon boats' continue creating the history of Voronezh sport...**20**

Work hard, play hard

EkoNiva-Chernozemye has won the first Futsal competition among John Deere dealers**21**



Our Academy

Product of the Year!

The Academicians have won an award of the international food exhibition WorldFood Moscow.....**22**

Made in Siberia

The academic brand welcomed the residents of Siberia at InterFood Siberia.....**23**



p. 4



p. 17



p. 21



Big waters for a great ship!

Almost every week, I get offers to purchase 5-6 farms. I believe my colleagues are also approached with similar offers. Not everyone can stand the competition. Those who have come into the industry in the last 15 years without any idea of job specifics, expecting quick and easy income, are going out of business now. There are a lot of successful medium- and small-scale farming enterprises. In their turn, large agricultural holdings also have numerous advantages.

Only the strongest farmers can survive in competitive environment; to be more precise, those who can establish efficient production and achieve

maximum profit at minimum cost. It is easier for large farming enterprises: large-scale production enables them to reduce input costs, implement cutting-edge practices, train their employees, establish vertical integration and engage in export. Therefore, the number of large agricultural holdings is growing. Such large modern companies as Miratorg, Prodimek, Rusagro, etc. are becoming still bigger. EkoNiva is following their suit by continuing the expansion of existing operations and entering new regions. By our estimation, by the beginning of the year, we will have 300 thousand hectares of land.

Currently, 30 large farming enterprises

control 10 million hectares of overall Russian land resources. These enterprises need reliable partners for machinery maintenance and repair. Only strong dealers can meet the requirements of constantly growing holdings and demonstrate the same efficiency of operation as they do. Offering modern machinery and being able to repair it is simply not enough any more. Dealers need to provide comprehensive solutions, intelligent systems, new ideas and qualified staff to be able to meet the requirements of large agricultural enterprises and keep one step ahead.

Stefan DUERR,
President of EkoNiva Group



EkoNiva: nonstop growth

EkoNiva is continuing the good tradition of completing the year with commissioning new dairies.

Kaluga oblast.

Steady growth

Aleksandr Tkachyov, Minister of Agriculture of the Russian Federation, has participated in creating the history of Kaluzhskaya Niva. A dairy with the capacity of 2,800 head has been commissioned in Aristovo, Ferzikovo district. The investment of 2.5 billion rubles will enable the farm to produce 26 thousand tonnes of milk per year.

'The strategic goal of the region is to produce a million tonnes of milk per year', says Stefan Duerr, President of EkoNiva. 'We have committed ourselves to cover a third of the total demand.'

Aleksandr Tkachyov reminded the public about a 7-million-tonne milk shortage in the country, that is why support of such projects is a priority.

'Wherever Stefan Duerr comes, order, stability, wages and high technologies accompany him', says Aleksandr Tkachyov. 'We are glad that an investor of such magnitude has come to Kaluga.'

Anatoliy Artamonov, Governor of Kaluga oblast, attracted everyone's attention to another trend — the prestige of agricultural professions is on the rise.

'It is so heart-warming to see modern production with attractive labour conditions', says the governor. 'If one takes up agriculture, it should be with forward thinking and using the latest

technologies. Then work will bring both profit and pleasure.'

A surprise awaited the guests of the dairy at the grand opening. The milking parlour and a symbolic rocket with Cow Marta, a character of the Academy of Dairy Sciences brand, aboard were launched.

The prominent figures also visited the site of construction of another dairy for 2,800 head. A symbolic stone was laid into the structure, inside of which a time capsule with a letter to successors was placed. Local citizens also took an active part in the ceremony of sealing the letter, with the young working laboriously with floats alongside the minister. Commissioning won't make itself wait long — the previous dairy was finished in just 9 months.

Russia benefits from Siberia, and Siberia — from EkoNiva

Andrey Travnikov, provisional Governor of Novosibirsk oblast, started his acquaintance with Maslyanino district with a visit to Sibirska Niva. He took part in the grand opening of an upgraded dairy in Penkovo. Its capacity has been expanded from 1,800 to 5,000 head of milking herd. When the dairy reaches full capacity, it is going to produce 150 tonnes of milk per day. The investment volume is 2.5 billion rubles. There are three milking parlours at the dairy: two rotary parlours

with a capacity of 36 and 72 head and a herringbone one for 10 head.

'New production facilities in the country guarantee work places, a tax base, life and progress', says Vyacheslav Yarmanov, Head of the district. 'It is not just investment that has come, but new state-of-the-art technologies and great prospects.'

The head of the region pointed out that he saw such touching commissioning of a new production facility for the first time. The local kids, including students of the form with an agricultural technology slant, told about 'space' milk. The delegation had a tour of the dairy, feedlots and the site where the future cheese plant with a capacity of 600 t of milk per day will be built. It will become the largest of the greenfield cheese plants in Russia, according to Andrey Danilenko, Chair of the Board of Directors of SOYUZMOLOKO.

'EkoNiva is the largest investor into dairy production in Russia and the most dynamic in the pace of growth', says Andrey Danilenko. 'The company continues construction in the region which indicates an investment-attractive climate.'

Sibirska Niva has received limits for soft financing and commences construction of a yet another dairy with the capacity of 6,000 head in Yelban.

'Still more exciting is that the commissioning of one operation is followed by announcement of a next one', says Andrey Travnikov. 'An almost twofold increase of production volumes is planned for the coming 2 years. Own processing would only be logical, and a cheese plant will be commissioned in 2019. I saw a reasonable management approach in it: both in strategic planning and in the choice of the product.'

The hard and semi-hard cheeses will be supplied both into Europe and Asia. At the meeting, Stefan Duerr pointed out that in Germany, for example, they are big fans of all things Siberian, so there will be demand for cheeses, too.

Today, Sibirska Niva employs around 600 people. Commissioning of new dairies and the plant will create work places for almost 1,600 people.

The year is not over yet. Before the end of 2017 EkoNiva is going to commission two more dairies in Voronezh and Tyumen oblasts.

By Tatiana SIMONENKOVA





People of action

All three branches of EkoNivaTekhnika-Holding have received well-deserved awards at the John Deere dealer conference dedicated to after-sales machinery support.

Based on the results of 2017, EkoNivaSibir has become Dealer of the Year. The company is the first in Russia, going by the number of contracts drawn and repairs performed. ‘A few hundreds of our customers have chosen scheduled maintenance’, says Denis Kondratyev, Executive Director of EkoNivaSibir. ‘We are glad to have received the challenge cup, which speaks volumes of the quality of work of our spare parts and servicing departments. We plan to support and build on what we have already achieved.’ The clients appreciate such attitude and trust the professionals to do maintenance for them.

‘The machinery calculates the timing of maintenance itself based on engine hours’, shares his expressions Anton Krytsyn, Executive Director of Siberian organic products (Tomsk oblast). ‘Technicians

control the units remotely, coming to us when necessary. We came to EkoNivaSibir following advice from our friends, a long-standing customer of EkoNiva.’

John Deere is celebrating professional dealer approach to after-sales support for the second year running.

‘We have around 500 units of machinery, every third one of which is connected to FarmSight’, says Aleksey Osotov, Head of Engineering Department. ‘We perform defect identification, do timely repairs ourselves, don’t drive the machinery to the centre without the need. All is done to achieve the goal of eliminating breakdowns during the season.’

EkoNiva-Chernozemye was among the top three Russian leaders introducing FarmSight.

‘We adjusted service packages based on customer wishes’, says Stanislav Dolbin, Head of After-Sales Support Department

of EkoNiva-Chernozemye. ‘Farmers approach programme choice with thoughtful consideration, they provide economic rationale. The profit can be evaluated in the long-term perspective, over more than one year. We accept payment on the “pay as you go” basis, the schedule for which is approved a year in advance.’

EkoNiva-Tekhnika received an award for adoption of the FarmSight strategy.

‘If a dealer wishes to sell a service package, it has to meet certain John Deere requirements’, clarifies Natalya Nepomnyashchaya, Head of Order and Spare Parts Department for Central Region of EkoNiva-Tekhnika. ‘We have achieved maximum compliance, having satisfied all the salesmanship, logistics, financial organisation, and occupational employee training demands.’

By Tatiana SIMONENKOVA

Orenburg breaking through

In a meeting with Yuriy Berg, Governor of Orenburg oblast, Stefan Duerr discussed the prospects of the development of the farming sector in the region: in particular, dairy and beef livestock farming as the most significant economic areas.

The first stage of the dialogue was the meeting at the administration of Severny district, at which Yuriy Berg summed up the results of the development of farming within 9 months of the current year. 57 thousand tonnes of grain has been harvested from 38.2 thousand ha of arable land. The average crop yield amounted to 1.5 tonnes per hectare. With the yield of 3.16 tonnes per hectare, Severnaya Niva has set a regional record.

The overall number of cattle in the region has decreased by 3.3% in comparison with the last year. Yuriy Berg expressed his concerns in this regard.

In this context, the plans of EkoNiva deserve special attention. Stefan Duerr presented the plan of agricultural project development in Orenburg oblast.

By 2020, Severnaya Niva is planning to

increase the beef herd to 10,000 head, launch new farms for 2,500 head in Kirsanovka, Irkul and Pavlovka, build and launch a feedlot and increase farmland by 4,000 ha.

Big plans have also been made for the development of dairy farming: by 2020, the company is planning to build the first mega dairies for 2,800 head each in Orenburg oblast (Kurskaya Vasilyevka and Severny villages). The dairy herd of Severnaya Niva will have reached 11,200 head by this time.

‘The total investment into these projects will amount to approximately 4.5 billion

rubles’, says Stefan Duerr. ‘We will create over 300 work places for local residents.’

After the meeting, the governor visited the beef farm in Novonikolayevka together with Stefan Duerr.

‘It is important that the investor can see the potential for the implementation of such large-scale plans in our region’, comments Yuriy Berg. ‘From my side, I promise to provide all necessary support and I am ready for further dialogue. I will keep track of the development of the projects personally.’

By Aleksandr KUTISHCHEV





Efficient partnership

Representatives of EkoNiva-Tekhnika have visited a meeting with the management and proprietors of Vaderstad and John Deere in Sweden.

The meeting was held following the signing of the partnership agreement between John Deere and Vaderstad in July, in accordance with which the machinery of both brands is currently supplied to the Russian market through a single dealership network. The agenda of the meeting included

exchange of experience with the partners from different regions, Vaderstad factory tour and demonstration of new implements coupled with John Deere powerful tractors, which was held on Stavlosa farm.

The modified Vaderstad CrossCutter disc for shallow tillage, demonstrated

among other novelties, aroused expected interest.

The product is already supplied to the Russian market. It is remarkable that besides buying the new Vaderstad cultivator equipped with the CrossCutter disc, farmers can also order and install the improved discs onto existing machines.

Besides, Vaderstad demonstrated new Tempo planters, available in 4- to 16-row modifications, with or without fertiliser implementation function.

The planters suitable for row crops, pomaceous crops and corn can sow at the revolutionary speed of up to 20 km/h.

The dealers also saw the modernized Vaderstad production facilities.

'We had a chance to see really innovative production sites', shares Gennadiy Nepomnyashchiy, Regional Director of EkoNiva-Tekhnika. 'The factory has expanded considerably within the past years. They have purchased new equipment and implemented robotic laser cutting. The cultivator disc production facility is completely robotic.'

The conference has clearly demonstrated that Vaderstad and John Deere offer farmers cutting-edge efficient solutions, capable of turning any farm into a powerful agricultural enterprise in a joint effort.

By Aleksandr KUTISHCHEV

EkoNiva to expand processing!

In autumn, EkoNiva acquired two milk processing plants: in Kaluga and Voronezh oblasts.

Both plants are equipped with state-of-the-art equipment, have a high level of automation, qualified staff and well-organised infrastructure. The processing facilities will use milk from EkoNiva's own farms. All this will allow producing high-quality products and expanding the product line significantly. The products will be sold under EkoNiva's own brands and under trademarks developed for chain stores.

'The goods produced at these plants will be a good addition to the product line we already produce in Voronezh and Novosibirsk oblasts', comments Stefan Duer, President of EkoNiva Group. 'The farms are located in direct proximity to EkoNiva farms, which provides a good opportunity for implementing our processing development strategy right now. We are planning to process 300 tonnes per day at the plant in Medyn

(Kaluga oblast). The facility in Anna (Voronezh oblast) will process up to 400 tonnes of milk. Besides, we are intending to build a large cheese factory with the capacity of 600 tonnes per day in Maslyanino district, Novosibirsk oblast and a cheese factory with the capacity of 60 tonnes of milk per day in Liski district, Voronezh oblast.'

By Svetlana WEBER & Viktor BARGOTIN





Welcoming guests

EkoNiva is famous for its cordiality and hospitality. The company welcomes guests from all over the world every year. Very often, the visitors are so impressed with what they have seen that they come back again, just like the representatives of the Christian Democratic Union party of the parliament of Schleswig-Holstein.

Last May, the group visited EkoNivaAgro for the first time, however, they saw only a small part of the large-scale project. Having arrived in Voronezh with a working visit this autumn, the guests did not want to lose the opportunity to take a more detailed tour of the enterprise.

The first stop of the tour was Vysokoye dairy. The weather was far from favourable, but it could not stop the guests from enjoying the visit. Praising the immaculate organization of the working processes at the enterprise, the group walked through the cow barns, visited the rotary milking parlour and had a look at the classrooms for trainees and interns.

'We do not have such large farms in Germany', says Heiner Rickers, Deputy

of the Christian Democratic Union party of the parliament of Schleswig-Holstein. 'The farming practices implemented on the farm are really high-tech and the cow housing conditions are very good.'

The group also visited Zaluzhnoye dairy and the milk processing plant of the Academy of Dairy Sciences in Shchuchye village. At the end of the

tour, the guests paid a visit to the local kindergarten and the Church of the Nativity of the Holy Mother of God and laid flowers at Shchuchye bridgehead, a memorial of the Great Patriotic War.

'This day has become the culmination of our trip to Voronezh oblast', says Tobias Koch, Chairman of the Christian Democratic Union party of the parliament of Schleswig-Holstein. 'We have seen a lot of new things and, most importantly, we have had an opportunity to learn about another important area of activity of EkoNiva: the management of the company demonstrates significant social engagement by creating work places and offering comfortable conditions not only for work but for life as well.'

'Before 2013, we had received a lot of groups of politicians from Germany', says Stefan Duerr, President of EkoNiva. 'After the embargo was imposed, their number has decreased. However, we are still friends with those who continue to be our partners not just on paper but in real life, regardless of any barriers. This is the kind of friendship that opens new horizons in cooperation.'

By Viktor BARGOTIN



Mezhdurechye is moving up!

Agrofirma Mezhdurechye (Yarkovo district, Tyumen oblast) has become the winner of the annual interregional competition of agricultural enterprises.

Sergey Kamenev, Executive Director of the enterprise, received the award from the governor of Tyumen oblast, Vladimir Yakushev.

It is not the first award received by Mezhdurechye: in 2016, the enterprise also won the first prize as the best tie-stall farm. This time, the company has made a step up and won in the nomination 'Free stall dairy farms with the

herd not less than 600 head'.

As of 1 November, 2017, the total herd of the company approximated 3,500 head, including 1,500 lactating cows. The daily milk yield per one cow was 30 litres, which is almost twice higher than the average milk yield in Tyumen oblast (16 litres per cow per day).

By Tatiana SIMONENKOVA





Meet: redesigned John Deere W650!

A demo show of the John Deere W650 grain harvester with a number of new features has taken place in Iskra (Kotelnichskiy district, Kirov oblast).

The Kirov branch of EkoNiva-Tekhnika presented a machine with a rated capacity of 305 hp, equipped with a header 7.6 m wide, auger feeding and cutterbar driven by Schumacher's mechanism.

Seven augers are now positioned in the concave to ensure uniform material feeding to the cleaning system. The sieve area has also been enlarged by 40%, thus the grain is better separated from the harvested mass.

'The throughput of the crop feed elevator has been improved, the separation area enlarged (by 30%) and the step angle of the straw walker increased in the model showcased', says Denis Shishkin, Manager of Sales Department of Kirov branch of

EkoNiva-Tekhnika. 'Besides, a tailings return system has been integrated.'

Polymer cover of the bottom of the feederhouse reduces friction and fuel needed to feed material to the threshing drum.

'This is our third John Deere W650 harvester, and we bought the first one 4 years ago', says Sergey Gushchin, Head of Iskra agricultural production cooperative. 'Since its very first days it reaped up to 100 tonnes (against former 40-50 tonnes by counterparts). Now we have bought one more unit — with a modified equipment.'

The model is enhanced with a smart power boost system, which enables the harvester to unload on the go, and an integrated JDLink feature. The spacious

cab with an air conditioner ensures superior operator comfort.

'It is a comfortable machine which is easy to operate', comments Nikolay Ogorodov, tractor operator. 'All controls are at fingertips, you can see whether the grain coming into the hopper is clean or not.'

For Nikolay Ogorodov, this is already the 28th harvesting season, but it is his first time behind the steering wheel of such machine. Nonetheless, the unit is so ergonomic and intuitively controlled, even more so for an experienced operator, that EkoNiva technicians quite quickly introduced Nikolay to the basics of operation of the new John Deere W650.

The machine has become a worthy addition to the farm's machinery fleet.

By Aleksandr KUTISHCHEV

Versatile machinery

Feast of Harvest has taken place in Tomsk. EkoNivaSibir welcomes the guests.

Managers even tried their hand in working as children animators, and the JCB 531-70 capable of solving many tasks turned out to be at the trade fair, it is a great team player in a game of basketball.

'The operator directed the boom, with professional precision sending the ball into the basketball hoop', explains Aleksandr Zuev, Head of Sales Department of EkoNivaSibir. 'A line of people wishing to learn more about the machine formed by the end of the game.'

Customers were attracted by the ease-of-use, gracefulness and versatility of attachments. Alongside the loader, the company displayed a set of mounted implements: a 2.5 cu.m bucket, a shear grab and a skid steer pallet fork. The required minimum was complemented with a novelty — a quick-detach brush which can be used together with the bucket. According to the specialists, now the work can be done not only

quickly, but clean, too.

The guests had an opportunity to get a closer view of the John Deere 6150M tractor, a machine highly popular with livestock farmers and vegetable growers.

The universal 150 hp self-propelled machine has an edge due to the well-coordinated work of its engine and the reliable gearbox which ensures getting exactly the speed you need, with the possibility of adjustment up to 4 times within the chosen range, on the go.

'The machine handles fieldworks, it is compatible with the forage preparation and tillage equipment', says Aleksandr

Zuev. 'The tractor can be put on narrow wheels for work on row crops. The machine is indispensable when it comes to road clearing in winter. There is also a special PTO mode — 540E: with the tractor moving at working speed, the engine works at medium rpm, and the same 540 hp is transferred to the implement. That is true at medium engine load! This leads to sufficient fuel saving and extends engine service life.'

Varieties of the best global and Russian breeding were presented at the event by EkoNiva-Semena.

By Tatiana SIMONENKOVA



Representatives of over 30 agricultural universities of Russia, large farming enterprises, Russian Union of Rural Youth and German-Russian Agricultural and Political Dialogue have taken part in the event. ‘The questions raised here require not only discussion but solution’, asserts Stefan Duerr, President of EkoNiva Group. ‘Employees are the most important part of the agricultural process; therefore, we must provide an opportunity to gain hands-on experience for young specialists, train them on farms and share the ins and outs of the profession with them. Then the industry will receive competent employees.’

At the round table, the participants of the forum discussed the role of farming enterprises in the development of educational programmes and career guidance.

‘Cooperation of education and farming business is the key idea of our forum’, observes Nikolay Bukhtoyarov, Rector of Voronezh State Agricultural University. ‘Universities and the business community must develop the practical skills of future specialists. EkoNiva is demonstrating a perfect example: the students doing internship at the enterprises of the holding, gain extensive experience and a high level of knowledge.’



Make way for the young!

Voronezh State Agricultural University has hosted the international forum ‘Agricultural business and education: cooperation and training high-quality specialists for agriculture’.

The next day of the forum was held in Liski district at EkoNivaAgro. The guests had a tour of Vysokoye dairy and the training centre and learned about the educational project of the Academy of Dairy Sciences.

‘I am impressed with the great attention EkoNiva is paying to the training of young specialists’, says Martin Schusser, Chairman of German-Russian Agricultural and Political Dialogue

project. ‘It is amazing how the company treats future employees and passes the knowledge on to them.’

At the end of the forum, the representatives of farming enterprises and the rectors of agricultural universities summed up the results of the meeting and developed solutions aimed at strengthening the cooperation of universities and farms.

By Viktor BARGOTIN

A year of records

The residents of Voronezh have celebrated the regional Day of Agricultural Worker. The most distinguished workers have received awards for the results reached in 2017. It must be mentioned that the results were really impressive.

This year has become a record one for the region: agricultural producers of Voronezh oblast have harvested 5.5 million tonnes of grain and the same amount of sugar beets. Only within the past 9 months, the region has produced over 140 billion rubles worth of agricultural products, having exceeded the previous year number by 15%, while the average total surplus in Russia reached no more than 3.8%. Voronezh oblast has become one of the five economically strongest regions of the country.

‘I am impressed with the development of livestock farming’, says Viktor Logvinov, Deputy Chairman of the Government of Voronezh Oblast. ‘We have become leaders in milk production and herd size growth among the subjects of the Russian Federation. Besides, we have established a dairy cluster. By 2020, there will be 30 dairies in the region, and milk production will increase to 1 million

tonnes. We are planning to provide annual governmental support in the amount of 7 billion rubles.’

Aleksey Gordeyev, Governor of Voronezh oblast, observed that agricultural production is closely connected with the development of rural areas.

‘This is why we place a great focus on livestock farming’, says Aleksey Gordeyev. ‘It breathes new life into the villages and turns them into flourishing areas.’

EkoNiva consistently demonstrates the best results in the region. Within the past 10 months, the gross milk yield of the enterprise has exceeded 143 thousand tonnes.

Director of the Right-Bank Operation of EkonivaAgro Aleksandr Nesterenko was awarded as an ‘Honorary Worker of the farming sector of Russia’. Aleksandr Rybenko, Executive Director of EkoNivaAgro, received a letter of gratitude from the governor for significant contribution into the social and economic development of rural areas.

Certificates for passenger cars were granted to three employees of EkoNivaAgro: Natalia Khazipova (milker), Sergey Gorelov and Aleksandr Maltsev (farm machinery operators) for outstanding performance.

By Aleksandr KUTISHCHEV





All shades of Golden Autumn

EkoNiva shares its experience in different branches of agriculture at the main national specialised trade show.

Green light to organics

One of the key topics discussed this year at Golden Autumn was organic farming. A dedicated plenary session where leading experts of Russian and European agriculture delivered speeches was hosted by National Organic Union. According to official statistics, the domestic share is a mere 0.2% of the global organic market.

'The bio branch is only emerging in Russia', says Markus Arbenz, Executive Director of International Federation of Organic Agricultural Movement (IFOAM). 'Admittedly, its share even in the global agricultural market is a modest 1%, nonetheless the growth since 1999 has amounted to a whopping 360%.'

EkoNiva first took up organic farming in the 1990s, a tough time for business. President of the group of companies Stefan Duerr shared in his speech that organic farming had been the dream he had come to Russia with.

But at the time, Russians were not interested in organic products due to political and economic reasons, and in Europe he was outcompeted by Chinese rivals. Organic farming did not receive any significant development until 2012 when Savinskaya Niva (Kaluga oblast) transferred to production in compliance with organic standards. The first 'clean' harvest was reaped three years later. Today, the enterprise supplies grain into Germany and beef to the Russian factory of HiPP, a German baby food producer.

'EkoNiva feels confident because it produces milk', says Stefan Duerr, 'which gives it an edge over the colleagues, who solely grow grain. Due

to the record crop, the price for grain is low, so the issue of determining what crop to produce to ensure decent income becomes very topical. And this is where my long-held dream and the current economic reality converge. I believe bio-production has good prospects at both international and domestic markets.'

Stefan Duerr drew attention to the consumer's desire to buy high-quality products.

'A German will spend all his money to buy a car better than his neighbour's, and he will save on products since neighbours can't see what he eats', says Stefan Duerr. 'For a Russian, it is quite the opposite. Unfortunately, purchasing ability is currently low in Russia. But I am sure that the economy will recover, and a lot of people will have not only desire, but also ability to buy organic products.'

In Russia, only the term 'organics' and requirements to it have been spelled out at legislative level, whereas the terms 'ecological' or 'bio' are legal loopholes, which marketing specialists take advantage of by decorating the package with empty words.

The key, according to Stefan Duerr, is to earn the consumer's trust. And the standards formulated by National Organic Union will be instrumental here.

Gold medal for stock breeding

EkoNivaAgro was awarded the highest prize for the development of pedigree and commercial livestock breeding.

The enterprise was represented by Simmental cows Sabrina and Lava with 305-day performances of 8,920 kg (fat 3.98%, protein 3.35%) and 9,363 kg (fat 4.03%, protein 3.30%), respectively. The visitors couldn't resist the temptation to taste the milk, which is perfect for cheese making. Even though the cows were at the centre of attention, the milking was on schedule. The disciplined beauties showed all the advantages of the breed: high milk performance, pretty body curves, etc.

'These are model representatives of the breed', says Tatiana Pokusayeva, Breeding Specialist of EkoNiva-APK Holding. 'We had held a beauty contest of a kind, selecting the cows with similar external conformation, height and beautiful udder shape. They were transported very carefully, with the driver virtually stopping the vehicle at the first "moo". Our ribbon bows are modest so as not to distract from the natural beauty.'

Excellent performance of Academicians

Products of the Academy of Dairy Sciences brand were displayed at the Voronezh oblast booth. Regional Ministry of Agriculture had selected the goods of the leading manufacturers for the stand. The lineup is produced from field to shop shelf out of own raw milk from local farms, with strict quality procedures in place. The smart brand lent colour to the image of the region, and the citizens of Voronezh region had an opportunity to buy local and natural products, without worrying about quality issues or conservatives necessary to extend shelf life.

The Golden Autumn committee rated the products highly, awarding whole Academic milk, 9% curds and 20% sour cream with a gold medal.

By Tatiana SIMONENKOVA



Aleksandr Tsarik – a farmer with a meaningful name

Aleksandr Tsarik (little tsar in Russian), a farmer from Kochenyovo district, Novosibirsk oblast, has automated the work on his farm as much as it was possible with the help of EkoNivaSibir.

On an area of 6,000 hectares, he has just 18 workers and a large machinery fleet, which simplifies all processes.

The first John Deere equipment he had tried was a sowing unit and a seed drill. After that, he purchased a chisel plow, a grain harvester and, later, a John Deere 1890 and a John Deere 1895 seed drills to implement no till practices.

'I have been using the sowing unit for 10 years now. Two years ago, we performed



a thorough repair and now it runs like clockwork', says Aleksandr Tsarik. 'The tractors, the combines, the pulled implements, — I have selected all the machines myself, therefore, they never let me down.'

The farm also has two JCB loaders. After Aleksandr had purchased them, he made a trip to England to JCB production facilities with EkoNiva.

Aleksandr is a teacher of agricultural technology by profession. However, he confesses that the teaching career did not attract him, so he engaged in practical work and started working for a large collective farm with an area of over 19.5 thousand hectares. Aleksandr studied all ins and outs of farming having

made his career from a technician to a chief engineer. The next step in his career path was the position of farm director, which he occupied for 21 years. In 2006, he decided to launch his own business.

'Although I received an old-school training, I do not stick to outdated principles', shares Aleksandr Tsarik. 'I could not stand the old-fashioned mindset on the collective farm! For example, a person could hang around all day doing nothing and then demand salary for that. Or, we could have 10 people working at a dairy, each responsible for a certain button and no one — for the overall working process.'

Aleksandr Tsarik wanted to be the master of the situation: to choose his own team and determine the development strategy for his enterprise.

'When I purchased the first sowing unit, our performance grew considerably', says the farmer. 'We sowed 180 ha per day with just four people, while on the collective farm, we had needed 20 people to cover the same area.'

The input/output ratio is very easy to calculate: last year, the income of the farm was 127 million rubles, which means — each employee brought in

over 6 million!

'We have a very enthusiastic and forward-thinking team', says the farmer. 'My employees work hard and earn well. It is a win-win situation. To a large extent, we owe our success to modern machinery and cutting-edge farming practices.'

The farm has become a family business: Aleksandr's son, Evgeniy, helps his father to manage the enterprise. The farmers grow peas, wheat, barley and rapeseed. The enterprise is also engaged in the production of certified locally bred seeds. The seed business provides additional income, however, it required certain investment at the beginning: the farmer built storage facilities, installed dryers and seed cleaning lines.

'I am a risk lover', jokes Aleksandr. 'If I try out a new crop, for example, and it does not give an expected yield, I can get angry with myself but then I forget about the problems and move on. I remember that my wife and her mother were against my becoming 'some farmer' as they said. But now they never say a word against my work! I am happy that I have done it my way: I have become a farm owner even though it implies a lot of responsibility!'

By Tatiana SIMONENKOVA





Agritechnica 2017. Advanced technologies

EkoNiva has come to the world's largest trade fair for agricultural machinery in Hannover (Germany) bringing a team of fellow-thinkers — around 90 clients from all over Russia — along.

Over 80 machines, including the groundbreaking innovations which received medals, were showcased at the John Deere booth. John Deere and Kemper were awarded a top prize for their joint development StalkBuster, the first stubble-destroying technology to form an integral part of a maize header, which is relatively lightweight and has a relatively low power input requirement. AutoTrac system, a collaborative project of John Deere with Monosem, which facilitates row hoe control eliminating the use of the conventional shifting frame, and EZ Ballast Wheels system, improving traction and reducing soil compaction, were honored with silver medals.

'They jokingly call me "green" at work', says Mikhail Zaporozhtsev, Head of Maintenance department of Black Soil APK of Prodimex Group (Voronezh oblast), 'because I am a fan of John Deere. We are quite happy with the dealer, but there are issues which can only be solved with the manufacturer. The trade show provides an

opportunity for such dialogue.'

The John Deere novelties captured the guests' attention. The light, manoeuvrable, yet powerful 5R Series received the Machine of the Year title in the Best Compact Tractor category. The American manufacturer presented a new lineup of S700 combines with automated harvesting technology. It features Integrated Combine Adjust (ICA2), automatically guaranteeing consistent output of the harvesting process whatever the conditions. Eliminating the need for regular manual adjustments, it gives operators the confidence their combine is operating as efficiently as possible. The programmable control centre is equipped with the Generation 4 display whose navigational features are similar to that of a smartphone.

'Whenever we go for a self-propelled unit, we definitely buy John Deere, and for the best mounted and trailed implements we have come to the trade fair', says

Andrey Melikhov,
General Director of
APK-Mosalskoye
(Voronezh oblast).

'But anyway our supplier will deal out through EkoNiva. In the process of our cooperation, we have received valuable advice enabling us to lead our production in the right direction

more than once.'

The new Vaderstad CrossCutter Disc has become the winner of the Machine of the Year 2018 award in the Tillage category. It is intended for intensive tillage at speeds up to 20 kmh.

'Equipping CrossCutter Disc on the disc cultivator Väderstad Carrier gives a very intensive ultra-shallow tillage, providing great agronomic benefits to the farm', says Crister Stark, Chairman of the Board at Vaderstad.

There were 13 basic loader models at the JCB display. The visitors also gave recognition to the new models, i.e. the JCB TM420 Agri front loader with a durable telescopic boom and a high lift capacity, JCB 560-80 Agri Pro which is the most efficient machine of the entire Loadall lineup, the JCB Teleskid skid steer, the compact JCB 403 Agri wheel loader, and the JCB 419S Agri wheel loader.

Grimme unveiled Ventor 4150, a self-propelled 4-row potato harvester to handle large volumes of work. It was honored with a silver medal for double performance at smaller dimensions and received the Machine of the Year title.

The AGRI-Router universal data exchange platform received a silver medal, too. The tool ensures compatibility of agricultural software by different manufacturers.

'It is an important step on the way to digitisation', says Ivan Leis, Head of Sales of Grimme. 'The system combines machines and agricultural software





to simplify operating procedures and improve economic efficiency.'

Fliegl received a silver medal for Buffel overloading station for haulm crops.

'It is an alternative to rotary forage wagons and forage harvesters, combining different components of the two', says Elena Bukhner, Specialist of the Marketing Department of Fliegl. 'The platform features a rotor-based overloading system with intermediate hopper picks up the haulms, cuts and feeds them into the intermediate hopper, from where the material is overloaded onto a trailer.'

COUNTER SX, a joint development of Fliegl and Pottinger, provides an inexpensive, flexible entry into smart farming technologies.

'The system uses beacons and 3D sensors and provides automatic communication between the machines and the farm independently of mobile networks', says Andrey Toshchevikov, Deputy Director General of Pottinger Russia. 'Besides, Pottinger has received four silver medals for own innovations.'

EkoNiva as a dealer offers its customers not only machinery, but also services, which improve fieldwork efficiency. The clients have already appreciated the benefits of the comprehensive FarmSight servicing, which extends service life of the machinery.

'I choose John Deere because I like the colour', jokes Vladimir Selikhov, Head of Letyazhye (Novosibirsk oblast), 'and the dealer — for going an extra mile to ensure long life of machinery instead of simply selling it. They accompany, guide and advise us. Service is necessary before something has already broken, maintenance should be scheduled. The same goes for a person who takes care of their health. Even more so now that the machines are smart and are able to show where it "hurts". The expenses for comprehensive service pay off afterwards!'

Agritechnica gathered a lot of engineering solutions, products, creative and logistic ideas. Over 400,000 visitors of the trade fair came to see them. Having begun during the first exclusive days, the rush did not subside till the very closing of the trade fair. During the busy days, the EkoNiva booth was visited by prominent representatives of agricultural industry: Peter Bleser, a Parliamentary State Secretary of the Federal Ministry of Food and Agriculture of Germany, Vladimir Shaikin, Agricultural Attaché in Germany, Dzhambulat Hatuov, Deputy Minister of Agriculture of Russia, and Pyotr Chekmaryov, Director of the Department of Crop Growing, Mechanisation, Chemicalisation and Crop Protection.

Stefan Duerr took part in a press-conference with the representatives of the German media. The journalists

wanted to know how agriculture is developing in Russia on the whole, and in EkoNiva in particular. The president of the company stated his resolve to build dairies as long as he got state support and the milk price was good.

'The expansion is driven by favourable economic conditions in Russia: soft loans with a low interest rate and state subsidies for construction of new dairies', says Stefan Duerr. 'And the milk price is such that even new enterprises can make profit fast.'

Stefan Duerr called the sanctions a 'saving shock' for the Russian economy. 'The embargo has caused a growth in the quality of processing, for instance, in cheese production, and enabled us to compete with foreign producers.'

A series of conferences took place during the trade fair, at one of which the potential of large-scale enterprises was discussed.

EkoNiva operates in six regions on an acreage of almost 250 thousand ha. It is one of the few Russian agricultural holdings with a full agricultural production cycle, which employs almost 5,000 people. Bjorne Drechsler, First Deputy General Director of EkoNivaTekhnika-Holding, shared a way to achieve maximum efficiency of such large-scale business.

'We are looking for a point at which we are going to reap maximum profit at minimum costs', says Bjorne Drechsler. 'This can be done only with the use of modern management: automation, IT-support, monitoring, machinery, logistics, SmartFarming tools. For example, John Deere jointly with EkoNiva-APK Holding are introducing the Lead Farm pilot project, enabling operators to set the sowing rate, fertilizer and chemical application rate based on agronomic maps, thus significantly reducing expenses and making our holding competitive not only in Russia, but worldwide.'

By Tatiana SIMONENKOVA





The frontline of precision farming

A joint team of John Deere and CentreProgrammeSystem has visited EkoNivaAgro to discuss the prospects of precision farming and implementation of cutting-edge software solutions.

The meeting participants were presented precision farming IT products: CPS AgroManagement and CPS AgroHolding compatible with the JD Link and discussed what could be done to refine and adapt such software to suit the needs of large agricultural holdings.

EkoNiva's specialists, in their turn, suggested a number of improvements to the solution.

'Identification of each specific driver out in the fields would be a very useful software function', shares Roman Litvinov, Director of EkoNivaAgro Left-Bank Operation.

'The ability to assign tasks to individual machines in the fields and manage groups of machines automatically through a digital interface still remains an open issue.'

'For example, analysing the yield, we see that, on one area, 8 tonnes of corn is harvested, whereas on another area — only 3-4 tonnes, as the plants are less developed there', continues Roman Litvinov. 'It would be great to be able to relocate machinery to more productive areas or neighbouring fields automatically without the necessity to call an agronomist each time.'

The parties agreed to examine the options to refine the solutions and resume the negotiations in the nearest future.

'We have toured EkoNiva's fields and had a very meaningful dialogue', says Lane Arthur, Director for the Information Solutions



in John Deere's Intelligent Solutions Group (ISG). 'We are very impressed with the expertise of people, their willingness to talk and share.'

Klaus Braunhardt, Director of John Deere GmbH & Co, remarks that complete precision farming solution development in cooperation with farmers is an essential approach that cannot be ignored. It is necessary to work on making sure that manufacturers, dealers and farmers understand its full value.

Back in 2000, when we introduced AutoTrack, farmers' interest was low. Everybody said: "I have a driver in the cab, why do I need AutoTrack?" But later, it turned out that AutoTrack ensured longer run and 10 % lower seeding rate without overlapping.



'Still, few farmers realise the value of precision farming today', says Klaus Braunhardt. 'I'm sure that, together with EkoNiva, we will design tools to optimise farm work. The implementation

of new solutions in EkoNiva's fields makes a powerful example of "before" and "after" and could demonstrate full potential of precision farming.'

By Tatiana SIMONENKOVA

A job for a professional

Holding their breath, Yaroslavl farmers watched a demo show of Haybuster 2564 bale processor at the premises of Krasny Mayak farming enterprise.

Haybuster, an American manufacturer, supplies the Russian market with versatile and highly efficient straw and grain processors

capable of tackling various tasks. The machine processes bales to use the material for feeding or bedding or spread mulch over fields to control erosion.



'Haybuster 2564 is a highly productive and robust machine', says Kirill Tagantsev, Head of Kostroma Branch Sales Department of EkoNiva-Tekhnika. 'Fine shredding of straw is what

distinguishes this piece of equipment from the competitors. With the screen size options of 5 and 2.5 cm, the straw can be cut as short as a 10-ruble coin.'

The processor is fitted with a redesigned fan, a live floor, a heavy-duty chain conveyor, a dual-stage bale loader and a discharge auger. A heavy-duty oil bath chain case increases the RPM of the rotor and the dual chain drives both the fan and the rotor.

'Each large farm requires such an assistant as the Haybuster 2564', affirms Vasiliy Finogeyev, Krasny Mayak Farm Manager. 'At the demo show, the machine delivered great performance completing all the offered tasks. The 2564 Model is well equipped to handle a diversity of jobs on a farm, therefore we are seriously considering its purchase at the moment.'

By Viktor BARGOTIN



Genuine parts – sound sleep at night!

When repairing farm machinery, a lot of farmers buy non-genuine parts in order to save money. However, this false economy can lead to even greater costs because the consequences of such repair can be really devastating.

It is quite complicated to find equivalent replacement for John Deere genuine parts and consumables. The parts of other manufacturers often come short of John Deere quality requirements.

Looking at non-genuine parts, one might say that they do not differ from the genuine ones at all, however, the devil is in the detail. Non-genuine parts can have defects which can lead to downtime and reduced efficiency.

John Deere takes quality seriously, therefore, when buying John Deere spare parts, clients can be sure of their reliability.

'I stand for using only genuine spare parts and consumables', says Vladimir Ryaskin, Technician of Barannikov farming enterprise (Voronezh oblast). 'I am against any experiments or unnecessary risk. I have been using John Deere machinery for over ten years, and I have never had any problems using genuine parts.'

John Deere spare parts and consumables are manufactured in strict compliance to quality standards and specific requirements applicable to the machines they are used for. They are also ideally suited for farm machinery, which reduces installment time and guarantees unsurpassed performance.

'One of the undoubted benefits of John Deere genuine parts is their durability', says Andrey Obushko, Chief Technician of Novokhopersk-Agro-Invest (Voronezh oblast). 'As for consumables, they extend the service life of engines and ensure uninterrupted operation of machines between preventative maintenance dates, which non-genuine parts cannot ensure.'

'It is always more pleasant to work with genuine parts and consumables', shares Roman Kopytov, Chief Technician of Kaluzhskaya Niva. 'There are no problems with installation, they are durable, practical and affordable.'

'John Deere possesses one of the largest stocks of spare parts in the world', explains Nikolay Terekhov, Manager of Spare Parts Order and Sales Department of Kaluga branch of EkoNiva-Tekhnika. 'The company ensures prompt delivery of spare parts and materials. If you place an order in the morning, the parts will be delivered to the required service centre within the day.'

EkoNiva's service centres constantly improve their customer service using the most efficient parts delivery practices, well-established relationship with suppliers and flexible logistics

arrangements, which allows prompt replacement of parts reducing downtime and, correspondingly, the farmer's losses.

By Viktor BARGOTIN





One for all

The JCB 260 skid steer loader has presented itself at its best at the series of demo shows arranged by EkoNivaSibir.

The JCB SSL lineup comprises 17 models: 10 wheeled and 7 tracked loaders.

'These little fellows' job is to replace as much manual labour as possible', explains Aleksandr Zuyev, Manager of EkoNivaSibir Sales Department. The skid steers handle tasks where larger equipment has no chance. Excellent combination of compact size, greater lift capacity, increased hydraulic horsepower and a variety of attachments, including different-volume buckets, brooms, augers, breakers and silage defacers, ensures a wide range of applications.

Action speaks louder

On Dubrovskoye farm, Tomsk oblast, the skid steer cleaned a young stock barn, delivered bales and distributed bedding. The skid steer substituted for a tractor and a herd man actually spending less time on their work.

At SP Gefest operation (Kemerovo oblast), the loader got engaged in bringing and piling grain and hauling construction material, crushed stone and sawdust.

The loader was fitted with solid cast tyres, therefore it operated easily in

the areas where a regular loader could have had a tyre punctured. At the final demonstration, it removed ash from the stokehold and loaded coal.

The farmers of Sibirskoye moloko (Tomsk oblast) owning three loaders in the fleet, acknowledged the benefits of a more compact model for applications on a new dairy farm.

Sibirskaya Niva admired multiple features of the 260 model: vertical lift design and great lift capacity.

At Politotdelskoye farm (Novosibirsk oblast), the loaders handled grain and wastes at a grain drying facility and helped with excavation works at the church construction site.

Bottom line

After the demo shows, the customers pointed out a number of competitive features of the JCB SSL 260: side door for convenient and safe entry, heavy-duty boom, vertical lift design, two-speed transmission (first speed — up to 12 km/h, second speed — up to 20 km/h), fast and easy travel, protective bottom and side steel guards and conditioning system.

'The farmers appreciated maintenance convenience', says Aleksandr, 'and easy access to all filters.'

JCB equipment enjoys an unfailing popularity with the Siberians: EkoNivaSibir sells over 20 units annually.

By Tatiana SIMONENKOVA

Precious little loader!

These words are true for the JCB 155 skid steer that has easily managed all offered tasks at Polyudovskoye enterprise (Kaluga oblast).

Indisputably, the JCB 155 mini skid steer is one of the sales leaders in its segment, which is not by chance. The owners of these machines remark that, despite their compact dimensions, they are capable of dealing with any assignment efficiently.

A unique design of the PowerBoom loader arm ensures reliable load handling at the rated operating capacity of 700 kg and features an optional hydraulic quickhitch.

'The loader is equipped with the tried, tested and proven 44.7 kW Perkins engine', says Artyom Konoplyov, Kaluga Branch Sales Department Specialist

of EkoNiva-Tekhnika. 'It is mounted longitudinally for easy access to the drive belt and associated components.'

Comfort is of great importance for an operator, therefore JCB designed a large cabin for the 155 Series skid steer. And the visibility is improved due to a single boom arm combined with larger area of protective glass.

'It is a versatile machine able to tackle different challenges on a farm', says Viktor Katyushin, Chief Technician of Polyudovskoye

Farm. 'I have been working with this brand for quite a time. Its reliability, quality, availability of spare parts and consumables are worth a special mention, for sure. It is the assistant we require, suited for the toughest of jobs.'

By Viktor BARGOTIN





In the past farming season, farmers of Kirov oblast tested the John Deere 8400 forage harvester in the framework of the Carefree Harvesting training organised in a joint effort of EkoNiva-Tekhnika and Farming enterprise named after Kirov.

John Deere 8400: carefree harvesting

Modernising and optimising

In comparison to the previous series, the grain tank width has been changed and the diameter and capacity of feedrolls have been increased.

'The crop flow path allows processing 25% more green mass', comments Denis Shishkin, Sales Manager of Kirov branch of EkoNiva-Tekhnika. 'The toothed profile on the feedrolls ensures better pick up of the crop from the header, which allows harvesting large amount of fodder.'

The HarvestLab sensor scans the green mass in the spout, determines the dry matter content and sends the data to the monitor in the cab. The wide cut length range allows automatic adjustment of the cutting length.

'The feedrolls are equipped with potentiometers, which measure the yield', explains Dmitriy Lukin, Manager of the Service Department of Kirov branch of EkoNiva-Tekhnika. 'Along with HarvestLab, it allows to adjust the cut length depending on moisture content.'

Power saving knives

The Dura Drum cutterhead IVLOC Transmission is one of the signature features of John Deere.

'The knives of the Dura Drum cutterhead require less power', says Denis Shishkin. 'Besides, the segmented knife section allows removing half of the knives, which increases the cut length.'

The drum diameter has been increased. The shearbar is attached at three points, which excludes bending or displacement in the lower part, thus reducing wear.

Automatic sharpening

The hydraulic knife sharpener has two operating modes: sharpening and polishing.

'The cutterhead rotates in reverse during sharpening. This is John Deere's patented solution', explains Denis Shishkin. 'So the heel of the knife hits the sharpening block first. Thus the sharpening is performed automatically and there is no need to measure the spacing with a probe any longer. This leads to easier cut, reduced load on the engine, higher speed and efficiency.'

'The 8 Series harvesters are designed for improved performance', agrees Boris Ozhegin, Head of Farming Enterprise named after Kirov. 'We harvested over one thousand tonnes of fodder per day with this machine on our farm in the harvesting season.'

At EkoNivaAgro (Voronezh oblast), the 8 Series harvester has been operating for two seasons already.

'The machine is approximately 30% more efficient than the previous series harvesters', asserts Aleksandr Borisenko, Chief Technician of EkoNivaAgro.

Soil saving machine

The harvester is equipped with 800-mm Michelin tyres.

'The tyres are really large', comments Denis Shishkin. 'This solution ensures greater surface area in contact with the soil thus reducing pressure.'

The new harvester weighs 800 kg less and the road clearance has been increased to 0.5 m.

Comfortable operation

The John Deere 8400 has a spacious cab, just like its predecessors, but with increased visibility. The laterally positioned engine ensures panoramic visibility. The service areas are easier accessible and well-lit.

'It is good that the designers have provided an easy access to the kernel processor from the engine section', says Aleksandr Borisenko. 'It used to be very hard for heavily-built operators to reach.'

Analysis and Control

The AutoTrac guidance system ensures precise navigation, helps to reduce overlap and does not require preliminary mapping.

The JD Link system allows monitoring the location of the harvester, field boundary following, fuel consumption and harvesting efficiency.

The John Deere FarmSight system provides a wide range of machine operation parameters for the accounting department.

Still more powerful

In 2018, John Deere is planning to deliver John Deere 8600 models with even higher capacity (from 625 hp) to Russia. The machines can be equipped with 3, 4 or 4.5 balers, 300 or 400 Series headers or direct cut headers.

By Tatiana SIMONENKOVA



Winter wheat yield prospects are closely connected with varietal resistance to adverse biotic and abiotic environmental factors.

German genotypes with Russian character

Significant climate changes on the planet lead to the development of new more flexible varieties, adapted to the ever-changing growing conditions in different agricultural areas. This determines the variety's value as one of the key factors in ensuring stable yields and high grain quality.

The varieties created by German plant breeders have a high yield potential, yet, they lack genotype adaptability to negative factors of the Russian climate. Unfavourable wintering conditions result in seedling damage and death, and the spring and summer droughts which have become particularly frequent lately leads to diseases significantly reducing yield. Russian genetics, on the contrary, demonstrates high adaptive properties, but falls short of German varieties in performance.

In 2015, EkoNiva and IG-Pflanzenzucht, a German plant-breeding company, launched a joint winter wheat breeding programme. The objective is to get new source material to create high-yielding varieties with high grain quality,

resistant to adverse biotic and abiotic environmental factors. Moreover, they need to be capable of producing consistently high yields in tough growing conditions of different regions of Russia.

Diverse winter wheat varieties of different geographic origin created by research institutions from all over the world as well as lines of own breeding bearing commercially valuable properties were selected as initial forms for the crossing.

Sources of sufficient commercially valuable traits, including performance, group resistance to phytopathogens, winter and drought hardiness, have been singled out at Zashchitnoye seed growing enterprise (Kursk oblast) to provide valuable initial material for the joint programme. The approach optimises the process of breeding new high-yielding varieties with improved adaptability, capable of strengthening agricultural production and increasing national food security. Hardening of new varieties against adverse biotic and abiotic environmental factors will reduce the costs of plant protection, benefit the

environment and secure extra profit.

Highly-adaptive lines of own breeding (with enhanced winter hardiness and frost tolerance) to be crossed with high-yielding parents of European breeding have been transferred to the German colleagues.

The hybridisation is carried out in Germany, whereas selection as early as at F2 (second-generation hybrid) stage takes place at Zashchitnoye, i.e. in edaphoclimatic conditions of the Black Soil region, for the purpose of keeping and selecting the valuable genotypes adapted to local conditions. Several dozens of F2 hybrid combinations, developed in the course of the joint programme in Germany, have already been sown for further research.

A comprehensive, multi-dimensional evaluation of the breeding material in different conditions will increase the reliability of isolation of biotypes consistently manifesting the desired traits and find the material which is most suitable to certain agricultural environment.

Our goal is to create competitive commercial winter wheat varieties, whose genetics will ensure consistently high yields of quality grain from year to year, for different growing practices.

By Andrey ZVYAGIN,
Head of Plant Breeding and Early Generation
Seed Production Department of Zashchitnoye





An easy drill

The Autumn Academy of Livestock Farming held at Sibirska Niva has united trainees from nine leading agricultural universities of Russia.

Students of the universities of Vologda, Kemerovo, Novosibirsk, Omsk, Kurgan, Tyumen and Sverdlovsk oblasts, Perm area and Bashkortostan took part in the project. Sixteen young specialists, future herd managers and vets, came to gain professional experience. The project was aimed at the search and training of potential employees of EkoNiva. The

company specialists told the students about the basic principles of milking routine, feeding, ration formulation and cattle housing and demonstrated these principles in practice. The trainees also learned about the details of breeding work. Each day, dedicated to a certain topic, was filled with both theory and hands-on experience and ended with a quiz to check the acquired knowledge.

Science-based feed for delicious milk

Siberia Forage Crop Field Day has been held on the territory of the Centre of Agricultural and Biological Technologies of the Russian Academy of Science (Krasnoobsk, Novosibirsk oblast).

EkoNivaSibir demonstrated popular machinery models for forage harvesting, transportation and delivery. Among the models showcased at EkoNivaSibir booth was the John Deere 7830 tractor equally suited for field work and transportation. The 210 hp machine features perfect weight allocation and a powerful torque ensuring problem free operation in challenging conditions, and the MFWD front axle guarantees a powerful pulling capacity.

'The tractor pays back very quickly because it is incredibly versatile', says Aleksandr Burmak, Sales Manager of EkoNivaSibir. 'There is always something to do for it. For example, after harvesting, it is used for fodder conservation, transportation and delivery. It has time-proven reliability. The key components are easily accessible, and the operator can change consumables, belts and filters on his own.'

After the field day, the tractor was

purchased by a client from Kemerovo oblast to be used for fodder preparation. The John Deere 862 baler is a perfect fit for large farming enterprises at which it is important to prepare a maximum number of bales in the shortest possible time. The machine offers five times higher bale compaction quality than competing models.

'From the same amount of material, competing machines make five loose bales while the John Deere 862 makes one well-shaped and well-compacted bale', explains Aleksandr Burmak. 'Density is very important for long and high-quality storage of bales. The soft-core function excludes the risk of feed spoilage and facilitates its defacing and delivery.'



Mikhail Baydin, first year master degree student of Perm Agricultural University:

'I already have a job, so it is not my first training and I can compare. Today is the first time I have seen a hydraulic hoof trimming chute. I am really impressed! I have learned a lot of professional know-how from the specialists who provided theoretical and practical training. Accompanied by enthusiastic project managers, we really were a jolly crowd.'

Yulia Saykova, third-year student of the State Agricultural University of North Ural:

'Usually, when you do a training at an enterprise, they give you a task and you go and work on it. At EkoNiva, however, we have never been left to our own devices. The specialists not only showed us what to do but checked if we could do it on our own. An alumnus of our university is already a dairy manager in Sibirska Niva. A good example for me!'

By Tatiana SIMONENKOVA

The baler is equipped with a variable chamber, which allows the operator to set the required bale diameter. Both net and twine wrapping is possible. The patented hydraulic chamber lowering system allows eliminating clogging with a single button press.

The JCB 531-70 loader became the headliner of the event and the most popular machine in the agricultural market of Novosibirsk oblast.

'This model is very popular with both livestock and crop farmers', says Aleksandr Burmak. 'It offers an optimal set of functions and performs a wide range of jobs due to the mounted implement line.'

Along with the bucket, one of the most popular mounted implements is the silage clamp intended for feed mixing, loading and delivery. The bale fork is indispensable for bale piling. The silage defacer leaves a more level surface which reduces feed exposure to the outside moisture and, therefore, quality loss.

The hospitable booth of EkoNivaSibir was not empty for a minute: a lot of fruitful meetings and successful negotiations were held during the Field Day.

By Tatiana SIMONENKOVA





Dragon race

Dragon boat racers continue writing the history of Voronezh water sports. The spectacular competition, which is becoming increasingly popular with the local public, has taken place in the waters of Voronezh reservoir for the second time.

The Honorary Flag Regatta was held as a part of the 431st City Day festivities on September 16, 2017. In the far-off 19th century, the contest would draw a line under the summer sports season of the Voronezh Peter the Great's yacht club, with the winner obtaining the City Rowing Champion title and sailing under two flags — at the stern and the bow of the boat.

At the initiative of Voronezh oblast administration, the decision was made to restore the competition, to get back to the traditions and arrange a major sports event for the residents of the city and the region.

The event generated massive interest of the sports fans, with as many as 25 crews representing higher educational institutions, enterprises and state agencies as well as sports schools of the city taking part in the Honorary Flag Regatta. For EkoNiva, it was not the first dragon boating competition, so the crew gladly accepted the invitation from the organisers and was included

into the Enterprises and Agencies of the City subgroup.

'Our crew has spent months preparing for the competition', says Dmitry Baskakov, Manager of Sales Department of EkoNiva-Chernozemye. 'Twice a week, we would gather at a water-sports base, refine our technique and get into optimum shape since rowing is not as simple as it may seem.'

The white-and-green crew came second in the semi-final, having lost just a meter and a half to the crew of the Ministry of Internal Affairs office. The second line enabled EkoNiva to get into the finals, where the things did not play out in the team's favour.

In the final race, EkoNiva crew covered the first half of the distance swiftly, during the second half, there was an accidental collision with the rival crew from Prodimex, which almost left both crews overboard.

'I'd like to highlight that our crew united in the last round, everyone rowed in unison, the coxswain lifted

our spirits, and, but for the collision with the rivals, EkoNiva would have definitely been on the winners' podium today', shares her impressions Darya Dorovskaya, Lawyer specialising in labour law.

EkoNiva failed to win medals, but it is sport and unforeseen circumstances occur even at professional level. Winter is ahead, and then a new season, with new competitions and a high chance of success in this challenging kind of sports is awaiting the crew.

'On behalf of the entire crew, I'd like to thank our management for providing such great opportunity to participate in the regatta', says Vladimir Tabakov, Manager of Supply and Sales Department of EkoNiva-APK Holding.

'They purchased a boat and clothing for each member of the crew with corporate identity, arranged training — we are very grateful for that, too. And, despite the outcome of today's competition, our spirit is not broken, and I am sure we are going to achieve great results next year.'

By Viktor BARGOTIN





Work hard, play hard

In Moscow oblast, John Deere dealers have taken part in the first Futsal Cup dedicated to the 180th anniversary of the company.

The competition consisted of eight teams in total, including the winner — EkoNiva-Chernozemye team.

The Cup format featured 5 players + 1 goalkeeper on the pitch, unrestricted substitutions, matches comprising two periods each lasting 10 minutes. In compliance with the rules, the teams were divided into two groups. EkoNiva-Chernozemye team were drawn with Stavholding, Traktorsentr and Jupiter 9.

Our team showed stability in the matches with Stavholding and Tractorotsentr winning both matches 2:0. Further, in the match with Jupiter 9, the players had to spare no effort, and they showed who dominated the pitch with two fast long-range goals and a pair of smart finishes later, ending up 4:1 and occupying the top line in the group.

EkoNiva-Chernozemye and Tekhnodrom clashed in the final. A tough, intense battle continued throughout both periods, as neither was going to step back. Our defenders did not leave any chances to the opponent's attacks, and, at one point, a powerful strike by Ivan Vorobyov, our team's captain, could have determined the winner, but, alas, the ball hit the post.

Finishing with a draw 0:0 in regular time, the teams moved on to the penalties series, and the game reached its peak intensity.

'The performance of Aleksandr Prokopov, our goalkeeper, who returned the opponent's decisive strike, deserves the highest possible praise', says Roman Golubyatnikov, Specialist of Machinery Order

Department of EkoNiva-Chernozemye and a tournament participant. 'But with precise crosses by our defenders, we have won the penalty series 3:2.'

The long-awaited and well-deserved victory lead to triumphing, hugging and tossing goalkeeper Aleksandr Prokopov (a technician in working hours), to whom the team owed the victory, in the air.

According to Roman Golubyatnikov, the first match, when they were unaware of their rivals' capabilities, and the final, of course, were the most intense. However, the success was easy to foresee.

'EkoNiva-Chernozemye team has been renting the gym and training on Sundays for over five years', explains captain Ivan Vorobyov. 'We are a well-knit team, in a good shape. Even the tournament organisers remarked that we had realised the team potential. Though, indisputably, we played with worthy opponents and the final was intense.'

It is worth mentioning that EkoNiva-Chernozemye has been twice awarded as the Dealer of Year by John Deere. So, the victory in the tournament has added a sports trophy in the company's collection of accolades.

Stepan Maslovskiy, Technician of EkoNiva-Chernozemye, was acknowledged as the best forward of the tournament, and Aleksandr Prokopov — as the best goalkeeper. Vyacheslav Lebedev from Tekhnodrom team was named the best striker of the tournament.

By Tatiana SIMONENKOVA





Healthy alternative

Every year, City-Orchard, an international festival of orchards and flowers in Voronezh, is growing bigger. This year, it is the 8th time the exhibition has taken place, and the event received over 120 exhibitors and about 220 thousand visitors.

There was barely enough room in the alleys of the Central Park. Being the first-time exhibitor, the Academy of Dairy Sciences installed its booth specially made from natural

materials only in the very heart of the park. Little guests were entertained by Cow Marta, Professor Zorkin, Polia and Zhu-Zhu Bee. The visitors were offered interesting deals. 'Change for healthy product' was

one of them. The 'Academicians' changed the bottles of soft drinks, which guests brought, for milk, yoghurt or kefir. The number of people willing to switch their drinks for a dairy product turned out to be quite high: Voronezh residents got rid of over 370 litres of soft drinks in total over the four days.

'The idea to change soft drinks for our products is dedicated to the current Year of Environment, which has become the major topic of the festival', says Yulia Katatova, Promoter of the Academy of Dairy Sciences. 'That is our way to convey to the city residents that there is a healthy, tasty and, which is more important, natural alternative to what we usually eat or drink.'

Both children and grown-ups enjoyed posing at the Academy's booth for photos and being treated to gingerbread by Cow Marta and presented with balloons.

'I tried curds, milk, kefir and sour cream by the Academy of Dairy Sciences not long ago', says Elena Ryazantseva, a visitor. 'Everything is so delicious and natural, it is astounding that such products are available in the Russian market.'

By Viktor BARGOTIN

For ardent theatregoers

By tradition, Marshak Theatre Festival welcomed the guests in autumn and astonished its little guests with an exciting and 'tasty' programme.

Academy of Dairy Sciences acted as one of the festival's key partners arranging a memorable entertainment programme for children with delicious and healthy gifts. Posing with little guests at the photoshoot filled with camera flashes, children's smiles and laughter, Marta Cow could rival with a real photo model attracting numerous people willing to have a photo with her.

Professor Zorkin was surrounded by a

crowd of children eager to participate in an all-win lottery, the prizes of which also included an invitation to tour the Academy of Dairy Sciences.

'I have won a free tour of the Academy of Dairy Sciences', says Denis Korneyev, a festival guest. 'We have been to various excursions with my parents, but we have never experienced anything like that. So, my mom promised to go on this tour on winter holidays.'

Marshak Children Arts Festival took place in Voronezh for the third time. The city concert hall accommodated thousands of school children from all over Voronezh oblast. Its programme featured the most standout performances of the previous theatre season, which were based on both world classic children books and new original works.

By Tatiana SIMONENKOVA



Product of the year!

WorldFood Moscow international exhibition has gathered together agricultural producers from all over the world again.

The participants were discussing plans and negotiating contracts for the whole four days. On the closing day, the results of the Product Of The Year tasting contest were announced. The independent jury had selected the highest quality products from Russia. This year, the gold medal was awarded to the dairy products by the Academy of Dairy Sciences. The experts could not resist natural milk produced by our own farms or curds and sour cream of the 'smart brand'. It is a tasty and healthy product that a consumer values and misses today as it has become a rare thing. WorldFood Moscow helps customers to choose those products that meet their requirements in the wide range available in the market at present.

By Olga ATANOVA





Heading for India!

A long time ago, merchant Ivan Nikitin travelled to India. He was so impressed by the trip that he wrote memoirs which became a best seller. One can easily understand why: the Indians were the first to develop mathematics, astronomy and medicine. However, the most outstanding achievement of the Indian people is holding cows in high esteem.

In India, cows live just like people: they walk along the streets and chat with each other. Some cows even study science. That is why when they learned about a new direct flight from Voronezh to Goa, they called the Academy of Dairy

Sciences immediately. 'M-m-may we talk to M-m-marta?' asked the Indian cows. It turned out that they have heard a lot about 'Academic Milk' and Marta's success as a scientist and decided to invite her to take part in Wise Cattle

Symposium, which is unfailingly held every 5,000 years.

On 24 October, all academicians arrived at Voronezh airport to see their colleague off. They arranged a beautiful good-by ceremony: an orchestra was playing and dancers in bright clothes were performing virtuosic steps.

Marta took a huge suitcase with the cutting-edge achievements of the modern dairy science: kefir, yoghurt, sour cream and curds. Colleagues said warm parting words to her.

'I am confident that our colleague will, so to say, put her best hoof forward demonstrating the dairy standard of the millennium', states Professor Zorkin.

'Marta will give a brilliant speech, just as she always does', asserts academician Polya. 'Without much amoo, she will state pure facts'.

And what about Marta herself? Surrounded by fans and paparazzi, she gave us only a brief comment.

'I think we really need a milk machine at the airport', says Marta thoughtfully, 'so that everyone who want to have some milk could have a glass of prime quality milk before or after the flight. I recommend my colleagues to work on this question while I am away.'

With these words, Marta went through the gate, and several minutes later, a shining Boeing 757-200 fly up to the clouds carrying her to the Indian Ocean.

By Tatiana SIMONENKOVA

Made in Siberia

For the exhibitors and guests of AgroSib 2017 held in Novosibirsk last week, life was really all cake and ale generously supplied by InterFoodSiberia trade fair held nearby.

InterFoodSiberia is one of the largest exhibitions dedicated to the food industry of Siberia. The exhibitors of the trade show are leading food producers. This year, The Academy of Dairy Sciences, a young and ambitious company, joined the ranks of the trade fair exhibitors.

One could hardly say that the company was an inexperienced newcomer looking at the people crowding in front of the product tasting booth, where the guests could try and purchase delicious dairy products. Among the guests of the booth, there were quite a lot of long-standing clients who praised the dairy product line without a shadow of flattery.

'The milk is incredibly delicious, just like a home-made product', says Irina

Verbitskaya, guest of the exhibition. 'I always look for the Academy of Dairy Sciences products on shop shelves because they are sold at a reasonable price and, most importantly, they are produced in our native land, in Novosibirsk.'

'The participation in InterFood Siberia provides a unique opportunity to make contacts with a large number of small wholesale, retail and food service companies of Siberia,' observed Aleksey Franz, Manager

of Sales Department of the Siberian Academy of Dairy Sciences. 'Therefore, it gives a very good chance to our company.'

By Aleksandr KUTISHCHEV



11 January**Christmas Carols****Venue:** Community Centre, Liski,
Voronezh oblast**Organiser:** EkoNivaAgro

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19-28 January**International trade show Green
Week 2018****Venue:** Berlin, Germany**Organiser:** Messe Berlin GmbH**30 January – 1 February****International dedicated trade show****MVC: Grain – Concentrated Feed –****Veterinary Science****Venue:** VDNH Exposition centre,
Moscow, Hall 75**Organiser:** Expokhleb OJSC**6-8 February****AgroFarm 2018****Venue:** VDNH Exposition centre,
Moscow, Hall 75**Organiser:** VDNH OJSC, DLG
International GmbH**14-17 February****International organic food trade
fair BioFach 2018****Venue:** Nuremberg, Germany**Organiser:** Nuremberg Messe GmbH**27 February – 2 March****International exhibition of
equipment and technologies Dairy
and Beef Industry****Venue:** Krokus Expo Moscow
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