

EKONIVA retail

sales up

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Quo vadis, milk?

The importance of milk is hard to overestimate. Nature itself has endowed it with unique qualities. Since the dawn of time, people have valued milk for its amazing nutritional and health benefits. However, milk seems to be slipping through our fingers. Quo vadis, milk?

Milk producers are going through tough times: the price on the shelf is at the same level because milk is a socially significant product, while the production costs

have gone up considerably for both milk producers and milk processors due to rising prices for feed, vet supplies and packaging. Many dairy farmers are considering switching to crops since high grain prices have made this industry extremely attractive. Besides, it is less time and labour-consuming: you just grow grain, harvest it, sell at a good price and go to Sochi for a holiday. The work of dairy farmers is completely different. They have to feed, treat and milk their cows

365 days per year. The investments are large, the payback period is long. Even those who produce their own feed in this situation start thinking: why feed cows if we can make a good profit selling grain or sunflower?

Public opinion is not helping dairy producers either: health freaks campaign for plant-based drinks, environmental activists claim that cows cause global warming and manure pollutes the environment. All this

discourages dairy farmers from continuing their business.

Of course, dedicated companies for whom their business is a true calling will never give up milk. They will work on operational efficiency improvement and cost cutting. However, further ramp-up of milk production will depend on the dairy market environment, feed prices and governmental support of the industry.

Stefan Duerr,
EkoNiva Group President

EkoNiva at Prodexpo



EkoNiva has presented the entire range of its dairy SKUs at the 28th international food exhibition Prodexpo 2021 at Moscow Expocentre.

Prodexpo is one of the key events in the food and beverage industry. For many years, the trade fair has been the trendsetter in the domestic nutrition industry and the main food innovation showcasing platform.

'EkoNiva always strives to be among the front-runners', emphasises Stefan Duerr, EkoNiva Group President. 'Our goal is to provide Russians

with delicious and wholesome dairy produce.'

At the trade fair, the company displayed the entire range of EKONIVA products, including organic and conventional milk, kefir, yoghurts, quark desserts, sour cream, butter and a lot more.

'Everyone is welcome to sample the cheeses produced at our new plant in Shchuchye, Voronezh oblast', continues

Stefan Duerr. 'I am sure, even the pickiest cheese connoisseurs will like them. We guarantee the quality of our products.'

EkoNiva presented its hard cheese and three types of semi-hard cheeses: Shchuchye, Kolybelka and Bodeyevka. After the cheese-tasting session, the guests were offered a cup of freshly brewed cappuccino with thick and fluffy milk froth.

'We are showcasing EKONIVA Professional Line at Prodexpo for the first time', comments Yuliya Katatova, Head of Event Management Department, EkoNiva-Food. 'Our professional barista makes delectable coffee drinks with EKONIVA milk. We also promote healthy tea drinking – Crimean tea makes a perfect blend with our wholesome milk.'

Discover the world of healthy dairy treats!

By Tatyana IGNATENKO

Leaping into the future

EkoNiva specialists took part in the 12th international conference for agricultural producers and suppliers of agricultural services 'Looking for the margin 2021'. The central topic of this year's meeting was the integration of market participants and adoption of new formats of interaction and experience exchange.

'Today, we are witnessing a collision of two worlds', says Bjoerne Drechsler, First Deputy Director General, EkoNiva-Tekhnika Holding. 'On the one hand, there is a world of agriculture which is historically quite conservative and is prevailed by middle-aged and older specialists. On the other hand, there is a dynamic, future-oriented and ever-changing world of technology where 30-somethings most often run the show. Since EkoNiva is both a dealer of cutting-edge machinery and a farming company, we clearly see what challenges and problems these

industries are facing now. One of our major tasks is to keep implementing advanced technologies in agribusiness.'

a total land bank of over 2.7 million hectares and an aggregate annual revenue exceeding 550 billion rubles.

Bjoerne Drechsler:

One of our major tasks is to keep on implementing advanced technologies in agribusiness.



For this purpose, the Smart Farming Club has been recently established. It is a professional association comprising over 60 resident companies with

A dedicated mobile app has been created specially for the club members. Besides, regular radio programmes featuring industry experts

have been arranged on the basis of Mediametrics online platform.

Smart farming goes hand in hand with agricultural machinery automation.

'We have recently started testing Cognitive Agro Pilot, an extremely efficient solution for combines, in the Russian fields', says Artyom Novikov, EkoNiva-Tekhnika Holding Smart Farming Department Manager. 'The new technology uses computer vision and artificial intelligence to guide the machine exactly along the edge of the harvested row, which allows loading the header to the full. The system is independent of satellite signals and easy to use.'

In the near future, Cognitive Agro Pilot will be available for other self-propelled vehicles.

By Aleksandr KUTISHCHEV

Global dairy industry trends



Stefan Duerr, EkoNiva Group President, has taken part in St. Petersburg International Economic Forum.

As part of the business programme, Stefan Duerr joined the expert discussion 'Russia and its role in the global food security'.

'When it comes to export, Russia has a number of competitive advantages over other countries', stated

EkoNiva Group President. 'We can offer our Chinese partners something that no other country in the world can. Russian manufacturers can supply dairy produce with a shelf life of up to 30 days by railway via the Great Silk Road within no more than four or five days. It is our undeniable trump card.'

EkoNiva has been supplying UHT milk to China for about a year now. The holding is planning to step up its export, increasing both the volume and the SKU range. According to Stefan Duerr, the cost of milk production in Russia is much lower than in many other countries. Thus, Russian farmers have a perfect opportunity to supply wholesome dairy produce to the countries which need it.

In his speech, Stefan Duerr also emphasised the importance of boosting production efficiency, increasing the farming business diversification, applying cutting-edge technologies and embracing sustainability.

'Welfare of animals is very important for the buyers when they make their purchase choice', observes EkoNiva Group President. 'Currently, it is one of the key factors determining

a company's economic efficiency on the market.'

Among other dairy market trends discussed was industry scale-up. Stefan Duerr pointed out that the sector is moving towards consolidation, which leads to milk production becoming more professional and sophisticated.

EkoNiva Group President also held a meeting with Andrey Vorobyov, Governor of Moscow oblast, to discuss the investment programme in Stupino district, where Bortnikovo dairy has been operating since Q4, 2020.

'We are planning to launch another dairy farm in this district', comments Stefan Duerr. 'We are very grateful to the Government of Moscow oblast for their support and the significant contribution to the implementation of our projects!'

By Tatyana IGNATENKO

McDonald's serves EKONIVA milk

EKONIVA Professional Line milk developed specifically for HoReCa is now used in coffee drinks served by McDonald's.

EKONIVA milk with a fat content of 3.2 and 3.5 per cent has been supplied to McDonald's fast food restaurants since April 2021.

The product is used for making both McDonald's classic menu drinks and the McCafe items. Currently, McDonald's is a leading fast-food chain comprising over 780 outlets in 60 regions of Russia.

Following its domestic sourcing policy, McDonald's purchases 99 per cent of its ingredients locally. Each supplier undergoes a regular audit to ensure that its products meet the strictest international quality and safety standards. EkoNiva-Food is now one of the fast food giant's partners.

'Just like us, our suppliers are committed to continuous processes improvement to ensure exceptional product quality', comments Sergey Kapkov, McDonald's Russia Supply Chain Director. 'We are happy that EkoNiva-Food is now our milk supplier. Together, we will make sure that the customers of the McDonald's restaurant chain will always enjoy the immaculate taste of top-quality coffee drinks.'

One of the priorities of McDonald's Russia is the cooperation with vertically-integrated suppliers such as EkoNiva whose dairy produce is made from natural premium-quality milk that comes from the company's own farms.

Representatives of McDonald's Russia have

inspected EkoNiva's production facilities to assure the compliance with all the required standards. EkoNiva has provided trial batches of milk to the restaurants.

'We have come a long way to become eligible for the cooperation as McDonald's has quite strict supplier selection criteria', shares Dmitry

Rayev, HoReCa Sales Manager, EkoNiva-Food. 'The most important thing is that our product has met the partner's standards – EkoNiva has become the main milk supplier for the entire chain. We hope that our cooperation with McDonald's Russia will be fruitful and long-lasting.'

By Anna PALAGUTINA





Retail sales up

In 2018, EKONIVA products first hit the shelves of the Globus hypermarket chain. Within just two years, the brand has become a sales leader in several product categories: kefir, milk, butter and sour cream. The management of Globus and EkoNiva held a meeting in Kaluga to discuss further cooperation.

It all began three years ago when EkoNiva provided Globus with its pilot batch comprising 20 SKUs. Since then, the company has expanded its product line to over 50 items. In 2020, the turnover increased by 45%, which indicates high performance despite the challenging market environment.

'We value our partnership with EkoNiva', points out Volker Schaar, Director General of Globus hypermarket chain. 'We always have a constructive dialogue on improving the packaging, logistics and customer service to be able to become better together. EKONIVA products boast the highest possible quality. This brand has gained credibility and popularity in Kaluga. People trust the brand because they know where the products are manufactured.'

According to both EkoNiva and Globus, such impressive results have become possible because the companies share the same priorities. The core values of the companies are high-quality products, a professional team, an adequate pricing policy and a well-thought out marketing strategy.

'Globus is not just a hypermarket where you can buy first-class goods', continues Volker Schaar, 'we want our customers to open up for new discoveries and adventures.'

EkoNiva shares this view on taking a fresh approach to the customer. So, the company's employees put up a large branded tent right in the car park of one of Globus hypermarkets, inside which they built a small dairy farm to show how milk is produced 'from field to shop shelf'.

'It is our first time on a dairy farm', says Elena Mikhalyova, one of the visitors, 'and we find it a great place for the whole family. We are very happy to learn so many interesting things about farming. Today, my daughters, nieces and I have come to Globus to buy our favourite EKONIVA yoghurts, sour cream and milk, and now we are in the middle of an exciting event.'

To add to the atmosphere, John Deere and JCB farm machines were showcased outside the hypermarket. Everyone could get into the cabin and take on the role of an operator. The participants of children's games received dairy gifts from EkoNiva.

'Globus retail chain sets the standard of innovations', emphasises Stefan Duerr, EkoNiva Group President. 'The company offers all the latest developments to the buyers. We, in turn, understand that today

the purchasing power is not so high and strive to make delicious and natural products suiting every pocket.'

The event was honoured by Leonid Gromov, Minister of Agriculture of Kaluga oblast. He stressed that the city residents should be able to buy top-quality wholesome food. Nikolay Vladimirov, Minister of Competition Policy of the region, noted that the Globus chain is the undisputed leader in the cooperation with local manufacturers.

'Twenty-six local producers of bakery, vegetables, fruits, confectionery and dairy supply their products to Globus', says Nikolay

Vladimirov. 'Kaluga residents opt for EKONIVA seeing it as a guarantee of premium quality and natural taste.'

EkoNiva Group President summed up the meeting noting that the holding focuses on a new objective this year – to reach a 10% share in the total dairy product sales of the Globus chain. The company's novelties, Shchuchye and Kolybelka semi-hard cheeses, are already available to the buyers.

The guests of the event received delicious presents and the best wishes from the company President.

By Darya DENISOVA
and Svetlana WEBER



Keeping up family values

The Russian-German Chamber of Commerce (AHK) has held the annual meeting AHK 2021.

The highlight of the day was a welcome letter from Sergey Lavrov, Russia's Foreign Minister, who noted the significance of developing bilateral relations.

'The commercial and economic cooperation of our countries is one of the most pragmatic topics on today's agenda', emphasises the minister. 'Despite the troubled situation in Europe, Germany remains our key economic partner.'

EkoNiva Group, a subsidiary of Ekosem-Agrar, is a member of the Russian-German Chamber of Commerce. For many years, Stefan Duerr, President of the holding, has been developing dairy farming in Russia and strengthening the ties between the two countries at the same time.

At AHK 2021, Stefan Duerr was elected a member of the President's Council. He shared his experience of working in Russia.

'Russia and Germany are like the mother and the father for German companies in Russia and Russian manufacturers in Germany', says the businessman. 'A child is happy when parents get along and live in harmony. Right now, I feel as if I am calling out to my divorcing parents: "Why are you arguing? We can still be a family". I am really happy to be a part of the President's Council of the Russian-German Chamber of Commerce. I am extremely interested in maintaining and improving the relations between the two countries.'



I am sure that together we can do great things.'

Dr. Rainer Seele, President of AHK, believes that business and the civil society remain the cornerstones of the partnership between Russia and Germany.

'We take pride in many strategic areas of our collaboration', stresses Dr. Rainer Seele. 'One of them

is the supply of natural gas to Europe, which has been carried out for many decades. The supply of low-carbon gas will allow us to attain our climate protection objectives. Energy cooperation can also be expanded through cutting-edge technologies, for example, hydrogen fuel-based solutions.'

By Darya DENISOVA

Ramping up seed export

EkoNiva has completed the supply of Crop 2020 seeds. A total of 7,081 tonnes have been delivered to its partners in the Republics of Armenia, Belarus, Kazakhstan, Uzbekistan and Kyrgyzstan.

Spring wheat varieties accounted for about 60% of the export volume, peas and soybeans made up 9% each, and barley – 6%.

The unrivalled favourite among the customers was the soft spring wheat Triso. Other top export choices include Licamero spring

wheat, Rocket peas and OAC Prudence soybeans. A total of 11 crops have been exported by the company to its partners.

EkoNiva supplied its first lot of spring wheat to the Republic of Kazakhstan in 2014. Since then, the company has significantly expanded its product portfolio and sales territory. The countries where

EkoNiva seeds are grown include Ethiopia, Mongolia, Uzbekistan, Kyrgyzstan, Kazakhstan, Belarus, Armenia and Azerbaijan. According to Yevgeniy Kucheryavenko, EkoNiva-Semena Executive Director, the company's plans call for further expansion of the sales territory and ramping the export volume up to 10,000 tonnes.

By Svetlana WEBER



Best motivation for farmers



The company brought together the leaders of the regional agricultural sector in the village of Kuznetsy, Oryol district, on Novy Put farm.

'Technology is developing rapidly', says Sergey Zykov, EkoNiva-Tekhnika Kirov Branch Director, 'and we must keep track of the advanced trends in the agricultural machinery market.'

Aleksandr Zernov, Poettinger Sales Director in the CIS countries, attended the event to tell farmers about the brand novelties and best-sellers.

'This year, Poettinger is celebrating its 150th anniversary',

shares Aleksandr Zernov. 'We have been working with EkoNiva all over Russia for more than 10 years. We study the needs of a particular region and its peculiarities in order to help each agricultural producer reach top performance.'

At the demo show, Poettinger machines, including the TOP 812 trailed rakes, the HIT 6.08 tedder, the Novacat 301 Alpha front mower and the Novacat 3007 T RCB mower, came into the spotlight.

'The Novacat 3007 T RCB disc mower stands out for its unique cutter bar design, which ensures first-class cutting of

the green material', explains Aleksandr Zernov. 'Then, the flattened front side of the bar glides over the ground minimising contamination, which is essential for maintaining and enhancing the quality of the harvested crop.'

The next machine showcased to the guests was the Poettinger TOP 812 rake. It is fitted with a special Multitast wheel, which ensures the best ground tracking and guarantees clean forage without leaf losses.

'The Poettinger TOP 812 rake protection system prevents the tine arms from dropping during the operation in the field, ensuring that they do not get into a swath or a forage

harvester', continues Poettinger Sales Director. 'Tines are easily and quickly replaced. In case of damage, the tine arm holders can be changed entirely by just undoing two bolts and sliding the camshaft and rollers out of the rotor casing.'

John Deere machines are the key highlight of any event. Vyatka Field Day was no exception. The 6125M, 6140M, 6155M, 6140B tractors and the V451M baler showed themselves in the best light. The guests of the show had a perfect opportunity to see John Deere and Poettinger machines deliver immaculate mowing quality in the field.

By Darya DENISOVA

Sharing know-how

Sibirskaya Niva-Cherepanovo has become the venue of an annual agricultural conference in Novosibirsk oblast. More than 70 managers and key specialists of farming companies gathered at Ogneva Zaimka dairy to learn about advanced dairy farming technologies.

The varied programme of the conference began with the demonstration of the enterprise's machinery fleet and continued with a comprehensive farm tour. Ogneva Zaimka is a modern free-stall facility equipped with a rotary milking parlour. It is home to 3,550 high-yielding imported Holstein cows. The specialists of Sibirskaya Niva-Cherepanovo introduced their colleagues to all the technical know-how associated with the basic production processes.

'Using the most cutting-edge solutions in dairy production allows receiving more than 9.5 thousand litres

of milk per cow per year', notes Vitaliy Vaydurov, Director of Sibirskaya Niva-Cherepanovo Operation. 'The daily milk yield per cow on our farm is 28.5 litres, while the average figure for the district is 21.8 litres. We attach great importance to housing and nutrition of our animals. Their ration consists of only high-feed-value ingredients: mixed grass haylage, maize silage, concentrates and alfalfa.'

Cherepanovo farming enterprise is the local milk yield leader, accounting for two-thirds of all the milk produced in the district. Based on the results of the previous harvesting campaign,

Sibirskaya Niva-Cherepanovo also demonstrated impressive results contributing 180 thousand tonnes of grain to the overall crop yield in the district. Moreover, the enterprise had one of the highest yields in the region – 3.4 tonnes per hectare. Next season, the aim is to raise the bar even higher and reach 4.5 tonnes per hectare.

'The outstanding performance of the enterprise

is determined by many factors', emphasises Vitaliy Vaydurov. 'Among the main ones are powerful machinery, state-of-the-art technologies and a close-knit team of professionals. We are always open for dialogue and are willing to learn from the best and share our experience and knowledge with our colleagues.'

By Tatyana IGNATENKO





Growth drivers at Agros 2021

EkoNiva Group has participated in the leading trade fair in Russia's livestock and forage production industry – Agros 2021 held at the Crocus Expo in Moscow.

The exhibition featured a full range of state-of-the-art technologies, solutions and services for livestock farming. Groundbreaking trends in feed production were high on the agenda of the conference held by the Association of Agricultural Machinery Dealers. The representatives of large-scale farming enterprises and holdings shared their hands-on experience of fodder harvesting, mixing and distribution.

According to Willi Drews, Doctor of Agronomy, EkoNiva Advisor, when it comes to a good forage production system, each aspect is of paramount importance: high-powered machinery, crops and varieties, farming practices and the time of harvesting.

'For instance, the optimum period for alfalfa cutting lasts from the late-bud to the first-flower stage', states Willi Drews. 'At this point, the protein content amounts to 210 g per kilogram of dry matter. When harvested at the full-bloom stage, it contains 50 g less protein. It is through close monitoring by the agronomists and efficient operation of high-performance machines that no time is wasted.'

EkoNiva-Tekhnika is always ready to offer its clients a wide range of equipment for all stages

of feed production: forage harvesters, mowers, tedders, windrowers, balers, grinders, feed mixers, mixer wagons and a lot more. For the first time, the dealer exhibited a few compact machinery units right at the corporate booth. Immediately, the JCB 155 skid steer loader made a popular photo spot for the visitors. Designed specifically for working in limited spaces, the equipment is an ideal option for enterprises requiring a dependable farmhand with high manoeuvrability. Despite its modest dimensions, the machine is built tough to handle any application. The rated operating capacity of a JCB 155 exceeds 700 kg. The John Deere X127 ride-on mower also grasped visitors' attention. The unit featuring automatic transmission and a powerful engine with an infinite choice of ground speeds was sold on the very first day of the showcase.

EkoNiva-Semena updated the attendees on the novelties and advanced technologies in seed production. The company representatives shared their professional expertise and provided recommendations on the selection of plant varieties and agritechnologies.

The company delivers seeds across 65 Russian regions, from Krasnodar area to Amur oblast. EkoNiva-Semena has branches in ten regions of

Russia; its specialists are always there to offer the best seed material for your farm.

'So far, the Year 2020-2021 has seen a dramatic increase in sales – by 70 per cent as compared to the previous year', states Yevgeniy Kucheryavenko, EkoNiva-Semena Executive Director. 'The sales of over 76,000 tonnes of seeds have been reached through an expansion of the sales territory and the seed portfolio, which is tailored to the specific

EkoNiva-Semena customer base accounts for over 3,000 farmers from Russia and neighbouring CIS countries. This year, the company has expanded its sales territory.

'Our seeds are now grown in the Republic of Uzbekistan and the Chechen Republic, Kalmykia and Zabaykalye', continues Yevgeniy Kucheryavenko. 'Spring and winter wheat, barley and soybeans are in the highest demand. This year, their sales have skyrocketed from 38 to 90 per cent, with the most pronounced growth seen in the Siberian, Southern and Volga federal districts.'



Willi Drews:

The optimum period for alfalfa cutting lasts from the late-bud to first-flower stage. At this point, the protein content amounts to 210 g per kilogram of dry matter. When harvested at the full-bloom stage, it contains 50 g less protein. It is through close monitoring by the agronomists and efficient operation of high-performance machines that no time is wasted.

needs of farmers from virtually all the regions of Russia.'

EkoNiva-Semena portfolio comprises 73 varieties and hybrids, thereof 4 varieties developed under the in-house breeding programme – winter wheat Cepheus, EN Taygeta, EN Albireo and soybean cultivar EN Argenta. Their genetics ensures high and stable yields due to the resistance to stressful biotic and abiotic environmental factors.

Each exhibition day, the attendees of Agros 2021 trade fair were taking part in the tasting sessions of the dairy under EKONIVA brand. The tastings featured hard and semi-hard cheeses produced at the new processing plant in Shchuchye village, Voronezh oblast. The signature creamy flavour and delicate aroma of the cheeses became a true highlight of the visits to the EkoNiva booth.

By Tatyana IGNATENKO



Organic way

A panel discussion on the results and prospects of the organic production development in Russia has been held at Prodexpo 2021, a food trade show.

The panel participants discussed the first effects of the implemented Federal law 'On organic produce' that established certification bodies and a special quality marking system in Russia. Now, the marking is to be placed on the packaging of organic

products. Today, the state register of organic producers features over 60 companies. One of the most essential steps is to train top qualified specialists. To promote and enhance organic expertise, a number of educational centres for organic production have

been created on the premises of Russian agricultural institutes.

'The goal is to make organics a transparent and lucrative business for Russian farmers', highlights Maksim Uvaydov, 'and a benchmark of high quality for both Russian and foreign consumers. We need

a close interaction with retail networks to allocate individual shelves for organic products.'

Despite the limited volumes of organic milk, EkoNiva has its loyal customers in the HoReCa segment – restaurants and coffee houses where its branded ORGANIC milk is in high demand.

Organics is our future, experts believe. Though, the development and promotion of this sector will take time and effort.

'Baristas at coffee houses can talk to customers and explain the difference between the organic milk and its conventional alternative', believes Stefan Duerr, 'while people in the supermarkets are always in a rush. They get bewildered by different markings claiming that the beverage inside is "eco", "bio", "vegan" and so on. I am not against those products, but they do not have anything in common with the actual organic produce.

That is why I'm positive that we should place organics on separate shelves and launch a massive advertising campaign for consumers. However, the producers won't manage it without the state support.'

By Darya DENISOVA

Time for winter crops

Seeds of winter crops are already on sale. EkoNiva-Semena has something new to offer its partners – winter wheat varieties: Timiryazevka 150 and STRG 8060 15.

Winter crops play an important role in the cropping plan: they are good predecessors for other crops and ensure bumper harvest.

Winter wheat STRG 8060 15 is an intensive midseason-ripening variety with large kernels and good qualitative characteristics. The variety is distinguished by high winter hardiness and good lodging resistance and is suitable for intensive technologies.

'This cultivar is launched onto the market in Russia in collaboration with German plant breeders', says Willi Drews, Ph.D. in Agronomy, EkoNiva Advisor. 'The variety

has been released for region 5 – Central Black Soil. During the trials lasting for two years, STRG 8060 15 winter wheat delivered the highest yield as compared to the other varieties in Belgorod oblast. The maximum yield of 10.71 tonnes/ha was produced in Kursk oblast in 2017. The vegetation period is 241-306 days. The optimum sowing time is from early to mid-September.'

Timiryazevka 150 is another novelty in the company's seed portfolio, an intensive variety for highly fertile soils. It has been listed in the State Register of Plant Breeding Achievements and approved for the use in the Central Black

Soil, North Caucasian and Lower Volga regions.

'Timiryazevka 150 is a medium-maturity variety', says Willi Drews. 'This new cultivar demonstrates great drought resistance and provides consistently higher yields as compared to the check

varieties after all previous crops. The maximum yield of 11.78 tonnes/ha was harvested in Stavropol in 2018.'

Summer is the best time to choose winter crops, good quality seeds and get ready for planting. Experts recommend to sow winter crops in the first half of September. Under favourable conditions, they will emerge ten days after sowing. Even with poor rainfall afterwards, cereals will have time to form tillers.

By Tatyana IGNATENKO



Winter wheat variety STRG 8060 15



Dairy Olympics: all aboard!

One hundred million tonnes of milk per year – is it a reality or a fantasy? The 12th Dairy Olympiad took place in Novorossiysk, where the market players gathered to discuss the burning issues of the dairy industry.

Mikhail Mishchenko, Director of the Dairy Intelligence Agency (DIA), opened the event with an enthusiastic speech setting the tone for the discussion. He stated that the Russian dairy market is on the rise – by the end of 2020, raw milk production in the country reached 20 million tonnes.

'In 2021, raw milk output increased to 20.1 million tonnes', observes Mikhail Mishchenko. 'Today, Tatarstan, Krasnodar area, Voronezh oblast, Udmurtia, Bashkortostan and Kirov oblast are the front-runners, while some regions have slipped into a decline. Altai Republic, for example, has seen a fall of 4 per cent in the production of marketable milk, and for Khabarovsk area, this figure has reached 13 per cent.'

In 2020, Russia manufactured over 25 million tonnes of dairy products. According to the speaker, such volumes resulted from high demand, partly because of the pandemic.

'The dairy business has not suffered much', emphasises Mikhail Mishchenko. 'People

never stopped buying milk products – rather, the demand increased by 7.5 per cent.'

However, there is still a shortage of raw milk in Russia totalling 4.5 million tonnes. The gap is bridged by import (3.8 million tonnes) and non-dairy components making up 700 thousand tonnes.

'Our country's capacity to produce natural milk is much higher', continues Mikhail Mishchenko. 'If we reach our full potential, the target of manufacturing 100 million tonnes per year will not seem a long shot.'

Today, EkoNiva is the leading raw milk producer in Russia and one of the top three in the world after the dairy producers from Saudi Arabia and China. The holding's daily raw milk yield amounts to 3,170 tonnes.

'We put special emphasis on processing', notes Yekaterina Duerr, Marketing Department Deputy Manager, EkoNiva-Food. 'Our plants in Kaluga, Voronezh and Novosibirsk oblasts produce over 70 SKUs. In January 2021, we made our first hard and semi-hard cheeses at a new plant in Shchuchye, Voronezh oblast, with a capacity of 60 tonnes per day.'

Producers of plant-based drinks made from oats, soybeans, buckwheat and other ingredients are competing fiercely with milk processors. Although many consumers consider such products to be a viable alternative to cow milk, it is nothing but an illusion.

'Plant-based beverages and cow milk are like chalk and cheese', says Yekaterina Duerr. 'Natural milk is rich in protein, potassium,

It is aimed at improving the standard of living in villages, producing high-quality products and implementing sustainable natural resource management.

It should be noted that there is a growing demand for organic food among consumers, so the company is bringing this type of production into greater focus.

'Savinskaya Niva farming enterprise, Kaluga oblast, is engaged in organic agriculture', says Yekaterina Duerr. 'So far, the volumes are humble: 2-3 tonnes per day. We produce EKONIVA ORGANIC pasteurised milk, which is supplied to retail chains in Russia and Belarus, and Medynskiy ORGANIC cheese. Right now, we are preparing to launch organic UHT milk production.'

Russia has an extensive export potential. Over the last years, UHT milk has been highly sought-after along with whey powder, cheese, curds and ice cream. China is one of the key markets for such products. At the same time, exporters have to meet stringent quality requirements.

'EkoNiva has signed contracts with major Chinese distributors', shares Yekaterina Duerr. 'EKONIVA milk is sold in small retail chains and online shops. The demand is particularly great for 3.5% fat milk and high-protein milk for the HoReCa segment.'

Mikhail Mishchenko:

Our country's capacity to produce natural milk is much higher. If we reach our full potential, the target of manufacturing 100 million tonnes per year will not seem a long shot.



calcium, lactose, casein and a number of vitamins, and these benefits should be mainstreamed to enhance the image of cow milk. With this in mind, we decided to set up four projects at the company's dairies.'

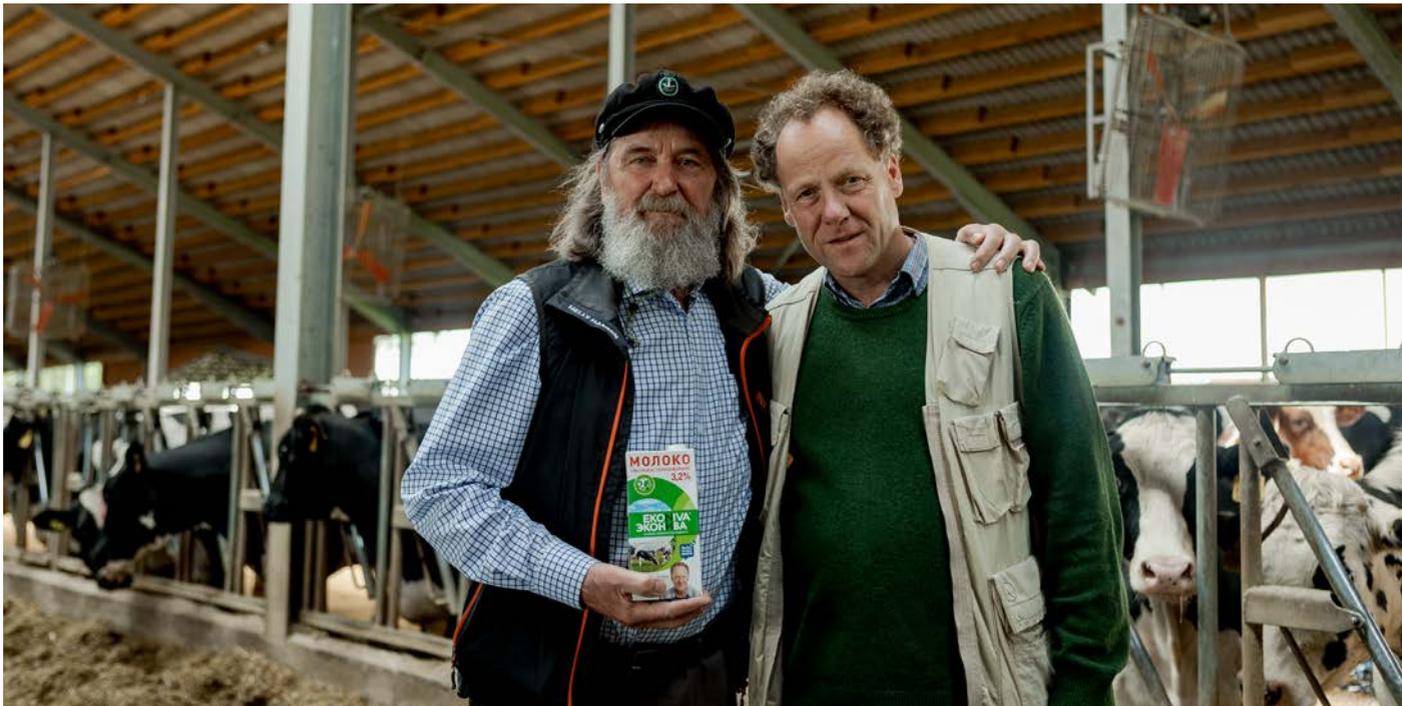
Yekaterina also mentioned that EkoNiva takes part in the federal initiative on integrated development of rural areas.

A study carried out by Agroexport, the Federal Centre for Export Development, shows that Russian dairy products enjoy popularity and consumer trust in many countries. Foreign consumers associate them with unique nature, vast expanses of farmland, authenticity and health benefits.

By Darya DENISOVA



Pushing the boundaries



Fyodor Konyukhov, a world-famous Russian traveller, spent a day at EkoNiva facilities in Kaluga oblast learning about modern dairy cow and calf care, milk processing and dairy production and discussing the details of his coming expedition with the Company President Stefan Duerr. In December, the traveller is planning to attempt the first solo crossing of the Pacific Ocean aboard a solar-powered catamaran. EkoNiva is one of the sponsors of this project.

Discovering the world of EkoNiva

Stefan Duerr, President of EkoNiva Group, warmly welcomed the honoured guests – Fyodor Konyukhov, his son Oskar, coordinator of all of his father's projects, grandson Arkadiy and Mikhail Melikov, Travel Centre Manager – at Ulanovo dairy. During the farm tour, the visitors had an insight into the inner workings of the 2,800-cow dairy: from the maternity pen to the milking

parlour. Fyodor is no stranger to dairy farming: his family used to have cows, so he worked as a herdsman until he was 16 years old.

'This is the farm of the 21st century', shares his impressions Fyodor. 'It is a pleasure to see the results of Stefan's endeavour – he has brought the best from his nation to set up a cutting-edge production process in Russia. It is a very noble mission to provide people with natural dairy products on a daily

basis. I am very happy to be supported by EkoNiva during my expedition.'

'groom') without a horse', says Fyodor with a smile.

Fyodor enjoys dairy produce and likes to start his day with a wholesome breakfast consisting of curds with sour cream while Irina, Fyodor's wife, complements her breakfast with cheese and butter. To see how EkoNiva makes all these products, the guests paid a visit to the company's milk processing plant in Medyn, Kaluga oblast.

Fyodor Konyukhov:

It is a pleasure to see the results of Stefan's endeavour – he has brought the best from his nation to set up a cutting-edge production process in Russia. It is a very noble mission to provide people with natural dairy products on a daily basis.



The guests expressed a keen interest in the production processes, veterinary procedures and the technological know-how. Fyodor Konyukhov is building a village in Tula oblast, where he is planning to start sheep farming and launch some other agricultural projects.

'I am also considering taking up horse breeding, for what is Konyukhov (Translator's note – in Russian, the family name Konyukhov comes from the word *konyukh* meaning

Fresh milk is delivered from the dairy farms located in the vicinity of the plant to produce approx. 70 SKUs under the EKONIVA brand, including organic milk and cheese. About 200 tonnes of top-grade raw milk is processed at the plant every day. The traveller was impressed with the cutting-edge equipment and a wide product range.

'I will recall this visit every time I drink my coffee with EKONIVA milk', shares Fyodor.



New challenge

After meeting in person and getting to know each other, Fyodor Konyukhov and Stefan Duerr unanimously agreed that it was the right decision to join efforts for the upcoming expedition.

The first solo crossing of the Pacific Ocean is scheduled to start on 12 December, 2021, which will be the traveller's 70th birthday. Fyodor Konyukhov will set sail from the coast of Chile aboard a solar-powered catamaran NOVA. The distance amounts to around 9,000 nautical miles. The trip to Australia will take up to 100 days.

'The construction of the unique catamaran is currently underway at a UK shipyard', comments Oskar Konyukhov. 'The vessel is made of carbon fibre manufactured in Russia. The solar batteries, also produced by a domestic manufacturer, proved effective during father's rowboat crossing of the Pacific Ocean in 2019.'

The catamaran NOVA was designed as a research vessel. Fyodor will make ecological observations of the ocean water, daily noting the presence of plastic waste in the ocean. The monitoring will enable specialists to assess the extent of microplastic contamination of the area covered by Fyodor and conduct further research via mathematical modelling.

Fyodor Konyukhov's food stock during the transpacific crossing is going to include EKONIVA UHT milk in 0.2 l eco-packaging.



'With the environmental focus of the expedition in mind, Tetra Pak has developed special sustainable packaging', states Natalya Starkina, Marketing Division Manager, EkoNiva-Food. 'It is made from not less than 70% renewable materials and is 100% recyclable, which enables the manufacturer to cut his carbon footprint in half. We believe the packaging will preserve the authentic taste of our milk and withstand any storms.'

Kindred spirits

As the meeting drew to a close, Fyodor Konyukhov invited Stefan Duerr to join him on an expedition across the Atlantic or to fly in a hot-air balloon into the stratosphere. Stefan promised to think about it.

'I have been greatly inspired by Fyodor Konyukhov

and I am glad that we have become partners', shares Stefan Duerr. 'We are kindred spirits since we share the same values: honesty and patriotism without fanaticism. We are always searching for unique opportunities, blazing new

as well. It is impossible to develop without taking new approaches and pushing the existing boundaries. However, it is important not to fool yourself into thinking that a single super idea will settle everything. No ambitious goal can be reached without routine work.'

It goes without saying that Fyodor Konyukhov easily whipped up a milkshake by pedalling a special cycle blender. He has covered thousands of kilometres on his bike. In 1989, when Fyodor participated in the transcontinental bicycle crossing from Vladivostok to Leningrad (present day St. Petersburg) with the distance of 10,000 km, he was deeply impressed by the hospitality of ordinary people in rural areas. Stefan Duerr, who arrived in the USSR for an internship from the FRG at the same time, had absolutely the same feeling.

'It never ceased to amaze me: there was nothing available

Stefan Duerr:

If you row the same way in the same boat, you cannot break a new record. You have to keep coming up with new ideas. This is true not only for travellers, but for businessmen as well.



trails no one has ever stepped on. If you row the same way in the same boat, you cannot break a new record. You have to keep coming up with new ideas. This is true not only for travellers, but for businessmen

at the shops, but whenever I came to visit someone, the table was packed with treats', recalls Stefan. 'Amazing Russian people, great Russian soul! I couldn't help falling in love with the country.'

Stefan has developed a true passion for cycling over the years. In his youth, he organised bike races from Germany to England and Norway. These days, Stefan enjoys riding across the Russian countryside. But this is not the only thing the traveller and the farmer have in common. They share a love for mountains, they are both socially responsible and they both focus on the result, not the process. Moreover, neither of them draws the line after which retirement comes. While there is a fire burning in the heart, there will be new trips, new farms and engaging projects.

By Svetlana WEBER



«Fashion Farmer 2021»: digital agriculture is the future

Fashion Farmer 2021 held at the beginning of the summer gave farmers an energy boost and inspired many fresh ideas.

Launch of the decade

The event was marked with a much-anticipated launch of EkoNiva-Chernozemye service centre in Dobrino village, which was also the venue of Fashion Farmer this year.

Dobrino service centre is the largest in the region. It occupies five hectares, including 1,000 m² of storage capacity for 730,000 units of spare parts of 80 brands. The premises comprise 12 fully equipped repair workshops. The rapid response team arrives at a client's site within less than 90 minutes after the request is submitted.

'The service centre in Dobrino will host seminars, conferences and demo shows', says Sergey Storozhev, EkoNiva-Chernozemye Executive Director. 'The workshop for machine nodes and assemblies as well as the paint-spraying booth are already fully operational. In 2022, a soil chemical laboratory will open.'

Besides, the new service centre offers around 40 working places.

At the forefront of global trends

This year, the focus of the event is on the digital

transformation as a tool of agribusiness management.

EkoNiva was one of the first companies to employ and offer farmers state-of-the-art solutions such as precision and smart farming, the John Deere AutoTrac and iTech PRO automated steering systems, the JDLink and LiveLink telematics allowing to monitor machine location remotely, control their performance as well as node and assembly condition, adjust the workload, send programmed tasks directly to the operator, schedule maintenance activities, keep record of the operations in the field. Agronomy also takes advantage of innovations. Digital solutions make it possible to analyse fertility zones, identify problem areas and carry out additional tests. Fashion Farmer 2021 visitors observed cutting-edge machines perform smart functions and operations at the demo show.

Flagships of the sowing campaign

The John Deere DB55 ExactEmerge is a flagship seeding machine manufactured in the USA.

'It operates at a speed of 16 km/h with a 98-99 per cent uniform seed distribution',



says Eduard Ivanov, Sales Department Manager, EkoNiva-Chernozemye. 'The seed placement is perfect even at a high speed.'

Swedish manufacturers keep their high standards. This year, over 40 Vaderstad Tempo seed drills equipped with the PowerShoot technology have been sold in the region. The unit uses air pressure to shoot seeds into soil with pinpoint accuracy. System vibrations or slopes do not affect the metering precision even when sowing is performed at a speed twice as high as that of any other machine. The model supports prescription maps for variable rate seeding.

Intelligent approach to future harvest

In accordance with the latest standards, the John Deere M4040 self-propelled sprayer offers the most efficient crop protection. The machine with a carbon fibre boom comes equipped with the JDLink monitoring system, the Section Control option for fertiliser and plant protection agent distribution as well as the

ExactApply intelligent nozzle control system.

'Thanks to improved nutrient supply and protection of areas with high soil fertility potential, farmers get higher yields. That's what variable application of plant protection agents is for', comments Willi Drews, Ph.D. in Agronomy, EkoNiva's consultant. 'The John Deere M4040 is a precise and efficient tool for handling this issue.'

The model is equipped with the new 4600 display with the BoomTrac auto boom height sensing system. The documentation programme sends data about the working process to the farm manager and the chief agronomist during crop treatment.

The ExactApply system automatically controls the nozzles. When the unit only picks up speed at the edge of the field, one nozzle from each pair is active. When a speed of 12-14 km/h is reached, the second one is switched on. The nozzles shut down section-wise rather than along the whole boom. This option helps to use plant protection agents moderately.



Smart harvesting with John Deere

Among other models, Fashion Farmer 2021 featured the John Deere S760 representing the combine harvester line-up.

'The machine is equipped with a 9-litre engine generating 330 hp. The discharge speed with a 10,600-litre grain tank is 125 l/s,' says Dmitry Tokmakov, EkoNiva-Chernozemye Sales Representative. 'The synchronisation function allows the operator to automatically control the speed and the tractor-trailer combination path with immaculate precision, which facilitates harvesting and cuts costs.'

The integrated ICA2 adjustment system analyses the combine settings and adapts them to the working conditions, which means that the operator does not need to change parameters manually.

Digital sowing: trials and achievements

The event attendees were also demonstrated the digital sowing with an example of several crops.

'With the use of satellite maps this year, we've sown an area of 7,000 hectares at a variable rate,' says Artyom Novikov, Smart Farming Department Manager, EkoNivaTekhnika-Holding. 'The trial with the maize was done at a variable rate from 60,000 to 100,000 seeds per hectare

depending on the yields in different zones. The trials were carried out in six fields with similar soil preparation techniques used. As a result, almost in all of them, the seed rate of 60,000 seeds per hectare produced higher yields than the rate of 80,000 or 100,000. We saved around 25% of seeds as compared to the volume standardly sown on the farm and reaped 6% more crop.'

In-house plant breeding programme

EkoNiva-Semena presented its wide seed portfolio at Fashion Farmer.

'This season, the situation with winter crops is complicated in the Black Soil Region. In places, up to 80 per cent of the crop was ruined by recurring frosts,' comments Denis Pshenichnykh, Sales Representative of EkoNiva-Semena. 'Farmers had to sow additionally or resow crops, and we did our best to provide them with high-quality seeds.'

EkoNiva-Semena portfolio comprises 73 varieties – spring and winter crops, fodder grasses. This year, the company's target is to sell up to 80 thousand tonnes of seeds.

One of the new varieties available is Cepheus, in-house bred winter wheat. Last year, it was listed in the State Register. The variety is distinguished by high yielding capacity, plasticity and winter



hardiness. The latest plant breeding achievements of the company also include EN Albireo and EN Taygeta, already registered in the Central Black Soil Region.

Breakthrough in cheese-making

Two new products are now manufactured under EKONIVA brand – Shchuchye and Kolybelka semi-hard cheeses. Duerr hard cheese will hit the shelves of supermarkets in the nearest future, however, Fashion Farmer 2021 visitors were able to enjoy the preliminary tasting.

'We love EKONIVA dairy products and their natural ingredients make us confident that we can give it to our children', says Elena Taldykina,

a guest. 'If we cannot find EKONIVA ice cream in a shop, we don't even look at other brands, but go and search for our favourite one.'

Cutting-edge technologies enable EkoNiva to produce A grade cheese milk, which is selected on the farms by 29 parameters.

It is just the beginning!

Year after year, Fashion Farmer programme is extending and complementing the traditional regional Field Days with exclusive demo shows and seminars, while the number of participants is also growing.

'For over ten years, I have been visiting EkoNiva events', shares Vasily Skripchenkov, Head of Rezon farming enterprise, Nizhnedevitsk district, Voronezh oblast. 'I would like to thank the organisers for putting emphasis on smart farming and digital transformation of the production this time. On our farm this year, we started applying variable rate seeding, and now we are learning more about variable rate chemical application aided by EkoNiva's experts. These technologies are the future of agriculture, and we are trying to keep up with the times.'

There is no doubt that soon the new multi-functional service centre will also establish itself as a centre of progressive agricultural knowledge. We will be glad to welcome you at Dobrino service centre!

By Aleksandr KUTISHCHEV
and Viktor BARGOTIN



Solutions for efficient farming

St. Petersburg branch of EkoNiva-Tekhnika has showcased cutting-edge farming machinery on the premises of Saint Petersburg State Agricultural University, one of the oldest Russian institutions of its kind. The company brought farmers, faculty staff and students up-to-date on the latest and sturdiest farming equipment from the leading world manufacturers.



One of the novelties in the Russian market is the John Deere 6140M tractor. The model is fitted with the TLS independent suspension and the PowerTech E 6.8L engine delivering up to 140 hp. Its comfortable and ergonomic cab offers a 310-degree panoramic view. The machine is suitable for a wide range of applications, such as tillage, deep cultivation, fertilisation and haulage.

A genuine 'warrior' of farming machinery, namely the recently unveiled John Deere 8R 310,

kindled a special interest among the guests.

'The 8R series models have been hailed as daring', says Daniil Alekseyev, Head of the Sales Department at Saint Petersburg branch of EkoNiva-Tekhnika, 'since they combine an impressive power with cost-efficiency, high reliability and versatility. In comparison with its rivals, this tractor saves about 25% of fuel and achieves unprecedented traction and comfort because of its independent suspension.

Its cab was designed in collaboration with the Californian branch of BMW.'

The display also featured an engineering marvel of Swedish origin by Vaderstad – the NZM 500 tine harrow.

'The tines are located on four axles spaced 7.5 cm apart from each other', says Daniil Alekseyev. 'The vibration frequency of the tines is up to 80 vibrations per second, which delivers intensive seedbed preparation, creates optimal conditions for seed germination.

Moreover, this action distributes the soil moving the large aggregates to the top and the fine fraction to the bottom, thus creating an evaporation barrier while ensuring seed-to-soil contact. The highly intensive cultivation saves passes whilst retaining the ground moisture.'

All it takes is to see the above-mentioned units doing their jobs at farming enterprises all over the country to become convinced of their efficiency and accuracy.

By Aleksandr KUTISHCHEV

Improving feed quality

Kirov branch of EkoNiva-Tekhnika has held a demo show of the mixer wagon BvL V-MIX 24-2S that can efficiently mix fodder and distribute it along the feed bunk.

On Oktyabrskiy stock breeding farm (Kirov oblast, Kумыony district), high-quality fodder in dairy farming is a top priority. To attain this objective, the company required modern machinery which allows to minimise the production costs and improve the output.

'We tested the BvL V-MIX 24-2S mixer wagon with the capacity of 24 cu. m. as it meets the farm's needs most fully', says Denis Shishkin, Senior Sales Rep of EkoNiva-Tekhnika, Kirov branch. 'Currently, it is the biggest mixer wagon in Kirov oblast. The task consisted in making a homogeneous mixture out of hay, concentrates and silage. A sample taken from the feed bunk after the demo show confirmed that all the

ingredients were ideally mixed. It means that the animals were fed top-quality mixture that facilitated good digestion.'

The Unique V-MIX auger optimises the mixing process in such a way so as to preserve the maximum amount of energy. This results in a homogeneous feed mixture that retains a sufficient degree of its structure.

Moreover, the nutritional value is not hindered by the mixing process whatsoever.

'The heavy-duty 18 mm thick conical auger gently mixes the ingredients. The auger flights rotate and move the fodder up thus ensuring uniform consistency of the mixture and facilitating its continuous discharge', continues Denis Shishkin. 'The units are equipped with the Magnet-Plus system. The magnets attract metal objects and prevent them from getting into the feed mixture and a cow's digestive tract afterwards.'

At the event, the mixer wagon was showcased working in tandem with a John Deere 6140 M.

'The John Deere tractors are tailored to suit your comfort level and ensure flawless operation', shares Denis Shishkin. 'The engine power is 140 hp. Considerable hitch weight and the pneumatic brake system of the tractor guarantee smooth operation in combination with heavy implements.'

The BvL mixer wagon handled all the tasks well and proved its worth on Oktyabrskiy stock breeding farm. Now it is used for feeding the enterprise's herd, which numbers 5,500 head of cattle, including 2,000 dairy cows. The daily milk yield reaches 64 tonnes.

By Darya DENISOVA





High-precision farming

EkoNivaTekhnika-Holding has told its clients and partners how to reduce the costs and increase the crop yields at a webinar.

State-of-the-art intellectual machinery and cutting-edge solutions play a major part in developing the agricultural industry and smart farming.

‘We keep on promoting smart farming’, shares Bjoerne Drechsler, First Deputy Director General of

EkoNivaTekhnika-Holding, ‘as smart practices enhance performance and profitability and optimise the use of crop protecting agents. Thus, in the future, the variable rate application will help our producers cut the use of chemicals down by 90%.’

The variable rate technology is being extensively tested at EkoNivaAgro, Voronezh oblast. The fields are analysed via satellite systems and drones to determine the weedy areas to treat with chemicals. This allows for reducing the fungicide use by 30% without affecting the yield – it remains persistently high.

‘Gaining a full understanding of the condition of each plot

is a very important point in crop farming’, emphasises Artyom Novikov, EkoNivaTekhnika-Holding Smart Farming Department Manager. ‘The variable rate technology applied for sowing or fertilising reduces production costs and boosts crop yields.’

The use of the Cognitive Agro Pilot artificial intelligence system is one more option for cutting expenses and improving the quality. It is a smart robot assistant for machine operators. Unlike parallel driving systems, the Cognitive Agro Pilot detects obstacles, goes around them or puts the machine on the brake, even in areas with a weak satellite signal. As a result, major accidents, costly maintenance and downtime of machinery are prevented. Last year, EkoNivaTekhnika-Holding signed an agreement with Cognitive Pilot developer company for the implementation, installation and technical support of these autonomous driving systems in 35 regions of Russia.

By Tatyana IGNATENKO

How to avoid soil compaction

Russian agronomists continue combatting the problem of soil compaction. At the webinar organised by EkoNiva-Tekhnika Holding, leading specialists shared their experience of handling the issue.

Willi Drews, EkoNiva-Tekhnika Holding Advisor, opened the online meeting.

‘Soil compaction causes numerous problems’, says Willi Drews. ‘If you constantly cultivate soil at the same depth, you get plow sole formed. This results in the root growth limitation, insufficient aeration, lack of water and reduction of oxygen delivery to the root area.’

The expert believes that it is important to reduce the number of machinery passes by using farm equipment combinations to avoid soil compaction. Another crucial aspect is to ensure

the rotation of crops with different root systems; as well as to leave the maximum amount of organic matter in the soil and to cover it with plant residues.

Anatoliy Linevskiy, Training and Marketing specialist at John Deere, talked about tractor performance improvement highlighting three main factors: ballasting, tyre pressure adjustment and wheel slipping detection. He explained that efficient tractor operation without any excessive compaction depends on proper settings.

The 8RX Series tractor is the crown jewel of John Deere. The machine is equipped

with four caterpillar tracks reducing soil compaction. Moreover, this tractor has a large contact area and a perfect weight distribution. Tracked tractors can start operation in the fields much earlier than their wheeled counterparts.

EkoNiva offers a perfect match for John Deere units – tillage machinery by Gregoire Besson with four options for dealing with soil compaction depending on the depth: a cultivator, combined one-pass

disc finishers and deep tillers or special settings of ploughs.

The speakers presented a wide range of tools for agricultural producers to solve a compaction problem. Only with a comprehensive approach, farmers can deliver maximum results. Tractor enhancement, versatile tillage machinery, high-tech tyres and correct pressure adjustments are the four components of high yields.

By Viktor BARGOTIN





Kuzbass – ahead of the game

In Kemerovo oblast, Iskra farming enterprise has held a demo show of modern machinery that attracted farmers from different districts of Kuzbass.

At the event, John Deere presented the JD 730 sowing combination with the 1910 commodity cart, the JD 8310RT, 9420, 9470RT and 6110B tractors, the John Deere 4730 self-propelled sprayer and the N543F redesigned seed drill, whereas JCB showcased

the JCB 531-70 telescopic handler, Russian farmers' favourite assistant, and the JCB TM320S.

'The John Deere 6110B is a best-selling all-rounder perfect for any farm', says Aleksandr Latsviev, Sales Rep of EkoNiva-Sibir. 'At the show, we demonstrated a premium version tractor with

a 110 hp engine. Several farming enterprises have their eye on it now and we are soon going to have the test drives at their premises.'

The JCB TM320S loader combines the functionality of a wheel loader with the capabilities of a telescopic boom. The 145 hp JCB EcoMAX engine retains

high torque at low revs thus saving fuel.

About 10,500 hectares of land were sown at Iskra farming enterprise this year. Almost all machines in the farm's fleet are of US brands.

'I hold a degree in Engineering so John Deere machinery is my informed choice', shares Aleksandr Lebedikov, Head of Iskra JSC and Chairman of Kuzbass Farmers Union. 'This season, we used five John Deere sowing combinations (two 730 models and three 1895 models), 8 and 9 Series tractors, six harvesters and a JD loader. By the way, the latter is my favourite telehandler now – it has done 15,000 engine hours without the slightest hitch. If any machine needs a repair, EkoNivaSibir always has spare parts in stock therefore the downtime is minimum.'

Iskra farming enterprise also implements precision farming systems. For example, it has launched the testing of the Cognitive Agro Pilot system designed in Russia.

By Aleksandr KUTISHCHEV

Feed and rest

Balanced rations, good rest and stall comfort are essential to the life of a healthy and productive cow. The Haybuster bale processor, represented in the Russian market by Kursk branch of EkoNiva-Chernozemye, chops hay and straw properly to provide cows with feed and bedding.

Agropromkomplektaciya Group is one of the leading enterprises in Russia featuring a closed production cycle. With a herd of 19,000 cows, the operations require advanced machinery. After a demo arranged by the dealer, the company acquired several Haybuster units: Balebuster 2564 and H-1000 processors.

'Our task was to show how efficiently Haybuster chops straw for cow bedding', says Roman Starodubtsev, Sales Rep of EkoNiva-Chernozemye Kursk branch. 'Set at a cutting length of 3-5 cm, the Balebuster 2564 processed 15 bales in 1 hour showing great performance.'

The Haybuster Balebuster 2564 is a trailed bale processor with a hydraulically controlled rear bale loader designed to chop and distribute cattle feed.

'The Haybuster Balebuster 2564 operates in tandem with the 6155M John Deere, 155 hp, processing 1.5-metre bales at a grinding rate of 3.5 tonnes per hour. The purpose of bedding is to keep cows warm and comfortable. The more often it is changed, the better it is for cows' health.

The Haybuster H-1000 is perfect for chopping hay, straw and maize on the farm.

'The Haybuster H-1000 is fitted with replaceable screens

in different size options to adjust the cutting length from 3 to 12 cm', continues Roman Starodubtsev. 'The capacity of the machine is 10-15 tonnes per hour, the loading height is

2.44 metres. The shredder chamber features 64 heat treated steel flails.'

The farm specialists are positive that every detail matters when it comes to cow management. High-quality dry bedding prevents cows from serious hoof and udder diseases, while nutritious feed makes for good milk yields and the overall profit of the farm.

By Darya DENISOVA



Ultimate horsepower for your farm

In the run-up to the new season, EkoNivaSibir has held a demonstration of a broad range of farm machines produced by the world's leading manufacturers.

The key novelty showcased at the event was the upgraded versatile high-tech John Deere 8R – one of the most sought-after 8 Series tractors in Siberia. The new model is powered by the 9.0 I PowerTech PSX engine delivering from 230 to 410 hp. With no more than 6% drivetrain power loss farmers can be sure that the John Deere 8 Series tractor will use all of its 'horses' under the bonnet.

'The redesigned John Deere all-rounders will be

in high demand on the market', says Vladimir Mertes, Head of Tambovskiy farming enterprise, Altai area. 'It is a shame that the unit does not fully suit the needs of our business (smiles). We already have a John Deere 6 Series tractor, and we expect another one to be delivered by EkoNivaSibir soon. This year, we've purchased an 8-row Vaderstad Tempo planter to complement the team of our green beasts. With a fully equipped machinery fleet, our farm is prepared well for the season.'



Today, drills and tillage machinery manufactured by the Swedish company Vaderstad are widely used in the fields of Altai area.

The TopDown stubble cultivator is the manufacturer's flagship product. It can perform shallow and deep tillage at a depth of 30 cm in one pass. For row crops, EkoNivaSibir offers the Vaderstad Tempo planter. Seeds are placed in 8-24 rows at a preset

depth, which guarantees even emergence.

Vaderstad grain drills were represented by Rapid and Spirit units.

EkoNivaSibir has a comprehensive approach to customer service. Farmers can buy machinery, receive top-class after-sales care and get spare parts at the same place. The company specialists are available for their clients 24/7.

By Viktor BARGOTIN

Better feed makes for higher yields!

EkoNivaSibir has held an open doors event at its Omsk branch displaying novelties and time-proven models.

Telehandlers manufactured by the German brand Kramer were introduced to Omsk farmers for the first time. These powerful machines are suitable for a number of applications, including stacking, loading and unloading of material and animal feed. They can handle any task quickly and efficiently with the help of a wide variety of mounted implements.

'The line-up of Kramer telehandlers comprises 12 models with a load capacity varying from 2,700 kg to 5,500 kg and a boom reach ranging from 5.7 m to 8.7 m', states Yuriy Sukhorukov, Sales Rep of EkoNivaSibir

Omsk branch. 'All units come equipped with a number of options: a reversible fan, high-efficiency hydraulics, a quickly removable carriage, panoramic windows and others.'

On today's agricultural market, Haybuster bale processor is the leading product in its segment. Its grinding capacity can reach up to 25 tonnes per hour, while the cutting length can be adjusted within the range from 30 mm to 200 mm. The machine delivers homogeneous mass where every straw has a sharp cut surface, which is important for stimulating digestion in ruminants.



The BvL mixer wagon is another industry-specific product supplied by EkoNivaSibir. The machine distributes material to the feed bunk via a conveyor belt, which allows farmers to feed up to 400 head of cattle in one cycle.

'I like the way the event is organised', says Oleg Babak, Head of Babak farming enterprise. 'It is so good to meet fellow farmers in a friendly atmosphere and

share our experience. We are grateful to EkoNivaSibir for gathering us. Our enterprise has been buying machinery from the company since last year. The latest purchases – a new John Deere 8 Series tractor and a John Deere 730 planter – will soon be delivered to the farm. We have high hopes for the machines and believe that they will deliver excellent performance.'

By Viktor BARGOTIN

Leasing in farming sector: options available



EkoNivaTehnika-Holding has held a webinar on financial literacy in agriculture for its customers. How to get financing and leasing was a central topic of the online discussion.

EkoNiva has always put a special focus on supporting its clients in financing matters.

'Our holding created a specialised department over 10 years ago', recounts Svetlana Pulina, Financing Department Manager at EkoNivaTehnika-Holding. 'The responsibility is to assist the customers in choosing the most efficient financing lease option and preparing a proper document package for the transaction.'

There are plenty of interesting arrangements offered by banks and leasing companies. Rosselkhozbank is one of EkoNiva's long-standing partners. It has various financing options to buy agricultural equipment and machinery. The programme participants are eligible for preferential loans from the Ministry of Agriculture at a 1-5% interest rate.

Elena Pashenka, Customer Financing Leading Specialist at EkoNivaTehnika-Holding, elaborated on the leasing advantages and pointed out that leasing payments are recognised as the costs of an enterprise and thus reduce the

tax base and, consequently, the income tax of the company. Besides, the leasing procedure does not require any additional security or extensive document package.

Foreign farm machinery manufacturers provide agricultural producers with additional support by subsidising leasing payments, due to which the rates decrease and the benefit increases.

'We signed a big contract for 4 high-power John Deere tractors last year', says Sergey Gurtikov, Financial Department Manager at Russian Agrarian Group. 'The machines were



Svetlana Pulina:

Our holding created a specialised department over 10 years ago. The responsibility is to assist the customers in choosing the most efficient financing option and preparing a proper document package for the transaction.

leased with a minimum advance payment of 10-15%. We applied to John Deere Financial for this transaction. We believe that the terms they offer make one of the best financing tools and recommend

this leasing company to our fellow farmers.'

Since 2012, over 5,000 John Deere machines have been leased in Russia for a total amount of 36 billion rubles.

John Deere Financial offers financing lease not only for John Deere machines but

Elena Pashenka:

Leasing payments are recognised as the costs of an enterprise and thus reduce the tax base and, consequently, the income tax of a company. Besides, the leasing procedure does not require any additional security or extensive document package.



also for the other brands in the dealer's portfolio. Used traded in machines can also be leased. The leasing conditions for new machinery

hours of machines. One of the programmes recently available for John Deere machines involves a full repair. The leasing period under this programme can be 13 months maximum.

JCB Finance/UniCredit Leasing also provides beneficial terms, for example, a special JCB Finance Agri project under which over 1,000 JCB units have been financed for over 800 customers since 2015. Every quarter, the company designs interesting offers for its customers ensuring a quick and convenient purchase of equipment on favourable terms.

The concluding presentation featured a programme offered by AO Rosagroleasing, a state co-owned company, which celebrates the 20th anniversary this year and has a tempting offer for its customers on this occasion.

'The key benefit of this anniversary programme from

Rosagroleasing is a lease agreement for farm machinery with no advance payment', explains Aleksey Vlasov, Loan Financing Specialist at EkoNivaTehnika-Holding. 'The lease period is up to 8 years, the appreciation rate is from 3 per cent annually. The Anniversary Programme also includes payment deferral till the year's end. Recently, Rosagroleasing and our company have signed an agreement fixing significant discounts on farm equipment.'

EkoNiva and its partners always look for the most beneficial financing options to offer its customers, but it is up to farmers to decide which suits them better.

By Tatyana IGNATENKO

Precious pollinators

Around 1,200 gallons of leafcutter bees, which is equivalent to approximately 12 million larvae, has arrived at Zashchitnoye, Kursk oblast, following the shipment from Canada to Russia by a temperature-controlled air freight. This kind of bees is a must-have for every livestock farming operation since they are second to none at cross-pollinating alfalfa on an industrial scale, thus dramatically increasing alfalfa seed yield.



Currently in its third year, the unique project involving leafcutter bees is gaining traction. It all started when a test lot comprising around 5 million bee larvae – precisely the number required to pollinate the 65-ha plot under alfalfa – was delivered from Canada to Zashchitnoye enterprise in 2019, something which had never been done in Russia before. A year later, the decision was made to massively expand the scale of the project. With that in mind, 30 million bees were imported.

‘The pilot project has proved highly efficient’, says Andrey Straub, PhD in Agricultural Sciences, Project Manager. ‘With these pollinators, the alfalfa seed yield has tripled. The potential is enormous. In the nearest future, we expect to harvest five times more seeds.’

The secret behind the success of leafcutter bees is simple. Alfalfa is the richest in protein and fastest growing forage crop, yet its seed production is complicated, as it is a cross-pollinated plant and requires insects, particularly wild solitary or honey bees, to reproduce.

In this crop, both the style and the stigma are locked inside the flower during blooming. When the insect lands on the flower and tries

to open it, the keel petal separates and the stamen, which is under tension, is released with a snap, hurting the insect.

For this reason, the most widespread pollinators, honey bees, are quite reluctant to visit alfalfa. And even if they do, they collect the nectar from the side, bypassing the whole pollination mechanism to avoid getting hurt.

Wild solitary bees, such as leafcutter bees, on the contrary, are not bothered by the tripping flowers



Andrey Straub:

The pilot project has proved highly efficient. With these pollinators, the alfalfa seed yield has tripled. The potential is enormous. In the nearest future, we expect to harvest five times more seeds.

and pollinate them with gusto. Canadian farmers have learned to reproduce them specifically for alfalfa pollination, not only meeting their own demand, but also exporting the beneficial insects to the USA and other countries. In this country, the technology was studied in depth in specialised scientific research institutes in the 70s-80s of the 20th century,

but only in the course of small trials. The management of EkoNiva made the decision to go ahead with the large-scale project.

‘Unlike honey bees, leafcutter bees do not cover large distances’, continues Andrey Straub. ‘For this reason, they accept alfalfa readily when it is the closest and most abundant flowering plant. They skillfully open the flower and collect the pollen, thereby pollinating alfalfa and bringing significant benefit to the farmers.’

Unfortunately, the lifespan of female bees is only two months, that of the males is even less. Nonetheless, this period is enough for the bees to leave progeny.

From the very first days of their lives, leafcutter bees strive to perpetuate their species: they construct and line the cells in the nests – long round holes 6 mm in diameter – with

cut-out pieces of leaves. The nests are located in special poly blocks.

Each tunnel can accommodate up to 7 larvae in individual cocoons. A bee can fill up to four such nests providing each offspring with the precious pollen to feed on. In winter, the larvae are harvested from the nests with the help of extracting equipment, separated from the chaff and into single cocoons. They overwinter in a chamber where the temperature of +8°C is maintained.

‘Last year, our bees produced 1,080 gallons of progeny, i.e. over 10 million larvae’, shares Andrey Straub, ‘which is not enough. So far, we have to buy extra bees in Canada. Our immediate objective is to set up in-house reproduction. We are right on track with the goal. Last year, a positive reproduction rate was achieved at Zashchitnoye.’

Over 300 ha under alfalfa has been allocated for the project in total. This season, the major site is EkoNivaAgro-East Operation (Voronezh oblast), where the precious pollinators are already working hard for the common good.

By Tatyana IGNATENKO



Forage is the key

EkoNivaAgro Left Bank Operation, Liski district, Voronezh region, has held a two-day seminar on forage preparation. The main objective of the event was to make the new employees familiar with the standards and technologies of the process at the enterprises of the holding and to encourage experience exchange.

The chief herd managers and nutritionists of the farming operations and dairies from different regions of EkoNiva – Siberia, Leningrad, Orenburg, Kaluga, Moscow and Voronezh oblasts as well as the Republics of Tatarstan and Bashkortostan – took part in the event.

Nutritive value and high quality of forage are two key factors which directly affect milk yields and quality and animal health. Crop farming specialists of the company work in close collaboration with the engineering department to achieve the best combination of these parameters.

‘The efficiency of the overall production and

the end profit are highly correlated to feedstuff’, says Mikhail Gurnov, Livestock Farming Director of EkoNiva-APK Holding. ‘An enormous part of investment goes into forage preparation, and, in fact, our herd managers deal with the largest part of the budget. We need not only to avoid money loss but also to increase milk yields and product quality. For this purpose, we hold in-house seminars on an annual basis, learn the best practices of the holding enterprises and make improvements.’

At the event, the attendees studied the process of forage preparation observing

alfalfa cutting. Together with Aleksey Nizkodubov, Chief Agronomist of EkoNivaAgro Left Bank Operation, the participants visited the fields where the crop reached the flower-bud formation stage, which is perfect for cutting. Denis Sokhin, Maintenance Department Engineer, explained how to adjust and use modern machinery – the John Deere R450 windrower, the 8400i and the 7680 Series John Deere harvesters, the Kverneland 8590 tedder and the ROC RT1220 continuous merger.

‘It is important to have the best nutritive value in the harvested forage, but it is even more important to preserve it’, emphasises Viktor Kosintsev, Head of Cattle Nutrition Department of EkoNiva-APK Holding. ‘Forage process is not over until the last pile is eaten by cows. Just imagine – the crop has been harvested in time, but the pile was packed and covered poorly, with cheap holding material. In this situation, fermentation process doesn’t go right, unwanted microorganisms and pests can penetrate the mass. It can result in animal diseases, extra veterinary costs, milk quality deterioration and other losses. To avoid it, we instruct to follow time-proven rules – keep the geometry of the concrete bottom of a pile, ensure the proper tractor weight distribution, thickness of forage layers during compaction, edge flatness, perfect cover and pressing of the material.

Last year, we managed to prepare 570,000 tonnes of forage in dry matter, 425,000 tonnes of haylage and hay, 145,000 tonnes of silage, over 60,000 tonnes of corn-cob mix and over 12,000 tonnes of cracked grain. The constant growth of our milk yields proves our forage quality. The average daily milk output per milking cow has increased from 28.7 to 30.9 kg in the past 10 months. And there is more to come due to our continuous training programme!’

By Aleksandr KUTISHCHEV





Talent foundry

EkoNiva has taken part in the International Scientific Conference ‘Role of Agricultural Science in Sustainable Development of Farming Sector’. Kursk State Agricultural Academy served as a large-scale discussion platform for the conference.

The hybrid format of the conference combined an offline meeting and parallel online streaming, which enabled a lot of researchers from various regions of Russia and abroad (Belarus, Moldova, Sri-Lanka) to participate in the event. In her opening speech, Yekaterina Kharchenko, Rector of Kursk State Agricultural Academy, PhD in Economics, pointed out an increasing demand for highly qualified specialists in agriculture today.

‘The goal of the Academy is to educate graduates that would have a positive impact on the development of the farming sector and agricultural sciences in this country’, emphasises Yekaterina Kharchenko. ‘Therefore an efficient partnership with farming business is our priority.’

Kursk Agricultural Academy and EkoNiva are long-standing partners. Last year, they embarked on a unique joint project. For the first time in Russia, a specialised department of applied seed breeding and growing is based on the production site. The main purpose is to give students

an insight into the legal aspects, methodology and processes of plant breeding, spark the interest and promote the development of HR policy and research activity in the region. The department is headed by Vitaliy Voloshchenko, Director of EkoNiva Plant Breeding Centre. At the conference, he spoke about the activities of EkoNiva holding and gave a presentation: EkoNiva – a regional driver in plant breeding, seed growing and HR training.

The development of our own plant breeding and seed production is the key to the success of the agricultural sector. It is essential for Russian agriculture to be independent of foreign seed companies. In 2018, EkoNiva opened a Plant Breeding and Seed Maintenance Centre – the only private centre in the country so far to feature a full-scale comprehensive winter wheat breeding programme. For the first time since the renowned variety Lgovskaya 4, Kursk oblast can again become a landmark on the winter wheat breeding map of the country. In 2019, the centre also launched a soybean breeding

project and is planning to include pulses (lentils, peas and chickpeas) and spring cereals in its breeding projects in 2021.

‘The centre is equipped with modern trial plot machinery’, says Vitaliy Voloshchenko, ‘and employs personnel of highest qualification – 8 PhDs who are the authors of 64 varieties of 8 crops. Our specialists are willing to share their knowledge and experience with students. In 2020, Zashchitnoye seed growing company

molecular biotechnology, marker-assisted and genomic breeding.

‘We understand the importance of ongoing knowledge and technology transfer’, continues Vitaliy Voloshchenko. ‘We keep in touch with domestic and overseas plant breeders and exchange experience. Besides, our varieties are created in Russia, and they are first and foremost suited for Russian conditions. Our plots in Kursk oblast are our main site for breeding and environmental trials – our scientific capital. This year, we have also opened regional branches of the Centre in Novosibirsk and Voronezh oblasts, and our ambition is also to expand our breeding programmes into neighbouring countries. Thus, our three varieties of winter wheat are currently undergoing state trials in Belarus and Kazakhstan.’

Four cultivars developed by EkoNiva – Cepheus, EN Albireo, EN Taygeta (winter wheat) and EN Argenta (soybean) – are already included in the State Register and six more winter wheat varieties and two soybean varieties are in state trials at the moment.

Yekaterina Kharchenko:

We’ve joined our efforts with EkoNiva to train excellent specialists. Our students are lucky to observe the operation of a top-notch lab from inside, participate in the process and gain their first valuable experience.



held regular lectures and practical training sessions for Agronomy students of Kursk Academy. Next short-term goal is to expand the training programme for our specialists and academic teachers since our company as well as the entire country needs talented teachers, agricultural specialists and breeders.’

EkoNiva is always up for innovations. To keep the competitive edge, the company looks into and adopts state-of-the-art plant breeding methods, such as

‘We’ve joined our efforts with EkoNiva to train excellent specialists’, states Yekaterina Kharchenko. ‘Our students are lucky to observe the operation of a top-notch lab from inside, participate in the process and gain their first valuable experience.’

One of the key results of the conference was a resolution with relevant propositions on the development of the farming sector including plant breeding and seed growing.

By Tatyana IGNATENKO

Per aspera ad aurum



Ufa, the capital of the Republic of Bashkortostan, hosted the Russian Para Swimming Championship for 254 athletes from 39 regions. Voronezh oblast was represented by a native of Liski district Darya Mayborodina.

The opening day of the championship featured 50m freestyle events. Right away, Darya Mayborodina claimed her first gold with emphatic win, and it was only the beginning.

Three days later, she took the silver in the 100-metre backstroke. Finally, on the closing day, in the 100m freestyle race, the young athlete from Liski again was the first to touch the wall. It was an important event she had been specially preparing for with Oksana Akhmarova, her swimming coach, and another gold was a deserved reward for all the intense work of the previous months.

'I'm overwhelmed by the fact I'm a two-time swimming champion of Russia – I can hardly believe it', says Darya Mayborodina. 'Of course, all the people who've supported me and believed in me share

this victory today. In the first place – my parents, who are always there for me and never let me give up. I'm enormously grateful to my first coach Andrey Vereshchagin, who noticed me in the therapeutic swimming group at a summer school camp and managed to instill passion for swimming in me, and my current coach Oksana Akhmarova, of course. But for her tremendous effort and patience, I wouldn't be here today. I would also like to thank my sponsor EkoNivaAgro, who has helped me make my dreams come true.'

Darya Mayborodina has returned home as a two-time Swimming Champion of Russia and a silver medalist. We cordially congratulate our young champion and wish her further glorious sporting achievements.

By Viktor BARGOTIN

Weekend on football field

On 15 May, while a lot was going on on European football pitches – Atletico about to claim a champion title, Lille one step away from the gold, the race for the Champions League in full swing in England – Liski residents (Voronezh oblast) were following an intense competition for EkoNiva Cup.



The Tournament of eight teams from all three Holdings of EkoNiva Group took place at Vostochny stadium. The final match featured EkoNiva-APK Holding and EkoNiva-Chernozemye teams. The 'dealers' applied intense pressure on the opponents' gate and created a lot of scoring opportunities in the first half, however, each time the ball went wide as if spellbound. The second half was more balanced, and closer to the end when all players were running out of energy, EkoNiva-APK Holding team clinched victory by scoring the only goal in the match.

'The final has lived up to all expectations', shares Yuriy Dyachenko, Sales Representative of EkoNiva-Chernozemye. 'It was an intense face-off with lots of interesting moments and combinations and it

delivered everything we love football for. The tournament in general has hit the key targets: active weekend, overwhelming impression and positive emotion.'

Due to internal reasons, the match for the third place was cancelled. By decision of the referees, EkoNivaAgro Right Bank Operation team, the runner-up in their group, were awarded bronze medals.

'It's exciting to take part in the corporate tournament again after eight years', says Vladimir Kozhushko, Security Service Specialist of EkoNivaAgro Right Bank Operation. 'The company management has revived an excellent tradition. I hope such tournaments will become a regular event in the future and feature more teams.'

By Viktor BARGOTIN

Mini-farm in the megapolis



To present its dairy brand for the residents of Moscow city and oblast, EKONIVA has set up a mini-farm in a specially designed pavilion right in the Auchan Mytishchy car park.

On the mini-farm populated with cows and calves delivered from EkoNiva's dairy farms, the guests could observe cow milking and calf feeding and even try their hand at it. The visitors of the pavilion could feel really welcomed and treat themselves to some healthy drinks and snacks in the milk bar, go on an online tour of EkoNiva dairy plants and learn about the farm tour project.

'We see milk promotion as our mission', says Konstantin Ivanov, B2C Sales Director, EkoNiva-Food. 'We aspire to

educate big city people about the full dairy production cycle "from field to shop shelf" and spark their interest in the modern agriculture.'

For three days, EkoNiva pavilion was attracting city dwellers coming to enjoy the rural life vibes and warm hospitality. More than thirty specialists acted as guides those days and told the guests about the main steps of high-quality milk production. Children and adults were excited to explore EkoNiva universe.

Yekaterina Medvedeva with her two-year-old son Alyosha decided to visit

EkoNiva pavilion after seeing an announcement in the social network.

'We've come here to have some fun', comments Yekaterina. 'It is the first time my son has seen cows and calves. We are urban dwellers; this world is unusual for us but extremely compelling. My child was flushed with excitement at the sight of calves. We had a really good time, and I would like to thank the hosts for such a great opportunity. We've tried EkoNiva dairy products and bought some of them then. As a bonus we've got gifts.'

Tatyana and Aleksandr Fedotov, came to Auchan for shopping. They have already tasted EkoNiva's produce, since then it has been on their shopping list.

'This milk took me back to my childhood', shares Aleksandr. 'My granny had a cow. I know what the natural milk tastes like, and I will

milk them. Today, it is a great pleasure for me to watch cows and their calves. It feels as if a tiny particle of that period of my life has come back together with your mobile mini-farm.'

While the man was gazing at the graceful cows and cute calves, his wife headed towards the hypermarket as EkoNiva booth offered bargain prices for various dairy products.

'It is great when you come to a grocery store and see high-quality products on the shelves', says Tatyana. 'My husband is a retired military man. In our family, everything must be properly arranged including our daily diet. You can take any EkoNiva product from the shelf having no doubt about its quality and taste.'

Curious boys and girls could also see agricultural machinery of the world leading manufacturers exhibited in front of the pavilion and ride a mini-copy of John Deere tractor.



Konstantin Ivanov:

We see milk promotion as our mission. We aspire to educate big city people about the full dairy production cycle 'from field to shop shelf' and spark their interest in the modern agriculture.

never mistake it for anything else! As a kid, I would spend my summer holidays in the countryside in Oryol oblast where my father had grown up. I was taking care of the cows and even helped to

The event was marvelous. The company presented its dairy products and won the hearts of consumers from Moscow city and oblast.

By Tatyana IGNATENKO





Gourmet delight

Wine Summit this year has brought together true connoisseurs and enthusiasts and proved yet again that wine is best enjoyed with cheese.

Over a thousand visitors attended the lectures delivered by leading industry experts, tasted the

finest wines and learned about the latest gastronomic trends. EkoNiva presented Shchuchye and Kolybelka

semi-hard cheeses made from own-produced milk, which is selected based on the comprehensive quality assessment system comprising 29 parameters. EKONIVA cheeses go well with honey, nuts and jam as well as perfectly complement

dishes such as lasagne and various salads.

'EkoNiva has also announced Duerr, hard cheese, which got its name after Stefan Duerr, President of EkoNiva Group, mastermind of the project', comments Yuliya Katatova, Head of Event Management Department, EkoNiva-Food. 'Experts say that the excellent flavour of this cheese comes to the fore when it is paired with young dry wine.'

The connoisseurs highlighted the signature creamy flavour and delicate aroma of the cheeses and asked questions about the production process and maturation time. A lot of guests pointed out that EKONIVA cheeses resembled authentic Italian cheeses. Duerr hard cheese will hit the shelves of EkoNiva brand shops soon whereas Shchuchye and Kolybelka cheeses are already available at EkoNiva stores.

By Anna PALAGUTINA

Welcome to farm

EkoNiva Tour Project receives over 200 visitors every day on Ulanovo (Kaluga oblast) and Dobrino (Voronezh oblast) dairy farms.

The mission of the Tour Project is to promote dairy products and a healthy lifestyle and welcome everybody interested in dairy production.

'The programme starts with a tour of the farm', explains Yelena Dudkina, Tour Project Coordinator of EkoNiva-Food. 'The guests get an insight into milking parlour operation, barn conditions and farm work.'

Children can bottle-feed little calves and learn how to mix proper feed for cows at a master class. Besides, one can take a ride in a horse-drawn carriage to enjoy the scenery around.

'Our visitor traffic has increased since early spring', continues Yelena Dudkina. 'We are expanding

our collaboration with children centres, schools and travel agencies, so in September, we expect to have regular tour groups from International House, an international school network.'

Also there is an educational project together with Academy private school – the teachers will give playful career guidance lessons for middle and high school children on our farms. Ulanovo and Dobrino dairy farms will be equipped with a mini-laboratory for milk quality assessment. Using a special MilcoScan device, the guests will be able to test the product and find out how much protein, fat and lactose the milk contains.

'We expect our visitors to have fun, but also learn



something new', says Svetlana Nepomnyashchaya, Coordinator of EkoNiva-Food Tour Project. 'Moreover, we have a custom-tailored tour for people with special

needs. Every time, we are delighted to see their happy faces and glowing eyes.'

By Darya DENISOVA



A perfect match for coffee

For the first time, EkoNiva-Food has participated in the international exhibition Coffee Tea Cacao Russian Expo 2021 held at Music Media Dome in Moscow.

The company showcased a full range of its produce – Professional Line products, Organic whole milk and traditional EKONIVA milk and dairy.

In the course of the event, the Dairy Intelligence Agency (DIA) organised a roundtable devoted to white coffee.

The discussions revealed that in Russia eighty per cent of coffee is consumed with milk.

To achieve a consistently high quality of milk and ensure its natural taste and composition, it is extremely important to stick to the highest standards of cattle feeding and housing. EkoNiva specialists know everything about the world’s best dairy farming practices. Yekaterina Duerr, Deputy Marketing Department Manager at EkoNiva-Food, delivered a presentation ‘From alfalfa to cappuccino froth’ devoted to the intricacies of milk production.

‘The coffee industry places a special focus on milk quality’, highlights Yekaterina. ‘The product must be 100% natural, and this is what we can guarantee in our produce.

EKONIVA milk is distinguished by an increased protein content which makes for thicker and more stable froth.’

EkoNiva creates the most comfortable conditions for its herd. The animals have a well-balanced ration, which includes such protein-rich components as soybean, rapeseed and sunflower meal and alfalfa haylage. The high level of microbiological purity of milk ensures a perfect taste and an optimum shelf-life. Moreover, making its own raw materials and maintaining control at every step of its production allows the company to guarantee a superior end product.

During the exhibition, EkoNiva offered a wide range of dairy products and delectable white coffee beverages to the visitors. Darya Tkachenko, a professional barista at Double B coffee shop chain, demonstrated sophisticated coffee art techniques at the company’s booth. Darya is a true coffee connoisseur as she has been involved in the coffee business for over

10 years and she knows all about making perfect cappuccinos and lattes.

‘It is very important to find the proper balance between coffee and milk’, says Darya Tkachenko. ‘For instance, milk plays a major role in

EKONIVA Professional Line milk and cream.

‘Delicious high-quality cappuccino should have a sweet flavour, a lovely shiny froth and a homogeneous texture’, says Alyona Korsunskaya, a barista at Bullet Roasters company based in Tula. ‘This beverage is a nutritious dessert on its own. The natural sweetness of milk is extremely important in cappuccino. EKONIVA milk meets all the parameters, that is why I love working with it so much!’

Natalya Grinchuk, a barista at Coffee Wake company, has been using EKONIVA Professional Line for a long time.

‘EKONIVA milk can be whipped both into a thick froth or thin crema which is needed for latte art’, says the barista. ‘The froth remains stable for a long time. EKONIVA milk is a perfect choice for all types of coffee machines, so I recommend it to all of my

Alyona Korsunskaya:

Cappuccino is a nutritious dessert on its own. The natural sweetness of milk is extremely important in this beverage. EKONIVA milk meets all the parameters, that is why I love working with it so much!



cappuccino. Its task is to bring out the taste of coffee creating a perfect synergy. When I use EKONIVA Professional Line milk, I feel confident about the result.’

EkoNiva had a perfect opportunity to show all the benefits of its dairy products to the HoReCa industry representatives. A number of exhibitors, including coffee machine manufacturers, coffee roasting specialists, and syrup producers made beverages for their guests using

colleagues. I also opt for this brand whenever I buy dairy for my family.’

In the course of the exhibition, EkoNiva held a number of important meetings and signed cooperation agreements with coffee companies all around the country, which means that healthy and delicious coffee drinks made with EKONIVA milk will be available to everyone soon!

By Tatyana IGNATENKO



EkoNiva in focus



1-4 July Kursk Korenskaya Fair

Venue: Kursk Korenskaya Fair Exhibition Centre,
Zolotukhino district, Kursk oblast
Organiser: Kursk Oblast Administration

8-9 July Tambov oblast Field Day

Venue: Belaya Dacha Farming, Tatanovo, Tambov
district, Tambov oblast
Organiser: Ministry of Agriculture of Tambov oblast

15 July Kirov oblast Field Day

Venue: Vyatka State Agricultural University farming
facility, Kirov
Organiser: AgroInfo

22-24 July Russian Field Day

Venue: Belaya Loshad equestrian centre, Kadnikovo
village, Sysert district, Sverdlovsk oblast
Organiser: Ural Agricultural Research Institute

29 July EkoNiva Field Day with UralKhim

Venue: Savali village, Malmyzh district, Kirov oblast
Organisers: UralKhim, EkoNiva-Tekhnika

* The events may be postponed or cancelled
depending on the epidemiological situation



12+

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