

Corporate journal of EkoNiva Group



ЕКОНИВА® ЭКОНИВА

With passion for work and care for people

The year 2018 has been full of events for our company. We have grown bigger in acreage, built eight more dairies and expanded to new regions. We have reached two remarkable milestones this year: 1,500 tonnes of daily milk output on our farms and launch of our new dairy brand under EKONIVA name.
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EKONIVA receives the Golden Clover award

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The year 2018: passion for work and care for people

The year 2018 has been full of events for our company. We have grown bigger in acreage, built eight more dairies and expanded to new regions. We have reached two remarkable milestones this year: 1,500 tonnes of daily milk output on our farms and launch of our new dairy brand under EkoNiva name.

Why have we made this decision? When you produce so much milk, you cannot but wonder what happens to this milk afterwards. The question matters to us in terms of both business and image. We do care whether our milk is further processed into delicious quality products or adulterated with palm oil. When we sell milk to other processors, we cannot control it. What we can do is process our milk ourselves to guarantee the taste, quality and natural properties of the product to a final consumer.

We have decided not to invent any fictional characters or stories and have

created a fair transparent brand based on the core values of our company. Today, EkoNiva can boast a unique competitive edge: we are probably the only large company that takes full control of the milk production process and can guarantee high quality from the field to the store shelf. We grow our own feed, take care of the health and comfort of the cows, implement the latest technologies in our milk processing plants. As a result, we produce dairy products of premium class at affordable prices. It is a matter of social responsibility to us. Anybody can see where our milk comes from if they visit EkoNiva's farm and talk to the specialists.

All this has given me reason and courage to place my photo on the packaging and take personal responsibility for the quality of our products. I am well aware of the risks. It is a make-or-break decision. But I am sure that our cows won't let us

down. Neither will our people! I would like to thank everyone helping to create our dairy brand: from agronomists and milkmaids to accountants and lawyers. Believe me it takes tremendous effort, expertise and care for people to produce milk and we do it with great passion.

What does the future hold for us? More hard work. We are planning to expand to Leningradskaya oblast, build new dairies, develop processing and launch cheese production. We hope it will taste just as good as our fresh milk products. And we will push beyond our limits to set the bar as high as we always do it!

Let me most cordially wish you a Merry Christmas and a Happy New Year! May love, happiness and warmth fill your homes, may you achieve your professional goals. Wishing you good health and happy holidays!

*Stefan DUERR,
President of EkoNiva Group*



Dairy industry breaks its limits

On 27–28 November the House of Moscow Oblast Government hosted the 5th International Agricultural Dairy Forum. The event received a lot of delegates, officials, experts in agriculture, exhibitors and visitors.

Since it was held for the first time the International Agricultural Dairy Forum has earned authority as a platform for discussion of the pressing issues of the dairy market, business and agriculture.

The key event of the forum was the plenary session Dairy Industry: 'New Rules of the Game. Exports and Processing.' In his speech, EkoNiva Group President Stefan Duerr emphasised the favourable conditions

for the development of the dairy industry in Moscow oblast.

'This year we've bought 18,000 ha of land in Stupino district of Moscow oblast', says Stefan Duerr. 'We have chosen the land plots and designed the construction projects. In early spring, we are starting to build two dairies for 3,000 head each. EkoNiva is expected to produce 200 tonnes of natural milk daily in Moscow oblast.'

Foreign and Russian companies displayed their dairy products and industrial equipment on the site inside the House of Moscow Oblast Dairy. At the booth, EkoNiva presented its new brand of the same name. The company produces milk, kefir, yoghurts, curds and other dairy products from natural milk using its own original recipes and know-how. That is the reason why all the way through the forum the space around EkoNiva's booth, where tasting sessions were held, was packed with visitors.

Andrey Vorobyov, Governor of Moscow oblast, could not overlook the new brand launched in the domestic market. He visited EkoNiva's booth and pointed out the company's transparency in customer relations.

By Viktor BARGOTIN



Massive development

Andrey Travnikov, Governor of Novosibirsk oblast, has visited Maslyanino district. The Head of the oblast paid particular attention to Sibirskaya Niva facilities.

The first destination point on the itinerary was a large dairy in Penkovo village. After that, the officials went to the construction site of a modern milk processing plant, the biggest one in Russia with the capacity of 1,150 tonnes of milk intake. The governor stated that the work places for the residents of the localities would be the most important impact the plant would have on the economy. The same thing refers to Elban dairy for 6,000 head, the largest one beyond the Urals.

The high-rank official spoke highly of the active part the company takes in the social life of the Maslyanino district. Townhouses are being built for the employees with families. Students and trainees are provided with comfortable accommodations in the dormitory. Furthermore, the company purchased an expensive rattrack for compaction of the ski pistis in the local park. A children cafe will soon open its doors to the youngest Maslyanino residents.

By Tatyana IGNATENKO



The milk we take pride in

Hooray! The company has launched a new dairy brand — EKONIVA. Natural and extremely delicious dairy products are now available on the Globus chain shelves in Moscow oblast.

The birth of the new brand was marked with joyous celebrations at several venues: in Odintsovo, Korolyov, Kotelniki, Klimovsk and Pushkin. The town residents could enjoy the country-style weekend. Both the young and the old found themselves on EkoNiva's mini-farm with live cows and calves without leaving the urban area. They could not only observe feeding and milking processes but also take part in them. The children bottle-fed the calves and the adults mixed the perfectly balanced 'lunch' for the cows. Besides, the guests could visit the milk bar, take a virtual tour of the dairies and sign up for a real tour of EkoNiva farm.

At the brand launch event, which brought together a lot of esteemed friends and partners of the company, EkoNiva President unveiled some plans of the company:

'I believe in two years' time, we will be processing 70 per cent of the milk in-house and sell it under EKONIVA brand.'

Stefan Duerr is personally committed to the brand quality: the product packaging now features his image and signature under words 'I guarantee high quality of our products'. He has every

right to claim it. The holding can boast from-field-to-shelf control system which provides for the high product quality and its natural properties.

'It is great that quality products made within a vertically integrated system are available on the store shelf now', points out Andrey Danilenko, Chairperson of the National Dairy Producers Union (Soyuzmoloko).

One can pick a product from the shelf and be confident that it is natural and delicious as Stefan Duerr has it under control.

Globus hypermarket visitors praised the natural taste of EKONIVA products which were swept away from the shelves in no time. The tasting session revealed that a lot of customers were familiar with the natural milk taste from the childhood.

'EKONIVA milk brought me back to my childhood', says Svetlana Korneyeva, a visitor of the Globus shopping centre. 'My grandma had a cow and I drank natural milk as a child. So, I know the taste and I will never confuse it with anything else.'

Svetlana Korneyeva came to buy dairy products for her family and the beloved cat called Mikhalych.

'If the milk is not natural, Mikhalych will back off from it', continues Svetlana Korneyeva. 'I'm sure all my family will greatly enjoy EKONIVA milk.'

Here is another customer with an overfilled trolley and a long shopping list in his hand. Today Aleksey came to the shopping centre without his wife and got a bit puzzled.

'Here's the shopping list my spouse gave me: milk, curds, kefir and butter', says Aleksey Popov. 'I took some packs of EKONIVA butter, curds and some cartons of kefir. I checked the ingredient label and I liked what I saw there. I hope my wife will approve my choice.'

Globus chain customers bought over 27,000 kg of dairy products during the promotion time.

The brand was debuted in cheerful and tasteful fashion. EKONIVA pavilion outside the Globus hypermarket in Pushkin offered unusual workshops. Visitors were taught to cook differently shaped pancakes and other creative treats containing the milk we take pride in as one of the ingredients.

By Tatyana IGNATENKO and Darya DENISOVA





Setting an inspiring example

The leader of EkoNiva Group has been awarded a golden state medal for his exceptional contribution to the development and enhancement of Russian-German relations in agriculture.

The award ceremony was held in Baden-Wuerttemberg in Germany, Stefan Duerr's motherland. The President of EkoNiva Group received the award from Peter Hauk, German Minister of Rural Affairs and Consumer Protection of Baden-Wuerttemberg.

'Thanks to your entrepreneurial spirit, EkoNiva is one of the largest agricultural holdings in Russia. Your activities aimed at the enhancement of the German-Russian relations in agriculture are impressive', commented Peter Hauk.

Stefan Duerr thanked Peter Hauk for the award.

'I am very proud to receive the medal for



Stefan Duerr, President of EkoNiva Group has received two honorary awards.

the cooperation between Russia and my native land Baden-Wuerttemberg', said Stefan Duerr. 'Peter Hauk has visited our enterprises in Voronezh oblast earlier this year. The scale of production and delicious milk impressed him a lot.'

The 10th award ceremony Leader 2018 took place in Voronezh where 16 worthy representatives were granted honorary awards. Boris Nesterov, Chairman of the Management Board of Leader Civic Association, presented Stefan Duerr with an award in the category 'Choice of

the expert council'.

'I was named a fellow countryman, which is a great honour for me', said Stefan Duerr. 'EkoNiva works all over Russia, but Voronezh oblast remains the main operation site for our company.'

Aleksey Gordeyev, Deputy Prime Minister of Russia, was awarded in the category 'Leader of the decade' for his great contribution to the development of Voronezh oblast.

By Svetlana WEBER,
Darya DENISOVA



Starting the New Year with Tigercat

EkoNivaTehnika-Holding has become a Tigercat dealer in Russia.

EkoNiva's area of responsibility will see a great benefit in adding Tigercat products to their fleet with the support of EkoNiva's technicians and the widespread service centre network.'

The first Tigercat machinery units will be introduced in 2019 at EkoNivaSibir and Kirov branch of EkoNiva-Tekhnika. The dealership centres will be responsible for the supply, maintenance and repair of the units.

'We are excited to introduce Tigercat to our customers', comments Bjoerne Drechsler, First Deputy Managing Director of EkoNivaTehnika-Holding. 'Our choice of Tigercat is based on the premium quality of the forestry equipment and excellent reputation as a customer-driven company with extensive engineering expertise.'

Tigercat offers a full range of tree-length logging equipment and forest harvesting systems. The Tigercat 855E feller buncher and the 625E six-wheel drive skidder will soon be launched onto the Russian market.

'The Tigercat 855E is a high-performance, fuel-efficient feller buncher for larger diameter timber equipped with a comfortable and ergonomic operator's station', comments Artyom Shilov, Representative of Tigercat in Russia. 'Another novelty that will be introduced to the Russian market is the Tigercat 625E skidder built for extreme terrain and high production logging operations. Ideal applications include very soft or steep terrain, long distance skidding, oversized logs.'

EkoNivaTehnika-Holding is also planning to sell cut-to-length logging equipment — the H845D Harvester, the 570 Felling Saw and the 1075C Forwarder.

Tigercat is heavily focused on engineering and manufacturing the world's best forestry machinery, emphasising safety, durability, reliability, operator ergonomics, efficiency, high performance and a long useful life.

By Darya DENISOVA

Tigercat, a world-renowned company, specialises in the design and manufacture of tree harvesting systems. The manufacturing plants are situated in Canada. The company is establishing a dealer network all over the world.

'We are very happy to welcome EkoNiva to the Tigercat dealer network', comments Matt Roberts, Tigercat Sales Manager for Europe and Russia. 'The company's vast experience and proven record in customer support combined with their operational excellence as a leading heavy equipment dealer in the Russian Federation is an outstanding match for our products. We are confident that forestry customers in



Providing for the future

The educational AgriClass project was launched at Kudinov secondary school (Kaluga oblast).

AgriClass programme was developed by EkoNiva in alliance with the Russian State Agricultural University named after K.A. Timiryazev and the government of Kaluga oblast.

'Students should understand that a megacity is not the only place to pursue a career', comments Stefan Duerr, President of EkoNiva Group. 'The rural area can also offer good career prospects. We have been developing the agricultural sector in Kaluga oblast intensively and we need an increasing number of young specialists: veterinarians, herd managers, agronomists, economists and so on.'

Leonid Gromov, Minister of Agriculture of Kaluga oblast, agreed with Stefan Duerr's words and looked back on his childhood.

'I come from Matveyevo village (Kostroma oblast). Our family was large, all the children helped the parents with the chores on our small farm taking care of two cows and pigs. So, I can say that I was a student of our own family AgriClass', says Leonid Gromov. 'Frankly speaking, I used to dream of becoming a navy sailor, but it didn't work out and I don't have a single regret about it now. I must say it is great that high school students can consider and make an informed choice of a profession to join. The students at the school desks today are the people to manage our agriculture tomorrow.'

Galina Aparushkina, Director of Kudinov school, has a 30-year experience in education.

'Nowadays, a particular focus is placed on developing farming sector and rural areas', says Galina Aparushkina, 'which makes me very happy as my children and grandchildren live in the countryside and I want them to have access to all opportunities in life.'

Participation in AgriClass programme gives students an insight into the future profession. In the framework of the educational project, they can visit agricultural enterprises. Besides, on Mondays, teachers from Kaluga affiliate of the Russian State Agricultural University named after K.A. Timiryazev will teach the students of Kudinov school biology, physics and mathematics, which also helps them to get better prepared for the Russian State Exams. Thus, the students will increase their chances to apply to a prestigious university.

'AgriClass will provide the students with the opportunity to fulfill their ambitions', says Aleksey Slipetz, Acting Rector of Kaluga Affiliate of the Russian State Agricultural University named after K.A. Timiryazev. 'Nowadays, it is rather challenging to enter a good university, therefore good academic knowledge is of essential importance. Besides, the AgriClass students have an advantage of two additional points to their total State Examination result. Little as it may seem, it can play a decisive role in entering a university free of tuition fee.'

By Darya DENISOVA

Breathing new life into the land

Though the first frost had set in and snow had started to cover the freezing surface of the Tobol river in Tyumen oblast, the cheer of Mezhdurechye employees celebrating the Farmer's Day made the first cold days in Gilyovo village feel hot like in summer.

'It has been a hard year,' says Sergey Kamenev, Executive Director of Agrofirma Mezhdurechye. 'The "forgetful" spring came later than expected. However, we harvested the yield right in time and showed excellent performance.'

Excellent performance is a humble definition. In 2018, the company took the first place in the region with 3,700 head of dairy cows and 50 tonnes of daily milk output. Aleksandr Kalashnikov, Mezhdurechye Herd Manager, was awarded the title of Honoured Worker of

Agriculture of the Russian Federation by Vladimir Putin's decree. Moreover, at the regional celebration event on 8 November, the company received the Diploma of the 1st degree.

'It is the second time our district has received the governor's accolade, and most of this success can be attributed to EkoNiva', says Viktor Alemasov, Head of the Agricultural Department of Yarkovo district. 'We would like to thank EkoNiva management for breathing new life into our land.'

The company employees were the most important guests at the event. The audience was also welcomed by Nikolay Popov, Head of Gilyovo village, and Nikolay Bragin, Head of Plekhanovo village. Afterwards, the audience greatly enjoyed the show prepared by local amateur performers. The concert featured folk and pop songs, dance routines and extracts from theatre plays. The spectacular show proved that Mezhdurechye residents' talents are in no way inferior to their professional skills.

By Aleksandr KUTISHCHEV





Well-earned recognition

The collaboration of Bavaria and Voronezh oblast in the field of agriculture bears fruit. The leaders of the project were awarded at the German Ministry of Foreign Affairs office.

In Berlin true professionals - Anton Huebl, Head of Department of Bavarian Ministry of Food, Agriculture and Forestry, Yevgeny Yurchenko, Vice-Governor of Voronezh oblast and Olga Ohly, German-Russian Agricultural Policy Dialogue Project Coordinator - received awards from German Federal Minister for Foreign Affairs, Heiko Maas, and Foreign Minister of Russia, Sergey Lavrov.

Organic farming, advanced agricultural practices and rural development

became the major areas of cooperation between Bavaria and Voronezh oblast. Prompted by German-Russian Agricultural Policy Dialogue, the collaboration goes back to 2010. A big number of joint business meetings and important events has taken place since then. In 2017, a Letter of Intent provided a solid base for the collaboration at the government level.

'It is so good that outstanding German-Russian collaboration projects

are so highly estimated', says Olga Ohly, German-Russian Agricultural Policy Dialogue Project Coordinator. 'Communication at the municipal level encourages many participants to maintain relations and look ahead. In this sense, the year of collaboration at the municipal and regional levels and the recognition by the foreign affairs ministries is an incentive to continue exchanging ideas and supporting each other! We are honoured by this award!

By Darya DENISOVA

Scientific approach

On 19 October, a training session Flora-Fauna-People in cooperation with EkoNiva was held by Bobrov secondary school #3. The students studied the process of diagnosing subclinical mastitis with the help of Kenotest.

'Kenotest mastitis diagnosis tool allows prompt disease detection. Abnormal milk shows distinct precipitate', says Sergey Semyonov, PhD in Veterinary Medicine, Deputy Dean of the Veterinary Medicine and Animal Breeding Technologies

Department of Peter the Great Voronezh State Agricultural University. 'We compared the milk of sick and healthy cows and discussed the dangers of mastitis for animals in detail.'

The second part of the training took place at Bobrov dairy. Together

with Sergey Semyonov and Sergey Usikov, the Chief Veterinarian of EkoNivaAgro-Vostochnoye, the students made blood serum tests of the newly born calves.

'These tests are performed to find out how successfully the mother's antibodies are transferred to the calf with colostrum,' explains Sergey Usikov. To do the test, you just need to place a drop of blood into a refractometer and the device will measure the total serum protein, which is responsible for the calf's immune system.'

With this hands-on experience, the students' interest in agriculture has grown considerably. It is essential to further maintain the high standards of Agriclass fostering a new generation of professional specialists.

By Aleksandr KUTISHCHEV





EkoNiva offers best milk

Having just hit the shop shelves, EKONIVA dairy brand has already received a Golden Clover international award in the best milk category.



Vologda State Dairy Farming Academy n.a. Vereshchagin, took a purely professional approach to choosing dairy products for herself and her family and examined the ingredients on the labels very closely before tasting the products.

'This peach-flavoured yoghurt contains only natural flavours and not their equivalents that are used by many other producers', points out Lyudmila, 'so, it is safe to taste it.'

Knowledgeable consumers also noted another advantage of the brand — the vertical integration. According to Svetlana Polyakova, who herself has been working in farming business for many years, one can have no doubts about the product quality if the processor is also the producer of the raw milk.

'My colleagues and I have once toured EkoNiva's farms', says Svetlana. 'We know that Stefan Duerr's operations use state-of-the-art technologies and therefore I always choose EKONIVA brand and these awesome natural and delicious products. The brand is bound to become number one!'

The milk is the major product in EkoNiva's range. Thus, the Golden Clover award is another guarantee of the impeccable quality and integrity of the new brand.'

By Tatyana IGNATENKO

Vologda hosted the first independent quality contest of dairy products.

The event was organised by the DairyNews within the framework of the 2nd Russian Forum 'Vologda — the dairy capital of Russia'.

The expert jury had to evaluate 68 items by 24 producers. World renowned chefs and restaurateurs from Russia and France blind tasted dairy products to determine the best producers. The jury members were won over by the excellent and natural flavour of EKONIVA pasteurised milk 3.2%.

'It is chefs who have the best knowledge of proper organoleptic qualities of dairy products and production process', says Mikhail Mishchenko, Dairy Market Centre Director, 'and therefore they are the most credible experts for us and consumers.'

The jury panel included Michel Rostang, the chef and owner of a restaurant with 2 Michelin stars; Aleksey Vinogradov, the official chef of the Russian Olympic

team and the two-time Russian culinary competition supreme champion; Oleg Barinskiy, a major restaurateur of Vologda oblast and Leonid Grabar, the Vice-President of the Federation of restaurateurs and hoteliers of Russia.

'The flavour of any dish directly depends on the ingredient quality', states Leonid Grabar. 'Natural, valuable components and excellent taste are of essential importance for milk, and I am delighted to praise our contesters' products for meeting all these requirements.'

The award proves EKONIVA's motto: The milk we take pride in. The milk packaging will feature the Golden Clover quality mark from now on.

Vologda people could enjoy diverse and delicious products by EKONIVA at the tasting arranged at the Russian House exhibition centre. One of the event visitors, Lyudmila Buylova, Professor of





Bright Shades of Golden Autumn

The famous Exhibition Area of Achievements of the National Economy (VDNH) has hosted the 20th Golden Autumn, the country's major agricultural forum. Golden Autumn is the exhibition of achievements of the top national farmers as well as a platform for discussing burning issues of the agricultural sector.

Opportunities beyond the limits

This year, the main slogan of the exhibition is 'Opportunities beyond the limits'. In these terms, the Golden Autumn has been very productive for EkoNiva.

'To my mind, the Golden Autumn is the occasion for policymakers, businessmen and customers to get together, exchange opinions and search for new ideas', says Stefan Duerr, EkoNiva Group President. 'For example, for us, milk production is the priority topic today.'

Ambitious plans

The overall milk production in Russia is expected to increase up to 33.6 million tonnes in the next five years, which is 2.5 million tonnes higher than the current performance. Government support can turn ambitious plans of Russian dairy producers into reality. At present, EkoNiva is constructing 22 dairies in different regions of the country. By 2022, the company is planning to reach 5,000 tonnes of daily output.

For the benefit of the dairy industry

Stefan Duerr, EkoNiva Group President, was elected co-chairperson of the National Milk Producers Union (Soyuzmoloko) at the extended board meeting of the Union.

'It is crucial for the ministry and the government to know the objective and informed opinion of dairy producers', states Andrey Danilenko, Soyuzmoloko Chairperson, in his opening speech.

Addressing the audience, Stefan Duerr declared his commitment to be unprejudiced and unbiased representing both large multinational and small dairy businesses. Another important goal set is to bolster consumption of natural dairy products and proceed with the fight against adulterated products.

EkoNiva to strengthen its presence in Orenburg oblast

At the Golden Autumn, Orenburg oblast, EkoNiva and Rosselkhozbank concluded an agreement for developing the holding's investment activities in the region. Severnaya Niva has been operating in Orenburg oblast since 2002. Its major business activities are cash grain production and beef cattle breeding. Since May 2018, Severnaya Niva has been implementing an investment project — construction of a dairy for 2,800 head. In the short term, a few more EkoNiva dairies will start operating in the region and nearby Tatarstan and Bashkortostan Republics.

Milking beauties and well-deserved awards

Colourful and hospitable booths representing different regions of Russia were the most popular destinations for the guests. The visitors enjoyed the most delicious, natural and wholesome food products there. The Academy of Dairy Sciences and Big School Break products were the focal point of Voronezh and Kaluga booths. The whole product range is made from fresh milk coming from EkoNiva's own dairies. The milk treats received all sorts of accolades. The bronze medal went to the whole milk, silver medals — to the kefir, the sour cream and the curds while the yoghurts got the golden medals.

Pavilion 69 at the VDNH became the



venue for the animal beauty contest. EkoNiva's farms from Voronezh and Kaluga oblasts were proud to present their Simmental and Brown Swiss dairy cows. The judges were amazed by their stunning traits and awarded EkoNiva's cows the golden medals of the anniversary exhibition.

By Tatyana IGNATENKO





EkoNiva hogs the limelight

Agrosalon 2018, an international trade fair, has been held in Moscow. EkoNiva's booth at the exhibition held the attention of visitors not for nothing.

Geography of delivery — all of Russia

EkoNiva-Semena presented its extensive portfolio of basic seeds of cereals, pulses, fodder crops at the exhibition for the first time. The company unveiled the impressive results of its own breeding programme — the newest soft winter wheat varieties, Cepheus, Sheratan, Alioth. The 2018 new offers from EkoNiva-Semena are three new varieties of lentils, new varieties of oats and barley. Chickpeas and rye appeared in the company's product portfolio, which will further expand to include new corn varieties. EkoNiva keeps up with the times and successfully deals with the challenges presented by the agricultural market and the state officials.

'The president has established a clear objective to increase export of Russian products to the world market', comments Stefan Duerr, EkoNiva Group President. 'Such crops as lentils and chickpeas show considerable export potential, in my opinion. They are very popular in the Middle East and the Far East. We grow domestic varieties of these crops and some

promising varieties of them from North America, Germany and Canada.'

Yet, the company's core competency is fodder crops. They are alfalfa, clover and many others. However, the farmers opt for EkoNiva not only because of the company's wide assortment, but also for the valuable customer support, which is essential in agriculture. The programme starts from the seed purchase and continues until the yield is harvested.

Two steps ahead

'We buy machinery and seeds from EkoNiva, but the main thing EkoNiva provides us with is qualified, professional support, says Mikhail Evlanov, Znamenskoye farm Director General (Kurkinsky district, Tula oblast). 'We want to apply no-till system on our fields. Together with EkoNiva, we are looking into the subject currently.'

EkoNiva-Tekhnika offers its partners



John Deere 1890 and John Deere 1895 no-till air drills. They are enhanced with forceful heavy-duty frames to suit any soil and climate conditions.

Some 40 thousand ha of land which EkoNiva APK-Holding owns are under no-till farming. The practice was adopted by EkoNiva specialists from their colleagues in Argentina. Another new technology for EkoNiva at present is smart farming. Next year, more than 30 thousand ha of the land is planned to be planted using the system.

'In my opinion, it is vital to develop specifically the customer support,' says Bjoerne Drechsler, First Deputy Director General of EkoNiva-Tekhnika Holding, 'and also to advance the mechanisms of sale and delivery of spare parts. My own ambition is to extend the product portfolio. And we are much closer to fulfilling.'

The two keys to success of the time are durability of machinery and high level of service. Many company partners are of this opinion. Among them are Marina and Aleksandr Tkachenko, Heads of Tulsakaya poultry processing plant (Lenin district, Tula



oblast). Being the company's old friends, they paid a visit to the EkoNiva booth to share their impressions and suggestions.

'It is all about smaller costs and better results', says Marina Tkachenko. 'The world of capital requires reduction of the cost of production, which means that the machines need to be consistently improved.'

Agrosalon work turned out to be fruitful and intense. A number of important issues were settled with John Deere, JCB, Grimme, Vaderstad, Fliegl and many other companies.

By Tatyana IGNATENKO



EuroTier 2018 — the new era

The world's leading Trade Fair EuroTier 2018 held in Hannover, Germany, marks the dawn of the new era of livestock farming.



EkoNiva attracted as many visitors like a magnet. The foreigners took an interest in the details of milk production and processing in one of the largest holdings, while the guests from Russia explored the seeds widely recognised for their high quality.

'We present a wide range of seeds of different crop varieties at the trade fair', says Aleksandr Novosyolov, Sales Representative at EkoNiva-Semena, 'including three new varieties of winter wheat: Alioth, Sheratan, and Cepheus. These are the three cultivars we bank on to become bestsellers. They are fairly competitive against other varieties and produce good yield. Besides, we have two new soft wheat varieties, Likamero and Calixo on display.

The digital trends in livestock farming, management and animal health care became the major focus of EuroTier 2018. Digital technology has already seized milk and meat production industries. Livestock farming is facilitated by robots. EkoNiva paid close attention to the machinery of the world-known company Lely. The manufacturer introduced the latest developments in milking, feeding, and cattle handling practices. Among the novelties displayed by the manufacturer

was Lely Juno driving automatically along the feeding alley and pushing the feed following the preset routes.

'Juno is easy to control with a mobile phone application', says Roman Kopytov, Chief Livestock Farming Engineer of the Animal Breeding division of EkoNiva-APK Holding. 'The machine provides for feed availability 24/7 and decreases work effort. Frequent feed pushing increases feed consumption by 2,8 %.'

In the near future, Savinskaya Niva organic farm is planning to install Lely Astronaut milking robots for free stall housing systems.

'Cows visit the robot whenever they

need to, which means they do not feel stressed, thus helping to increase yields', says Anatoly Nakaryakov, Savinskaya Niva Executive Director. 'We would like to introduce cutting edge technology to organic farming and launch the first pilot organic project for 250 milking cows.'

Many visitors were very excited about the remote control of the milking process. The milking parlour can now be managed with the help of gadgets.

'Technology has taken a huge step forward', says Pavel Lychkin, Deputy Executive Director for Operations of Severnaya Niva. 'Now animals can





be controlled with the help of an electronic tag. You can see where the cow is at the moment and all the information about its health'.

Severnaya Niva promises to become one of the largest enterprises within EkoNiva Group. It will comprise ten dairies with the total herd exceeding 35 thousand head. One of them — Kurskaya Vasiliyevka dairy for 2,800 head — is already under construction.

'We have already imported 3,000 heifers', continues Pavel Lychkin. 'A new dairy for 2,800 head is being built in Bashkortostan. In spring we are planning to start the construction of a dairy for 3,300 head in Tatarstan'.

EuroTier Trade Show offers a lot of potential for livestock farming. Hundreds of professionals from all over the world arrive at the show to share their expertise.

'A number of important meetings were held at the show', says Ramon Schenk, Deputy Director General for Livestock Production, 'we come to EuroTier to provide impetus to our business, improve animal comfort, and boost milk production!'

Milk sales is one of the issues discussed at the show. Stefan Duerr, EkoNiva Group President, emphasised that the company can now export milk drinks and UHT milk produced at Anna processing plant, Voronezh oblast. In the future, EkoNiva will be able to supply cheese, whey and milk powder.

'We will continue delivering tasty natural milk not only to the most distant corners of Russia, but also to the neighbouring China', said Stefan Duerr unveiling his plans. 'All consumers should drink only genuine wholesome milk, not soya mixture!'

For more than ten years, EkoNiva-Tekhnika together with its clients has taken part in the EuroTier Trade

Show. This year, some fifty agricultural specialists from Russia reached Hannover to study the advances in livestock farming on a global scale.

'The livestock farming in Russia is continuously developing, says Gennady Nepomnyashchy, EkoNiva-Tekhnika Executive Director. 'Our farming specialists don't want to fall behind their European counterparts. We come to EuroTier to embrace new practices and adopt the latest technologies.'

A group of EkoNiva-Tekhnika clients has come to see the booths of the companies they have long had business relations with: John Deere, JCB, Fliegl and BvL. Just as usual, John Deere revealed some of the intricacies of the farm machinery design. The guests saw the main components of a forage harvester and its operation process all the way through from cutting the crop to filling of the hopper. The HarvestLab system emerged in the agricultural market not so long ago. It analyses the harvested and ensiled material and provides real-time humidity data.

The feed is an all-time key issue for livestock farming. John Deere showcased the upgraded ExactEmerge Planter. A special brush delivers the

seeds inside the mechanism right to the trench and eliminates skips. The planter can work at the speed of up to 18 km/h, without impairing the seed placement quality. JCB in its turn presented a wide range of products for livestock farming, including the full line of loaders.

'JCB and EkoNiva sell the machinery on very favourable terms', emphasises Roman Sogdeyev, Head of Nika farm (Voronezh oblast). 'This year, we have purchased a JCB telescopic wheel loader under an individual financing programme. Next year, we are planning to buy one more JCB wheel loader.'

Furthermore, EkoNiva-Tekhnika's machinery division clients had an informal meeting with Stefan Duerr, EkoNiva Group President. One of the well-known connoisseurs in the milk production industry answered their questions and gave expert advice.

'A visit to EuroTier led me to the idea to turn to livestock farming', says Gennady Makarov, Head of Agrokhleб enterprise (Voronezh oblast). 'On behalf of all the clients who came to EuroTier 2018 I would like to thank EkoNiva profusely for the organization of this trip!'

By Darya DENISOVA and Viktor BARGOTIN





Revolution in fertiliser application

Mineral fertiliser and chemicals are essential for modern agriculture. Proper fertiliser application is prerequisite for reaping a bumper crop.

This year, EkoNivaSibir has become a dealer of the DUPORT Liquiliser trailed equipment. The Dutch company DUPORT is one of the leading manufacturers of agricultural machinery for liquid fertiliser application. The Liquiliser unit is specially designed for the injection of fertiliser solutions into the soil. It is mainly used for applying

UAN 32 (urea ammonium nitrate). 'The efficiency of liquid fertiliser injected directly into the soil is much higher', says Aleksandr Zuyev. 'It has a substantial impact on root system development, which leads to intensive herbage growth. Introduction of UAN 32 with Liquiliser adds 0.1 tonne/ha to the expected yield.'

The Liquiliser is equipped with a robust support frame and spoke wheel injectors made of stainless steel. The design of the unit offers exceptional quality and durability due to high-grade materials of construction. 'The Liquiliser is a revolutionary step in fertiliser application technology', emphasises Aleksandr Zuev. 'So far, this technique is not so widespread, but it has a huge potential for the future!'

Whatever the weather conditions, the unit ensures effective and easy injection of fertiliser solutions, even to heavy loam soil.

The first Liquiliser, delivered to one of the farming enterprises in Tomsk oblast, has already produced impressive results.

By Tatyana IGNATENKO

Icon of the Millennium

Bibendum or the Michelin Man, the beloved mascot of Michelin brand and one of the world's oldest trademarks, has been named 'Icon of the Millennium'.

The prestigious award is the perfect birthday present, as Bibendum turns 120 this year. The Millennium Icon Award was given to the world-famous Michelin Man in early October at Advertising Week New York. 'Since his birth in 1898, Bibendum, designed by O'Galop, has been more than just an advertising emblem', says Aline Challon-Kemoun, Executive Vice President for Brands, Sustainable Development, Communication and Public Affairs of the Michelin Group. 'He is a living character who embodies the Michelin Group, its values, commitments and missions. Mr. Michelin provides road users with recommendations and accompanies

them during their journeys.' Bibendum, one of the world's oldest trademarks, with its global reach and emotional influence, has played a significant role in propelling Michelin to the 11th place in the annual ranking of the most reputable companies worldwide. EkoNivaTekhnika-Holding has been an official dealer of Michelin for more than ten years, during which the company has been supplying the domestic farmers with the reliable and high-quality tyres. 'Michelin is a preferred brand in the Russian agricultural market', says Vladimir Kovalenko, Head of EkoNivaTekhnika-Holding Spare Parts Department, 'these tyres are ideal

for our road conditions delivering minimum ground pressure, improving the performance of equipment and reducing fuel consumption, thus exceeding customer expectations. In these rapidly changing times, when agricultural machinery is constantly being upgraded and the demands of farmers are steadily growing, we are glad that Michelin continues to keep pace with the times, having set the bar high and keeping it there.'

By Viktor BARGOTIN





The John Deere 6M: up to the challenge

In farming, a lot depends on high-output and reliable machinery. To be efficient, agricultural producers need machines that are versatile, reliable and cost-efficient.

Sales representatives of EkoNivaSibir know their customers' needs full well that is why they confidently offer them the John Deere 6195M tractor.

The John Deere 6195M (195 hp) tractors replace the 7 Series.

The model features the TLS front axle suspension, a high-output hydraulic system and unique full frame chassis, which are all designed by John Deere to work perfectly together. It is available with the widest transmission portfolio securing all-round capability. The cab of the 6M is an extremely pleasant and efficient place to work in. Whether you are an arable or livestock farmer, the 6M tractor will quickly prove its worth to you. A year ago, Sibirskaya Niva purchased 2 tractors of the 6 Series and now they can safely say that the machines have worked a full season without any failure.

'Due to its simple and intuitive design, the John Deere 6195M became irreplaceable at our enterprise a few days into its operation', says Vitaliy Vaydurov, Chief Technician of Sibirskaya Niva. 'The machine excels at any area you put it to work. During the growing season, it is involved in various field operations as it is compatible with virtually any trailed equipment. Now in the off-season, the machines are used for animal feeding, manure distribution, straw packing and bale handling.

The results are striking! The machines have put in 1,500 and 1,800 engine hours. Next year, Sibirskaya Niva is planning to purchase 5 more tractors of this series. This machine is a perfect choice for Siberia with its harsh weather

conditions. The John Deere 6195M was developed and built by people with a profound understanding of the challenges and opportunities that farmers deal with in fulfilling their daily tasks. This tractor is highly reliable,

controls with clear interface. In this respect, the 6195M with its innards even surpasses the 7 Series.'

The recipe for success of the John Deere 6195M tractor is high



and the new enhancements make it an attractive alternative to some more complex competitors.

'The tractor operators of our enterprise are quite happy with the machine', continues Vitaliy Vaydurov. 'The high-end cab features the latest user-friendly

efficiency, ease of operation and reliability. Despite being primarily designed for soil tillage, whatever the application, the machine is definitely up to the challenge.

By Tatyana IGNATENKO



EkoNiva took part in AgroSib international exhibition, the largest one beyond the Urals. More than 10 thousand visitors were able to see state-of-the-art machinery, agricultural technologies, plant protection products and much more.

AgroSib international exhibition and the third agri-food forum held within its framework can be named among the key events of the farming sector of Siberian region. The main goal of the forum was to discuss the ways to increase the export of domestic products.

'The strategy of the development of the farming sector of Novosibirsk oblast works towards increasing the export potential', said Dzhambulat Khatuov, First Deputy Minister of Agriculture of the Russian Federation. 'For example, China has enormous processing capacity, and the country is interested in raw materials from Russia.'

Opening the exhibition, Dzhambulat Khatuov pointed out that in order to provide enough agricultural products to satisfy the demand of the domestic market and explore export opportunities, the farm machinery fleet of Russian farmers will have to be increased by at least 50 percent.

Reliable machinery is the keystone

This is precisely why EkoNivaSibir is always happy to offer its partners time-tested reliable agricultural machines and cutting-edge products of the world's leading farm machinery manufacturers. This time, the company showcased the John Deere T660 harvester coupled with the 625X header at its booth. From the beginning to the end of the harvesting season, whether used for field work or road transportation, the new harvester will make the work more productive, comfortable and efficient thanks to the intelligent solutions and useful functions. The maximum engine capacity of the machine is 375 hp. The hopper capacity is 11 thousand litres.

'The John Deere T660 is a novelty for Russia', continues Aleksandr Burmak, Sales Representative of EkoNivaSibir, 'while the X series headers have been successfully operating in the fields of our region for three seasons already. This header is distinguished by the 1,200 mm retractable rapeseed harvesting extension operating synchronically with the reel to eliminating shaft damage.'

Sibirskaya Niva (Novosibirsk oblast, Maslyanino district) was one of the first farming enterprises to buy the new harvester. The company is very happy with it.

The sales representatives of EkoNivaSibir told the booth visitors about a wide range of aftersales support options providing detailed information on the warranty and post-warranty service such as FarmSight, Powerguard, Expert knows and John Deere Reman. A special focus was placed on the importance of using original spare parts. Increased attention of the booth visitors was attracted by the JCB 536-70 telescopic wheel loader with several supplements: cutters, hydraulic drills and brushes. The company specialists demonstrated various ways of the application of the implements in order to achieve reliable results and facilitate the work on the farm.

Good seeds — excellent harvest

Vladimir Selikhov, owner of Letyazhye farming enterprise (Tomsk oblast, Kozhevnikovo district) considers himself not just a customer of EkoNiva, but a good partner and a friend. This attitude

works both ways. The farm possesses approximately one hundred units of various machinery. About 80% of them were purchased from EkoNivaSibir.

'We buy not only machinery from EkoNiva, we also purchase seeds of grain and leguminous crops', says Vladimir Selikhov. 'Seeds of western breeding have never let us down. Despite the fact that the climate in our region is far from mild — spring comes late, and winter comes early, we still get decent harvests.'

Letyazhye farming enterprise is one of the leaders among grain producers in Tomsk oblast according to the results of the last year. For example, Trizo wheat demonstrated a record yield in the past agricultural season in one of the experimental fields of the farm. The yield was 7.1 tonnes per hectare. And it is not just a matter of good seeds. Competent and timely machinery servicing is also important.

During the days of the exhibition, EkoNiva's booth became the meeting point for farmers. There were active discussions, exchange of experience, professional disputes and just friendly conversations about life in agriculture.

By Tatyana IGNATENKO





JCB 225: compact and powerful

For instance, Bobrov dairy (EkoNivaAgro, LLC) for 2,800 head includes over 21,000 sq. m of barns, about 10,000 sq. m of alleys, 600 individual calf hutches and group igloos and 33,000 sq. m of exercise lots. It takes dependable machinery to manage such a large-scale operation.

JCB, a manufacturer of cutting-edge agricultural machines, offers cost-effective solutions for dealing with various daily tasks at dairies.

First introduced in 1993 as the JCB Robot, the JCB 225 skid steer loader is the result of the evolution of technical solutions. JCB's exclusive side-entry design takes safety to new levels as it allows operators to access the machine without having to climb over cumbersome attachments or under an unsupported boom. The operator cab has 46% more space in comparison with its counterparts. The manufacturer has achieved superior loader stability by offsetting power train components and the cab to provide for a well-balanced machine. The rated operating capacity of the unit is up to 1,021 kg.

The 74 hp JCB DieselMax engine makes the skid steer the most efficient in the market, with up to 16% better fuel consumption. Among the advantages of the unit are the windows made of laminate glass instead of mesh, which provide operators with unhindered all-around visibility. PowerBoom's single-arm low-slung design means there is excellent visibility to both the left and right side of the machine — 270 degrees of clear vision. Soundproofing gives noise levels complying with EC regulations, so the unit features a low noise level — 76 dB inside the cab.

The JCB 225 units have been operating at the facilities of EkoNivaAgro since 2014. Now the machinery fleet of the enterprise

comprises 19 skid steer loaders.

'This loader designed for dairy farming seems to be the optimum choice', shares Vyacheslav Ionov, Deputy Executive Director of EkoNivaAgro-East. 'The machines have been working at Bobrov dairy since its very commissioning, with its current operating time exceeding 4,000 engine hours. The units work virtually round the clock.'

Due to its compact dimensions and a tight turning circle, the loader is manoeuvrable even in confined areas. The cab can

bucket, pushes up the feed with a curved shovel, handles and distributes hay bales with a hydraulically operated grab, delivers milk and water to calves, cleans out manure with a plough, rakes the sand bedding and improves the site.'

The employees of the facility confirm the comfort and convenience of the machine during operation.

'Everything is fast with this model. Its working speed is 10 km/h and the road speed is up to 20 km/h. Moreover, the unit purchased in 2017 is equipped



be easily tilted by one person for easy maintenance. All of the loader's daily maintenance points are easily accessed via a large rear service door. Daily maintenance takes 30 minutes maximum. Two JCB 225 units are also used at the Zaluzhnoye operation.

'The first machine was acquired in 2014. Since then, the unit has delivered more than 14,000 engine hours', says Vladimir Pasyukov, Head of Zaluzhnoye dairy. 'The JCB 225 performs various tasks: cleans the feed bunk with a

with the universal quickhitch', says Ruslan Bezmogorychniy, V. Ikorets Dairy Manager, 'which facilitates easy interchange between attachments.'

Despite the challenging tasks at the facilities, the compact JCB skid steer loaders definitely outperform their appearance by accomplishing them all. Having seen a machine with such a host of functions, one can only wonder what further innovations the JCB engineers will come up with!

By Aleksandr KUTISHCHEV



New solutions from key partners

Golden autumn. Crop 2018 Agricultural Trade Show was held in Tomsk.

At the event, EkoNivaSibir showcased the John Deere 6140M tractor, an unprecedented novelty. Built for hard work, the strong and versatile John Deere 6M Series has been nicknamed 'Achiever' by the manufacturer.

'The tractor features all the necessary options ensuring comfortable and smooth operation', says Aleksandr Zuyev, Manager of Sales Department of EkoNivaSibir. 'The engine provides up to 140 hp power and reaches the speed of 40 km/h. The machine is an indispensable helper both for field and handling operations. Compatibility of the John Deere 6140M tractor with various mounted implements makes the machine suitable for a multitude of tasks. Vegetable growers of

Tomsk oblast will particularly benefit from using the machine.'

More power and torque and lower fuel consumption – these are the defining characteristics of the new 4.5 litre and the renowned 6.8 litre PowerTech engines in the 6M Series engine line-up.

Operator's comfort has also been taken care of.

'It is of prime importance that the operator is protected from fatigue', says Igor Pushkarev, Senior Technician of EkoNivaSibir. 'The cab provides a quiet, comfortable and clean operator environment, with a host of features.'

Another promising novelty, the JCB 536-70 Agri telehandler, was also introduced at the exhibition.

'Whether you're an arable or livestock farmer, you'll immediately appreciate the all-round capabilities of the JCB 536-70 Agri telehandler', continues Igor Pushkarev. 'The new model has already proved its worth to the farmers of Tomsk oblast.'

A long-time friend of EkoNivaSibir Gennadiy Sergeenko, Director of a Dubrovskoye farming enterprise, has purchased the previous model JCB 531-70 Agri for his operations.

'Despite a bit costly maintenance, the machine offers high quality and versatility', shares Gennadiy Sergeenko, 'we have been using the equipment for harvesting organic crops, grain handling, construction works and slab assembly. Whatever the job, JCB telehandlers manage to pull it off!'

By Darya DENISOVA

GPS optimised variety testing!

Trial plots of winter wheat have been sown with the help of the GPS system in the fields of Zashchitnoye farming enterprise (Kursk oblast) for the first time.

EkoNiva has been widely using the GPS system for field works since 2008, however, this technology has never been used for the establishment of trial plots before. Previously, all the operations had been carried out manually. Dozens of people would participate in marking of the plots, with the whole process taking up several days. Mechanisation of these operations was the only logical step forward.

The sowing of the trial area at Zashchitnoye was carried out with the John Deere 6130D tractor coupled to the Zuern D82 plot seeder. The tractor was equipped with AutoTrac automatic control system, which processes the signal on the location received from GLONASS and GPS and uses it for vehicle guidance. AutoTrac assisted steering system greatly increases

operator productivity by maintaining consistent accuracy and efficiency. All the operator has to do is turn the tractor at the end of the pass and monitor boundary crossing, giving the seeder the go-ahead with the sowing.

'Before the start, we uploaded the sowing plan and the track lines into the GreenStar display', shares Denis Mironenko, Senior Precision Farming Technician of EkoNiva. 'Using the data, the operator draws the contours of A/B curves as signaling and controlling lines. The system enables the operator to minimise the time needed for marking of the trial plots, while also optimising their layout.'

The agronomists of Zashchitnoye farming enterprise were happy with the quality of sowing. The next step is the automation of the process of filling

the sowing unit with the seeds and the development of trial plot planting plans.

By Viktor BARGOTIN





Smash hits with the farmers

More and more farmers buy JCB machinery to perform a wide range of farm tasks.

JCB machines have earned high esteem and wide recognition on Mukhinsky Breeding Farm in Oktyabrsky village, Kirov oblast. The enterprise specialises in dairy farming. Today, the facility houses 1,500 milking cows. A host of JCB machines, including several impressive JCB Fastracs 8250, a highly-efficient JCB 535-95 loader, a JCB 536-60 powered by Dieselmax engine, a vertical lift skid steer loader JCB 260, a JCB 426 AGRI front loader and a compact JCB 531-70, handle the most complicated

operations beyond reproach. 'We purchased our first JCB 531-70 loader in 2007', says Vadim Bespechalnykh, Chief Technician. 'The loaders work from dawn till dusk! They are used for feed handling, pushing out the manure from the barns, loading straw bales. We bought our latest loader only recently — this autumn — but it has already done 250 engine hours, with a daily performance of 10 engine hours. The loader we bought in 2015 has run 6,500 engine hours. Their more

“experienced” counterparts have done 12 thousand motor hours.’

In APK n.a. V. Starodubtsev, Tula oblast, farmers grow potatoes and cereals.

‘We have been using the JCB 535-95 Agri Super loader for three years now and it meets our expectations’, says Vladimir Novikov, Farm Machinery Fleet Manager. ‘The machines handle grain, potatoes and sand. We ordered standard specification with a pallet fork and a bucket. The daily routine of a JCB loader is rather intense. After three years of work, the counter reads 11,000 engine hours. During the harvesting and sowing seasons, the loader works tirelessly round the clock.’

This time, the enterprise has bought two JCB 531-70 Agri Super telescopic loaders, and the delivery of a JCB 456 front loader by EkoNiva-Tekhnika is expected shortly.

‘The JCB 456 is designed for efficient handling of heavy loads’, says Sergey Plotnikov, Sales Representative of EkoNiva-Tekhnika Tula branch office. ‘The machine has proved its worth both on a farm and on a construction site. The loader features a bucket with a 7 cu. m. capacity and a maximum discharge height of 5 m. In the farm’s grain and potato storage facilities, the JCB 456 truly excels accomplishing all the tasks single-handedly.’

By Darya DENISOVA

Keeping abreast of technological advances

Precision farming specialists of EkoNivaAgro-Left Bank operation (Voronezh oblast) started testing AG-DATA Integrator, a new software product for field work planning, data recording and performance control.

AG-DATA Integrator ensures agricultural data transfer between the John Deere cab information systems (displays: GS 2100, 2600, 2630, 4640, CommandCenter 4600) and the GIS Agricultural Information Management System (geo information system for automation of electronic map management, cadastral and agronomic data recording, transport and land monitoring). The two systems will subsequently be synchronised with the accounting systems of the farming enterprises (FIMS, ERP) on the basis of 1C platform.

‘At present, we are testing the GIS and the precision farming modules for data exchange between the system and the machinery in the fields’, says Dmitriy Borodovskiy, Precision Farming Department Manager of EkoNivaAgro-Left Bank operation. ‘We accumulate the data on the production operations performed,

the scanned soil layers, and the fertility zones. The next steps are to test the planning and production information management modules with subsequent synchronisation with 1C: Enterprise software system.’

The AG-DATA Integrator allows downloading up-to-date field maps and

the data on the machinery, the trailed implements, the crops and the types of operations performed onto the John Deere displays and back. Thus, the software comes up with a map or a report on technological operations performed, the fertiliser, chemicals and seeds application rates and quantities used.

By Viktor BARGOTIN





A delicate job

Nadezhda Vostrikova, an AI technician of Sibirskaya Niva, has won the first prize at the 15th Russian Contest of AI technicians where 86 contestants from 62 regions of the country demonstrated their know-how and skills.

In farming, an AI technician is a respected, but a tough job. Operation of an entire facility, animals' health, milk production and the farm's profitability all depend on this specialist's patience, attentiveness and attention to detail.

'Rectocervical insemination technique is the hardest but the most efficient one', says Nadezhda Vostrikova. 'Using proven sire's genetic material for artificial insemination increases herd milk production within a shorter period of time. Besides, artificial insemination is a guarantee of good health of cows and calves.'

Despite the intense competition, Nadezhda proved to be just the right person to represent her company her

company and Novosibirsk oblast. It was her deep knowledge and profound experience gained over the years of work since starting in 2002 that helped her to win the contest.

Nadezhda tenderly calls her cows 'daughters', and they respond by recognising her voice and welcoming her as she approaches the pen.

'They are all individuals', points out Nadezhda Vostrikova. 'You need to be able to read a cow to know when the right moment to approach it is and to recognise the signs of heat.'

It is not an easy job to do. On average, Nadezhda carries out 15-16 inseminations a day. In particularly busy times, the number of procedures can



increase up to 30-40 a day.

'You wouldn't call it a highly prestigious job, but it is a unique occupation in a way', she continues. 'Most importantly, our delicate job is instrumental in the development of animal breeding.'

By winning the first prize in a nationwide contest, Nadezhda Vostrikova has once again proved that if you love the job you do, it will be beneficial for both personal development and for the future of your company.

By Tatyana IGNATENKO

Newborn calfcare

Twenty veterinarians and herd managers from all over Russia participated in Young stock management school, a two-day training seminar, which took place on the premises of EkoNivaAgro.

The attendees of the seminar had a great opportunity to learn from and work together with Anna Katarina Berg, an international expert in veterinary medicine of young cattle. Having spent over ten years in the United States studying the issues of calves' health, Anna Katarina Berg views her mission in life as promoting antibiotic-free treatment of young stock.

'Despite employing true professionals, the company is not immune to calf health issues', shares Anna Katarina Berg. 'I have yet to see a dairy which has perfect young stock health management. However, a calf's health doesn't entirely depend on proper treatment. To maintain good health of young stock, it is necessary to adhere to three rules: proper nutrition, good rest and healthy living conditions.'

'To take part in Young stock management

school, we made a long trip', says Nataliya Krishkovskaya, Herd Manager of Buranovskoye farming enterprise (Altai Area). 'The hands-on classes complemented the theoretical ones perfectly. Such trainings should be held more often, as they provide specialists with an unparalleled opportunity to gain first-hand expert knowledge and valuable experience and make new acquaintances. Besides, you can discuss some

controversial issues with the colleagues. So, when you come back to your farming enterprise, you see the process at a completely different angle.'

A total of eight specialists from different subdivisions of EkoNivaAgro took part in Young stock management school. Having mastered the training programme, they are looking forward to applying the comprehensive knowledge in practice.

By Viktor BARGOTIN





Alfalfa: EkoNiva and partners share experience

Russia's agri-food policy and efficient state support promote intensive development of cattle farming. The increase in cattle population requires an expansion of the area under forages and the use of varieties with a high yield potential and a high feed value. An absolute champion among farm crops in regards to protein content in feed unit per hectare equivalent is unquestionably alfalfa.

No wonder alfalfa is called the queen of fields: this crop enriches the soil with organic matter, increases its fertility, acts as biological drainage during irrigation, preventing soil salinisation and nutrient leaching beyond the root zone.

The main advantage of alfalfa is that it constitutes a weighty share of a nutritious and high-quality cattle feed. Leading specialists of EkoNiva-APK Holding, the largest raw milk producer in Russia and Europe, confirm this fact.

'Along with maize, alfalfa is widely used in animal feeding rations', says Mikhail Gurnov, Livestock Farming Director of EkoNiva-APK Holding. 'Such popularity of alfalfa is explained by its high nutritive value and crude protein content in the green mass.'

Highly-adaptive alfalfa varieties of foreign plant breeding are beyond competition due to their improved hardiness, survivability in both severe wintering conditions and unfavourable growing conditions during the vegetation season not only in central Russia, but also in Siberia.

For example, variety Dakota® (*Medicago sativa* L.) it has taken its rightful place in the commercial forage seed production of EkoNiva-Semena and is successfully produced at the livestock enterprises of the holding.

'The key advantages of the alfalfa we grow to feed our cattle include stable yields, a good plant density, a high ripening rate in harsh weather conditions and lodging resistance in windy weather', says Vyacheslav Ionov, Deputy Executive Director of EkoNivaAgro-East. 'Availability of high-yielding alfalfa varieties enables us to balance the ration properly by using more forages.'

Substantial saving on the purchase of expensive protein additives is the main driver behind growing alfalfa varieties of western genetics in EkoNiva's fields.

'High nutritive quality gives these varieties an edge over their counterparts, including those of domestic plant breeding', continues Mikhail Gurnov. 'It enables us to put up haylage with crude protein content up to 24 percent, which eliminates the

need for additives, and that is our priority.'

No less important is that the variety Dakota® of American genetics has a high disease resistance, particularly anthracnose, and has a good regrowth habit even in severe climatic conditions.

Yudanovskiye Prostory enterprise (Bobrov district, Voronezh oblast) with a dairy herd of 1,000 head routinely makes three cuts, sometimes even four.

'We are happy with the alfalfa seeds which we have been buying from EkoNiva for over 5 years', says Aleksandr Bezotosny, Chief Agronomist of Yudanovskiye Prostory. 'Now we reap 11-12 tonnes per hectare. We used to grow alfalfa of Russian origin, its yield hardly ever exceeding 7-8 tonnes per hectare. With the new variety, the yield is high, forage quality has improved, and the milk production has increased. What's not to like?'

The testimonial once again proves that alfalfa varieties of western plant breeding guarantee top quality and high yields, a perfect choice for forward-thinking farmers.

By Tatyana IGNATENKO



How to tackle the enemy of maize

Growing season 2018 is finishing with the harvesting of a late-maturing row-crop — corn for grain. The year has brought in a rich crop of 7-8 tonnes/ha. However, some of the fields have had their issues, producing significantly poorer yields. The major causes are stand damage by corn borer, severe ear injury fusarium rot and other fungal diseases.

Corn borer (*Ostrinia nubilalis*) is widespread and is the meanest enemy of maize all over the world! The imago is a moth, yellowish to light tan in color, with a wingspan from 30 to 34 mm, which is inconspicuous in the field. The females lay light-colored eggs in groups from 12 up to 35 pieces per cluster, from which newly hatched larvae emerge within 3 to 10 days.

The caterpillars of light yellow colour with a brown head grow up to 25 mm long and are the major sources of damage to cultivated plants. They attack the petioles and shanks, destruct corn tassels and get into the ear husk, damaging it. In the shanks, the caterpillars munch out tunnels and cavities with open end walls. The injured shanks and ears break or dry down, the seed yield reduces, the plants become more susceptible to diseases. Over 35 corn borer larvae per 100 maize plants results in widespread stalk breaking and lodging with yield losses up to 50%. The pest becomes particularly dangerous upon adoption of no-till cropping system by a farm, as it creates favourable



Corn borer moths, egg mass, larvae and pupae

conditions for moth reproduction in the field.

The corn borer can be managed in maize stand by means of technical, chemical and biological control. Another option is the transgenic hybrid MON810.

The maize hybrid MON810 releases Bt-protein produced by *Bacillus thuringiensis*, which is toxic for corn borer, resulting in larvae death without significantly harming the crop. However, the cultivation of GMO varieties is banned in the majority of European countries and Russia, so we cannot rely on them.

Biological control agents for maize pests include *Trichogramma*, that is a parasitoid of corn borer and earworm eggs. The minute 0.4-0.9 mm long *trichogramma* females find host eggs, pierce them with their ovipositor and insert their own eggs. *Trichogramma* larvae, developing in the parasitised eggs, later turn into pupae and then into adults. At moderate maize stand infestation level with corn borer and





two applications of trichogramma, the efficiency of the method is 75%.

As for chemical control measures, numerous insecticides significantly reducing the damage caused by corn borer are available. But to achieve maximum efficiency of insecticide, the agent needs to be applied to the plant before the larva of *Ostrinia nubilalis* has eaten its way into the stalk. Considering the long flying period of the corn borer and the short duration of action of the majority of insecticides, appreciable effect can only be achieved with several applications, which is not very practicable.

Technical control measures remain the most efficient. Inclusion of maize into a crop rotation with annual production of the crop reduces the corn borer population in the stand.

Impressive results in corn borer management can be achieved through close cutting, stubble and residue chopping straight after harvesting with subsequent incorporation with a plow. The method is widely used in Western Europe during mass corn borer reproduction. If the technology does not provide for plowing, then such operations need to be carried out so as to ensure that all the stalks on the ground are crushed into pieces less than 5 cm in size or broken down otherwise. In such stalks, the corn borer caterpillars will not be able to develop into pupae and die. The implements play a crucial role in corn residue crushing. EkoNiva-Tekhnika offers a few machines for such operations.

The first option is the trailed rotary mower Schulte, which is available with



Corn stalk mulching with the Schulte rotary mower is carried out immediately after the combine harvester has passed

a working width starting from 1.8 m for tractors with a capacity of 120 hp up to 12.8 m for 340 hp tractors. The tools of the equipment are a flexible two blade pan kit featuring rotor design or a rigidly fixed knife kit. Due to the height-adjustable wheel standards, the stubble can be mulched to pieces less than 5 cm long, thus eradicating corn borer larvae in the stalks.

The downside of the machine is that the soil is neither processed, nor mixed with the residue, so it takes long for the stubble to decompose. However, starting from this year, EkoNiva has



Carrier disc harrow with CrossCutter Disc in operation in a maize field

added a new piece of equipment to its range of solutions, namely the Carrier disc harrow with CrossCutter discs from Vaderstad. The wavy disc with the 11,5 cm thick profile provides not only full cut-out, but also effective breakdown of the stalk. As a result, corn borer larvae cannot pupate in the 80% destroyed stalk and die.

Efficient corn borer control requires a comprehensive approach, comprising the following measures:



Corn borer larvae die in the chopped maize stubble

- inclusion of maize into crop rotation,
- application of insecticides with a prolonged duration of action (mixture of pyrethroid and organophosphorus compounds) during the moth flying period,
- intensive residue chopping with a mulcher or Carrier disc cultivator with the new wavy discs.

Only combined measures will ensure a significant pest population reduction and improve the yield of corn for grain for many years ahead.

*By Willi DREWS,
Doctor of Agronomy,
an advisor of EkoNiva*





Professions of the future

Maslyanino secondary school #1 Agriclass students have distinguished themselves in the final stage of the Russian competition AgriNTI for school students from rural areas. With the assistance of Sibirskaya Niva five young prize winners from Maslyanino went to Belgorod to take part in the nationwide competition.

In Belgorod Agricultural University named after V. Gorin the aspiring researchers competed in a two-day marathon in four major categories: AgriMeteo, AgriKosmos, AgriCopters and AgriRobots. The event took place for the first time. Its objective was to engage school students from rural areas in the process of automation and digitalisation of agricultural industry, including the use of uncrewed aerial vehicles.

‘Our AgroNTI journey is a particularly memorable experience’, says Veronika Fominykh, the 8 form student of

Maslyanino secondary school. ‘In Belgorod we took part in the final stage of the competition. Before that we had done some preparatory assignments, assembling weather stations and flying quadcopters, for instance.’

It was Veronika who secured the victory for the team of Maslyanino school students. The young girl took the first prize in the AgriMeteo category.

‘In the final stage we had to assemble the AMK-03 weather station against the clock’, continues Veronika Fominykh. ‘We also had to get the software running



and fill a table with all the necessary data. It took me 6 minutes and 55 seconds to complete these tasks. It feels just marvellous to be second to none! I’m happy to receive the first prize.’

The young girl did it faster than her peers from Irkutsk, Novosibirsk, Rostov, Leningrad, Tula, Moscow, Belgorod, Krasnodar and Leningradskaya oblasts and Stavropol and Primorskiy areas. The competition geography was extensive, and the organisers are planning to further expand it.

By Tatyana IGNATENKO

Shining like a comet

The members of the students’ team called Comet will remember their first working summer holiday for a lifetime. They had two months of intense practice when they slowly turned into a big close-knit friendly family. Sibirskaya Niva became their home, which gives support and solid fundamental knowledge.

The idea to make a students’ team with this dynamic name — Comet — belongs to a young girl from Barnaul, Olga Popova. She had taken part in the activities of the MOST students’ team in Voronezh before. Olga liked it so much that she decided to make a similar students’ team of the young people from Altai State Agricultural University and organise the same thing in the neighbouring Novosibirsk oblast in Maslyanino village. It should be noted that it is

the first agricultural animal breeding students’ team in Altai.

‘We started with making up the motto, the emblem and the name of the team’, says Olga Popova, the team lead.

‘The name Comet turned up instantly, because this celestial object is so bright and spectacular. The ability of a comet to return is an important notion too.’

Two months were over soon. The boys and girls returned to their studies at the university. However, they are looking forward to getting back to Sibirskaya

Niva not only as students, but also as full-time workers. ‘It really feels like home there’, Darya Bugrova, Altai SAU veterinary student, confesses. ‘We developed good relations with the vets during our practice. They trusted us, and we felt like real specialists.’

The students explored a whole new world of knowledge: studied veterinary practices and watched the way herd managers, hoof trimmers, inseminators worked. After the hard days of work, the young people shared their impressions and enjoyed some entertaining activities. One can never imagine a student’s life without them! Camping, games of basketball and volleyball, swimming in the Berd and the Strelinka rivers and simply a friendly chat with a cup of tea.

By Tatyana IGNATENKO





Business and science joining efforts

The farming sector is gaining momentum and becoming the driving force of the Russian economy.

'The modern farming business has a demand for competent, versatile specialists capable of working in any area of agriculture', asserts Sergey Lyakhov, Regional Director for Siberian Region, EkoNiva-APK Holding. 'Science and business must develop side by side, there must be no gap between them.'

In order to ensure the successful development of the agricultural sector, it is essential for the specialists of farming enterprises to obtain new competences. Novosibirsk State Agricultural University and Sibirskaya Niva see their task as helping the students to develop the necessary competences and skills.

'Agricultural education must cater to the requirements of the employers', continues Sergey Lyakhov. 'Our company has developed a successful cooperation with Novosibirsk State Agricultural University, which allows us to employ qualified motivated young people.'

The majority of the employees of Sibirskaya Niva are the graduates of Novosibirsk State Agricultural University. Currently, over 10 students are doing internship at the company. All of them are planning to stay at the enterprise where they are obtaining the essential practical skills. It is evident that theory alone is not enough to make a competent specialist.

'If we concentrate only on the theoretical knowledge, we will never prepare a good

Three years ago, Sibirskaya Niva and Novosibirsk State Agricultural University signed a cooperation agreement, based on which the partners have embarked on a new educational project. The university teachers now give lectures to the trainees of Sibirskaya Niva straight on the farm.

farming specialist', underlines Aleksandr Denisov, Rector of Novosibirsk State Agricultural University.

'EkoNiva turns our students into true professionals who know how to apply their theoretical knowledge in practice.'

The university teachers have also joined in the on-site training process by training students and improving their own practical skills at the farming operations of Sibirskaya Niva in Maslyanino district.

By Tatyana IGNATENKO

Meeting the company President

The trainees of ZooVet programme met Stefan Duerr, President of EkoNiva Group, in a warm and friendly atmosphere at Vysokoye dairy.

Shortly after the meeting, these 27 young specialists from 11 regions of Russia will pass their final exams and become full-time employees of EkoNiva.

During the conversation with the prospective specialists, Stefan Duerr told them about himself, spoke of the most important milestones in EkoNiva's history and the key success factors and unveiled some plans for the future development of the company.

'Our company is developing rapidly, we are constructing new dairies and expanding our land area, so we need qualified young employees', says Stefan Duerr.

The meeting filled the trainees with enthusiasm and bright hopes for the

future. They walked out of the meeting room with their eyes shining with inspiration, eager to join EkoNiva's team after the completion of their four-month ZooVet course. Almost all the trainees come to work for EkoNiva after the completion of the course. Farming enterprises of the company make job offers to the most gifted students even before they finish their studies.

'I was really excited to meet Stefan Duerr', shared Ksenia Yarovaya, trainee of ZooVet programme.

'Internship at such a large company provides you with unparalleled opportunities. While working at EkoNiva's enterprises, I felt that I was

a part of something large and important. I felt immensely proud of the company, where I was lucky to do the internship. Naturally, I hope to be employed by EkoNiva because the company has given me much more than just education and a workplace.'

By Viktor BARGOTIN





Harness the 'Dragon'

There are not many people who can tie up the mythical creature. EkoNiva holding employees were among those who were able to do that and win the golden medals in the traditional Honorary Flag Regatta in Voronezh.

On 15 September the outlandish dragon-like boats with quite ordinary people on board were launched to the water of Voronezh reservoir. The city residents gathered at the Admiralty Square to see the longed-for Honorary Flag Regatta.

Just like other competition, the Honorary Flag Regatta had its rules and regulations. It comprised races in four groups: Women, Higher Educational Institutions, Enterprises and General Public. The best teams from each group became super finalists. In the super-finals they competed to define the Honorary Flag bearer.

Sberbank, Voronezh City Urban District Administration, Ministry of Internal Affairs and ER-Telecom teams competed along with EkoNiva team in the semi-final race in the Enterprises group. The teams sped up from the very start and, having gained the lead mid-distance, EkoNiva maintained it until the finishing line.

In the finals, EkoNiva team

had to accept the challenge from the familiar teams of Sberbank and Voronezh City Administration, as well as Electronic Technologies Research Institute, Prodimex and Voronezh Oblast Government teams. Long preparation to the race kept all the spectators in suspense. After the referee gave the starting signal, the audience burst with emotion, cheers and chants. Supported by the thunderous shouts, EkoNiva team shot ahead at the very end of the distance and became the first to cross the finishing line, having defeated the Electronic Technologies Research Institute team by microseconds. Viva the Victory!

'I am full of emotions, the joy is overwhelming', says Viktor Vishnikov, EkoNiva-Chernozemye Service Engineer, a team member. 'For several months we trained three times a week and returned to the rowing centre in the light of the street lamps along the river side. We've put a lot of effort into this victory and would like to say thank you to the coaches and our management for the trust they have in us and the opportunity to represent our company in the competition.'

The green team took the first prize in the Enterprises category, and in

the super-finals they competed with Voronezh FSIN of Russia (Federal Service for the Execution of Sentences) Institute, Electronic Technologies Research Institute, Academy of Water Sports-1, VSTU (Voronezh State Technical University), and The Racing Dragon-1 teams. The Academy of Water Sports had been the unchanging winner of the competition since the first time the Regatta had been held. Little wonder that this time the professional athletes easily left their competitors behind and were the first to finish. The Voronezh FSIN and EkoNiva teams fought for the second place. EkoNiva team members gave their all in the previous races, which inevitably exhausted them. Yet, the athletes did their best and took the third prize.

'We are more than content with the result', says Ivan Vorobyov, EkoNiva-Chernozemye Executive Director. 'I really appreciate what the team have done, they've done their best, and have shown stamina and the will to win. We have undoubtedly written our names in the history of Voronezh water sports.'

By Viktor BARGOTIN





City Day with milk flavour!

Professor Zorkin, Polya, cow Marta, little Zhu-Zhu bee and thousands of kids took part in the sports festival to celebrate the 432nd anniversary of Voronezh. The Academicians invited everyone to join in the active and intelligence games, contests, spreading festive mood and treating the guests to the delicious dairy products.

In the morning, a crowd of smiling boys and girls started forming around the stage at the Koltsov Square. To a cheerful tune, Professor Zorkin, Polya, Marta cow and little Zhu-Zhu bee called them all together to kick off the festival

with a mass warm-up session. Having been prepared for the busy day ahead with physical exercises, the children played football, basketball, table tennis, draughts and took part in a host of creative activities. Martial arts lovers enjoyed the demonstration shows of grapplers, boxers and karate fighters. The festival programme being extensive, the small visitors were soon running low on energy and they definitely needed a boost, which they got at the Academy of Dairy Sciences booth, where everyone could taste some cryo-milkshakes and cryo-ice-cream.

'I've never tried quite anything like this ice-cream before', says Zhenya Nikiforov, a visitor of the event. 'It tastes unusual, but amazing. I'll finish this one and go grab another one.'

The event also featured engaging races on rubber cows. The youngest visitors ran the races. All of them received sweet prizes. Boys tried their hand at races on toy John Deere machines.

The Academy of Dairy Sciences gave away prizes and gifts to contestants throughout the day on the main stage of the venue. The gifts and prizes will make perfect keepsakes for the kids and their parents and bring back the memories of this awesome festive event in the future.

By Viktor BARGOTIN

Ice, fire, milk

Big victories of little hockey players! The regional ice hockey tournament Zolotaya Osen among the children born in 2010 took place in Liski, Voronezh oblast. EkoNiva and the Academy of Dairy Sciences supported the young athletes!

On 21 September, the opening ceremony of the ice hockey tournament was held in the Ice Palace in Liski. Seven teams came to compete for the champion title, with Bobrov, Buran and Sozvezdiye ice hockey teams defending the honour of Voronezh and the region. The guests of the tournament were Sokol team from Kursk and Krasnodar team. The hosts of the tournament — Dynamo 1 and Dynamo 2 — had only victory in mind. During the three days the teams set the ice on fire! They fought for the puck like professional athletes, sparing no effort and stubbornly pursuing their goal.

The Academy of Dairy Sciences, a producer of natural dairy products, supported the little hockey players. Its heroes — Professor Zorkin, Marta cow, Zhu-Zhu bee and Polya — were not afraid of the cold. They

went out on the ice and presented dairy gifts to all the teams. The mascots of the well-known brand assure that you need to drink wholesome milk, delicious yogurts and kefir to be strong and healthy, to stand confidently up on skates and to score goals. Both the participants of the tournament and the spectators could taste the products of the Academy of Dairy Sciences, whose booth was conveniently positioned in the ice palace for everyone to taste the natural products. The children enjoyed fruit yogurts and milk, and parents appreciated the high quality of cottage cheese and sour cream.

Dynamo 1 team became the winner of the tournament, Sokol team was the runner-up, and the bronze went to Buran team. We congratulate the young hockey players and wish them good health and new victories!

By Darya DENISOVA





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**18-27 January
Green Week 2019 International trade fair**

Venue: Berlin, Germany
Organiser: Messe Berlin GmbH

**5-7 February
AgroFarm 2019**

Venue: Hall 75, VDNH Exposition centre, Moscow
Organiser: VDNH, DLG RUS

**13-16 February
BioFach 2019 International organic food trade fair**

Venue: Nuremberg, Germany
Organiser: Nuremberg Messe GmbH

**February
EkoNivaAgro Ski Track**

Venue: Liski ski lodge
Organiser: EkoNivaAgro

**11-12 March
Agrocomplex 2019**

Venue: VDNH-EXPO, Ufa
Organiser: Bashkiria exhibition company

**13-15 March
AgriTek FarmTek Astana 2019**

Venue: Korme Exhibition Centre, Astana, Kazakhstan
Organiser: TNT Productions



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5-7 February

EkoNiva is cordially inviting you to visit AgroFarm 2019, livestock farming exhibition in Russia. We will be happy to see you!



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