

Harvesting new technologies!

For farmers, the autumn is traditionally the time of harvesting and summing-up. It also calls for technical and technological re-equipment, as well as and preparation for a new season. What place offers more information about the latest developments in farming than agricultural exhibitions? This year, farmers attended the EuroTier international exhibition in Germany, Agrosalon and Golden Autumn in Moscow, plus a number of regional exhibitions. What harvest of new ideas did they gather there? Read about this in our newspaper.



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Losses today promise acquisitions tomorrow

The year 2014 is expiring. At the beginning of it we, of course, understood that it wouldn't be easy, but couldn't imagine the scale of difficulties...

In the 21st century we have gotten used to living in conditions of globalisation, perceiving the world as a single whole and a common home. I'd never thought the seemingly solid connections could be severed practically at once. But this did happen as a result of the Ukraine conflict.

Russia's farming proved to be unprepared for such a turn of events. Today we are still unable to supply ourselves with basic foodstuffs. Despite the losses, however, we've gained something since the farming sector got an opportunity for development.

In the short-term prospect, such a situation plays into the hands of Russian farmers. The state has turned towards them as it realised that food security must be ensured by concrete actions. The Ministry of Agriculture started to settle its old debts to farmers and approved the funding of new animal husbandry projects. Banks with state involvement began to give out loans more willingly for agricultural programmes. Even small farming businesses got an opportunity to enter the market and appear in the retail networks.

Of course, everybody is scared by the ruble collapse. I think that next year the fall will continue. Unfortunately, this is bad for people, but it was an inevitable step which bolsters both the farming

and the economy in general since a strong ruble makes us uncompetitive. There's a silver lining in every cloud, as the saying goes. So this crisis has given us an opportunity to grow stronger, gain experience and expand production. Sooner or later the sanctions will be called off and then we'll emerge on the world market with not just energy products. So the West will learn the taste of Russian pork and we won't be afraid that French cheeses disappear from our shops. Only by joint efforts with all the countries will we be able to resolve the global problem of feeding the planet's ever growing population. Russia can do her sizable bit in addressing this burning issue!

Stefan DUERR,
President of the EkoNiva Group of Companies



A ten-year step forward

“A ten-year step forward” is the name given by farmers to the twelfth servicing centre of EkoNiva opened in Ryazan oblast. Over 200 guests from different regions arrived for the house-warming feast.

The new village of EkoNiva in the Ryazan area is supplied with everything needed for servicing farm equipment no matter how sophisticated. The servicing centre houses four repair sections for large size farm equipment and three for towed types. In addition, it has a large showroom and a conference hall. Well-deserved acclaim was earned by the spare parts depot with its unique mezzanine and stack storage systems. It can simultaneously store 20,000 units of equipment.

The servicing centre was opened in the year of EkoNiva's 20th anniversary. The company did its best to make the day unforgettable. The guests were very impressed by the Olympic stadium where they participated in sporting events and subsequently refreshed themselves at the milk catering facility of the Academy of Dairy Sciences.

On this day, the customers and partners of EkoNiva congratulated it both on the opening and on the company's 20th anniversary.

“I congratulate all the farmers on EkoNiva's jubilee,” said Dmitry Sazonov, Novopanskoye farming enterprise director general. “In ten years of cooperation, we haven't seen better servicing. There is nothing comparable to the new servicing centre in the region; it is a ten-year step forward. This is effective help for farmers, promoting their growth and development.”

Holding in his hands a symbolic key to the new servicing centre, EkoNiva president Stefan Duerr noted that the current situation in the world is

giving a fine opportunity for rapid progress of Russian agriculture. This opportunity must be used appropriately, yielding 100%, if necessary 200% achievements of the goal.

“I hope that this servicing centre will promote the development of the farming sector both in the region and across Russia,” Stefan Duerr said.

A parade of farm equipment was held for the guests. Taking part in it were the flagships of the field, both time-proven veterans and the latest models. The novelty of the year 2014, a range of John Deere series 6 tractors, with 110 to 150 hp capacity, was on display. Out of the flagship models, the John Deere 8310 RT (310 hp) caterpillar tractor hitched with the Rapid 800 Jumbo eight metre seeding system came up with an impressive performance. The series 8 tractors are bestsellers both in Russia and across the world. The gigantic John Deere 9460 R (460 hp) tractor paired with John Deere 1830 pneumatic system featuring one of the operating widths (10.36 m) literally fascinated the spectators by its power.

“We understand that productivity and reliability of our machines are crucial to farmers,” says Felix Free, chief financial officer of the John Deere division in Russia. “The opening of one more servicing centre is the best pledge of trouble-free operation and high efficiency of John Deere equipment



as well as the confidence that your investments will be justified!”

A quartet of JCB loaders presented something like a dancing show. The agility and swiftness with which the 531-70 telescopic loaders and 260T side turn mini-loaders moved about enthralled the spectators who forgot that the machines were being controlled by operators.

The farm equipment auction was an exciting spectacle. Unprecedentedly low prices were set on occasion of the holiday. One of the lots, a John Deere 6095 B tractor, went to the Zelenogradskoye farm, Moscow oblast, while the JCB 260T mini-loader left for the Vyshtorodsky agricultural production cooperative, a partner of long standing. Its chief, Nikolai Mitrokhin, thanked EkoNiva on behalf of all the farmers for excellent servicing and highly efficient equipment.

“With these machines we can both work round-the-clock and earn very well,” noted Nikolai Mitrokhin.

By Yulia SALKOVA

The golden duet of EkoNiva

For two years in succession, the cows of EkoNivaAgro have won gold medals at the Golden Autumn agro-industrial exhibition. This year was not an exception. The cows came up with another gold award while the company received the first class diploma "For outstanding achievements in the development of pedigree and commercial animal husbandry."

The jury very strictly evaluated the cows' exterior and milk quality. Outperforming 50-odd competitors, the cows Vitaminka and Astra received an honorary award for their outstanding capabilities.

The cows' parents arrived at EkoNiva from Austria. Vitaminka and Astra were born on the farm. Since 2006, the agricultural enterprise has been engaged in pedigree stockbreeding. Last year it became a pedigree breeding complex specialising in production of

Simmental cattle.

"The cows have lived with us for five years now. They are among the best in terms of milk yield," says Tatiana Pokusayeva, breeder and zootechnician of EkoNivaAgro. "They feature a regular udder shape, even back and coat pattern in accordance with the breed standard. During lactation, they each yield more than 8,000 kg of milk with protein content of 3.98% and fat of 4.08%."

The guests could appreciate the milk's tastiness right at the EkoNiva display stand. Here all those who wished were treated to fresh milk.

Today, EkoNivaAgro turns out daily more than 300 tonnes of milk, which accounts for 25% of the oblast's total milk production. This has become possible thanks to the highly productive cows, numbering over 13,550 head, as well as modern methods of animal care and feeding employed at EkoNiva.

By Anna BORDUNIVA



The Academy of Dairy Sciences is now in the retail networks



The guests tasted all the dairy products produced by the facility. They knowledgeably appraised the sour cream as a particularly tasty product, called the yoghurt "the real stuff, like in the Soviet era", and gave high marks to the cottage cheese whose quality they acknowledged

The Siberian Academy of Dairy Sciences milk processing facility (Novosibirsk oblast) participated in the InterFood Siberia exhibition of foodstuffs, beverages, and food processing equipment.

as "really superb." Incidentally, at the recent autumn fair in Krasnoobsk, Academy products received an award for their outstanding quality.

In the framework of the exhibition, a Supplier's Day was held at which the complex's representatives met with specialists from retail networks. Already today the Academy's products can be bought in the Monetka, Magnit, and Anix retail networks operating in Novosibirsk oblast. Soon, they will also become available at Kholdi chain stores.

The facility's specialists said that active work is now underway to expand the product range and geography of sales.

By Svetlana WEBER



The best robots are at EkoNiva

Kaluzhskaya Niva, a division of EkoNiva, received a medal for the best robotised farm in the region. The festive awards ceremony took place at the Kaluga Autumn exhibition.

reaches full production capacity, this stockbreeding complex will become the largest robotised facility of its kind in Russia."

The minister pointed out that the programme to create one hundred robotised farms in the region is being actively implemented. Around one billion rubles has been allocated by the Treasury to its implementation. By 2016, this will increase total milk production to 270,000 tonnes.

Vladimir Kavin, head of Kaluzhskaya Niva, does not conceal his pride in receiving the award.

"I'm very pleased we've been so appreciated," says Vladimir Kavin. "We've been using the milking robots

on our farms for over a year. During this time, we've considerably increased our milk production. Now each day the cows yield more than 40 tonnes of premium quality milk."

At present, four Milone GEA Farm Technologies milking robots work at the facility. These are 8 unit systems servicing up to 450 animals at a time. In all, 32 robotised milking units will be installed at the facilities.

According to Anatoly Nosulenko, sales department head of EkoNiva-Farm, the supplier of equipment, the milking robots create a new level of work culture on the farm which involves comfort both for animals and people. This is an absolutely new approach to milk production.

By Anna BORDUNOVA

The honorary award was handed over by Leonid Gromov, the Kaluga oblast minister of agriculture.

"Kaluzhskaya Niva has well deserved the title of best participant in the regional programme 'Creation of 100 Robotised Farms,'" said Leonid Gromov. "Once it

There's progress!

Following the introduction of sanctions, the Russian Federation Ministry of Agriculture prepared a package of measures that are intended to help farmers build up the production. These include the payment of arrears relating to subsidising investment-related credits, a new mechanism of supporting investment projects and resumption of bank loans.

At the II International Investment Forum "The CIS Agricultural and Food Market: Integration, Investments and Prospects," Nikolai Fyodorov, head of the Ministry of Agriculture, promised that by the end of the current year the 22.7 billion ruble arrears in subsidies for the 2010-2012 investment credits would be repaid. The farmers say there's already progress and the state has really started to clear its debts.

On the other hand, the new mechanism for supporting investment credits by direct indemnity of capital spending on construction has not yet been approved. The farmers believe that this is one of the most effective methods of supporting the farming sector. However, the currently operative definition does not clearly specify the mechanism for providing the indemnity.

"The biggest problem is the absence of a single standard on construction costs,"

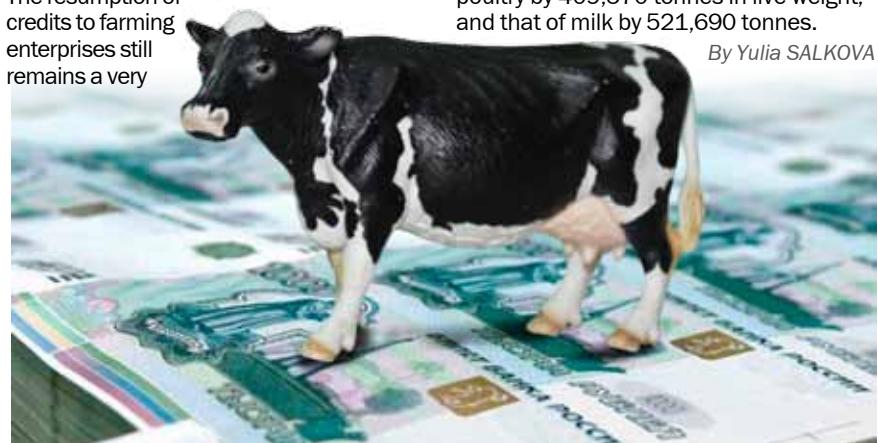
notes Tatiana Burkhevetskaya, EkoNiva-APK Holding director of finance. "It has been proposed to indemnify 20% of the cost of building a facility, no matter how much was spent on its construction, one hundred thousand or one million rubles. This is unfair from the economic point of view. They are now developing a single standard cost of building a dairy complex. It is essential to accept that."

The resumption of credits to farming enterprises still remains a very

painful process. Nevertheless, at the session of the Committee on Coordination of Crediting the Agro-Industrial Complex, the Russian Ministry of Agriculture decided to subsidise 8,600 credit agreements, including for 616 dairy production facilities.

According to the Ministry of Agriculture, implementation of those projects will increase the production of pork by 589,000 tonnes in live weight, that of poultry by 409,570 tonnes in live weight, and that of milk by 521,690 tonnes.

By Yulia SALKOVA



Outstanding performance by outstanding people

On their professional holiday, one hundred thirty farmers of the Liskinsky district were decorated for their achievements.

"Liskinsky district is a model of rural life," says Alexei Gordeyev, Voronezh Oblast Governor. "Both agricultural production and social life are well established here. Such impressive accomplishments are the product of efforts by skilled specialists. Each milkmaid, agronomist, machine operator, cow keeper, etc. contributes to the development of their native land."

Victor Shevtsov, the head of the Liskinsky district administration spoke about the results of the outgoing year. The grain harvest exceeded 100,000 tonnes. Remarkable progress was also made in stockbreeding.

"Our district is developing faster than many others. We've produced 110,000 tonnes of



milk and 108,000 tonnes of meat."

The district is Russia's leader in growth of milk and meat production. The Liski farms contribute half of the meat and a quarter of the milk produced in Voronezh oblast.

EkoNivaAgro, too, has done its sizable bit for the milk quarter. Around 88,000 tonnes of milk were produced here in the first ten months of this year. The district and oblast administrations have awarded certificates of appreciation and valuable gifts to 50 workmen of the agricultural enterprise.

"It's a pleasure to realise that your homeland needs your work," says Tatiana Litovskaya, a young horned cattle operator. "Because you see the products

of your efforts on the compatriots' tables."

Congratulating the farmers, head of the Agricultural Department Anatoly Spivakov summed up the message of the holiday as follows.

"Whatever super-modern machine operates on the field or the farm, you can't do without a hard working peasant! If necessary, the Liski people will feed all of Russia!"

By the end of the holiday, after the concert, Victor Shevtsov recommended that farm executives give an extra day-off to the rural workmen.

"Rest another day and then get back to work to prepare for a new season!"

By Yulia SALKOVA

Seed selection and production centres to appear in Russia



A conference was held in the framework of the Golden Autumn exhibition devoted to selection and seed production in Russia. Taking part in it were the leading experts of the industry and representatives of state agencies and research institutions.

As Pyotr Chekmaryov, the chief presenter, director of the department of crop production, Russian Ministry of Agriculture, pointed out, the main task today is to replace imported products in selection and seed production. To achieve this, there are plans to create selection and seed production centres based on the existing selection centres in order to step up the creation of new Russian varieties. The state will reimburse 20% of those establishments' investment spending. The participants of the session were glad to learn that subsidies for elite seed production are due to be resumed. 1.5 billion rubles is allocated for this purpose in the coming year. In addition, new subsidies, equal to 10,000 rubles

per hectare, are allocated for seed potato production. According to Yuri Vasyukov, director of EkoNiva-Semena, this will cover the cost of crop protection agents and partially that of fertilisers. He also noted that the selection and seed production community took an interest in the announced plans of the government. Their implementation will significantly upgrade the country's selection and seed production industry.

As for the Law On Seed Production which has been in development for 8 years now, according to Lyudmila Smirnova, head of the department of seed production in the Russian Ministry of Agriculture, there is hope that by the year's end the draft law will be submitted to the State Duma for consideration.



Nikolai Lavrentev: infinite love



Among the partners of EkoNiva, there is an agricultural enterprise in Tula oblast with which relations have long ago grown into a solid friendship. In 2008, the Bogoroditsky Alliance and EkoNiva simultaneously started to work in that region. This partner was the first agricultural enterprise in the oblast to take up potato production. EkoNiva supported the pioneer both in word and deed, supplying him with modern equipment.

From the South to the Urals

Today the Bogoroditsky Alliance produces 70% of the total seed potato in the region. On an area of 1,000 ha, it grows 20 Dutch and German varieties. This year the seed potato yield was 25 t/ha. The harvest is stored in modern potato storage facilities with a capacity of up to 30,000 tonnes. The seeds are bought by the major potato

producers of Russia. Last year over 60 agricultural enterprises from the South to the Urals acquired seed potatoes from Bogoroditsky Alliance. The largest chips producers, Lay's and Cheetos, are also among the company's customers. In 2012, Bogoroditsky Alliance became the enterprise of the year in Tula oblast. BASF awarded a winner's cup to it for unique virus-free production of potatoes.

Through hardships to the stars

Success came to Bogoroditsky Alliance not by a wave of the magic wand. In 2001, Nikolai Lavrentev, the current head of the enterprise, took an engineering degree at the Michurinsk Agrarian University and came to work at the SPK Voskhod agricultural production cooperative. Here he mastered a new profession, agronomy. Earnestly longing



for work on the land, Nikolai rose the hard way to become chief agronomist. In 2008, while the company underwent a tough restructuring, Nikolai began to seek ways to save the land he worked on. It was decided to join the Malino Group of Companies. Thus, the Bogoroditsky Alliance emerged. It addition to grain crops, it grew virus-free potatoes for chips. The harvest from the first 100 hectares was anticipated with apprehension. Adverse weather, an unfavourable economy and hostile rumours had to be combated. Nobody believed in the success of his undertaking. But the enterprise did well. And each year the sown areas of potatoes kept growing.

The formula of success

Over the years of his work, Nikolai Lavrentev has developed his own formula for success.

"Today we try to increase productivity, simultaneously reducing the cost of production," says Nikolai Lavrentev. "Modern technologies, highly efficient equipment and infinite devotion to the cause are the pledge of outstanding achievements."

In choosing farm equipment, preference is given to imported machines. Around 80% of the equipment on the farm consists of John Deere machines.

"We started the re-equipment together with EkoNiva," says Nikolai Lavrentev. "The first tractor on the farm was one from John Deere. Since then, the partnership and friendship between our organisations have consolidated. We are pleased that EkoNiva lives and thinks only about farming. This is the sole company supplying equipment and directly participating in the development of Russia's agriculture. Its specialists will never leave customers alone with a problem. They are always willing to consult and answer all the questions."

Nikolai Lavrentev pointed out that EkoNiva helped to introduce innovative

technologies. Among them is the AutoTrack SF2 automatic control system, which improves the operating accuracy and heightens workforce productivity.

Today, Bogoroditsky Alliance has more than 50 units of self-propelled and towed equipment. Among its latest acquisitions is the Balzer 1325 handling loader.

remarks Nikolai. "Young specialists must be proud of being farmers and seek professional growth."

Out of 80 company workers, 30% are specialists aged 20 to 35 years. The youngest, an electrical engineer, is 20 years old. Bogoroditsky Alliance actively helps in rebuilding the Vladimir Mother of God church, constructs roads and



"The Balzer system makes it unnecessary to stop the combine during grain unloading," says Nikolai Lavrentev. "Thus, the productivity of four grain harvesters has grown by 30%."

Caring for people

Nikolai Lavrentev believes that the future of agriculture largely depends on skilled personnel and the development of infrastructure in the countryside.

"What needs close attention and hard work is not only production issues, but also care for the daily life of country-folk,"

participates in social programmes. Marking Earth Day, the company specialists planted 500 birch and pine tree seedlings. Nor does the company ignore sports. It has made a remarkable present to the local children, erecting for them a new sports and entertainment facility.

Nikolai Lavrentev plans to build a European style village with a sophisticated infrastructure for the families working for the company and to provide jobs for the largest possible number of young people determined to live and work in the village.

About Russia's farming sector

"Over the last 10 years, Russian farming has undergone many changes that have brought positive results, such as investments in the sector, new technologies and the emergence of efficient managers. The growth of production of grain, potatoes and vegetables is convincing proof of this. In my opinion, in modern economic conditions the competitiveness of Russian farming will be sure to grow."

About state support

"Per-hectare support of the farming sector is an essential innovation. However, it would be good to abandon the averaged estimation of subsidies. I think that the amount of grants allocated per hectare must be directly proportional to spending and to the amount of harvest brought in. In my opinion, it is necessary to allocate subsidies based on certain categories, i.e. grains, oil-bearing crops and vegetables. Compared to other crops, growing vegetables calls for ten times higher financial inputs."

About the future

"I'd like to see Bogoroditsky Alliance as a prospering company with new lands, technologies and impressive scale of production. Today we face the challenge of building a new grain storage elevator with a capacity of 30,000 to 40,000 tonnes, a state-of-the-art potato grading depot and our own phyto-laboratory."

By Anna BORDUNOVA



Space technologies for farming!



This year, the Agrosalon exhibition of farming equipment has remarkably grown to 558 exhibitors from 29 countries presenting 700 units of farm equipment. This is understandable, considering that the global agricultural market is calm and the demand for the farm equipment is low everywhere except in Russia. In our country it actually has grown by 18%. And if there is demand, there surely is supply. So at the Agrosalon exhibition one could see all the best products of today's agricultural engineering.

Competition gives birth to innovations

This season, one of the trends is to offer not a single machine but a package of technological solutions to a specific issue. As for machines as such, they have become, in a way, like spaceships both in form and content. If it were possible to measure last year's IQ of a tractor, drill, or combine harvester, and to compare it to today's, we would see that the intellect level has risen really fast. Electronic, automatic and robotic devices have become a matter of course in today's equipment. Could we

previously imagine a fodder procuring combine automatically assessing the quality of the fodder being gathered? Today, however, this is possible thanks to the HarvestLab green mass and silage analysis system developed by John Deere. It simultaneously measures the nutrient and moisture content. This development was awarded a silver medal at the exhibition's innovations contest and is already being supplied to Russian farmers.

In addition, John Deere came up with a number of new products that interested the guests of the exhibition. Among them was a new reversible plough, the 3810, a fine match for 200 to 560 hp tractors. The plough is quite reliable

due to its body and blades fitted with shear bolts for better protection. This year, Russia has already received about 40 such ploughs.

The special feature of the new deep ripper 2720 is a more aggressive tilling mode, down to 40 cm. It is unique in that its front disc batteries have a fixed incidence angle of 18 degrees while the rear batteries' incidence angle can be adjusted depending on the amount of after-harvest remnants. Another asset is the pack soil roller with a unique hydraulic clamp that makes it possible to operate in floating and clamped positions. The farmers also liked that the roller hydraulic drive can be controlled from the tractor's operator cabin.

The John Deere experts have created expressly for Russia the 6B low-budget, multiple-role tractor with a capacity varying from 95 to 135 hp. Its lifting capacity of more than 3,000 kg allows for use of heavy implements. Another novelty is the 6150M tractor, a worthy successor to the popular 6930 model. The new machine has an improved hydraulic system with pump throughput of 114 l/m, an updated transmission and a premium class cabin.

"The Russian market is particularly important for us," says Arne Bergmann, head of the John Deere division in Russia. "Despite the difficult political situation across the globe, we shall continue to actively develop and create new equipment for Russian farmers. Today John Deere is probably the only company turning out an entire product range for the farming industry."

Vladimir Materikin, the head of Agrofirm Shatskaya LLC, Ryazan oblast, a long-standing partner of EkoNiva, liked the new John Deere M700 and M900 towed sprinklers.

"These are smart and simple to use machines," he says. "They offer capabilities such as the sections' automatic switching on and off. This will make sprinkling particularly precise, and that is just what our farm needs right now."

As for the cultivator, Vladimir Materikin sought it at the Vaderstad display stand. He knows the quality of this equipment not by hearsay given that his farm has successfully used the Rapid drill for quite some time. The Swedish colleagues presented cultivators to any taste. Among them were the time-proven TopDown system fitted with 47 cm diameter discs featuring TrueCut milling edges, upgraded Carrier XL 625 unit for treating large amounts of stubble residues and the latest Opus machine tilling the soil to a depth of 40 cm. The latter is due to appear in Russian fields next year.

JCB introduced the farmers to space technologies by demonstrating to them the LiveLink telematic system which provides for real-time monitoring of each and every operation. Like an X-ray system, it scans all the data about the machines. The information is saved on the JCB server, where it is accessible via the global net. Thus, in order to learn where the loader is operating, for how long and how much fuel it has consumed, the operator will only need

a computer with access to the Internet. It's pleasing that the LiveLink system is incorporated into the standard component package supplied with all the loaders.

JCB has also demonstrated a range of wheeled and tracked new generation loaders. The lifting capacity of the smallest model is 612 kg, while that of the largest is 1,495 kg. Manoeuvrability, universality and compactness make these machines an excellent choice both for stockbreeding and crop producing farms.

At the Poettinger display stand, the farmers familiarised themselves with the TOP 662 twin rotor swath former. Fitted with the Top Tech Plus rotor unit, it has a new Novacat S12 mower with a rear canopy and an operating width of 12 m.

"Today this is the sole mower on the market with such an operating width," says Dmitry Muratov, Poettinger regional representative. "The mower easily matches with a 120 hp tractor. The fuel consumption is two litres per hectare at a rate of 10 km per hour."

Speaking at the press conference, Heinz Poettinger noted that the company plans to expand its product range for the Russian market and to establish non-stop supply of spare parts.

The EkoNiva display stand has become a meeting place of the farmers and their suppliers. Here they not only conclude contracts but also discuss the burning issues, such as the unavailability and costliness of credits, the high cost of resources, and fears that the sanctions may affect the imports of farm equipment. Sure enough, all the farmers hope that the government will take effective measures aimed at re-equipment. Subsidies to acquire imported hardware would really help to expand the production of foodstuffs, something we need now more than anything else.

"The farmers realise that for further progress they need modern, efficient equipment," says Gennady Nepomnyashchy, EkoNiva-Tekhnika executive director. "Today we are doing our best to help the farmers to work on their farms productively. We offer them packaged solutions, such as modern farm equipment, quality servicing and advice on farming. Despite reduced funding, we find ways and means of supporting our customers."

By Svetlana WEBER
and Anna BORDUNOVA





12 Technical inspection



Straight on to milk galore!

Milk production is becoming an increasingly popular branch of the Russian farming sector. The shortage of raw dairy materials and, hence, the high demand for and price of the end products make this business particularly attractive.

The EkoNiva-Chernozemye and Molvest companies have held a joint Field Day dedicated to efficient dairy production methods. Molvest is a major milk processor with dairy production facilities of its own. EkoNiva-Chernozemye is a leader in the supply of imported farm equipment, including for fodder procurement. Thus the theme of dairy production was addressed in different aspects.

As revealed by Anatoly Losev, Molvest director general, they were urged to take up animal husbandry by the shortage of domestic high quality raw materials and lack of support from the state.

"In Russia today 16 million tonnes of milk are supplied for processing, but consumption exceeds this figure by a third," says Anatoly Losev. "The gap must be filled by our own production. This is all the more reasonable considering that we

have all the terms and conditions for this. Our purchasing price for milk is higher than in Europe."

Arkady Ponomaryov, the founder of Molvest, noted that the current situation in the world and, hence, the still harder work in the field of food security of our country, have given farmers a new chance. Today there are all prerequisites for turning the branch, considered until recently as dead weight on any farm, into a profitable business with highly efficient production.

The guests were introduced to modern technologies at the new dairy facility of the Novomarkovskoye LLC farming enterprise, with livestock numbering 3,000 milch cows kept loose. Once it reaches the designed capacity, it will turn out 22,000 tonnes.

As Vladimir Pulin, Novomarkovskoye LLC general director said, the varieties

of cattle chosen for the complex, Montbéliard and Jersey, ensure high productivity and maximum calving rate in addition to superior fat content of 4 to 6% and albumen of 3.5 to 4.5%. Today the average milk yield per head is around 7,000 litres. The fodder supply is crucial for the growth of milk yield. Having studied many proposals, the farm opted for fodder procurement equipment from EkoNiva-Chernozemye.

This was shown in action, i.e. twelve John Deere machines and systems, from tilling tools to fodder procurement complexes.

The John Deere R450 self-propelled mower fitted with the John Deere 955 reaper (operating width 5.5 m) appealed to guests thanks to its high operating speed of up to 25 km/h. As noted by Eduard Ivanov, head of the sales department, this green "little bird" will outdo, in terms of production, many towed and mounted mowers. Even the "butterfly" type of mower with an operating width of 9 m is inferior to it.

The John Deere 1745 (16 row) drill plants out without gaps and twins due to the unique design of the MaxEmerge XP sections. Fitted on it are capacious fertiliser bins. The drill moves equally well across all types of soil.

The guests chose the John Deere 2623 disc harrow as the best tilling aid for seeding fodder crops. This implement has different grip widths (up to 15 m). The John Deere 2623 frame is very strong, with a good deal of redundant strength, like all the operating subsystems of the machine.

John Deere tractors with capacity from 129 to 430 hp performed as traction suppliers.

"We decided to pool the two companies' efforts to demonstrate the advanced technology solutions available for fodder procuring," says Ivan Vorobyov, EkoNiva-Chernozemye executive director. "We accompanied this with demonstration of modern milk production for the farmers not only to convince them that it is possible, but also to supply them with maximum information on the subject, and to enable them to exchange expertise and discuss the issues of mutual interest."

After the event the guests shared their impressions.

"Today everyone understood that doing dairy business profitably is quite realistic," says Arkady Ponomaryov, founder of Molvest and a State Duma deputy. "However, we must move towards abundant milk production on efficient equipment. In my opinion, EkoNiva-Chernozemye supplies farm machines best suited for the Russian farms. It's to the company's credit that it offers precisely what is needed by each individual farm. I should also point out the servicing provided by EkoNiva-Chernozemye. It is among the best available in Voronezh oblast and beyond."

By Yulia SALKOVA





The new height of Pöttinger

314 million euros! Such is the new record turnover of Pöttinger in the last financial year. Klaus and Heinz Pöttinger, the company owners, broke this news to their partners at the traditional Day of Pöttinger in Austria.

The Day of Poettinger is held every two years. This year it proceeded under the slogan WE SEED THE FUTURE, bringing together over 800 guests, among them politicians, dealers and journalists, from different countries. EkoNiva, as one of the leading dealers of Poettinger in Russia, took part in the holiday.

At the press conference, Heinz Poettinger noted that his enterprise is not only developing fast, but also has set a record for turnover in its 140 plus year history.

"Despite the slackened market, we've increased our sales of all types of farm equipment," says Heinz Poettinger. "Compared to last year, the supplies of fodder procuring equipment have grown by 3%, and those of tilling machines by 5%. By 2020, the company plans to increase its turnover to 450 million euros."

The growth of sales is linked to the high quality of Poettinger equipment. The guests visited a facility in Grieskirchen where fodder procuring machines and tilling equipment components are manufactured. The company specialists took their partners around all the manufacturing facilities, from metal reception to machine assembly. The equipment is assembled in three shifts, seven days a week. Each year the company turns out more than 20,000 machines. The pride of the company is the painting line, which is fitted with the most advanced powder coating installation. The painting lasts 5 hours, after which the components are tested for correctness of the powder coating. At Poettinger's own

test centre, one of the most advanced in the world, machine quality is verified. For new models, the engineers develop at least two engineering prototypes which undergo trials at the technology centre and on the field.

After the excursion, company specialists arranged a fantastic laser show with presentation of the latest products whose capabilities the guests could evaluate at the field demonstration.

The seeding systems TERRASEM, pneumatic drills AEROSEM, tilling systems TERRADISC and SYNKRO, different combinations of mowers NOVACAT, the eight-rotor agitator HIT, the baling machine IMPRESS 155 VPRO and towed pickers

FARO and EUROPORFI are innovative developments of Poettinger aimed at helping farmers to effectively do their farming work. Thus far, many of those machines have been created for European conditions only. Special attention was given to the company's unique product, Aerosem3002 multi-role drill with a capability of seeding row crops by the precise planting method. The machine is fitted with the OCS innovative system of precise combi-seeding and the smart distributor IDS. This is based on the electric batching drive. It can be controlled from the tractor cabin by using the POWER CONTROL and ISOBUS control systems. The distributor makes it possible to choose any distance of the process tread, track width, and engagement of a dedicated technological track. IDS ensures the seeding of the same amount of seeds and saves seeds. Last year, at the Agritechnica exhibition, the AEROSEM drill was awarded the Machine of the Year title.

The company's knowhow is shown very nicely by the Impress baler with a film wrapper. Thus far it's only an engineering prototype. The new product is due for presentation at the Agritechnica 2015 exhibition.

The new NOVACAT S12 mower has been designed expressly for Russia. Its operating width reaches 11.2 m. The machine can be matched with tractors of more than 160 hp capacity. The new generation pneumatic drills AEROSEM 1002 are also available to the Russian farmers. EkoNiva will start supplying them as early as this year.

"We've successfully cooperated with Poettinger for four years now," says Sergey Skrobkin, head of the sales department at EkoNiva-Tekhnika. "Over this time we've supplied 100 or so units of farm equipment to agricultural enterprises of the Central Region, Black Earth Territory and Siberia. We're glad that the company keeps on developing, creating new machines to meet the requirements of Russian farmers."

By Anna BORDUNOVA





Tested by a decade

EkoNiva-Sibir has operated in the region for 12 years. Each year its clientele grows. Today more than 400 farmers of the Novosibirsk, Tomsk, and Kemerovo oblasts buy EkoNiva-Sibir equipment. Among its partners are those with whom the company started out and has developed. For instance, relations with the Irmens stud farm and SPK Beregovoi farming cooperative have been tested by a decade of close cooperation.

On the occasion of this event, EkoNiva-Sibir decided to honour its partners with memorable gifts.

"We are very proud of having cooperated for over ten years with the Irmens stud farm, a dairy giant in Novosibirsk oblast," says Alexei Burkhotovskiy, EkoNiva-Sibir senior sales manager. "This agricultural enterprise is the region's leader in milk and meat production and processing. Headed by Yuri Bugakov, workman emeritus of agriculture, it employs the most advanced technologies both in stockbreeding and crop production."

In 2004, the Irmens stud farm became the region's first owner of the John Deere 9420 tractor.

"At that time it was something of a wonder for us," says Mikhail Rudnev, chief engineer of the farm. "Back then practically nobody used modern equipment. Today we've got 20 units of self-propelled and trailed farming machines from EkoNiva-Sibir. We're introducing, step-by-step, the AutoTrack

automatic steering system. The company's engineers are helping us to master the smart software and train our specialists. We're pleased that the company pays so much attention to

problem arise, it gets fixed in no time."

EkoNiva-Sibir supplied the first package of Kverneland fodder procuring equipment to the SPK Beregovoi farming cooperative



Equipment on display, Irmens stud farm, Novosibirsk oblast

servicing and is steadily improving its work in this aspect. I can safely say that today EkoNiva servicing is the best in the region in terms of engineering and attitude to the customer. All requests are met at the first call and, should a

of Kemerovo oblast. This farm specialises in vegetable production, producing each year up to 25,000 tonnes of vegetables.

"Over the decade of our cooperation, EkoNiva has shown that it is possible to work more efficiently and at lower cost," says Leonid Polikov, deputy director for production. "We employ equipment from various foreign manufacturers. We like JCB loaders. For two years we've been using John Deere machines. Not a single complaint about them. Nor do we fear their malfunction given that EkoNiva will come to the rescue at any moment. Its services have become easier to get now that it has established a servicing centre in the region. We like that very much, since it proves that the company is not indifferent to the farmers using its equipment."



Field Day at SPK Beregovoi cooperative, Kemerovo oblast



By Anna BORDUNOVA

Re-equipment ahead!

An atmosphere of a real holiday reigned supreme at the Agrosib exhibition in Novosibirsk. The attending farmers felt optimistic about excellent results of the completed farming year and looked forward to the forthcoming meeting with their colleagues. EkoNiva-Sibir cordially greeted its friends and partners.

As Vladimir Gorodetsky, Governor of Novosibirsk oblast noted, this year the farmers have brought in more than 2 million tonnes of grain of a higher quality than last year.

"Around 4 billion rubles have been allocated in the last three years for development of the farming sector," said Vladimir Gorodetsky. "Much funding has been channelled into acquiring farm equipment. Life shows that intense development of agriculture is only possible based on re-equipment."



Technical inspection 15

At the exhibition, industry leaders presented some 300 units of farm equipment.

EkoNiva-Sibir demonstrated to its customers a new tractor, the John Deere 6150M (150 hp). The novelty appealed both to executives of large agrarian holdings and to individual farmers.

According to Alexei Burkhotovetsky, EkoNiva-Sibir senior sales manager, this machine has an improved hydraulic system, optimised transmission, and premium class cabin, which makes it the

flagship among medium power machines.

The updated transmission automatically changes gear in each operating range while the increased throughput of the pump increases the tractor hydraulic system efficiency to 114 l/min.

The John Deere designers did not forget about the operator. Operating the tractor has become much more enjoyable. The cabin is larger, has an improved noise reduction system and an all-around visibility of 310°.

By Anna BORDUNOVA

Not to sow twice in the same spring

At the Voronezhagro exhibition, EkoNiva-Chernozemye was awarded a gold medal for popularising modern technologies and introducing the John Deere 1890 seeding system to the farms of the region.

Company experts say the John Deere 1890 grain drill is the flagship of minimum and no-till seeding technology. The single disc coulter ideally cuts unprepared soil with a large amount of crop residues. Thanks to the centralised change of pressure applied to the coulter disc gang (up to 181 kg), the drill can be adapted for operation in extremely adverse field conditions.

Opening the exhibition, Alexander Kvasov, first deputy of the head of the Voronezh oblast's Department of Agrarian Policy, touched on the subject on new technologies.

"Everybody knows that no seeding is possible twice in one spring," said Alexander Kvasov. "We've done a good job in this farming season, having harvested around 4.5 million tonnes of grain. Next season won't be any worse! We must continue to increase the per hectare output, not just increase the hectares as such. Realising this, many farms are adopting new technologies. We are here precisely to help them choose the right equipment for the coming season."

The John Deere 1890 was awarded a medal, while the John Deere 1745 precise seeding drill won the spectators' sympathies. Guests of the EkoNiva-Chernozemye display got quite interested in that machine, which appeared on the Russian market this year.

"The forefather of the John Deere 1745, the legendary John Deere DB drill, is known to all the farmers," says Aleksey Meshcheryakov, sales department manager. "The new drill has been aptly upgraded in several aspects. The most essential of them is, probably, installation of the fertiliser bin. It was missing on the predecessor, John Deere DB drill. The large bin of John Deere 1745 (2,400 kg) on the central frame substantially cuts the loading time. The frame design, too, has been optimised to follow more precisely the terrain features. In order to maintain the specified seeding depth, the maximum vertical and horizontal displacement of each row module has been set to 35 cm."

EkoNiva-Chernozemye specialists noted that this year the demand for John Deere caterpillar tractors has grown still higher. They offer such advantages as early work on the field in spring, less damage to the soil, lower fuel consumption and higher draught. So, if demand is on the rise, it means that the modern technologies work!

By Yulia SALKOVA



A word on spring crops

For the new season, EkoNiva-Semena offers a wide range of spring crops. Under this heading our partners shared with us their expertise of growing some varieties whose seeds they had bought from EkoNiva.

**Slobodskoye JSC feeding enterprise,
Slobodskoy district, Kirov oblast**
**By Tatiana Sitnikova, executive
director:**

"We've been growing Trizo spring wheat for the second year. We like this variety very much. This year, on 6 May, in conditions of a drought we've sown the 'elite' crop on 500 hectares. The plant-out rate was 220 kg/ha. We fertilised twice with ammonium nitrate, applied herbicides and treated the area edges with insecticides. This year witnessed a massive onslaught of greenflies, against which we had to protect our crops. The first stage of the growth coincided with a drought rendered the tillering irregular. Overall, however, the ears have fully matured, yielding large grains. The variety is of a low type, resistant to lodging. On average, it yielded a good harvest of 3.5 tonnes per hectare. Next year, we're going to allocate 1,000 hectares to Trizo."

Willy Drews

"The spring wheat Trizo is variety number 1 in Europe. This is an alternate variety created in Germany. It offers outstanding plasticity and tillers well in favourable climate. Therefore in early seeding the plant-out rate can be reduced to 4.0 to 4.5 million fertile grains per hectare. If the seeding is done at a later date, the tillering hits the drought, which is why the rate must be increased to 5.0 through 5.5 million grains per hectare. In managing the plant stand, the target is a final density of 550 to 600 productive ears before harvesting. The Trizo variety is very responsive to nitrogenous fertilizers. Each 100 kg of the harvest receives 2.5 to 2.7 kg of nitrogen. At the productivity of 5 t/ha, the need for these fertilisers varies between 125 and 135 kg/ha. Shortage of nitrogen may primarily affect the gluten content. If an agronomist gets Trizo with gluten below 24%, it testifies to the lack of

nitrogenous fertilisers.

In order to protect the Trizo variety from diseases during vegetation, it is necessary to treat it once with fungicides in EC 39 stage (formation of flags). The variety excellently resists lodging. Without employment of growth regulators, the wheat resisted lodging even at the yield of 5 to 6 t/ha. In growing Trizo, it must be borne in mind that this variety matures five days later than standard Russian counterparts."

**Agrosil LLC, Sudzhansky district,
Kursk oblast**

**Aleksey Berezutsky, chief
agronomist:**

"Last year, we bought for testing some seeds of Calcul spring malting barley and sowed them on an area of 85 ha. Without exaggeration, it's a great variety! This year we've increased the sown area to 780 hectares. Started sowing on 22 March on different previous crops like wheat, sunflower and grain-bearing maize. In autumn, after the winter crops, we introduced one hundred kilos of diammonium phosphate in the field. In the case of the previous sunflower, we introduced two hundred kilos of potassium fertilisers. The plant-out rate was 230 kg/ha. Due to the drought, the tillering was not intense enough for this variety, only 2 to 3 stalks. Favourable weather set in during the ripening. The grains came out big and strong, one thousand weighing more than 43 g. No nodding or breaking ears were observed.

The plant height is 55 to 60 cm. The best predecessor for Calcul was a fodder type of maize. We got 6.6 tonnes per hectare. Next year we'll sow the third reproduction."

Willy Drews:

"The Calcul variety for brewery was entered in the Russian Register in 2012. Its productivity is remarkably high. Timely introduction of nitrogenous



fertilisers during tillering and grain maturing substantially increases the albumen content, which gives this crop certain properties of a fodder. In cultivating the Calcul variety, the target is to obtain before harvesting 700 to 750 fertile ears on a square metre. In case of sufficient moisture, the variety has a high tillering ratio of 2 to 3, which is why the seeding rate can be reduced to 4.0 million germinating grains per hectare. If the barley seeding is postponed to a later date and the tillering hits a drought, then the tillering ratio comes down and the seeding rate must be increased to 4.5-4.7 million grains per hectare."

Oktyabrsky JSC stud farm, Kumensky district, Kirov oblast (the enterprise is engaged in animal husbandry and crop production)

Igor Dudin, chief agronomist:

"Two years ago, we started to grow Rocket peas. This year we've sown the second reproduction on 430 ha. The seeding rate was 300 kg/ha. We introduced 100 kg of saltpetre and 50 kg of potassium muriate per hectare. The drill was charged with 100 kg of azophoska. As the peas got 3 to 5 leaves, they were treated with herbicides. This year Rocket surprised us quite a bit. Its height reached a metre and a half! And still, Rocket didn't slough and didn't fall on any of the fields! The pods don't crack. Rocket is very convenient to harvest. The productivity was 5.3 t/ha, twice the previous year."

Don JSC, Khokhol'sky district, Voronezh oblast

Vladimir Popov, agronomist:

"Last year we bought seeds of Belmondo peas. We sowed 300 ha at the seeding rate of one million grains per hectare. The seeds had been previously disinfected. We'd also given them all the required treatment. The variety looked fine in sprouting stage. The average plant height was 55 to 80 cm. The variety resists nodding. The pods don't crack. We got an excellent yield of 3 tonnes per hectare. Next year, we'll increase the area sown with Belmondo to 500 hectares."

Willy Drews:

"Though developed in Denmark, the Rocket peas are ideally suited for growing in the Northern regions of Russia. This is a high-yielding variety. Thanks to barbate shape, Rocket clings to other plants and resists lodging. Thus it is possible to harvest it by direct combining without losses. Rocket's

special feature is 1,000 grains' relatively low weight. At one thousand seeds' weight of 205 to 210 grams and standard seeding rate of 1 million fertile grains, the weight was only 220-240 kg per hectare, which is 60-80 kg below that of standard Russian varieties. The excessive use of peas in crop rotation heightens the danger of infection by pea weevil (*Bruchus pisorum*). Brown blight (*Uromyces pisi*) also may emerge. It is necessary to treat the crops with insecticides and fungicides in a timely manner. In many cases the treatment is carried out using a mixture of compounds at the commencement of blooming. Rocket ripens five days before the standard variety and is easy to handle in harvesting and seed preparation."

Agrofirma Doronichi JSC, Doronichi village, city of Kirov

Mikhail Domnin, chief agronomist:

"This year, the EkoNiva specialists advised sowing Highlight rape for seed production. The pilot 20 hectares were sown on 20 May, a rather late time for our region. The seeding rate is 70 grains per square metre. From 9 May through 12 June not a single rain occurred. Nevertheless, the variety withstood the drought excellently. Highlight is a linear short stalk variety with a brief vegetation period. It resists lodging. We got a fine harvest of 2.7 tonnes per hectare."

Willy Drews:

"The Highlight spring variety of rape from Bayer is one of the earliest maturing types entered in the Russian Register. The vegetation lasts around 90 days. It is ideally suited for growing in the Volgo-Vyat'sky and Siberian regions. In managing the density of stand of Highlight as a linear variety, the envisioned seeding rate is 110 to 120 seeds per square metre. In terms of weight, this is 4.0-4.5 kg per hectare. The seeds are treated with the Modesto compound, which securely protects the rape sprouts against diseases and blue fleas. During budding, it is necessary to treat with insecticides against rape blossom weevil. The spring rape matures unevenly, from the top down. Therefore direct combine harvesting should be started after the lower pods mature. The availability of rape platforms on combines reduces the harvesting loss by 15 to 20%."

By Anna BORDUNOVA,
Willy DREWS, Dr. of Agronomy,
EkoNiva adviser



EuroTier 2014, a magnet for real pros

EkoNiva has participated in a major international animal husbandry exhibition, EuroTier 2014, held in mid-November in Hannover. The company display stand presented EkoNiva-Farm, an agricultural holding company which is a leader in Russia's milk production and supplier of stockbreeding equipment. EkoNiva-Tekhnika brought to the exhibition over 50 customers to familiarise them with the latest achievements in animal husbandry.

Controlling the farm by a single device

There were really things worth seeing. Two hundred seventy technologically new products, the best animals and latest software drew in the guests like a magnet.

Ulrich Huelman, GEA Farm Technologies executive director, said at the press conference that despite the crisis milk production in the world will continue to grow, which is why the company is putting its bets on the development of integrated system solutions for all areas of dairy animal husbandry. His words were proved by the innovative products that won awards of the EuroTier exhibition.

The 365 FarmNet software won a silver medal. This makes it possible to integrate all the production-related data

in crop production, veterinary, milking, feeding. The data can all be analysed by the farm management using a single software.

Another "silver" went to the cooling system of the animal recreation area. Fitted under the ledge is a pipeline for circulating water which cools down the animals' body. This eliminates thermal impact, enhances animal comfort, increases the milk yield and saves up to 75% of electric power as compared to traditional cooling by a fan.

Full automation

Russian farmers displayed a keen interest in the GEA Dairy ProQ automatic carousel system. It needs no milkmaid presence since each milking unit is a separate module with a robotised arm.

"In case of a breakdown or replacement of the equipment, the entire carousel can be left running," says Anatoly Nosulenko, EkoNiva-Farm sales department manager. It suffices just to close one unit, dismantle the equipment and carry out the maintenance. So it really looks like the servicing of the future."

Incidentally, next year EkoNiva-Farm plans to install such a carousel system with 72 units at one of the Kaluga oblast farms.





Endless perfection

To everyone's joy, other manufacturers of equipment also came up with new products. Fligel demonstrated its popular ASW trailers fitted with stainless steel sideboards instead of zinc-coated ones, which makes it possible to use the machine in more aggressive conditions. Also on display were new 8 to 10 animal transport trailers. The John Deere Company presented an updated cabin of a fodder combine harvester and the Corn Crackle new grain added threshing machine. The latter essentially



improves the throughput capability due to cone-shaped rollers. At the BvL stand, the Russian guests watched a new towed fodder mixer with a self-loading unit. JCB showed off its most powerful telescopic loader 560-80 with a lifting capacity of 6 tonnes and a boom length of 8 metres, as well as new small "telescopes" 516-40 and a frontal loader 435S with increased engine power.

After visiting the exhibition, Gennady Nepomnyashchy, Director of EkoNiva-Tekhnika expressed the common opinion as follows:

"Despite all the difficulties and adversities, farmers understand that re-equipment is inevitable. Procrastination equals death, for once they stop they will hopelessly fall behind."

But nobody is going to stop. After the exhibition, the farmers went to see some German farms, to familiarise themselves with new technologies in operation, and to discuss what they have seen.

In search of an ideal farm

The programme of EkoNiva-APK stockbreeders was just as fully packed.

They were anxious to see the new products on the market, expand their outlooks and resolve some production-related problems.

The specialists held a number of meetings with companies participating in the tender to supply bull semen and animal breeding equipment. In particular, they were interested in integrated software for feeding and identifying the livestock.

"We're going to introduce the chipping of all animals," says Valeria Serebrennikova, head of the pedigree

department. "Here at the exhibition, we met with companies involved in production of chips, reading devices, software and other products that help us automate veterinary registration of animals."

Among the guests welcomed at the EkoNiva

stand were students from Germany, Netherlands and Austria who wished to take probation training with the company's farming divisions. They included our compatriots studying abroad. They wished to learn the terms of traineeship, open vacancies and prospects for subsequent employment. Incidentally, 20-odd foreign students are now internes getting practical training on the EkoNiva farms.

With optimism

In the framework of the exhibition, a conference was held to discuss milk production in Russia. Company president Stefan Duerr noted that today the state is giving substantial support to Russia's dairy industry and the prices are fairly high, which provides an opportunity to grow and develop. The optimism was bolstered by Airat Khairullin, deputy of the State Duma and president of the National Milk Production Union. In an emotional speech, he talked about the errors of the past and the prospects for the future.

"Since the founding of the Russian Federation, we've positioned ourselves as the suppliers of power resources. In 1991 through 2002, we actually ruined the dairy production sector. But in 2005 the value system was reconsidered. So today we are working seriously to replace imports. I'm sure that Russia will become an efficient farming power."



Opinions



**Sergey Ivanov,
director general of the Pakhma Closed Joint-Stock
Company in Yaroslavl oblast said**

"The exhibition convincingly shows that the current trends in the development of equipment are automation and robotics. Each year it becomes smarter. A new class of tractors comes along, economically effective, with highly productive and environmentally friendly engines. This cannot fail to impress!"



**Alexander Plyakin,
AgroTekhGarant deputy director general and
agricultural project manager added:**

"I've watched the automatic carousel system with interest and quite liked its cooling and milk storage systems, as well accessories for calves in the calving section. These new technologies substantially increase productivity and reduce the role of the human factor."

By Svetlana WEBER



Healthy hooves mean milk galore

Whereas a man can do without some amenities in many aspects of daily life, for cows a compromise is unacceptable even in what seems to be a trifle. The major milk producers have realised that saving on cows' comfort reduces milk yield and, hence, profit.

Cow comfort is a whole package of measures aimed at preserving the animals' health, prolonging their life and improving productivity. At a dairy production complex, attention must be focused on the health of the animals and disease prevention. In addition, they must be adequately supplied with well-balanced fodder, clean water, fresh air, soft and clean litter, spacious rest areas, comfortable stall equipment and a high quality floor. This is what makes cows happy in the cowshed, creating for them conditions close to grazing on the field and contributing to the growth of milk production.

"Today a great deal of attention is given to the fodder supply, to various veterinary procedures and milk quality, but in doing so the state of the hooves is often ignored," says Sergey Kupriyanov, head of the department of veterinary affairs, EkoNiva-APK Holding LLC. "True, the cow produces milk by ingesting food through the mouth, but the legs are for her just as important since nothing must prevent her from rising up on her legs to have a meal and then retiring for rest. At modern complexes with loose housing of cattle on the concrete floor, there is heightened risk of cow lameness. Lame cows tend to spend a lot of time lying down and consuming less fodder and water, which reduces the milk yield and causes reproductive problems."

Sergey Kupriyanov notes that the EkoNiva-APK livestock facilities have introduced the Comfort Hoof Care hydraulic machines and 5-step hoof treatment system from Karl Burgi, the developer of this technology and manufacturer of the machine.

"Karl Burgi regularly holds consultations for our specialists," says Sergey Kupriyanov. "That's why we've started paying so much attention to such a 'trifle' as functional hoof trimming. The machines he has developed make our lives substantially easier. Now we perform preventive operations on the cows more often, three times during the lactation period, while previously we did it twice as seldom. This dramatically reduces the risk of illness and, hence, the costs. According to our calculations, treating a single lame cow costs on average 12,500 rubles."

Overall, cow lameness has



fallen by 10%. Whereas in 2012 cow lameness at the EkoNiva facilities reached 17-20%, now it varies between 3 and 8%. Of course, EkoNiva isn't resting on its laurels; we are setting our sites on reducing the incidence of lameness to under 3%.

Prevention is, indisputably, the best cure. According to Karl Burgi, the average percentage of clinic lameness at free housing farms is 24.5 while that during the first lactation is 12.8%, growing by 8% with each subsequent lactation."

EkoNiva-Farm is the sole dealer of the Comfort Hoof Care Company on the Russian market. The machines it supplies are fully automated, securely holding the cow in her natural vertical position, which eases the hoof trimming procedure.

"Karl Burgi, the owner of the Comfort Hoof Care Company and practicing expert on hoof trimming, has created machines for maximally convenient hoof treatment," says Anatoly Nosulenko, the head of the stockbreeding equipment sales department of EkoNiva-Farm. "These machines help us effectively trim the hooves, doing it carefully and causing no stress to the animals at all stages of lactation and pregnancy. These machines have operated over three years on the stockbreeding farms of EkoNiva-APK Holding and have won great acclaim from both specialists and the cows, if we judge by the increased milk yield."





The silence of the cows

Cows are either silent or bellow. But, unfortunately, they can't tell us exactly how they feel and what they want. However, an experienced specialist can tell by the cow's looks what she is silent about.

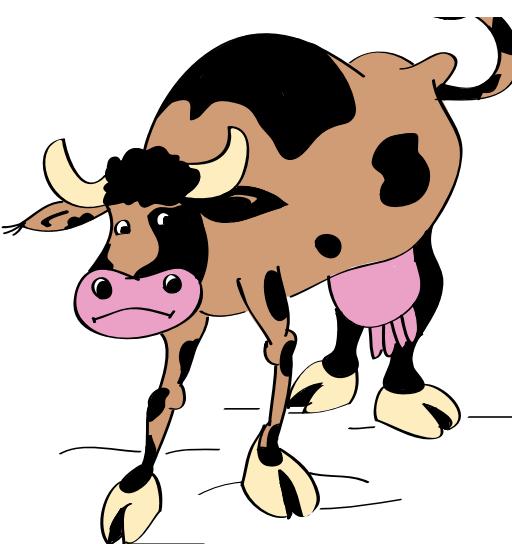
Specialists of the EkoNiva animal farms shared their experience, explaining how to understand a silent animal.

Cows get bumps too

As Alexander Basikhin, the chief zootechnician of EkoNivaAgro-Vostochnoye notes, it is not always some signs on the cow's body testify to her illness. If a cow or cows get a bump on the neck, look for a fault in the stall. Probably the upper beam is located too low and the cow gets injured. A bump on the shoulder is a sure sign of a faulty position of the head rest in the feeding stall or the cows have to reach too far for the fodder.

A bent back caused by lameness

Lameness can be diagnosed before a cow starts to limp. If a cow stands with a straight back, but arches it at the first step, she must be sent off to the veterinarian.



Anxiety instead of Nirvana

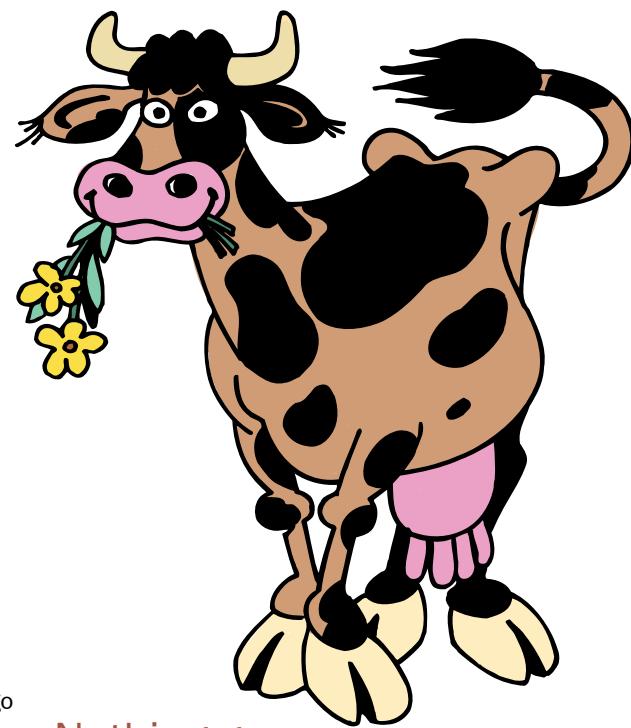
Vyacheslav Ionov, the chief zootechnician of EkoNivaAgro-Levoberezhnoye, says that milking is for a cow like nirvana. The cow's embarrassment before entering the milking parlour and the reluctance to go inside show, in 90% of cases, that the milking equipment malfunctions and causes her pain. When this is not the case, then other possible causes must be looked for. For instance, the cow suffers from mastitis or has an injured teat, or the floor in the milking parlour is slippery, or milkmaids treat her rudely, or there is an errant electric current in the room, or the pestering flies give her no rest.

Like a princess on the bean

Cows are fond of lying down. Moreover, they produce more milk in the horizontal position. However, some 10% of them rest while standing up. This is a sure sign of inconvenient stalls. Probably, there is "a bean" in them, which doesn't appeal at all to the horned princesses. Or the individual space is too small, or a place to lie on too short, or the over-the-neck bar is lowered too low.

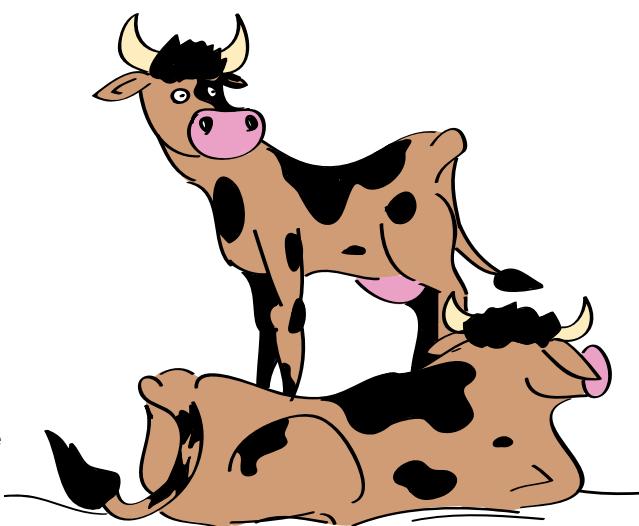
Matters of the heart

If a cow looks healthy and behaves herself appropriately but her front legs' shoulder blades are set wide apart, it's a sure sign of a cardio-vascular condition. If her heart is all right, then there must be an alien object in her rumen swallowed along with fodder.



Nothing goes unnoticed

As noted by Sergey Kupriyanov, head of the veterinary department, EkoNiva-APK Holding Company, it is important not just to watch, but to notice, and



to draw general conclusions based on particular phenomena. At first, the entire livestock must be assessed, then its groups, and then its individual animals. In doing so it is necessary to give up the traditional stereotypes. At the same time, while watching the cows' secondary symptoms one must let nothing go unnoticed, i.e. such obvious signs of ill health as sunken eyes, dull hide, etc. must be instantly registered.

By Yulia SALKOVA



On the excursions, the children were introduced to the entire production process of the farm. They watched the milking, feeding and animal care. The knowhow of veterinary and zooculture was also revealed to them. The guests could see both newly born calves and adult cows.

The excursionists, no matter of which age, were enthralled by the life of the dairy complex. They were keen to learn all aspects of stockbreeding, coming up with a variety of questions. For instance, feeling very sorry for the calves, the children asked if the animals were not bored in the stalls and if they were warm enough in them. When all the guests were treated to milk, many asked why at the Academy it tastes much better than at home. Somebody supposed it was "because the cows have a good time on the swing carousel."

Some questions were quite unexpected. "Why are some cows fragrant (the word 'pregnant' misunderstood) or "Why are the cows' eyes so honest?" Also there were questions charged with logic such as "Why the labels in the bulls' ears are red if they hate this colour?" A group of students from the Saratov State University of Agriculture deciphered the sign over the cowshed "Do not climb over the fence" as "Do not use legs to



"Fragrant" cows with honest eyes

In eight months, the guests of the Academy of Dairy Sciences, i.e. 3,200 preschool and schoolchildren, as well as students from various towns of Russia and even abroad have consumed almost a tonne of milk during their visit to the stockbreeding complex in Zaluzhnoye village, Voronezh oblast.

play the guitar in cowshed."

After an eventful training programme, the children plunged into entertainment in the form of contests, preparation of milk desserts, racing on children's farming vehicles and even single-handed milking of a cow (a mockup, actually).

"As you can see, the life of the Academy of Dairy Sciences is full of excitement,"

says Konstantin Chernitsyn, escort guide of the Academy of Dairy Sciences. "We're pleased the people are eager to come to us, listen to us and ask us interesting questions."

Christine Frank, project manager of the Academy of Dairy Sciences, said that in the next season the children are in for more surprises and entertainment.

By Yulia SALKOVA



Steppe and steppe all around!

The Academy of Dairy Sciences is expanding its educational limits. Now students will learn not only about modern dairy production, but will also study the indigenous field crops.



A project to study the field grasses will start operating in 2015 at the facilities of Divnogorye, a unique reserve museum. The students will learn about steppe grasses, many of which are included in the endangered species book. They will also study plants suitable for grazing, make herbariums and carry out research.

"We want to give our children more than just knowledge about milk," says Christine Frank, president of the Academy of Dairy Sciences. "After all, they live in a region of unique mixed herbs steppe offering a rich variety of plants."

The Academy hopes that the joint project with Divnogorye will be extremely interesting and will enrich the children's outlooks, helping them in their studies and in choosing a profession.

By Yulia SALKOVA

Focus on us!



No job is too hard for us!
John Deere fans at the Field Day in Tula oblast



To the last drop!
A Holstein Friesian calf at EkoNivaAgro

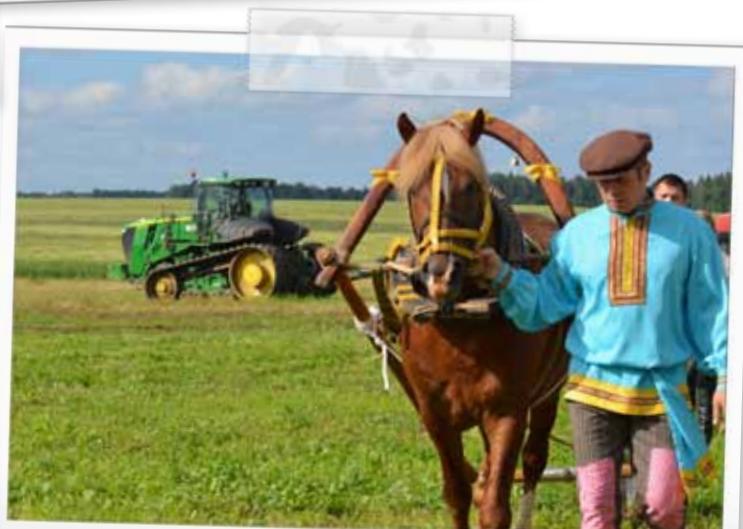


Slam dunk is easy. Together with JCB!
At the Field Day in Tula oblast

EkoNiva-News continues to publish the best snapshots under the FOCUS ON US! project. We urge participation on everyone who believes that interesting moments showing country life and people working the land are worth preserving for posterity.



Figuring at its best on the front page!
Heroes of the Academy of Dairy Science greet guests at the opening of the Ryazan servicing centre



The past meets the present
at Field Days in the Kama region (Perm Krai)

Please, send you photos marked
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December. A trip to the Poettinger equipment manufacturing facility in Austria

Venue: Poettinger plant in Grieskirchen, Austria

Organisers: EkoNiva and Poettinger

December. John Deere equipment training seminars for farming enterprises of the Central region

Venue: EkoNiva-Tekhnika regional servicing centres

Organisers: EkoNiva-Tekhnika

16-25 January. Green Week 2015 International Fair and Exhibition

Venue: Messe Berlin, Berlin, Germany

Organisers: Messe Berlin GmbH Exhibition Company

27-29 January. 20th International Grain-Combined Fodders-Veterinary 2015 exhibition

Venue: Moscow, Russia

Organisers: Expokhleb Marketing Centre

January. Technology training for specialists of Novosibirsk oblast farming enterprises

Venue: EkoNivaSibir servicing centre, Novosibirsk

Organisers: EkoNivaSibir LLC

3-5 February. AgroFarm 2015 International Exhibition for Animal Husbandry

Venue: All-Russian Exhibition Centre, Moscow, Russia

Organisers: All-Russian Exhibition Centre, German Farming Association

22-26 February. SIMA 2015 International Agricultural Exhibition

Venue: Paris-Nord Villepinte Exhibition Centre, Paris, France

Organisers: Exposima Company



To download the electronic version of the journal scan the QR code

12+**16-25 January**

EkoNiva is looking forward to seeing you at the Green Week International Exhibition in Berlin. We'll be glad to meet you at our display stand!

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