



Where the war was raging, now fields appear green

The fields of EkoNiva still hide reminders of the war. Every year blind shells, caterpillar tracks, military helmets are found in the fields of Liskinsky district (Voronezh oblast) during farming work. Once they found a worn-out soldier's shirt. There was a letter in the pocket written by a soldier. The letter was delivered to its addressee, and the mother read the last words of her son.

Page 20

Proven by time

Used machinery moved into
top gear

p. 10

Heroes of Our Time

work in EkoNiva

p. 22

Contents



Rotary Plus
commissioned at Sibirskaya Niva.....4

The concept of Russia falls behind Russia as it really is
Foreign agriculture attache speaks about Russian agriculture.....4

Everything is great!
Eco-vegetables and greens produced by Savinskaya Niva.....5

From Voronezh-natives to the Dobronezh-natives!
EkoNiva-Agro wins 'Dobronezh-native' prize.....6

Patent for the future:
EkoNiva-Student competition conducted among 30 students of agrarian higher educational institutions.....6

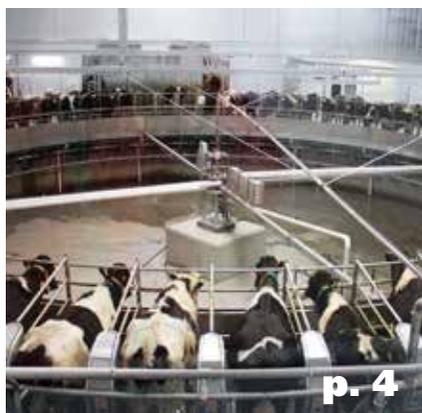
Prices fall down, spring has come!
Members of the Dairy Alliance about the situation in the dairy products market..7

Fliegl issued 40 Panthers afield
with great success!.....9

LEMKEN starts from the beginning
Sprayer plant construction at Haren.....9



'Common values are stronger than controversies,'
said Anatoly Artamonov, the Governor of Kaluga oblast, during his visit to Lower Saxony.....8



p. 4



Proven by time
Used machinery moves into top gear...10

Second life of tyres
guaranteed by EkoNiva-Chernozemye.....11

Meeting wants and needs
at the AgroVyatka exhibition.....12

'Innovations are a must!'
believe the visitors of AgroSeason exhibition.....12

Around the tractor in four days!
A practical seminar by John Deere.....13

How to avoid 'harming' yields?
Problems discussed at a seminar organised by EkoNiva-Chernozemye...13

Kverneland Stars
were lit up at SIMA exhibition in France14

Made in Voronezh
Grain equipment product line extended by EkoNiva-Tekhnika.....15

The lower the interest rate, the closer JCB
Favourable conditions for purchasing loaders.....15



p. 20



Revolution in minds
made by Martin Reichelt at his master class in combine adjustment.....16

New varieties afield!
Winter wheat you are looking for.....17



'Enjoy your meal!'
wish stock-breeders to their customers.....18

Agreed!
GEA Farm Technologies and Kerbl concluded an agreement.....19



Where the war was raging, now the fields appear green
The 70th anniversary of the Great Victory.....20



Heroes of our time
work in EkoNiva.....22



Welcome!
The Academy of Dairy Sciences opens a new season of walking tours.....23



p. 23



Danger to life from unlearned lessons

A milestone event of this spring is the 70th anniversary of the Great Victory. Memorial functions were conducted all over the world. For Russians, this is a very special celebration, 'with tears in their eyes,' as they say. Soldiers who fought for their Motherland in the front lines, the workers who worked hard for victory on the home front, the people who were imprisoned in concentration camps – each and every Russian family has somebody who participated in the war one way or another, who experienced poverty and deprivations of wartime. To

those who endured and won the battle in spite of everything, we send our love and gratitude!

Unfortunately, some lessons of the war have been left unlearned. Even today there are many conflicts resolved through the use of force and might. As a rule, enforcement comes to a bad ending. In the 21st century the world is an integral whole, where problems should be resolved in a concerted effort. Russia should perform a leading role in global issues in its capacity as a strong and powerful state. Those who suggest

the opposite have a short memory and are sadly at fault. The price of unlearned lessons can be too high: the Second World War took away more than 50 million human lives...

Peace is more precious than ever. The past war is a shining reminder of this simple maxim. I wish you all peace of mind and welfare, joy and happiness, a calm soul and peaceful world, spiritual strength and endurance following the cue of our ancestors, whose courage was the token of the Great Victory Day!

*Stefan DUERR,
President of the EkoNiva Group of Companies*



Rotary Plus

In the middle of March, a carousel milking room, the first in the Siberian region, was commissioned at the Sibirskaya Niva livestock facility. This 72-stall rotary milking parlour is produced by GEA Farm Technologies. The current daily milk yield exceeds 24 tonnes.

At the moment, the company has commissioned two barns, a section for 200 fresh cows, a small 2 x 8-stall herringbone milking parlour, and a large rotary system at the Borkovo livestock facility with total housing

capacity of 2,500 head. The Borkovo facility currently houses 1,200 head of Holstein-Friesian cows, including 1,020 lactating cows. Construction will be completed by the end of 2016. Investment in the project will amount

to 600 million rubles with financing provided by Rosselkhozbank. The management is planning to increase milk yields to 80 tonnes daily when the facility reaches its full capacity.

Continued on page 19

Concept of Russia falls behind Russia as it really is

Agrarian attaches from different countries visit EkoNivaAgro (Voronezh oblast). The guests have a look at production and the social life of a Russian village.

A delegation visited dairy units of the enterprise. Stefan Duerr, the President of EkoNiva, told them that in the last seven years six facilities have been built from scratch. Many guests were surprised to learn that construction of each facility took less than one year. "The state helps to put into action such large-scale projects. The investment climate is especially warm here, in Voronezh oblast. Without state support in the form of subsidies applied to loan interest, EkoNiva would have fewer facilities in place and construction work would take more time," said Stefan Duerr.

Stefan Duerr noted that this autumn a dairy plant with an output of 30 tonnes per day will be opened. A wide range of dairy products will be produced here under the Academy of Dairy Sciences brand.

The effect of economic sanctions was discussed as well.

"On the one hand, the sanctions drew the attention of the state to agriculture, in particular, to dairy cattle husbandry.

On the other hand, there is still a substantial deficit of milk and the share of imported milk is large. Regarding milk processing, a prohibition on certain key product groups enables local small and middle-range producers to get access to supermarket shelves. Before small manufacturers like us we had no chance to get into large retail chains, but now we can do it," said Stefan Duerr.

The guests visited the kindergarten, the church of Nativity of the Most Holy Mother of God, and the local history museum of Shchuchye village which is

supported by the enterprise.

"We are really impressed by such a wide-scale approach. There are 53,000 head of livestock, which is nearly half of the whole Northway cattle! Here they use up-to-date technologies and create a comfortable working environment. Our concept of Russia has fallen behind the realities of Russia today. One can work here, even foreign investors do so," said Ane Bjoerkum, the counsellor for trade, industries and fishery of the Norwegian Embassy in Russia.

By Yulia SALKOVA





The future belongs to up-to-date technologies

A meeting of the Dealer Advisory Group of the John Deere Corporation was held in Bucharest, the fourth time such annual meetings have been organised. One dealer each comes from major European countries including Germany, France, Italy, England, Sweden, the Baltic countries,

Ukraine and Belorussia participates in the meeting.

Russia is the only country represented by two dealers, one of them being EkoNiva. The strategy for development and improvement of dealer networks in the European division of John Deere was

discussed at the meeting.

According to Herr Stefan Duerr, President of the EkoNiva Group of Companies, the leading dealers realise that the future belongs to large farms and up-to-date technologies, and they require an even higher level of dealer servicing.

Everything is great!

This spring Savinskaya Niva eco-farm launches a new project for production of vegetables and greens marked with the BIO label.

At present a wide range of greens and vegetables, from different kinds of salads and spinach, to vegetable marrow, radishes, carrots, beetroots, cabbages, pumpkins and turnips. The vegetables and greens are raised either on open grounds or in special hotbeds without using any chemicals.

“Every year we plan to produce more than 100 tonnes of vegetable products. We have already concluded contracts with Moscow retail chains, including Azbuka Vkusa for instance. By the beginning of summer, fresh greenery and vegetables by Savinskaya Niva will be available on the shelves of Moscow supermarkets,” said Anatoly Nakaryakov, Deputy Director of Savinskaya Niva LLC.

By Anna BORDUNOVA



A project financing

A dairy facility construction project by EkoNiva in Voronezh oblast has been included in an investment support programme based on project financing.

Four companies were chosen by the interagency committee responsible for selection of investment projects for which the banks can be provide privileged refinancing by the Central Bank of Russia. Three of the four selected companies belong to the agricultural sector.

According to Stefan Duerr, President of EkoNiva, the company’s application for construction of the dairy facility for 2,800 heads, was filed by Rosselkhozbank JSC. The total price of the project is 1.265 billion rubles, including 1 billion rubles provided by Rosselkhozbank on a 15-year instalment plan at an interest rate of 11.5% per annum.

One more application for livestock facility can be submitted by the company via Rosselkhozbank as well.

It should be noted that this dairy facility is the sixth constructed by EkoNiva in Voronezh oblast from scratch. EkoNiva is the largest producer of milk in Russia and Europe. Its farming enterprises produce 480 tonnes of milk a day.

The competition was organised by the Grand Council of Non-profit organisations and the Government of Voronezh oblast.

“This prize is awarded for the first time. We believe this should become a good tradition to distinguish social welfare workers. Today good deeds are very rare... Or more correctly, there are abundant, but we know less about them. People should know about their do-gooders. The good works of our prize winners are praiseworthy exemplars to follow,” said Sergey Bolotov, the head of expert committee of the Grand Council of Non-profit Organisations.

In total, applications on behalf of 200 nominees were accepted, including commercial and non-profit organisations, government agencies and mass media. All these entities contributed to the social development of the Central Black Earth Region. The contest committee selected 63 finalists.

EkoNivaAgro was the winner in the Lepta (Contribution) category. According to the expert committee, the scope of charity works performed by the agricultural enterprise is in good proportion with its production activities. This enterprise is located in four districts of Voronezh oblast and supports all



From Voronezh-natives to the Dobronezh-natives!

EkoNivaAgro (Voronezh oblast) has won a public recognition prize called ‘Dobronezh-native’ for its active participation in the social life of rural settlements.

social processes and organisations in education, healthcare, sports, society of the disabled and veterans, history and culture organisations, and other areas. The enterprise also undertakes land improvement and infrastructure development. In 2014 alone, the charity budget came to 31 million rubles.

“EkoNivaAgro came to the Voronezh region thirteen years ago. Since then we have strictly followed this rule: ‘We are responsible for our land and our

people.’ We do not consider our support of the veterans, schools, kindergartens to be an exceptional deed. We do it neither as part of PR nor for the sake of appearances. We believe it is a must! If every person does good deeds every day without any purpose, just for the sake of wellbeing, then we can be called Dobronezh-natives instead of Voronezh-natives,” said Aleksandr Rybenko, Director of EkoNivaAgro.

By Yulia SALKOVA

Patent for the future

The 2014 EkoNiva-Student Competition for scholarships is over. Thirty students participated in final leg of the competition conducted among students from different agrarian higher educational institutions of our country, located from the Black Earth region to Siberia.

Students both with work experience in agricultural industries and without it participated in the competition. Some of them were employed by EkoNiva based on the results of their participation on the competition. For instance, we can name Aleksandr Mikiyansky, a student of the Novosibirsk State Agrarian University, who presented

his project entitled “Processing methods for improving the phytosanitary condition of spring wheat seed beds at Kolybelskoye CJSC.” The project was not awarded the first prize, but nonetheless Aleksandr landed a job, which he considers an even greater success.

The expert committee noted that the projects presented by the participants

were timely and applicable to modern production,

“The quality of barley produced in Smolensk oblast is too low, since only 10% of the barley can be used for food products and beer production. We should introduce something new to avoid purchasing barley from abroad at triple the price,” said Marina Perepichai, a winner in the Agronomy category and PhD student of the Smolensk State Agricultural Academy.

She presented her recommendations for barley quality improvement in her project “Research and practice substantiations of new barley breeds cultivation techniques and their effects on food, alcohol and beer production.”

Gennady Derevyanko, a student of the Stavropol University and a winner in the Mechanisation category, presented a string cultivator for fine processing of soils. According to Gennady, today there is no similar machine available. His cultivator was approved by the patent committee.

“A string cultivator processes the soil without disturbing the fertile layer. I am happy my invention has been approved by the experts of EkoNiva. This competition is the real ‘patent for the future’! The finalists feel confident about future employment after graduation. They are not afraid of an uncertain situation in the future,” Gennady told us.

By Yulia SALKOVA





March madness

Every spring milk processors announce a reduction in procurement prices for raw milk. On average, the prices fell RUR1.5 per kilo, and they keep declining.

Milk processors remark upon rising costs and the seasonal increase of milk production. Reduction of procurement prices is a tough but effective measure for the farming enterprises featuring growth in production by 30-40% by summer.

Nevertheless, even those farms experiencing only negligible seasonal production variations, are squeezed into the same price limits.

Possible solutions were discussed by members of the Eastern European Dairy Alliance. They noted that milk processors

could mitigate the seasonal effects by producing long-storage products. At present the problem of seasonal overproduction of milk causes headaches only for agricultural producers.

“Both producers and processors have their reasons for cost escalation caused by currency exchange rate variations. Everybody is experiencing a difficult situation. Considering the targeted increase of milk production announced by the government, the processors, producers and Ministry of Agriculture should hold meetings. Introduction of indicative prices for raw milk is a pressing issue,” said Eugenia Uvarkina, the head of the committee for the agribusiness industry of the Public Chamber of the Russian Federation and CEO of Trio LLC.

Vasily Redkin, Deputy Director of the VEMA non-profit organisation noted that it is required to ensure investment attractiveness of dairy farming. Resolving the milk production problem only by reduction of prices instead of immediate introduction of control mechanisms would lead to decrease of milk production already during the coming year.

By Yulia SALKOVA

Domestic products on the store shelves!

Due to the embargo, the chains of food stores have changed their procurement policies to a considerable extent. In search for fresh and quality food products, they are ready to support domestic farmers and food processing enterprises and to simplify the procedures local producers should follow to get on their shelves.

Didier Jonnier, head of Ultra Fresh and Fresh Products of METRO GROUP, visited EkoNiva Agro recently. He was introduced to the livestock facilities of the enterprise, got a glimpse of the breeding processes for beef-producing animals and visited the Academy of Dairy Sciences. There the guests were offered a tasting of local dairy products manufactured at the dairy unit located in Novosibirsk oblast. Mr. Jonnier gave high marks to the yoghurts and sour creams. Soon these dairy products will be manufactured in Voronezh oblast. The guests also toured the dairy plant under construction and the Museum of Milk, the only one of its kind in Russia.

In conclusion, a meeting was held to negotiate supplies of dairy and meat products by EkoNiva to METRO stores.

By Svetlana WEBER



From Bond Creditors to Shareholders

Due to the difficult economic situation, Ekotechnika has made the decision to restructure the corporate bond issued 2 years ago on the Stuttgart stock exchange.

With This is associated with the transformation of Ekotechnika GmbH into a stock company. Following completion of the restructuring 49 % of the then joint stock company shares will be held by the bond-holders creditors.

In the words of According to Stefan Duerr, this decision was taken due to the difficult situation difficulties on the Russian market for imported agricultural equipment. Under the given conditions it is no longer possible to meet the annual interest payments on the bond can't be met. “We have succeeded in convincing convinced the investors to transform the bond into capital stock. This has improved our financials position enormously, and overall we are optimistic about for the medium-term prospects for the agricultural equipment market in Russia.”

In Duerr's opinion, sooner or later the market for agricultural equipment will recover as modern agricultural equipment and innovative technology is essential for the development of the agricultural sector. However, when this the recovery will begin is dependent depends on an improvement in the framework conditions, which's timing is at the moment is hard to predict.



“Common values are stronger than controversies,” Anatoly Artamonov affirms

For more than a year, political relations between Germany and Russia have been kept on ice. Recently a tale of the new Cold War is circulating in the West. Considering the situation, the visit of Anatoly Artamonov, Governor of Kaluga oblast, to Lower Saxony in the Federal Republic of Germany brought about a long-awaited thaw in political relations.



Today more than twenty German companies are operating in Kaluga oblast on a sustainable basis including enterprises manufacturing automobiles, automotive components, tyres, construction materials, lubricating fluids and pharmaceuticals. Enterprises established by five German producers of agricultural

leading German companies. Negotiations were held in which participants included Mr. Olaf Lies, State Minister of Economic Affairs of the Lower Saxony and member of the VW Supervisory Board, top managers of the German Engineering Workers Guild and CEOs of German mechanical engineering plants.

with continuous practical training at production sites. We cooperate with foreign educational and training centres very actively.

In addition, an international school was founded for the children of expats and other foreign specialists, where the syllabus complies with the international baccalaureate standard,” Anatoly Artamonov explained.

During the visit, a meeting was held between Anatoly Artamonov and Gerhard Schroeder. The governor talked about the development of his region. The German former Chancellor expressed his interest in visiting Kaluga and emphasised the importance of relations between Russia and Europe. There is also something more than just long-term friendship between Herr Schroeder and our country. He adopted two Russian kids, a step-son and step-daughter. Herr Schroeder always tries to spend as much time with the kids as possible. As confirmation of his words, Herr Schroeder had to leave for awhile. He apologised and explained that he had to pick up his son after school.

The sides shared the view that today open dialog, development of business and personal relationships is of crucial importance, as never before. This could help to return the political situation to the normal and calm mainstream. This opinion was shared by both Russian and German sides, thus it could be considered as the good result of the governor’s visit to Lower Saxony.

By Olga OHLY



machinery and equipment are united into the largest agriculture and technological cluster in Russia. In 2014 foreign trade turnover between Germany and Kaluga oblast was equal to \$1.5 billion, which is almost 24% of the total foreign trade turnover of the region.

“We care for the companies operating in our territory the way parents look after their kids,” Anatoly Artamonov said time and again

It all started in 2006 with the construction of the Volkswagen plant in Kaluga. VW headquarters are located in the Lower Saxony, where Anatoly Artamonov came in the middle of April.

There, the governor held a meeting with Stephan Weil, the Prime Minister of the Lower Saxony, politicians and CEOs of the

The Governor of Kaluga oblast also visited the Hannover World-Wide Industrial Exhibition. Having a degree in engineering, the governor showed sound interest not only in high-tech robots and automated systems, but also in features of machine-tool and bearings production processes, which represent know-how in great demand as part of the imports phase-out sections of Russian industry.

Anatoly Artamonov extended a warm welcome to the companies participating in the exhibition and invited them to place their production facilities in Kaluga oblast, where so many attractive offers are available for potential investors! Thanks to a balanced and well thought-out investment policy, ten industrial parks covering more than 6,000 hectares and provided with all required infrastructure features have been established in the region. Investors are given tax relief and the support of special institutions responsible for economic development.

German businessmen were interested to know if the region can provide human resources qualified for employment in high-tech manufacturing.

“Special training centres have been founded in our region. A two-tier system of education was introduced at the universities following the German example. This system provides a combination of theoretical knowledge





Fliegl turned 40 in April! Celebrations were organised in Muehldorf, Bavaria. More than 1,000 guests from 23 countries all over the world attended the function. Staff members of EkoNiva and Russian buyers of Fliegl machinery were invited as well. A Field Day and presentation of the latest new machines were organised as part of the anniversary celebrations. There were surprises as well!

In 40 years Fliegl turned from a small workshop in the Kastl settlement into one of the leading manufacturers of trailing equipment. Today the company's plant in Muehldorf occupies 30 hectares and has over 250 employees. Every year they produce more than 5,000 units of equipment. Guests watched the presentation of the latest developments, including a grain bunker and the transfer trailer ULW 40 capable of transferring 7.5 tonnes per minute, a wagon-trailer with manure distributor, a biaxial container for liquid

manure with 74,000 litre capacity, and the distributor Profi 2015. Experts of the plant and Fliegl Agro-Center explained the purpose and operation concepts of the machines presented in detail, unit by unit.

For its anniversary, the company presented an unusual gift: 40 ASW 271 trailers were issued. The trailers were painted in black with a panther design on the body. According to company representatives, the panther symbolises swiftness, dynamics and endurance, and Fliegl equipment

features all these qualities an extent no other equipment does.

"We have been working with Fliegl for three years. During this period, we have supplied about 200 units of equipment to Russian farmers. We are very pleased to see the company keeps moving forward in constant search of new ideas. We congratulate our partners on the anniversary and wish them to move forward and never look back!" said Dmitry Kostev, head of the sales department of EkoNiva-Tekhnika LLC.

By Anna BORDUNOVA

LEMKEN starts from the beginning

On the first day of spring, the corner stone of the new LEMKEN sprayer factory in Haren was laid down.

Plans call for constructing an office building, training premises with adjacent exhibition hall of 500 m², and also production facilities of about 10,000 m² on a 3 hectare parcel of land.

Ten years ago, LEMKEN included machinery for plant protection in its product line. Now this family enterprise offers a wide range of equipment for the agriculture industry to meet the needs of dealers and agricultural producers. In order to expand its facilities, in 2005 LEMKEN purchased the famous RTS-Pflanzenbautechnik Company. As a result, LEMKEN acquired the personnel and facilities in Mappen.

Having no possibility to expand its production facilities, company

management located in Alpen decided to construct a new facility from scratch. The plot in Haren was the best choice as it is very close to the existing enterprise

and features favourable location on the highway A31. About 30 staff members will start working at the new facility in October.





Proven by time

Last year EkoNiva launched a new project of trading in used machinery. Since then, about 100 units of machinery have been sold for some of 200 million rubles. In the new season, the company is offering over 50 units of used self-propelled and trailed machines available at special show-sites in Detchino village (Kaluga oblast) and Polenskoye village (Ryazan oblast).

In the present business environment, acquisition of used machinery is a cost-effective investment because a second-hand agricultural machine is far less expensive in maintenance and servicing compared to a new one.

“Thanks to the accurate diagnostics we carry out, used machinery retains a sufficient reserve to operate further on for many years. In addition, these agricultural machines have passed one of the most reliable tests – they are time-tested. All our used machinery is also warrantied,” says Petr Belyakov, head of the Used Machinery project.

EkoNiva provides agricultural producers with various options to acquire machinery. Agricultural producers can exchange their old machinery for new ones on favourable terms and conditions of the trade-in programme. If an agricultural producer requires such an exchange, he has to present a fully owned unencumbered tractor or trailed implement in good operating condition and not older than 10 years. The specialists of EkoNiva examine the application within one day, and promptly perform preliminary evaluation of the machinery. The final analysis will be completed after

thorough defect identification while visiting the farm.

“After a unit of used machinery is ‘enrolled,’ we offer the agricultural producer several options of new machines. We examine together optimal financial programmes for them to purchase new equipment. We also offer additional discounts and special terms for purchasing and servicing the new units,” Petr Belyakov tells us.

Producers can also take advantage of the consignment service to sell their equipment safely and promptly and at the market price. The specialists of EkoNiva will carry out an evaluation of the machinery unit and grant a warranty for it.

“Under consignment terms, we accept both imported and domestic machinery. We also provide lease purchase and purchase on credit options. Until the piece of machinery has not found its new owner, the former owner can use it for different operations,” says Petr Belyakov

EkoNiva also offers an even more favourable solution – purchase of demonstration units. These units never operated at full capacity, but were used only for demonstrations. Starting this year, the company is



beginning to trade in used machinery not older than 3-5 years forfeited to leasing companies by farms which have gone out of business.

The company opened its own e-trade site at AVITO (www.avito.ru/ekoniva) for the convenience of farmers. Here they can find the latest offers, assorted equipment items with short descriptions and item by item prices. Data are updated on a daily basis.

In 2016, the company is planning to implement its ‘Machinery for Rent’ Project under which agricultural producers can rent needed farm equipment from EkoNiva for field operations on favourable terms.

By Anna BORDUNOVA





The service department of EkoNiva-Chernozemye performs quality repair of tyres, including repair of punctures and side cuts.

Second life of a tyre

Many people have encountered typical 'apocalyptic' pictures in back yards of various enterprises. People disposes of worn-out tyres as they see fit. Usually the tyres are just left piled up at junk yards. Sometimes the tyres are used for purposes other than what is intended. But purchased tyres are supposed to work a bit before recycling. The price of new tyres is quite a burden for the budget of any organisation.

Stock of unserviceable tyres includes items which could work better then anew. These are tyres with a still high serviceable protector, which have been put aside because of small punctures and cuts. It is a shame to dispose of them, but there is no way to use them for service too. Thus, the tyres are left idle. They wait for their time, grow older and deteriorate when exposed to ultra-violet rays.

Today such tyres can still serve their master-enterprise well, without extra costs. The service department of EkoNiva-Chernozemye performs quality repair of the tyres, including repair of punctures and side cuts. The service life of repaired tyre remains the same, as they use well-known technology for restoration of internal connections forming the frame of the tyre. Sometimes, it takes a lot of time to find the place of a previous large puncture. Furthermore, this technology can be used to repair broken spade bugs, i.e. in situations when the tyre is

torn out. Our specialists accept tyres from any manufacturer, since the repair technology is universal.

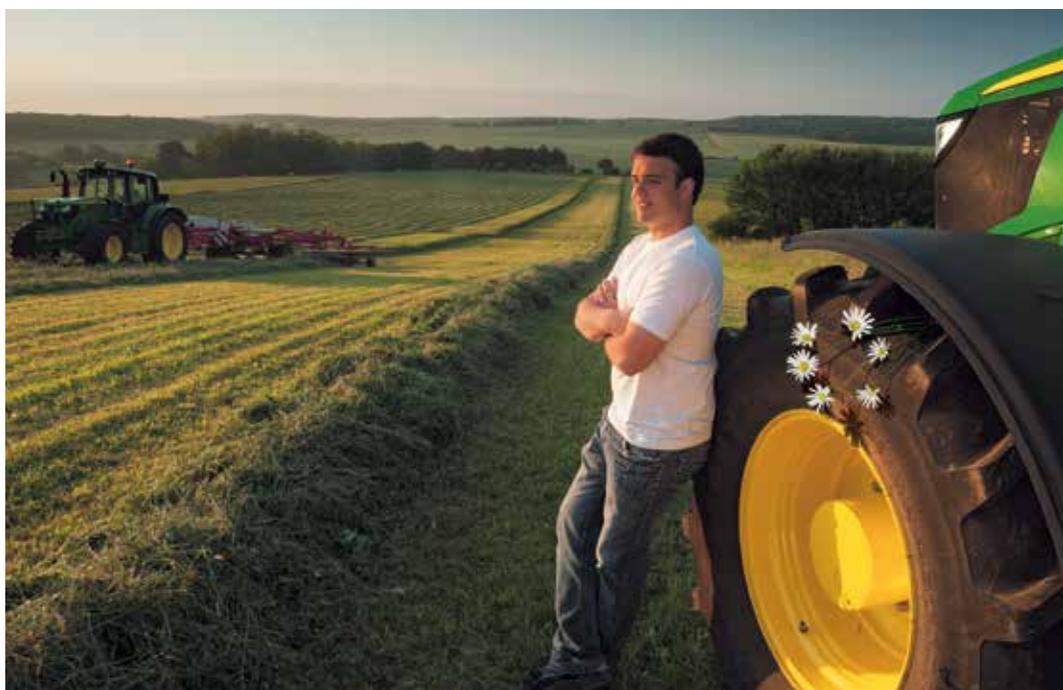
are among them tyres with still long potential life which cannot presently be used because of damage. Our service specialists can help restore serviceability of your tyres.

Please note that EkoNiva-Chernozemye is an official dealer for supply of Michelin tyres for agriculture and of tyres by other manufacturers, including Bridgestone, Firestone, Alliance, Mitas, BKT, Continental and Titan. Our specialist can help you select suitable tyres of any dimension-type. We provide discounts for puncture repair and side cuts for all our tyres.

*By Aleksey BOCHAROV,
Technical Director
of EkoNiva-Chernozemye LLC*



We address all our colleagues, friends and neighbours: please pay attention to your stock of used tyres. Carry out an audit. We are pretty sure there





Meeting wants and needs

More than 900 agricultural producers gathered at the AgroVyatka fair this year. They discussed the most pressing problems, shared experiences and together looked for possible solutions. EkoNiva introduced the Vyatka farmers to its own collection of technical solutions.

The multifunctional John Deere 6150M medium power (150 hp) wheeled tractors drew the attention of guests. In spite of the fact that these machines were introduced to the Russian market only recently, they are in great

demand now. Tractors of the Series 6 feature an upgraded hydraulic system and renovated transmission. The cab provides more room, lower noise and all-around visibility of 310 degrees from within.

The farmers also were drawn to the light

chisel cultivator Swift 720 by Vaederstad. The cultivator mixes up stubble and harvest trash with soil, leaving an excellent surface behind. Support wheels installed under each wing of the cultivator provide good responsiveness and uniform working depth of up to 15 cm.

At the EkoNiva stand, guests could not only select the necessary machinery and get advice about any issues of interest, but also carry out a charcuterie tasting organized by the leading Kirov sausage producers and select the "Taste Champion." The following manufacturers participated in the "Test purchase": the Kirov meat-processing factory, the Doronichi Agricultural Firm CJSC, Zarechye CJSC and Iskra APC. Results of the tasting revealed the different preferences of the guests. They noted that all the producers offer tasty and quality products. Each company received a diploma and cup in the corresponding competition category.

By Anna BORDUNOVA



AgroSeason 2015 – innovations in the spotlight!

EkoNiva-Chernozemye presented the most recent developments among John Deere agricultural machines at the AgroSeason 2015 agricultural fair. The John Deere series R4030 sprayer was awarded the gold medal as the best innovation project.

At the company stand, farmers were informed about the new items in the John Deere product line appearing in the market this year. John Deere sprayers of the R4030 series have been superseded by self-propelled sprayers of the 4730 and 4930 series. Owing to maximal operating speed of 22 km/h and a boom up to 36 m wide, the upgraded sprayers of those series provide top performance among competing models presented by other manufacturers.

"In the case of the R4030 series, the chemicals are blended inside the spraying nozzle itself. This feature provides effective use of chemicals and helps to reduce recharging time.

Presently the optional tank for dry fertilisers can be installed on any model of these series," says Eduard Ivanov, the chief of the sales department at EkoNiva-Chernozemye.

"John Deere pays key attention to the smart control system of their machinery," adds Roman Logunov, manager of the sales department at EkoNiva-Chernozemye. "Using the function of controlled switching on/off of

the sprayer sections while manoeuvring, and the function for weather detection, the operator can set optimal spraying parameters."

By Yulia SALKOVA





Around the tractor in four days!

Over 80 representatives of dealerships, including specialists of EkoNiva, gathered in Oryol to participate in practical training on John Deere tractors.

In the course of four days, sales managers and service engineers visited five stations where they studied tractors ranging from 100 to 500 hp. The main focus was on practical classes where the participants tried the machines in action and compared John Deere tractors with the competitors.

Vitaly Kozorez, head of the Tula branch of EkoNiva-Tekhnika, explained that the main difference between John Deere track tractors and their competitors is the unique 'long-stroke' AirCushion Suspension System, which allows the

tractor to develop high speed (up to 42 km/h) even in the toughest conditions.

An indisputable advantage of all John Deere tractors over their peers is the AutoTrac automatic driving system, featuring more functions compared to similar systems. Representatives of John Deere told us that their company was one of the first to develop an automatic driving system for the agricultural sector. The engineers have been working on the systems for 15 years, constantly improving them and offering more and more innovative solutions.

"John Deere tractors compare favourably to their peers due to simplicity of operation and logic in everything from construction to design and arrangement of the working implements. One of the most important benefits is that unlike other manufacturers, John Deere develops and manufactures all the main assemblies, implements and mechanisms for tractors on its own. This is very convenient both for booking spare parts and for performing technical maintenance," says Vitaly Kozorez.

By Anna BORDUNOVA

How to avoid 'harming' the yields?

High yield is always the result of meticulous work, which includes soil tillage, spraying, sowing and harvesting. A technological error at any of these stages can 'harm' the yields significantly. What is the best way to avoid it? Which factors must be taken into account? Which machinery is it better to use? These and many other questions were discussed at a seminar held at EkoNiva-Chernozemye in Zaluzhnoye village (Liskinsky district, Voronezh oblast).

Willi Drews, Doctor of Agronomy and advisor to EkoNiva, gave a presentation at the event. He put special emphasis on spraying.

"Very often farmers invest millions in herbicides, fungicides and insecticides but sprayers are not used correctly for

the task, and all chemicals are literally thrown to the wind while the plants are deprived of the necessary protection," says Willi Drews.

Spraying must be performed within a very short period of time. Therefore it is essential to give special attention to

nozzles. They must be designed so as to minimise spray drift even at high speed. These problems have been resolved in John Deere's new self-propelled 4630, 4730 and 4940 sprayers.

The sprayers are equipped with the GreenStar display and the basic software with a wide range of functional options. Options such as Parallel Tracking, mapping, and application rate adjustment allow the farmers to boost the sprayer capacity significantly.

"The smart power of these machines has still more to offer. The John Deere Section Control system automatically turns the boom sections on and off, thereby making it possible to minimise skips and overlaps," says Eduard Ivanov, head of the sales department at EkoNiva-Chernozemye.

By Yulia SALKOVA





Kverneland Stars

Kverneland has lit up two new stars on the agricultural horizon, the Kultistrip cultivator for strip-tillage and the CLC pro Cut cultivator for working with long stem residuals. The new cultivators were presented at the SIMA 2015 agricultural exhibition in France for the first time. This year these cultivators will be available on the Russian market as well.

The Kultistrip cultivator will get high grades from followers of the strip-till technology. Operating components are installed on the durable frame in rows and provide narrow strip tillage. Strip width can be adjusted from 45 to 75 cm. The cultivator is equipped with large trash cutting discs, 520 mm in diameter. The discs are used for exposing the upper layer of soil and cutting long stems of trash. Special rolls are installed behind the discs. The rolls remove massive amounts of trash out of the tillage zone.



The tynes of special design deeply penetrate the soil. They provide minimal violation of soil structure to the sides of prepared seed beds. Depending on soil condition and operating speed, the tynes of three types are used, including straight, semi-curved, and curved tynes. This feature provides operating speed of 10-12 km/h. The machine is equipped with a front bunker. Thus the operator can distribute phosphorous or nitrogenous fertilisers and also turn on distribution of liquid manure by means of a switch located on the control panel.

The CLC pro Cut cultivator fits the needs of farms producing row cultures such as maize, sunflower or rape seed. It effectively removes plant remnants and prepares the soil for seeding. The CLC Pro Cut features the strong CLC Pro frame where one row of front cutting discs has been implemented followed by 2 rows of tynes. This combination reduces draught requirements, and the tractor can pull this compact machine easily. This model can be equipped



with either rigid (3 m and 3.5 m) or foldable frame (4 m and 4.5 m) to suit to all tractors from 100 hp up to 325 hp. The cutting discs are mounted on maintenance free bearings. They go down to 5 cm, and cut stubble effectively to facilitate soil flow through the tynes. Two rows of tynes operate at a depth of 30 cm. Rear centring arms are installed behind the tynes. They cover the furrow and provide smooth and level soil covering. The arms are installed close to the rear tynes in order to make the machine as compact as possible.

Tempo No. 1000

The 1000th Väderstad Tempo drill was handed over to the French farmer Mr Pauly Michel at the SIMA 2015 exhibition held in Paris.



Since the launch of the drill in 2013, Väderstad has manufactured and delivered 1,000 Tempo drills to its customers. One of the key features and the background for this success is the pressurised seed transport PowerShoot, and the digital control system Väderstad

E-Control. It took six years for Väderstad to develop the precision planter Tempo intended for crops such as maize, sunflower and sugar beet.

“The Tempo drill is a truly unique machine in the marketplace due to its operating

precision at very high speed. Many of our customers have had a great success with Tempo and we are very proud to present Tempo No. 1000 here, at SIMA,” says Christer Stark, Chairman of the Executive Board at Väderstad.



Made in Voronezh!

The import substitution strategy has brought significant changes to the Russian agricultural sector. Agricultural market experts have noticed that a “focus on domestically produced goods” has taken hold not only within the agricultural production area. Distributors of agricultural machinery also have turned their attention to Russian manufacturers.

Since the spring, EkoNiva-Tekhnika has been supplying grain equipment produced by two well-known Voronezh-based manufacturers. According to company specialists, both manufacturers can provide farming enterprises of any size with a complete range of machines for post-harvesting handling, drying and storage of grain.

The manufacturing plants are equipped with cutting-edge equipment and hold leading positions in Russia in terms of automation and technological infrastructure. The quality standards of the manufacturers come close to European requirements. From the quality/price point of view, this is an optimal solution for Russian agricultural enterprises. The equipment manufactured in Voronezh is 20-25% cheaper than foreign equivalents.

“We can argue for ages which equipment is better: domestic or foreign. It is a matter of taste and financial capability, which is especially important under the current economic conditions. The major advantage of this equipment is proximity to the production site, which means prompt response to servicing requests and, consequently quick repair as well as faster delivery and installation of the equipment,” says Andrey Fursov, head of the Grain Technologies Department of EkoNiva-Chernozemye.

By Yulia SALKOVA



The lower the interest rate, the closer JCB

JCB has reduced the interest rates for the telescopic loaders purchased under the JCB Finance leasing programme.

The JCB Finance programme allows participants to make a good deal and purchase equipment on favourable terms. The hot offer is valid until 30 June 20: the rate for the Series 500 Loadall telescopic loaders has been lowered to 0%! The down payment is 49% and the leasing period is 13 months.

following models of telescopic loaders are covered by this special offer: JCB 531-70, 541-70, 536-60, 535-95, 550-80, 527-58. EkoNiva managers will consult with

you, clear up any doubts and help you select your loader based on individual features of your farming enterprise.

Apart from the hot offers, JCB Finance offers flexible leasing terms, including down payments from 15%, leasing periods up to 60 months, attractive rates, prompt application processing – up to three days, an optimal set of required documents, and an individual payment schedule (even, declining or seasonal).

The JCB Finance programme covers the complete equipment line – from telescopic loaders to generators.

By Anna BORDUNOVA



Shortly before the beginning of the agricultural season, the world-renowned advisor arrived at EkoNiva to conduct a master class. He demonstrated for the engineers and machine operators how to make the combines work more efficiently. The workshops were held at two production sites of the company, at facilities of EkoNivaAgro LLC (Voronezh oblast) and Zashchitnoye LLC (Kursk oblast).

As Martin Reichelt related, his combine adjustment theory has been proven over several decades of work at agricultural enterprises throughout the world. It is not a fairy tale but a real achievement. The simple reason is that none of the manufacturers of harvesting machines provides recommendations on how to increase the combine efficiency by 300%. Why should they depress sales?

Within two days of the workshop conducted at each production site, all the participants studied their own familiar machines anew, down to the smallest spare part. Martin Reichelt showed each working implement of the combine in a new light, telling what losses can be caused by wrong adjustment. For example, incorrect mounting of the divider on the header means losing up to 200 kg of grain/ha, and incorrect adjustment of the rake at the reel leads to the loss of 400 kg of grain/ha. The advisor demonstrated the right way to adjust each component of rotor combines, straw walkers and the thrashing system itself. Afterwards he suggested that the participants should try to adjust the machines on their own.

"No engineer or machine operator in the world has been taught that each component of the combine plays a great role in the general performance of the machine. Most people adjust only the



Revolution in mind from Martin Reichelt

Many agricultural producers would have been bowled over if someone recommended that they harvest rape at the speed of 12-13 km/h. However, according to the long-term experience of Martin Reichelt, a German expert in optimising the efficiency of combine harvesters, a well-adjusted combine makes it possible.

cancave and the screens. However, it is essential to fine tune the work of the whole combine, beginning with the header. There are no immaterial details when it comes to harvesting. Everything is important: the intake auger, the speed of each mechanism and the quality of the harvested material," says Martin Reichelt.

Every day of the workshop was extraordinarily eventful, and by the end of each day the participants had to do quite a complicated test, in accordance with the results of which the three best machine operators received a bonus.

"The workshop was very productive. I think it caused a revolution in minds of the engineers and machine operators. Many participants heard these things for the first time. At first, one might think that Martin's ideas contradict the accepted standards. However, in the course of the workshop, we saw with our own eyes how combine efficiency can be at least doubled. We will implement Martin's recommendations this season and go on learning," says Dmitry Korendyasev, Chief Engineer of EkoNivaAgro.

By Yulia SALKOVA

Green on Green: confidence and effectiveness

John Deere is offering an effective Green on Green concept for Russian farmers, providing 100% performance of agriculture enterprise technological strategy.

The purpose of "Green on Green" is to increase the effectiveness of agricultural production by precise compliance with processing technology. John Deere specialists note it is very important to consider agricultural equipment working in fields as an integrated solution comprising the tractor and trailer or detachable equipment. John Deere Company is a full liner in production of agricultural machinery. It offers a set of smart solutions for the

agricultural sector.

"Agricultural producers gets the set of agriculture machinery and equipment customised for the processing technologies of their enterprises and a full package of systems for precision soil management. Purchasing Green on Green, our clients get a holistic technological solution from one of the most powerful producers of agricultural machinery," said Gennady Nepomnyashchy, Regional Director of

EkoNiva-Tekhnika LLC.

Today the most popular tandem from Green on Green is the tractor John Deere 8310 (310 hp) with disc deep tiller John Deere 2720. This universal tool performs all operation with excellence, including cutting and distribution of trash, tillage and crushing of tillage pan, mixing up and embedding stubble, and smoothing the field surface.

By Yulia SALKOVA



New varieties afield!

The requirements of agricultural producers for modern varieties of winter wheat are rising continuously. EkoNiva-Semena is constantly looking for the best varieties of domestic and foreign selection to provide higher yields and greater production efficiency.

Universal purpose varieties meet requirements to a considerable extent. These varieties combine productivity of intensive varieties with indifference of semi-intensive varieties to growing conditions. Those grains apply their genetic potential in different soil and climatic zones with stability. Such merits make it possible to use universal purpose varieties under both intensive and low-cost technologies developed for preceding crops. Universal purpose varieties provide high yield with stability compared to the previous years and preceding crops. High yield is provided due to a unique genotype featuring integration of high yielding ability with grain quality along with powerful adaptation potential, providing considerable endurance to adverse growing conditions.

Universal purpose varieties feature genetically high lower thresholds of yield per unit. In contrast to intensive varieties, Universal purpose varieties use natural fertility more efficiently and require no fertilisers and pesticides.

Thus, the modern variety of universal type seeds provide stable additional yield of quality grain without extra cost under stress conditions. This is of high economic value for the producers.

At Zashchitnoye, new genetic approaches are represented by the universal purpose varieties selected by the V. Yuryev Crop Research Institute (Ukraine).

ROSKISHNA variety (erythro-spermum)

Patent owner: Yuryev Crop Research Institute (Ukraine)

Maximal yield in 2014 at Shchigry state variety testing plot was 10.6 t/ha, grain quality: strong wheat.

Variety characteristics: outstanding resistance to frost and winter, especially under snowless frost conditions, as the variety of universal type by intensity; can be used over worse preceding crops; advantages over the other varieties are evident under hard and unfavourable growing conditions; ideal for low-cost technologies.

ASTET variety (erythro-spermum)

Patent owner: Yuryev Crop Research Institute (Ukraine)

Maximal yield in 2014 at Shchigry state variety testing plot was 10.7 t/ha, grain quality: strong wheat.

Variety characteristics: suitable for normal and intensive technology; features unique combination of winter hardiness, drought hardiness, and complex hardiness to diseases, providing the highest and stable crop yield under stress growing conditions.

In order to preserve genetic purity of the varieties and their agronomic character, full-scale primary seed growing is carried out at Zashchitnoye at a high professional, research and methodology

level; this is the guaranty of high and stable yield in field production.

Varieties of intensive type suit increased level of power consumption and tools use required for implementation of intensive technologies. These varieties provide high yield (10-11 ton/ha). The following varieties by Hungarian selection growers suit very well the above technology as seen in the results of preliminary tests carried out at Shchigry state variety testing plot

MV NADOR variety (erythro-spermum)

Patent owner: Martonvasar (Hungary)

Maximal yield in 2014 at Shchigry state variety testing plot was 12.3 t/ha, grain quality: strong wheat.

Variety characteristics: Variety of high intensive type, featuring outstanding yield capability; this variety is effective for planned yield of 10-11 t/ha.

MV 37-14 variety (erythro-spermum)

Patent owner: Martonvasar (Hungary)

Maximal yield in 2014 at Shchigry state variety testing plot was 11.1 t/ha, grain quality: strong wheat.

Variety characteristics: Variety of intensive type, features increased resistance to frost, higher plasticity, stable yield by year; forms large, glassy grain featuring high volume weight.

Andrey ZVYAGIN,
agronomist and seed grower
of Zashchitnoye LLC*





Enjoy your meal!

“Milk drops from the tip of the cow’s tongue” is very a famous saying. Strong milk production directly depends upon the cow’s diet, which should be carefully and intelligently planned.

Good milk producing ability requires separate feeding of livestock considering daily milk production.

There are six groups of livestock, including fresh cows, heavy production cows, middle production cows, low production cows, far off dry period, and close up.

At Zashchitnoye, the feeding quality is controlled by the American laboratory Dairy One where mature silage and haylage is sent for testing. Presently there are no comparable laboratories in Russia. At Dairy One, they measure the following parameters:

- dry solids content;
- metabolic energy;
- digestible proteins;
- NDF (Neutral Detergent Fibre) and ADF (Acid Detergent Fibre), lignin;
- starch;
- ash;
- macro and micro elements.

The main factor required for feeding calculation is the precise amount of metabolic energy the livestock needs for synthesis of different products and the amount of energy the given feed stock provides.

We use dry solids contents as the basic parameter for livestock feeding calculations. Considering the feeding composition, nutrient content per kg of dry substance of the given feedstuffs and feeding method, we can define our feedstuffs composition, the amount of each component of feedstuffs and total amount of feedstuffs to satisfy the needs of our livestock.

Moisture content of the separate kinds of feedstuffs is subject to special control. Basically, this is applicable to silage, haylage, hay and beet-chips. If moisture content changes, given the same composition of one-two different kinds of feedstuffs, nutrition ratios of feeding can change considerably. Thus, the feeding scheme is violated and livestock receives a different amount of energy with feed. Often such violation can lead to considerable deviation of the several nutrition parameters resulting in

development of metabolic illnesses of varying severity.

After calculating dry solids content of feedstuffs, we should understand how much of such feedstuffs the livestock can consume. The following factors define daily consumption of dry solids by livestock: body weight, the day of lactation cycle, daily milk yield, content of fat and proteins in milk, contents of crude fibres in feedstuffs, and livestock room temperature.

The next step is to define livestock needs in metabolic energy. Based on this parameter, the precise energy balance of feedstuffs can be estimated.

Needs for metabolic energy depend upon how much energy is required to synthesise different kinds of products. Life maintenance energy depends upon livestock body weight. Movement energy depends upon the distance covered by an animal daily, the topography of its habitat and body weight. Growth energy depends upon the animal’s age. This factor is important for the cows in first and second lactation cycles, when body is actively growing and developing. Milk synthesis energy depends upon daily milk yield, contents of fat and proteins in milk. Foetal development energy should be considered only after the 190th day of pregnancy. Body energy should be added as well.

Now we can complete the energy balance equation for milking cow feeding:

Feeding metabolic energy balance = animal needs in total – energy provided by feed stuff – body metabolic energy

Feeding crude proteins comprise the two fractions, RUP (Rumen Undegradable Protein) and RDP (Rumen Degradable Protein).

Rumen Degradable Protein is feedstuff protein degraded by micro flora enzymes of the rumen. This is the source of free nitrogen consumed by bacteria and protozoan organisms living in the rumen, which cannot actively grow and develop without N₂.

Rumen Undegradable Protein is feedstuff protein which cannot be

fermented by micro flora enzymes of the rumen. This protein transits into the small intestine and is degraded here by digestive enzymes. In contrast to microbial protein featuring stable digestibility in the small intestine, RUP digestibility depends upon the parameters of the feedstuffs.

Metabolic protein is the protein assimilated by the animal organism which can be used for different biochemical reactions.

Proteins are required for maintenance and survival of the animal body, including growth and development processes (which are important during the first and second lactation cycles), foetal development (should be considered after 190th day of pregnancy), and milk proteins synthesis.

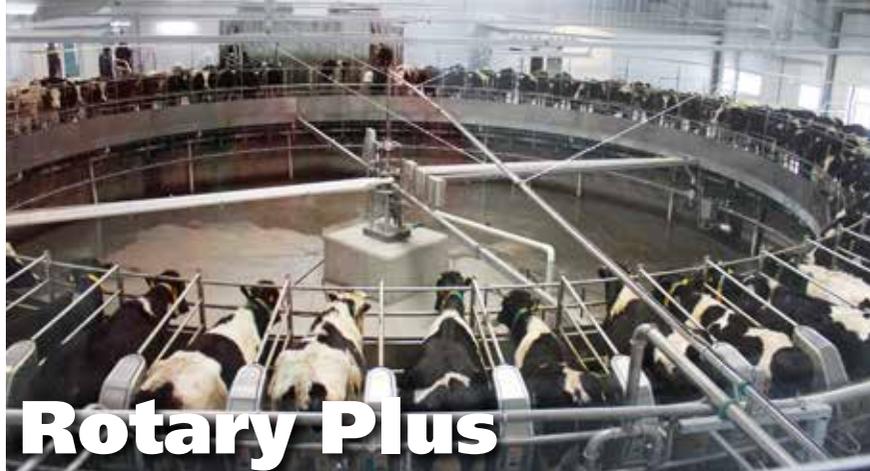
The feedstuffs energy balance should be calculated based on the metabolic protein supply and the animal’s need for metabolic proteins.

The supply of nonreplaceable amino acids should be calculated considering the contents of such amino acids in microbial, undegradable and endogen proteins. Based on the supplied and digested amounts of each nonreplaceable amino acid, the need for the corresponding acid depending on the actual lactation period, productivity and contents of protein in milk, we can calculate the balance of each amino acid for the given feedstuffs.

Carbohydrates provide the cows with energy. They are necessary for the cow’s survival, fat synthesis and milk production. The feedstuffs carbohydrate balance can be calculated based on data on supply and need for carbohydrates. The needs for bioavailable micro and macro elements depend upon the same components as in case of carbohydrates.

Proper feeding of high-producing brood cows based on reliable quality feeding, concentrates, premixes, mineral and vitamin additives, allows us to increase milk production.

By Vladislav SKORODUMOV,
senior livestock specialist of Zashchitnoye LLC



Rotary Plus

Begins on page 4

Vladimir Gorodetsky, Governor of the Novosibirsk oblast, opened the celebration ceremony by congratulating Sibirskaya Niva on this important event. Despite the current difficult times, he said it is pleasant to see how efficiently the enterprise is implementing state-of-the-art technologies at each stage of milk production.

'Large full-cycle agricultural enterprises producing and processing milk are very important for the Novosibirsk oblast,' said Vladimir Gorodetsky. 'Sibirskaya Niva is a vivid example of a hi-tech farming enterprise. High technologies allow the company to produce and process "clever milk from smart cows".'

Producing more milk is the No. 1 priority for Sibirskaya Niva. This year, the Academy of Dairy Sciences brand has expanded its product line: along with milk, sour cream, cottage cheese and kefir, the company now produces yoghurts and butter. The products are supplied to schools, kindergartens and retail networks of the Cherepanovsky and Maslyaninsky districts, Novosibirsk oblast, as well as to the city of Novosibirsk.

In a discussion of the prospects for livestock production with the head of the region, Stefan Duerr, President of EkoNiva, spoke about the company's plans to build one more dairy facility in the area and increase the dairy herd to 8,000 head.

Over 150 guests from the Novosibirsk, Tomsk, and Kemerovo oblasts attended

the event. They included both farmers who are planning to expand their milk production and large dairy producers who came to share their experience. Among them is the Legendary Man! That is the name used by respectful colleagues for Yury Fedorovich Bugakov, Hero of Socialist Labour and irreplaceable Director of the Irmen stud farm, the largest milk and meat producer and processor in the region.

'I have mixed feelings today,' said Yury Fedorovich, smiling. 'On the one hand, I'm proud of EkoNiva, on the other hand, I'm feeling a bit concerned. EkoNiva is close to our heels, in the good sense of the word! Currently we produce 10,600 kg of milk per cow. Sibirskaya Niva is catching up with us: they get 8,200 kg. If they go on like this, they'll outdo us pretty soon! I wish the company to keep it up!'

At the dairy, the guests had an opportunity to see the feeding and stalls cleaning technologies. The 72-stall rotary milking parlour was the unrivalled centre of attention. What makes this parlour unique is the Subway system. All the electronics, the milk receiving system and the pulsators are located directly under the rotary platform and available for maintenance, which allows

engineers to do the servicing work without interrupting the milking process.

At the seminar, managers of EkoNivaSibir told the participants about the livestock management equipment. The company offers a complete production chain: from feed harvesters, manure spreaders, bale choppers and pick-up trailers to feed mixing wagons and feed dispensers.

Specialists of EkoNiva-Farm presented milking and cattle handling equipment. Ramon Schenk, Deputy Director General for Livestock Production at EkoNiva-APK, told the guests about the technologies implemented at the enterprise.

At the end of the event, the participants of the seminar tasted genuine milk products produced under the Academy brand. Milk, cottage cheese and especially yoghurts were sampled with great enthusiasm.

By Anna BORDUNOVA



Agreed!

Starting this year, EkoNiva-Farm is a certified vendor of Kerbl equipment, the new partner of GEA Farm Technologies.

Albert Kerbl is the largest producer of veterinary tools for livestock feeding and management. Its range of products for livestock facilities comprises more than 2,500 articles.

"Thanks to cooperation between GEA and Kerbl, we have a good opportunity to extend our product range. We offer numerous tools and instruments for control of livestock rooms, accessories for obstetrics and calf breeding, and up-to-date tools for milk quality control.



Recently filters and milk hoses, milking accessories, tools for removing horns and other tools has been added to our product range," said Dmitry Volobuyev, head of the spare parts department at EkoNiva-Farm.

Specialists of EkoNiva-Farm also noted that partnership between the two leading companies dominating in the market makes it possible to satisfy the needs of all enterprises, from small farms to large agricultural holdings.

By Anna BORDUNOVA



Where the war was once raging, now the fields appear green

The fields of EkoNiva still hide reminders of the war. Every year blind shells, caterpillar tracks, military helmets are found in the fields of Liskinsky district (Voronezh oblast) during farming work. Once they found a worn-out soldier's shirt. There was a letter in the pocket written by a soldier. The letter was delivered to its addressee, and the mother read the last words of her son.

Historians say that the flagstaff of the Victory Banner is grounded in Don soil. Here, in June 1942, the enemy was blocked, a bridgehead was created in August, and finally in January 1943 the Soviet Army began driving the fascist hordes to the West. Every piece of this soil carries historical references to this terrible war, which is still remembered and venerated. There are obelisks, memorial signs and unmarked collective graves in each and every village of this land.

Before the Victory Day celebrations, the personnel of EkoNivaAgro visited each person who participated in the war including many veterans, prisoners of war, workers of the home front, and the war affected children, — more than 1,000 people in total. They congratulated and thanked the veterans for their bravery and patience. They visited 16 memorial places, laid flowers and paid their respects at the graves including one small monument installed in memory of an unknown nurse. Locals say that her name was Nadenka, and she saved many lives. Just before the 9 May, a memorial sign was commemorated at the Shchuchye bridgehead. This sign was installed on the place where Ivan Shcheloptin, Lieutenant Colonel and the commander of the 375th rifle regiment, found his grave: he raised the soldiers to attack at price of his life. Victory Park opened on 9 May and was



Immortal Regiment of the forefathers. Pupils of Zashchitnoye school attending the 9 May public function (Shchigrovsky district, Kursk oblast)

the centre of the celebration. Villagers and children from the local schools and kindergartens took part in the grand procession. After the speeches were over, the guests could enjoy a concert and refreshments cooked in field kitchens. The grand Victory Day fireworks was the grand finale of the celebrations!

The Zashchitnoye Farming Enterprise (located in Kursk oblast) is the successor of the Pobeda kolkhoz named after the successful completion of the Second



Unknown nurse memorial



Head of the Bebelevsky rural council present a memorial medal to Maria Aleksandrovna Zudina, who was a prisoner of war as a child (Ferzikovsky district, Kaluga oblast)

World War. The Kursk territory carried the entire burden of the war, including occupation and the Kursk Salient, which was the turning point of the Second World War. About two million people, 6,000 tanks and 4,000 aircraft participated in the operation. 23 August 1943 is considered as the day of a crushing defeat of the German army. Now it is celebrated



Gennady Nikitich Ardyshev

as the Day of Military Honour of Russia. As part of the Victory Day celebrations, Zashchitnoye villagers visited the memorial monuments of fellow-villagers who died in the war, laid flowers, observed a one-minute silence, congratulated the veterans and presented them with gifts. Kaluzhskaya Niva was an active

participant of the Victory Day celebrations. Its employees bestowed jubilee medals on veterans, laid wreaths of flowers on the memorial monuments and took part in the reburial of a soldier in the collective grave located in Ferzikovsky district.

The employees also participated in a special celebration meetings with the veterans who protected their mother-land during the war. With tears in their eyes, they remembered the past and told the youngsters about their journey to victory day, open heartedly and with sincere joy.

For Siberian Niva, the 70th anniversary of the Great Victory is a special day. War did not reach this region. Nevertheless, local people worked hard on the home front to approach the victory. Gennady Nikitich Ardyshev went through the war from beginning to the end, and got multiple medals, including a Gallantry medal, a medal for the Vienna Campaign, and a medal for Victory over Germany. After the war, he was working in the peaceful agricultural

field. For more than 30 years, he was the head of the Barrikady collective farm located in Chupino village (Maslyaninsky district), which is part of Sibirskaya Niva lands now. Gennady Nikitich is emeritus agricultural worker. He holds the Order of the Red Banner of Labour and the Order of Lenin. They call him the living legend. He brought up many generations of farmers, including staff members of Sibirskaya Niva. On 9 May, they congratulated Gennady Nikitich and expressed their gratitude for his work, wishing him a life of peace on their land. Sibirskaya Niva also joined the War Songs' Marathon. More than 100 persons sang the main Victory Day song all together. They lighted candles

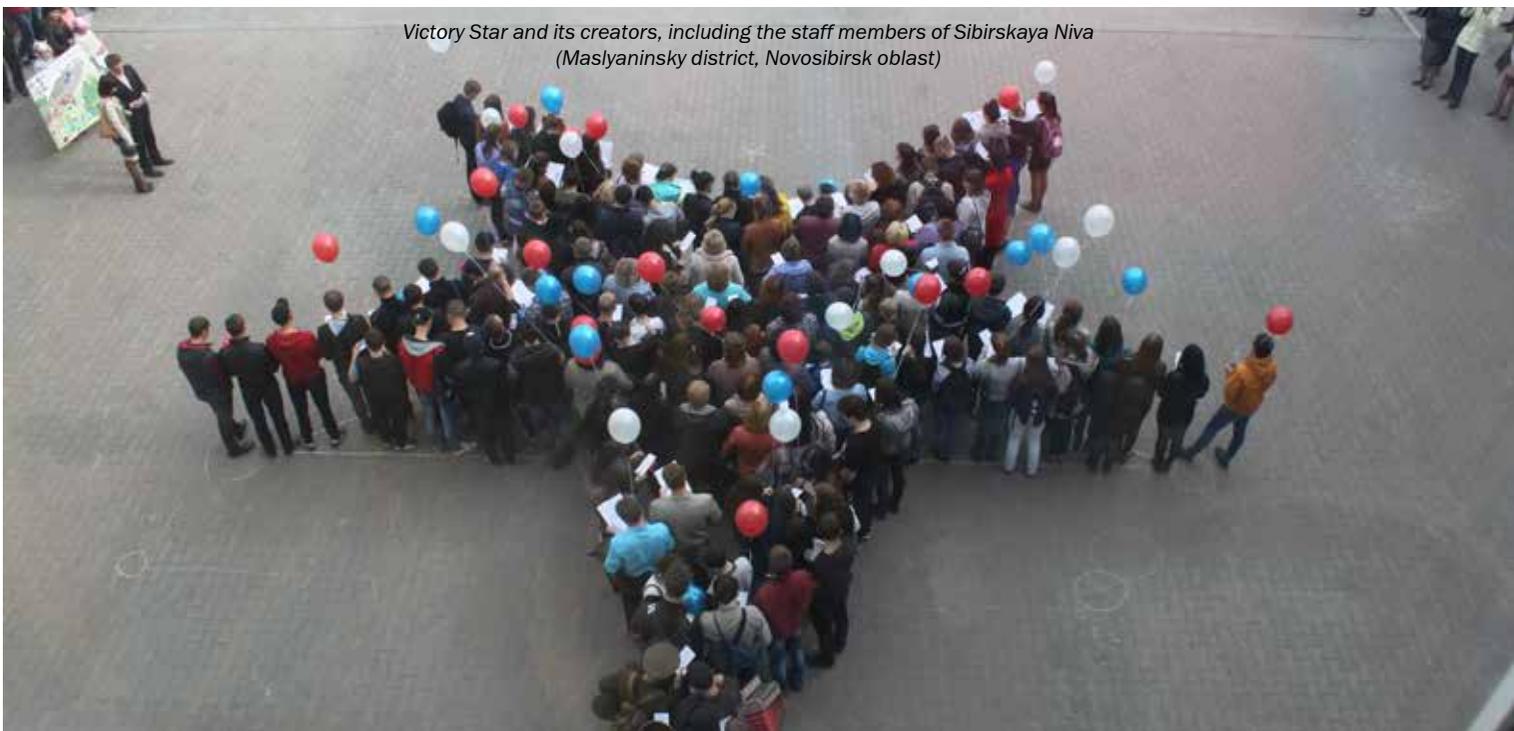


Junior Sergeant Ivan Grigoryevich Mukoedov (at left) and common soldier Nikolay Ivanovich Zernyukov together with Stefan Duerr attending the commemoration of Collective Grave No. 178 (Shchuchye village, Voronezh oblast)

on memorial graves of the soldiers who underwent all the hardships of the war, worked hard on the home front and gave their lives to restore peace and approach the great Victory!

By Svetlana WEBER, Anna BORDUNOVA, and Yulia SALKOVA

Victory Star and its creators, including the staff members of Sibirskaya Niva (Maslyaninsky district, Novosibirsk oblast)



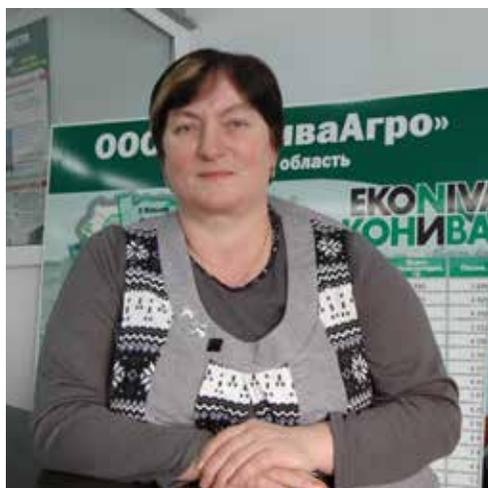


Heroes of Our Time

It is good to know that even today there are people we should take a cue from. These people are our friends, relatives and colleagues, who live among us. EkoNiva also has its heroes, whose merits and achievements are distinguished at the highest level.

Standing High!

Olga Pasyukova, agronomist and seed grower of EkoNivaAgro, was entered in the Book of Honour of Liskinsky district (Voronezh oblast).



The names of 18 Liski residents – veterans of the Great Patriotic War, mothers of large families, teachers, production workers, employees of farming enterprises, representatives of culture and art, – were added to the twelfth volume of the Book of Honour. These are people whose professional and personal achievements present a worthy example to follow.

Olga Pasyukova was awarded in the 'Rural Beacons' category. She started her career as an agronomist at the Tikhy Don collective farm 37 years ago (Shchuchye village). Now she is still working on her beloved native land in EkoNivaAgro. She bears responsibility for all seed production in the company. According to Viktor Shevtsov, head of the Liskinsky district, her immense working experience in the agricultural industry of Liskinsky district, her agronomic knowledge comparable to a whole encyclopaedia, and her ability to give 300% of herself to work are priceless treasures for EkoNivaAgro. She is an ideal role model for the specialists of the enterprise, especially for the young people.

Olga Nikolayevna looked a little embarrassed but happy when she thanked the district administration for the high

estimation of her life and labour (which are inseparable for her):

'I am so pleased that I was appreciated at such a high level. It was unexpected because I have never considered my work as anything special. I have just put my whole soul into it. I think this is the only way one can do real work. Thank you! This event inspired me with new life, energy and optimism! I want to continue working as long as God allows!'

On the highest level

The Kaluga Oblast Ministry of Agriculture awarded the honorary title of 'the best manager in the oblast's agricultural sector' to Vladimir Kavin, Director of Kaluzhskaya Niva. Full of gratitude, Vladimir Vladimirovich received the diploma of winner of the regional competition among agribusiness workers and congratulations from his colleagues.

"It is great pleasure for me to receive such high distinction from our regional leaders. This gives me power to move on!" said Vladimir Kavin, sharing his feelings with us.

Industry growth is the output of any leader. Vladimir Kavin had been the head of Kaluzhskaya Niva for just two years. During this period, the enterprise has become one of the most advanced farms of the region. Here the first regional livestock facility equipped with a robot-aided milking system has been launched. After reaching its full capacity, the facility will be the largest in Russia. Now Kaluzhskaya Niva produces more than 40 tonnes of milk a day. Last year Leonid Gromov, Minister of Agriculture, personally bestowed a gold medal on this farm as the best robot-aided farm of the region.

The land bank has also been enlarged considerably. Today white strew crops, forage crops and potatoes grow here on a territory covering about 15,000 ha.



They are not going to give ground. On the contrary, they want to get more land and increase milk yield. They have all the resources at hand, including advanced equipment, production facilities and the expertise to use them!

Excellent marks!

Valeria Shadrina, interpreter and translator in the international relations department of EkoNiva-APK Holding, got excellent marks for Total Dictation 2015.

Valeria took down dictation without a single mistake, in spite of all the orthography and punctuation traps hidden in the text, which are numerous and difficult even for professional philologists.

More than 100,000 persons from 58



countries and 549 cities and towns checked their literacy rate. At Voronezh, the place of Valeria's dictation, 1,229 persons sat down at school-desks. Only 25 persons got excellent marks for their dictations.

According to Valeria, she participated in this international contest for the second time.

"I had no any special training, so I relied upon my knowledge and intuition. My everyday language practice on the 'home front' of international relations and my translation work give such results!" Valeria explains to us.

By Yulia SALKOVA and Anna BORDUNOVA



The more we know about milk, the better it tastes!



Milk is one of the best aids in health and beauty care. Junior scientists from the Liskinsky district schools spoke in praise of milk at a research-to-practice conference organised by the Academy of Dairy Sciences under the title “Milk gives health and beauty: expertise through the ages.”

Twenty-two participants spoke about the different qualities of milk. For instance, Arina Bazanova, a third year pupil of the Anoshkino school and the conference prize winner interviewed the natives of her village. According to her research, adults and the pupils of the 8th to 11th grades have milk daily, and her peers do not. The pupils of primary school have milk once a week on average. Ice cream is the favourite product of Anoshkino natives, and they consider milk and rice porridge as the healthiest products.

Maxim Smetanin, a pupil in the Zaluzhnoye school and one of the two

prize winners of the conference, spoke in praise of milk and shared several milk-based recipes which can be used as the universal medicine against all illnesses. In his presentation, he told of milk-based recipes from Hippocrates which can cure many diseases and make people healthy. Ivan Shinkarev, a pupil in the 10th grade at the Divnogorye school, found out what is the favourite milk of Liskinsky natives. He undertook a test purchase, tasted two samples of milk by a popular brand and home-made milk. Based on the results of this domestic sampling, home-made milk won the top honours!

It took two weeks for Ivan to complete his research, and he did not spend his time in vain! He got the prize for his research!

“I like the conference very much, because I have learnt many new and interesting things about milk while preparing for it. In my opinion, milk is not just a food-grade product. This health-drink contains a full stock of vitamins and healthful components! I think that people who are not milk fans should know more about milk and its merits. The more we know about milk, the better it tastes!” said Ivan.

By Yulia SALKOVA

Welcome to the Academy of Dairy Sciences!

This spring, the Academy of Dairy Sciences (located in Liskinsky district, Voronezh oblast) welcomes guests to its up-to-date milk processing facility located in Zaluzhnoye village. The new season of walking tours featuring a new programme is open to guests!

Christina Frank, the head of the Academy of Dairy Sciences, notes increasing interest in the project.

“The project is widely known not only among the youngsters from the different parts of our country, but also among young men from abroad. Considering already submitted applications, the 2015 season is going to witness a record number of visitors! Let me remind you that in 2014 more than 3,200 guests of different age groups visited the Academy,” Christina Frank tells us.

Dairy Academics are really glad to see this expansion of their visitors’ geography. They

have improved walking tour programmes and made them even more informative and unforgettable. Now the guest can explore not only up-to-date milk processing and see the everyday life of the cows, but also visit a unique museum and reserve named Divnogorye (Wonder Mountains). Here the visitors get insights into pristine nature and the ancient history of the Voronezh region. Kids

can also study the vegetation and plants listed in the Red Book, and survey the herbs suitable for cows.

By Yulia SALKOVA



**3 June, 10 June, 24 June, and 1 July
Field Days 2015 for new crop
varieties and technologies**

Venue: Zashchitnoye village, Shchigrovsky district, Kursk oblast
Organisers: EkoNiva-Semena LLC

**17 June
EkoNiva Field Day with participation
of Michelin, John Deere, and JCB**

Venue: Bogoroditsk town, Tula oblast
Organisers: Tula branch of EkoNiva-Tekhnika

**10-13 June
Agronomists' trip to Italy to study
technologies for alfalfa and durum
wheat cultivation**

Venue: Prosementy Company, Bologna, Italy
Organisers: EkoNiva

**25-26 June
IX Interregional exhibition and
demonstration of agricultural
machinery and technologies
Voronezh Field Day**

Venue: Logus-Agro LLC, Makarye village, Novousmansk district, Voronezh region
Organisers: Tsentr LLC

**29 June – 1 July
Pedicure workshop by Karl Burgi, CEO**

Venue: EkoNivaAgro LLC, Voronezh oblast
Organisers: EkoNiva, Dairy News Information Agency

**June
Field Day in Kemerovo oblast**

Venue: Kemerovo oblast
Organisers: Kemerovo Oblast Ministry of Agriculture

**June
Seminar in potato cultivation in the
Kirov oblast**

Venue: Kirov oblast
Organisers: Kirov branch of EkoNiva-Tekhnika

**July
Smolensk Field Day**

Venue: Smolensk oblast
Organisers: EkoNiva-Tekhnika LLC



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



3 June, 10 June, 24 June, 1 July
Field Days 2015 for new varieties and technologies by
EkoNiva-Semena



Publisher and founder: IA EkoNiva-Media LLC
Registered office:
79-a Radishchev Street, Kursk, 305004.

Editor-in-Chief:
Ms. Svetlana Ivanovna Weber
Address of the editorial office:
79-a Radishchev Street, Kursk, 305004,
tel. +7 (4712) 39 26 60

www.ekoniva-apk.ru
e-mail: vesti@ekoniva-apk.com

The journal is registered by the Federal Service for Supervision in the Sphere of Communication and Mass Communications. Registered Certificate for Mass Media ПИ № **ФС77 - 34820 of 23 December 2008**. Signed for printing According to the schedule: 29.05.2015 at 3 pm, In fact: 29.05.2015 at 3 pm. Issue date: 09.06.2015

Translated by the Snegiri Translation Bureau
www.snegiri-tb.com, snegirtb@gmail.com

Printed by VIP Publishing House LLC, 5 1st Mokovsky lane, Kursk, 305007
The circulation of the issue: 750 copies. Order №