

Ten years in milk processing

From a local processor to a federal market player

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Two new winter wheat varieties by EkoNiva

listed in the State Register of Plant Breeding Achievements

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New equipment – more opportunities

EkoNiva-Tekhnika presents reliable farm machinery of new brands

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Times define priorities

Over my life, I have visited dozens of countries. However, though invited several times, I have never been to India before. A few years ago, I met Ms Lakshmi Venu, whose family owns tractor factories in India. We kept in touch, and not once, Lakshmi suggested that I should come and discuss cooperation. A joint venture with an Indian company was not of much interest to me then. However, later, the world situation changed. This time, it was me who initiated the negotiations.

To my shame, I knew little about India: a faraway country where they like milk and worship cows. At young age,

I read a book about Mahatma Gandhi and wanted to go to India, but it did not work out. In general, before, I had a very vague notion of the country, and this visit has come as a revelation to me.

The local people fascinate me: they are friendly, kind-hearted, of great depth and still grateful to Russia. Indians are strongly motivated to learn and develop their country since they believe that wealth and success are a reward for diligent studies, hard work and good deeds.

I was excited to see high production standards and professional approach. We toured the headquarters,

the training centre and one of the factories. In total, the company turns out 300,000 tractors a year. The production practices and well-defined and structured management system meet the requirements of the global industry leaders. The company puts a great focus on training and skill upgrading – the priority we have in common. They have designed unique software enabling to visualise a tractor and study all its assemblies wearing augmented reality glasses. This know-how is an excellent tool to train service technicians.

EkoNiva and TAFE have signed a cooperation

agreement. I expect our farmers to like TAFE tractors. These modern, robust and cost-efficient machines are operated in India and also in Arab, African and European countries.

I appreciate the business attitude of our partners. They are open to discuss issues, share information and strive to build a long-term equal relationship. Our company is going to represent this reliable machinery in the Russian market with pride and confidence. We expect the first shipments to take place in March.

Stefan Dürr,
EkoNiva Group President

Dairy ambitions of Bashkiria



Press-Centre of the Bashkortostan Republic Administration

Semyono-Makarovo dairy farm has hosted an offsite Bashkiria Government meeting devoted to dairy farming development.

The meeting chaired by Radiy Khabirov, Head of the Republic of Bashkortostan, has been attended by Stefan Dürr, EkoNiva Group President, Artyom Belov, Director General of the National Union of Milk Producers, members of Bashkiria Government, namely, Andrey Nazarov,

Prime Minister, Ilshat Fazrakhmanov, Minister of Agriculture and heads of all municipal districts.

The meeting participants discussed the dairy industry performance in region, the strategy of milk production development and implementation of new investment projects.

The group toured new Semyono-Makarovo dairy to learn about the basic operation principles and practices applied by EkoNiva Group on its modern farms. Commissioned in the autumn of 2022, Semyono-Makarovo is a one-of-a-kind enterprise in the republic in terms of scale: it houses 2,800 cows and 3,200 head of young stock. The facility design and equipment – the free-stall housing system and the 72-stall rotary milking parlour – are geared to ensure cow comfort.

The investment totalled 3.1 billion rubles. EkoNiva employs advanced software solutions for herd management and feeding, including the in-house Eko.Feed software. The herd consists of high-yielding Holstein cows. In January 2023, the gross average daily milk yield reached 90 tonnes.

Radiy Khabirov commended the EkoNiva management for the project.

‘Merely four years ago, it used to be a field whereas now it is a high-tech dairy farming facility. Thank you for trusting us. I look forward to more fruitful cooperation in the years to come’, emphasised Radiy Khabirov.

Last year, EkoNiva celebrated its 20th anniversary of operation in the Volga Federal District, the region which is strategically important to the whole EkoNiva Group.

‘We highly appreciate the attention and support of the republic’s government, which enables us to create new jobs and provide comfortable living and working conditions for people in the rural area. Together we will continue contributing to the social and economic development of the entire region’, stated Stefan Dürr, EkoNiva Group President.

By Maria IVANOVA

Exporter of the Year

EkoNiva-Semena, a plant breeding and seed producing enterprise within EkoNiva Group, has won the Agroinvestor of Year 2022 award in Exporter of the Year nomination of the Crop Produce Exporter category.

Based on the 2022 performance, the company is one of the largest lentil exporters in the country. The crop export reached 10,400 tonnes demonstrating a twofold increase on 2021.

The demand for lentils is steadily rising in the Middle East and Africa. EkoNiva started exporting them in 2019. Easy to grow, the crop is cultivated at the company’s enterprises in Kursk, Novosibirsk, Ryazan and Voronezh oblasts as well as the Volga region to be exported to Turkey, the UAE and Pakistan.

Looking forward, the company is on track to ramp up its overseas sales.

‘This season, in addition to doubling the lentil area, we are going to increase our export deliveries by trading grain grown by third-party farmers’, says Mikhail Matveyenko, EkoNiva-APK Deputy Director General for Sales and Procurement of Crop Produce.

Also, plans are afoot to include other legumes, cereals and oil crops grown on the company’s farms in the export range.

By Svetlana WEBER



New varieties to ensure food security

EN Voin and EN Persey bred by EkoNiva Centre of Plant Breeding and Variety Maintenance are two new winter wheat varieties that have been entered into the State Register of Plant Breeding Achievements. In 2023, they are allowed for use in the Central Black Soil and Middle Volga regions.

The new varieties, both of intensive type, feature high plasticity, winter hardiness, resistance to lodging and consistently high yields delivered in various climatic and soil conditions. Other essential advantages include a high baking quality, compatibility with various types of predecessors and resistance to pests.

The maximum yield of EN Voin at Shchigry State Variety Trial Plot in Kursk oblast reached 10.67 tonnes/ha in 2022. EN Persey delivered its record yield of 11.7 tonnes/ha at the same plot in 2017. In 2020, it produced 10.8 tonnes/ha.

The vegetation period of EN Voin amounts to 265-310 days; of EN Persey – from 258 to 300 days. The new varieties performed well in the special climate chamber for frost tolerance valuation. Sixty-eight per cent of EN Voin tillers and sixty-five per cent of EN Persey tillers survived when exposed to temperatures down to -16°C . The varieties show good tillering and high head kernel content. For example, EN Persey averages 50-80 kernels in the spike.

Besides, the geography of growing EN Argenta soya bean has been expanded. Now, it can be cultivated not only in the Central Black Soil, but also in the Central and Middle Volga regions.



EN Voin



EN Persey

'Russian breeders are facing the challenge of creating competitive varieties of field crops to ensure the country's food security', says Vitaliy Voloshchenko, Director of EkoNiva Group's Centre of Plant Breeding and Variety Maintenance. 'And we are proud to make our contribution to the project of this scale.'

Currently, several more winter wheat and soya bean varieties bred by EkoNiva are in trials at the State Variety Testing Commission. The company has also launched wheat, lentil, chickpea and lupin breeding programmes.

By Tatyana IGNATENKO

Cheese newcomers



The EkoNiva cheese family welcomes new members: premium Dür Zeller hard cheese and Momente aus Schollbrunn and Momente aus Walldorf semi-hard cheeses.

Inspired by Swiss Appenzeller, the premium 6-month aged Dür Zeller is a new addition to the Dür range of signature hard cheeses. All unique flavours in the Dür lineup are created using *Brevibacterium linens*. But due to a different choice of starter

cultures, new Dür Zeller acquires a distinct pungent flavour with nutty undertones. And the 55% fat ensures its soft texture.

The semi-hard range welcomes two newcomers: Momente aus Schollbrunn and Momente aus Walldorf,

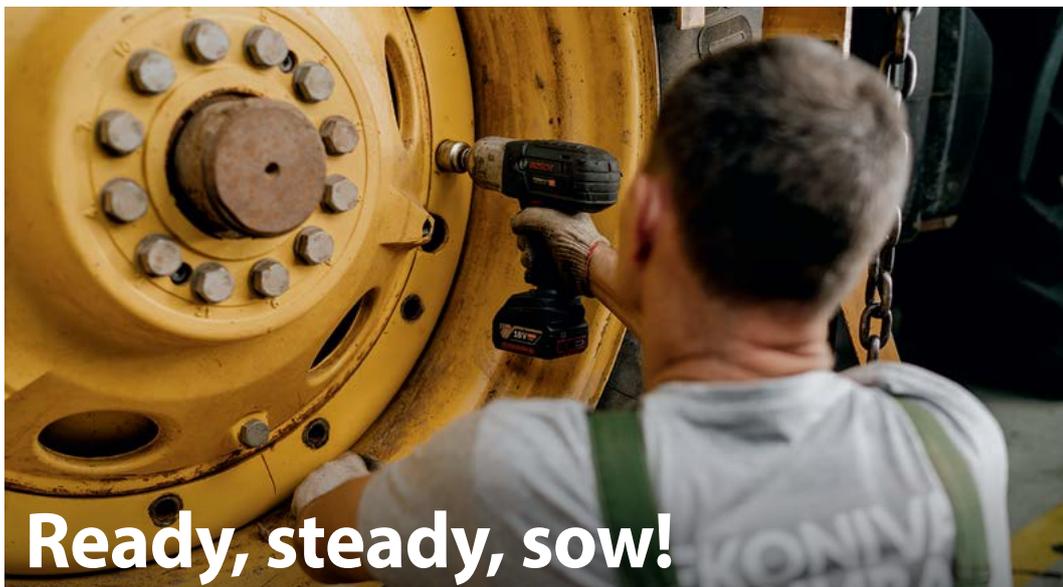
translated as Memories from Schollbrunn and Memories from Walldorf. The names are prompted by the childhood memories of Stefan Dür, EkoNiva Group President. His grandparents lived in Schollbrunn village, South Germany.

They owned a small café and, as a boy, the future founder of EkoNiva used to spend a lot of time there.

Momente aus Walldorf semi-hard cheese takes its name after a small town in Baden-Württemberg, Germany, where Stefan spent his young years and where his mother still lives. Momente aus Walldorf has a distinct creamy flavour with fruity undertones. The first batches are still maturing and will be released in spring. Both cheeses are good for melting and highlight the dish taste.

'From the moment we launched our first cheese plant in Voronezh oblast two years ago, consumers have had a constantly increasing interest in our cheeses', says Ivan Vorobyov, Deputy Director General of EkoNiva-Food. 'In 2022, EkoNiva sold about 1,200 tonnes of semi-hard and hard cheese, which is 5.5 times as much as in the previous year. Cheese is a growing segment in Russia, therefore we have taken the decision to extend our cheese range.'

By Maria IVANOVA



Ready, steady, sow!

EkoNiva's ambitions for 2023 include sowing over 440,000 ha of land, improving crop yields and enhancing resource efficiency due to a range of smart farming technologies applied.

The farms in total have allocated 200,000 ha for cash crops, 40,000 ha for seed production and the rest – for roughages and grain to feed to herd.

Farming operations of EkoNiva grow a variety of agricultural crops: wheat, rye, triticale, barley, maize, soybeans, peas, chick peas, lentils, faba beans, flax,

alfalfa, rapeseed, clover, sunflower and sugar beets.

In 2023, EkoNiva is planning to step up the output of pulses, including red and green lentils, which

are especially popular in the Middle East. Besides, the company has increased the area of soybeans, chickpeas and nutrient-rich faba beans. Winter crops, such as wheat, rye, triticale and rapeseed, occupy over 60,000 ha this year.

For the sowing campaign, the company is using seeds from Russian plant breeders as well as domestic and western hybrids. More than 2,300 machines, including 900 self-propelled units, are working in the fields this spring.

EkoNiva agronomists stick to smart farming practices to reduce the input costs, boost yields and maximise resource efficiency. For example, over 20,000 ha is to be sown at a variable-rate. Besides, the company is planning to carry out soil mineral analysis on an area of over 100,000 ha with further mapping based on the results.

By Talgat MUSAGALIEV

Proudly organic

The Russian Quality System (Roskachestvo) confirms the organic status of EkoNiva enterprises in Kaluga oblast.

Following the inspection carried out by the Russian Quality System (Roskachestvo), EkoNiva Group subsidiaries Savinskaya Niva (organic farming enterprise) and MosMedynagroprom (milk-processing plant) have proven their conformity with organic standards. The certificate of conformity is issued for three years and implies an annual inspection aimed at confirming that the enterprises meet all the requirements applicable to organic operations.

Savinskaya Niva is located in Medyn district, Kaluga oblast. The conversion to organic farming took three years and was completed in 2015. Organic practices imply environment and human health protection. The production processes at organic enterprises are strictly regulated. For example,

chemical fertilisers and crop protection agents are absolutely forbidden, and cattle must be kept in the most natural environment.

The total herd size of Savinskaya Niva farm is 900 head, including 450 head

of beef cattle and 455 dairy cows. The enterprise employs a free-stall housing system involving a 6-month grazing period every year.

MosMedynagroprom is located 90 km away from Savinskaya Niva. The processing plant produces a wide range of dairy under the EKONIVA brand, including the EKONIVA Organic line made from organic raw milk provided by Savinskaya Niva. The milk is transported in special trucks to avoid

contact with conventionally produced milk. The plant uses a dedicated line for the entire production and packaging process. The EKONIVA Organic line includes 3.3-6% fat whole pasteurised milk and 3.2% fat UHT milk. In February, 2022, EkoNiva became the first company in Russia to produce long-shelf-life organic UHT milk.

EKONIVA organic milk is sold in the company's brand shops and federal retail chains.

By Natalya SHARAPOVA



A fruitful year



industry grew 2.7 times reaching 12,300. In July 2022, the company signed a contract for supplying dairy products to the largest fast food restaurant chain Vkusno i Tochka comprising over 850 outlets. EkoNiva also keeps on developing its own retail business: by the end of 2022, the company managed over 50 brand shops.

Crop farming

The past season proved to be successful for EkoNiva in respect of plant growing. The Group harvested 1.18 million tonnes of cash crops from roughly 270,000 hectares: 732,000 tonnes of cereals, 108,000 tonnes of pulses, 50,000 tonnes of oil crops and 291,000 tonnes of sugar beet. These are record-breaking figures for the company, substantially exceeding the numbers of 2021 (by 63%). At the same time, the Group fully met the needs of its growing herd harvesting about 831,000 tonnes of forages in dry matter in 2022. EkoNiva also continues employing precision farming technologies enhancing land use efficiency, reducing seed and fertiliser cost and increasing yields at the same time.

By Maria IVANOVA

EkoNiva has published operating results for 2022 relating to its core business segments: dairy farming, milk processing and crop farming.

Dairy farming

In 2022, EkoNiva produced 1.19 million tonnes of raw milk, which was 73,000 tonnes more than in the prior year. Thus, EkoNiva remains the only Russian farming holding to produce over 1 million tonnes of milk for the second year in a row. The average daily yield for the reporting period amounted to 3,261 tonnes, while the output per one dairy cow rose from 27.7 kg to 29.3 kg. The general performance growth was due to abundant stocks of succulent and rough feed, herd quality improvement, ration optimisation with the help of modern digital systems, including the in-house developed Eko.Feed software, effective teamwork and competence in dairy farming. The average herd size of EkoNiva Group exceeded 222,800 head, including over 111,200 dairy cows.

40% higher than in 2021. In particular, the production of fluid milk and conventional dairy items rose by 39%; desserts (including ice cream), by 46%; cheese, more than 4.5 times. Up to 79 SKUs were added to the EKONIVA product line.

The volume growth and product range expansion result from increased production capacity and wider sales geography. An important addition to the overall capacity increase was installation of a new UHT milk line processing 100 tonnes of raw milk per day at Anna dairy plant. In September 2022, EkoNiva

put into operation a new curd line with an output of 10 tonnes per day at the same factory, which made it possible to extend the group of curd products to 7 SKUs. EkoNiva's dairy is readily available in most federal chains, including Magnit, Lenta, Perekryostok, Pyatyorochka, Globus, O'KEY and Auchan. In 2022, the company's geography widened from 45 to 70 regions. EkoNiva has been boosting its Internet sales – at present, the branded products are sold in major online marketplaces. The number of EkoNiva's partners in the HoReCa



Milk processing

Over the first six months of 2022, EkoNiva's processing facilities manufactured roughly 164,000 tonnes of finished dairy products, which is

Gold medal winner



EkoNiva has been awarded a gold medal and a laureate diploma for its curds at Prodexpo 2023. Curds with a fat content of 5% and 9% won the Best Product 2023 award.

Last September, the company launched a curd line with a capacity of 10 tonnes per day at Anna dairy plant in Voronezh oblast. The curds have become extremely popular with consumers due to their

delicate natural taste. The product can be used both as a separate dish and as a basis for fritters and baked puddings. EkoNiva's dairy, comprising over 80 items, including traditional milk, kefir,

fermented baked milk, cream, sour cream, curds, butter, quark desserts, drinking and spoonable bioyoghurts, cheeses and ice cream, is made from milk produced on the company's own farms.

Prodexpo international food and beverage trade show is the biggest event in the industry. In 2023, it gathered over 2,000 companies from 35 countries. Such major forums help producers to sign important contracts and raise the product awareness. In addition to the curds, EkoNiva unveiled its new products: 6-month-aged premium Dürre Zeller hard cheese and Momente aus Schollbrunn and Momente aus Walldorf semi-hard cheeses.

'Prodexpo allows us to better understand the market and receive feedback from our partners and clients', says Natalya Starkina, Marketing Department Manager, EkoNiva-Food. 'We are very proud that our product has won gold once again. Last year, EKONIVA milk, quark desserts and semi-hard cheeses were ranked as top products by the trade show experts. We keep developing the brand line to offer our customers new delicious and healthy dairy.'

By Maria IVANOVA

Southward expansion

EkoNiva Group has taken part in the 29th YUGAGRO 2022 international agricultural trade show. At its booth, the company displayed seeds of high-yielding varieties, cutting-edge digital technologies for field work optimisation and pedigree cattle.

EkoNiva-Semena showcased 70 crop varieties of domestic, foreign and in-house breeding, including EN Cepheus, EN Taygeta, EN Albireo, EN Photon and EN Mars.

'EN Cepheus has delivered a record yield of 10.2 tonnes per hectare on our farm. For four years, we have been buying winter wheat from EkoNiva-Semena, as its varieties are resistant to lodging and low temperatures and produce bumper crop after any predecessor', shares Maksim Baranov,

Agronomist of AGRO K.V.I.S enterprise.

At the event, the company experts showed their pedigree dairy cattle.

'Over the previous year, we delivered around 12,000 head of pedigree cattle, 30% of which was sold in the southern regions of the country. Based on our customer records, our fresh cows produce 30-36 kg of milk per day, provided that they are properly housed and fed', says Pavel Chernyshov, Pedigree Cattle Sales Manager, EkoNiva-APK Holding.



EkoNiva-Chernozemye demonstrated one of its digital novelties – the FJDynamics autosteering system designed to increase performance and reduce operating costs. The high-precision Mobile RTK signal guarantees 2.5 cm accuracy,

and its base station comes as standard without any additional activation fee.

At YUGAGRO 2022, EkoNiva signed important contracts for the sale of seeds, cattle and digital solutions.

By Viktor BARGOTIN

Closer to the consumer

Until recently, the companies have only been cooperating in Voronezh and Kaluga oblasts. Now the customers of more than 1,400 Pyatyorochka convenience stores in Moscow oblast can buy pasteurised and UHT milk, cream, yoghurts, quark desserts and butter, – about 10 items in total.

‘Our company has been supplying its produce to Pyatyorochka since 2019. Four years ago, this retail chain was one of the first to launch the sales of dairy under the EKONIVA brand. We value the trust that Pyatyorochka customers put in our company by choosing EkoNiva every day, and we are glad that now we can offer our products to even more consumers. We are planning to extend the range of items available in the popular corner shops and expand into new regions jointly with X5 Group’, comments



EkoNiva Group has commenced delivering branded dairy produce to the grocery stores of Pyatyorochka retail chain (X5 Group) in Moscow oblast.

Denis Ishmayev, EkoNiva-Food Sales Director.

X5 Group is Russia's largest food retailer running over 21,300 stores: more than 19,100 Pyatyorochka convenience stores,

971 Perekryostok supermarkets and about 517 Chizhik hard discounters. With a turnover of RUB 2.6 trillion, X5 is the largest retailer by sales in Russia, whose aggregate selling space exceeds

9.1 million sq. m. Besides, the company's digital businesses – Vprok.ru Perekryostok online market and 5Post parcel delivery service – make it an e-commerce leader.

By Natalya SHARAPOVA

Aircrafts at farmers' service



EkoNivaTekhnika-Holding has become an exclusive dealer of agricultural aeroplanes SP-30 designed for field monitoring and aerial application of chemicals. The contract signed with Pervoye Opytno-Konstruktorskoye Byuro manufacturing company covers the entire territory of Russia.

‘We are happy to start the cooperation with EkoNiva-Tekhnika’, says Aleksey Fitingof, Director General of Pervoye Opytno-Konstruktorskoye Byuro. ‘Guided by the policy of import substitution, we provide the farmers with high-quality aircrafts made in Russia. The in-house research and development department

enables us to tailor the units to the current needs of agricultural enterprises.’

The SP-30 is an ultralight aircraft with a maximum takeoff weight of 495 kg. The unit is assembled at the manufacturing facility of Pervoye Opytno-Konstruktorskoye Byuro in Taganrog. The Aerial Chemical Works version is used mainly

for chemical application and aerial seeding. For this purpose, the plane is fitted with a software and hardware suite for spraying featuring a 150-litre tank. The system is designed to ensure gentle application of not only chemicals, but also biological solutions. The unit can be used for crop monitoring, video surveillance

and mapping. During the flight, the pilot can be accompanied by an agronomist or another specialist. The SP-30 carries up to 160 kg of payload. The unit's capacity makes it possible to cover over a thousand hectares per day without access to a ground filling station. The distance can be doubled subject to the station availability. The aircraft does not require a lot of room for take-offs and landings – a 100-metre stretch of unprepared surface suffices. At the heart of the unit lies the RSM-100 four-stroke four-cylinder aviation engine fuelled with E10 (95 RON) petrol.

‘Becoming a dealer of aviation equipment designed and manufactured in Russia with local realities in mind is ground-breaking’, says Gennadiy Nepomnyashchiy, EkoNivaTekhnika-Holding Commercial Director. ‘Together with our partners from Pervoye Opytno-Konstruktorskoye byuro, we will make a significant contribution to the replenishment of Russia's farm machinery fleet.’

By Talgat MUSAGALIYEV



EkoNiva ranks high among the best



According to the Dairy Intelligence Centre, in 2022, EkoNiva Group showed the most dramatic growth among the top 30 milk processors. The Group moved up by impressive 23 lines in one year and is now ranked 26th. Why did the largest Russian raw milk producer decide to branch out into processing and how has it become a significant player?

The market of raw milk, like any other market, is very volatile. The more our company was expanding the more we could feel the impact. Therefore, we came to the conclusion that we should process at least a share of our milk on our own. To get some experience, first we launched a small plant', recounts Stefan Dürr, EkoNiva Group President.

This pilot plant with milk intake of 10 tonnes per day was commissioned in Maslyanino, Novosibirsk oblast, in 2013. Just to compare, currently, every day, our 5 production sites process in total 650 tonnes of the highest-grade milk delivered from our own farms.

The product range initially included only pasteurised milk and sour cream under the Academy of Dairy Sciences brand. When we had more experience and understanding of how equipment runs, we added cottage cheese and fermented products to the range. Gradually, the produce became a preferred choice of local consumers.

'We started with distribution of basic dairy

products in the neighbouring districts: Maslyanino, Cherepanovo, Iskitim.

Promoting an essentially local brand was quite a challenge at the beginning, but high quality standard of the produce helped to earn customer loyalty soon and gain a foothold in the local market.

A different promotion concept involving EkoNiva farm tour project proved to be effective without large marketing budgets. Any visitor to EkoNiva dairy can observe how milk is produced and taste natural treats made from it. Thus, EkoNiva became one of farm tourism pioneers in Russia. Since then, EkoNiva dairies have received over 100,000 guests, in total.

At the same time, EkoNiva continued ramping up raw milk production building new modern dairies across the country. If in 2012, the Group's raw milk output was 84,000 tonnes, in 2015, it reached 180,000 tonnes and nearly 300,000 tonnes in 2017. Further on, EkoNiva has

remained unsurpassed in raw milk production both in Russia and Europe.

'Producing so much milk, inevitably, you start wondering what happens to it next, and it is not about business and profits only. We do care

whether our milk transforms into delicious natural products or is adulterated with palm oil. When we sell milk to third parties, we cannot control the result. When we process it ourselves, we can guarantee its taste and quality', continues Stefan Dürr.

In 2016, EkoNiva opened a small dairy plant in its





homeland – Shchuchye village in Voronezh oblast, and a year later purchased existing facilities in Anna district, Voronezh oblast, and MosMedynagroprom site in Kaluga oblast. Additional capacities enabled the company to expand the product range to feature pasteurised and UHT milk, the whole lineup of conventional fermented products, yoghurts, UF quark, butter and ice cream. Soon, the Group faced another challenge: taking its distribution to the federal level. The main question in this relation was whether to keep using the Academy of Dairy Sciences brand, initially developed for local consumers, or come up with something new. The answer seemed obvious: it was necessary to build a new federal brand and compete with the processors who had been dominating the retail shelves for decades.

For promotion, the company chose the policy of honesty and transparency bringing out its inner values instead of creating characters and legends. EkoNiva can boast a unique advantage: by far, it is the only large holding that has full control over the whole milk production chain and can ensure the quality at each step – ‘from field to shelf’.

‘We grow our own forages, take care of our

cows’ health and comfort, implement sophisticated equipment at processing plants, which enables us



Stefan Dürr, EkoNiva Group President:

‘Producing so much milk, inevitably, you start wondering what happens to it next, and it is not about business and profits only. We do care whether our milk transforms into delicious natural products or is adulterated with palm oil. When we sell milk to third parties, we cannot control the result. When we process it ourselves, we can guarantee its taste and quality.’

to offer high-quality dairy products at affordable prices’, says Denis Ishmayev, Sales Director at EkoNiva-Food.

Later, in 2018, the Group launched the EKONIVA brand at federal retail chains. The new package featured

a photo of Stefan Dürr and WhatsApp contact number to prove the Company’s responsible attitude.

Today, the EKONIVA brand is a household name. Its portfolio includes new products: semi-hard cheeses and signature hard Dürr cheese. The company has built a partnership with large federal and small regional chains, hospitality

industry and online delivery services. Also, the Group is developing its own brand shop chain. In total, EkoNiva products are available in 70 regions – from Moscow to Novosibirsk.

EkoNiva sees a lot of room for growth in the milk farming and processing industries, especially in the areas involving more sophisticated processing techniques. Besides, the self-sufficiency in milk has not reached the 90% set as a target by the Food Security Doctrine. Therefore, the company embarked on the big investment project on constructing a processing plant with a capacity of 1,150 tonnes of milk per day. The plant is designed to become the largest enterprise in Siberia producing not only conventional dairy lineup and cheeses, but also 90% demineralised whey powder, which is the key ingredient of breastmilk replacers. Currently, 90% of Russia’s demand is still covered by import. Besides, Demi 90 as well as cheeses has a high export potential due to the proximity to main consumers – China and Southeast Asia.

The implementation of the project in Novosibirsk will enable EkoNiva to rank among the top 5 milk processors in Russia and keep adhering to its underlying values: milk quality, production efficiency, employee comfort and cow health.

By Tatyana IGNATENKO





EkoNivaAgro celebrates 20th anniversary

EkoNivaAgro, EkoNiva Group company based in Voronezh oblast, has held celebrations to mark the 20th anniversary of its foundation. Aleksandr Gusev, Governor of the region, and heads of district administrations joined the celebration to congratulate EkoNivaAgro's team on the significant milestone.

Prior to the event, Aleksandr Gusev and Stefan Dürr, EkoNiva Group President, visited an eco-village in Lushnikovka, Bobrov district. Last year, EkoNivaAgro built five individual houses for its employees there under its social programme. In one of them, the large family of engineer Aleksandr Borisenko recently gave a housewarming party.

'Over a span of 20 years, EkoNivaAgro has become one of the biggest farming businesses in Russia and an important element in the regional economy featuring an unprecedented production scale and growth dynamics. The company's approach to local communities is equally important. I am grateful to EkoNiva's management for its balanced social policy, care for employees and development of agriculture and rural communities. I am pleased that although the holding is represented in 13 regions of Russia, its homeland is Voronezh oblast', says Governor Aleksandr Gusev.



Aleksandr Gusev, Governor of Voronezh oblast:

'EkoNivaAgro's approach to local communities is equally important. I am grateful to EkoNiva's management for its balanced social policy, care for employees and development of the agriculture and rural communities. I am pleased that although the holding is represented in 13 regions of Russia, its homeland is Voronezh oblast.'

The solemn ceremony was started off with honouring EkoNivaAgro's top performers, including fifty employees that have worked for the company all the way from an

unprofitable collective farm to a big and prominent agricultural enterprise. EkoNiva also invited retired specialists to show respect for their great input. In total, 578 workers of the company

were presented with various awards and valuable gifts for the 20th anniversary of EkoNivaAgro.

'I deeply appreciate every milking parlour and machine operator, herd manager, veterinarian and all of those who made their contribution to our company's development. I am sure that in the future, with such a professional team, we will become a global leader in wholesome milk production', concludes Stefan Dürr, EkoNiva Group President.

The origins of EkoNivaAgro go back to 2002 when the holding bought old Tikhyy Don collective farm in Shchuchye village, Liski district. Then, it was decided to shift the focus onto crop production, since the old dairy kept making losses. The management therefore wanted to sell the cows, but Viktor Shevtsov, Head of the district, was dead set against the idea and laid it down as a condition that EkoNiva had to keep the animals if it wished to work on Liski land. In order to stop incurring losses, it was essential to engage in dairy farming on a different level. EkoNivaAgro reconstructed the old farm, and in 2007, it opened the first dairy for 1,400 head of milking herd.



Nowadays, the company is the top milk producer in Voronezh oblast with the daily output of 1,350 tonnes, which constitutes 54.7% of the region-wide production. EkoNivaAgro's fields extend across the territory of Liski, Kamenka, Bobrov, Kashirskoye, Buturlinovka, Talovaya and Anna districts, the total area exceeding 148,900 hectares. The company has 28 livestock farming enterprises, including 16 modern free-stall dairies. The overall herd size is 92,500 head, of which almost half are dairy cows.

EkoNivaAgro has the status of a breeding reproducer and a stud farm. It rears high-quality young stock using cutting-edge solutions for herd milking and management.

The holding not only produces natural milk but also makes EKONIVA brand products at its own dairy and cheese plants in Shchuchye and Anna villages. The daily capacity of EkoNiva Group's processing facilities in Voronezh oblast is about 400 tonnes of raw milk.

One of EkoNivaAgro's key businesses is crop production. The total farmland is 114,500 hectares, which allows the company to

provide the growing herd with its own succulent and rough fodder. In 2022, the amount of the forages exceeded 336,000 tonnes based on dry matter. In addition,

Stefan Dürr, EkoNiva Group President:

'I deeply appreciate every milking parlour and machine operator, herd manager, veterinarian and all of those who made their contribution to our company's development. I am sure that in the future, with such a professional team, we will be able to become a global leader in wholesome milk production.'

the farms harvested about 271,000 tonnes of cereals and pulses, 291,000 tonnes of sugar beet, 21,000 tonnes of soya beans and other crops. The company is also engaged in seed growing, with the focus on reproduction of cereal, pulse and forage grass seeds.

Along with setting and reaching ambitious performance targets, EkoNivaAgro has been placing special emphasis on social aspects and rural infrastructure enhancement ever since its foundation.

Currently, the company provides support to kindergartens, schools, medical institutions, sports clubs, as well as to pensioners and the needy. EkoNivaAgro participates in the Comprehensive Rural Development federal

programme. In 2021-2022, 81 employees moved into their new homes in Liski and



a new community centre in Shchuchye village will open its doors to the talented youth.

'For 20 years, the company has never betrayed its basic principle: be responsible for the land and people living and working on it. We do our best to ensure that our 4,500 employees get decent salaries and take their children to modern kindergartens, sports and arts clubs;

that our veterans and pensioners receive good medical care and our help whenever they need it. So, we put a premium on the reliability and stability for our staff, honesty and transparency

in partnership, uncompromised product quality for consumers', says Aleksandr Rybenko, Regional Director for Voronezh oblast, EkoNivaAgro.

The professional personnel, own farms, pedigree cattle, large land area, milk plants and state-of-the-art technologies – all of these make the company confident about the future enabling it to develop rural areas and produce high-quality dairy.

By Viktor BARGOTIN



Focus on Siberia



EkoNiva Group has taken part in the Siberian Agricultural Week 2022, the largest agricultural trade fair east of the Urals. The holding has been a regular exhibitor for the past 15 years. This time, the event has welcomed about a thousand attendees at its booths.

Novelties from EkoNiva-Tekhnika

EkoNiva successfully operates in the regions of the Siberian Federal District: the dealership's machinery can be found at every second enterprise here; more than 500 local farmers opt for high-yielding seeds from the holding's portfolio every year; the cattle sales east of the Urals keep growing.

'We have made it a tradition to come up with a new creative design of the booth from year to year and capture more and more attention. Our area of responsibility is constantly expanding – we have had business meetings with clients from Perm, Omsk, Tomsk, Kemerovo, Novosibirsk, Krasnoyarsk, as well as Altai area, Tatarstan, Bashkiria and Kazakhstan', says Vasily Stepanov, Sales Manager of EkoNivaSibir.

The booth displayed a RUKAS mixing unit and a precision NAGRO chemical dosing machine, a Grégoire Besson Voyager S70 plough and a Novacat 351 Alpha Motion RCB PRO mower. The latter is manufactured by Pöttinger, EkoNiva's long-time partner from Austria.

The machine can cover almost all operations in forage harvesting, tillage and sowing. Besides, the booth unveiled a novelty – the Chinese tractor Sadin 1604.

High-yielding seeds

At the trade fair, EkoNiva-Semena presented its extensive field crop seed portfolio helping customers to select high-yielding varieties best fitting the Siberian climate. The most preferred crops here are wheat, barley, peas and oats. This season, partner farms have delivered a good performance: the maximum yield of peas reached 6.7 tonnes per hectare, wheat – 8.8 tonnes

per hectare, oats – up to 7.5 tonnes per hectare, and malting barley – over 5 tonnes per hectare.

New in-house varieties – Yasmund wheat, Formula 1 and Yevgeniya barleys – invariably attract a lot of attention. EkoNiva-Semena also presented its flagship – soya bean variety EN Argument bred specifically for the Siberian region. Its yield potential exceeds 2.5 tonnes per hectare, and the protein content is 42.5%.

Within six years, the company has managed to significantly boost its sales in Siberia – from about a thousand tonnes of seeds to over thirty thousand.



Good year for pedigree cattle breeding

Siberian farmers are aware of high genetic potential of EkoNiva's pedigree dairy cattle. The heifers keep gaining in popularity, and the company easily copes with the buoyant demand.

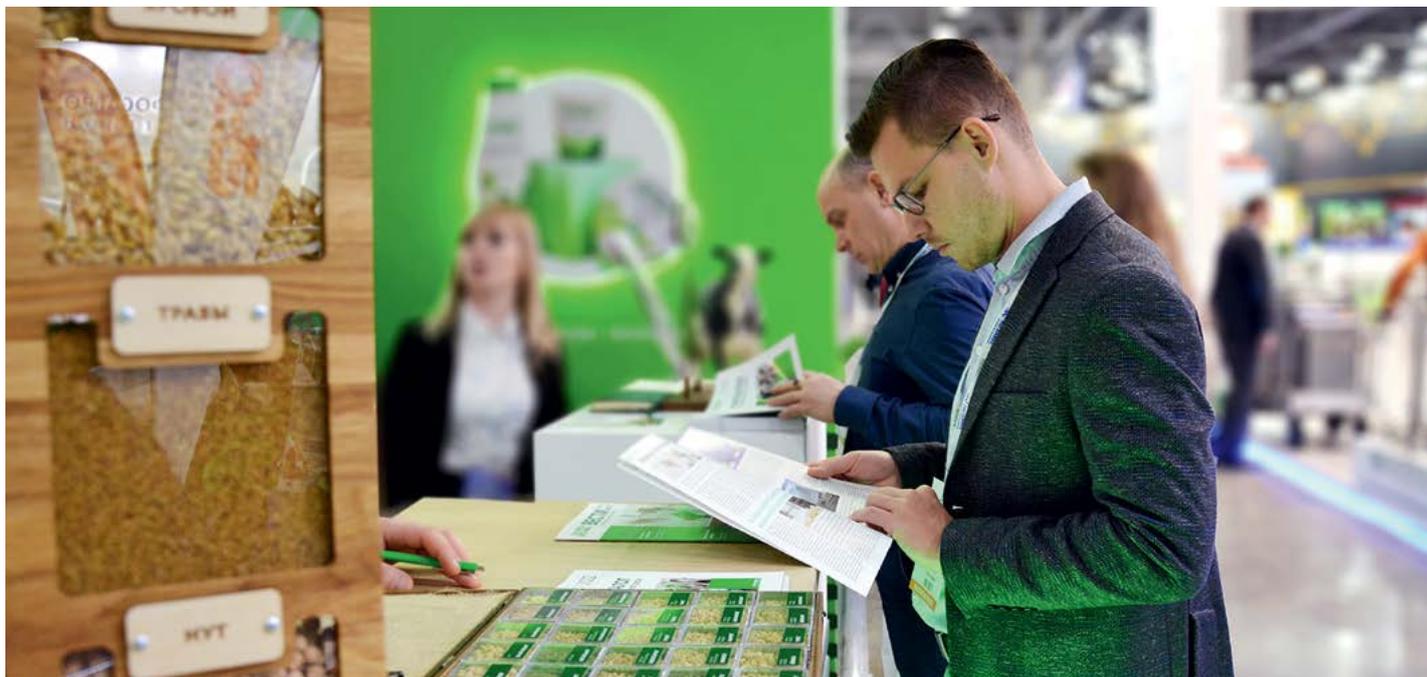
At Power of Siberia pedigree cattle exhibition held during the Siberian Agricultural Week, everyone could see and evaluate the exterior of EkoNiva cows. Sibirskaya Niva demonstrated Aberdeen-Angus, Hereford and Holstein breeds. At the exhibition, the company's Holstein cows got second place and beef sires came in third. Mikhail Matyushin, an employee of Sibirskaya Niva, was awarded a first-degree diploma in the Best Showman category. In addition, Andrey Travnikov, Novosibirsk Oblast Governor, presented the company with an appreciation letter and an award in the category 'The best agricultural enterprise with the revenue of over one billion rubles'.

Region of strategic importance

EkoNiva-Food debuted its own booth at the Siberian Agricultural Week featuring a full range of the branded dairy products, including cheeses and EKONIVA Professional Line milk specially developed for the HoReCa industry. The guests could not only see, but also sample all the products at tasting sessions and enjoy milk-based drinks made by a professional barista.

At the trade fair, EkoNiva-Food had important meetings with distributors and partners. Siberia is currently one of the key regions for the company: here, in Novosibirsk oblast, the Group is implementing its largest investment project – a processing plant with a capacity of 1,150 tonnes of raw milk per day.

By Tatyana IGNATENKO



Boosting profits

At Agros-2023, EkoNiva showcased its best cattle genetics, seeds of high-yielding field crop and fodder grass varieties and cutting-edge farm machines – everything a farmer needs to maximise profits.

In recent years, Agros-2023 has become the most popular event in terms of the number of visitors, business meetings and contracts signed.

EkoNiva welcomed guests at its corporate booth displaying the best solutions for livestock farming. The company has been engaged in pedigree cattle breeding for over 15 years delivering its dairy heifers to farmers in 24 regions of Russia: from the south of the country to the Far East. High genetic merit and excellent adaptivity to the Russian climatic conditions and large commercial farms are the most valued characteristics of the cattle offered by EkoNiva. In 2022, EkoNiva sold over 12,000 heifers. In 2023, the company is planning to significantly increase the volumes and enter the market of the Eurasian Customs Union countries.

'The trade fair has given us an opportunity to meet our key clients', says Viktor Voronin, Cattle Sales Department Manager, EkoNiva-APK Holding. 'We are looking forward to a fruitful year. We are working on obtaining export certification for

one of our facilities in Voronezh oblast, which will allow us to export heifers to our potential clients in Kazakhstan, Belarus, Tajikistan, Armenia and Uzbekistan.'

EkoNiva-Semena, a dedicated seed growing and plant breeding company within EkoNiva Group, offered the visitors a wide range of field crop seeds. The company's portfolio comprises 72 high-yielding varieties, a third of which are fodder grasses.

'Our seeds are grown in 70 regions of Russia and 10 foreign countries', states Yevgeniy Kucheryavenko, Executive Director, EkoNiva-Semena. 'We are currently working with over 4,300 clients and keep expanding our customer base.'

Modern livestock farming calls for high-tech solutions, enhanced automation and unfailing efficiency. EkoNivaTekhnika-Holding offers farmers agricultural machinery of more than a dozen global brands.

'The last few years have seen an impressive progress in engineering solutions. It is important to keep this development up regardless of the current challenges', says Gennadiy Nepomnyashchiy, CCO at EkoNivaTekhnika-Holding. 'We focus on import substitution

and look for new partners. Our company is putting together a lineup of products manufactured domestically or in the friendly countries, which are committed to continuing cooperation with Russia.'

One of the tasks of EkoNivaTekhnika-Holding is to maintain the existing fleet of farm machines belonging to Russian farmers.

'Timely high-quality service is our top priority', continues Gennadiy Nepomnyashchiy. 'Besides supplying spare parts for imported machinery, we have set up a department specialising in searching for Russian manufacturers, which can produce components for maintaining sold machines, and helping them to obtain the required certification and adapt to the current market environment.'

By Tatyana IGNATENKO





Building future with LiuGong

EkoNivaSibir has signed a dealership agreement with LiuGong, one of China's major manufacturers of road construction machinery.

With history spanning almost 60 years, LiuGong is a leading industrial machinery manufacturer. Started in 1958, LiuGong brought the first modernised wheel loader to China in 1966. With 19 different product lines, 20 manufacturing facilities, over 17,000 employees, 5 R&D bases as well as over 300 dealers in 100 countries, LiuGong stays

at the forefront of technology, production and supply logistics.

The Russian office of LiuGong opened its doors in 2014. Currently, distributors of LiuGong work in numerous regions of the country, including Siberia. Now EkoNivaSibir is also proud to represent the brand. The subdivision delivers LiuGong machinery and spare parts, carries out professional after-sales service.

'For EkoNivaSibir, cooperation with LiuGong Machinery has opened a new chapter in the company's development', says Vasily Stepanov, Sales Manager at EkoNivaSibir. 'We offer our customers front loaders, excavators, backhoe loaders, skid steer loaders and road construction machinery.'

The LiuGong front loader enjoys the most popularity among the farmers. It features an engine power ranging from 68 up to 220 hp and a maximum

bucket capacity of 6.5 m³. The equipment complies with modern eco standards. The front loaders are highly efficient, easy to maintain, and, most crucially, reliable.

EkoNivaSibir's target is to sell around 100 units of LiuGong machinery this year. The first loaders have already arrived from China and are ready for demo shows. The spare parts warehouses are currently being stocked up with required maintenance and repair kits.

By Viktor BARGOTIN

More opportunities

EkoNiva-Tekhnika is holding a series of meetings with farmers in the areas of responsibility to present reliable farm machinery of new brands. The events have already taken place in Ryazan, Vologda, Tula and St. Petersburg branches of the company.

In the rapidly changing market conditions, we do our best to ensure solid support for agribusiness. We carefully look at the farmers' needs and offer most suitable, modern and affordable solutions. We continue extending our portfolio with dependable machinery of proven brands', says Sergey Krasavin, Head of EkoNiva-Tekhnika Ryazan branch.

LOVOL is the largest farm equipment manufacturer in China renowned for its tractors, 8,000 units of which currently operate in Russia. EkoNiva-Tekhnika supplies tractors with the capacities of 90, 130, 200, 260, 300 and 340 hp.

The sprayer lineup now features the Chinese Suolun brand. These are affordable self-propelled sprayers, which ensure precise plant treatment at high speed.

Besides, the dealership portfolio has been expanded to include European novelties such as the Lucas mixer wagon (France). The manufacturer is a subsidiary of Grégoire Besson, the company EkoNiva's clients are quite familiar with. Lucas equipment is reliable, requires minimal upkeep and ensures high forage quality.

The booth also represented major Russian brands. NAGRO Group produces liquid fertiliser equipment, plant chemical dosing equipment and patented

RUKAS automated dissolving units, which arouse a lot of interest in local farmers. UMG SDM is the largest Russian manufacturer of road construction machinery that

EkoNiva-Tekhnika has been cooperating with since 2022. Trade House Polymya is a production cluster based on the premises of Borisov Plant. The company specialises in the development and production of solutions for grain separation, drying and storing, seed treatment and grain feed production.

By Tatyana IGNATENKO, Aleksandr KUTISHCHEV



Turkish tractors in Siberia

The Siberian subdivision of EkoNivaTekhnika-Holding has signed an exclusive dealership agreement for supplying and servicing Basak tractors in Novosibirsk, Omsk, Tomsk, Kemerovo oblast and Altai area. Machinery with the most preferred horse power is available at EkoNivaSibir.

The annual capacity of Basak factory is 10,000 tractors. Its lineup comprises over 20 models within the power range from 48 up to 116 hp. EkoNivaSibir offers four machines in the most popular power range: the Basak 2080 (79 hp), the Basak 2090 (92 hp), the Basak 2110 (110 hp) and the flagship model – the Basak 5120 (116 hp).

Since the first machines have already arrived at EkoNivaSibir service centres, the customers can see and test the new tractors: the Basak 2080 and the Basak 5120.

The orchard tractor Basak 2080 is equipped with the Perkins 3-cylinder diesel engine. The engine volume is 3.3 litres, the maximum power amounts to 79 hp. The maximum input torque is 310 Nm at 1,400 rpm. The machine comes with a manual transmission, which has 16 forward and 8 reverse gears. The maximum transport speed of the machine is 40 km/h, the operating weight is 3.8 t.

The most powerful unit in the Basak lineup is the Basak 5120 field tractor. The self-propelled machine



features a 116 hp 4-cylinder diesel engine with Turbo/ Intercooler from Deutz and the Common Rail fuel injection system. The unit is enhanced with the 4-speed synchronised PowerShift transmission produced by ZF with 32 forward and 32 reverse gears, electro-hydraulic gear shifting and a four-wheel drive.

'Turkish Basak machines have become available in the Russian market only recently, so we have to properly introduce the young and ambitious manufacturer to the market. I am sure that we will be able to demonstrate the first tangible results of our work in the nearest future', says Vasily Stepanov, Sales Manager of EkoNivaSibir.

By Viktor BARGOTIN

New partner

EkoNivaSibir jointly with representatives of Russian UMG road construction machinery manufacturer have held UMG Customer Day in Kemerovo and Omsk oblasts. The event hosted over 60 representatives of the coal mining industry, municipal services and road construction companies.

Located in Tver, Chelyabinsk, Bryansk and Rybinsk, manufacturing facilities of UMG SDM produce a wide range of equipment: excavators, industrial material-handling cranes, loading excavators, skimmers and land levellers, telescopic loaders. The UMG product line also includes mulchers, municipal machinery, excavators mounted on automobile chassis and ratracs.

EkoNivaSibir presented the UMG GS 14.02, UMG GS 18.05-20 and UMG DZ 98B land levellers. The machines are in high demand in the domestic market. They are perfect for excavation, and reconstruction of roads,

railroads, airfields and hydraulic engineering facilities.

The UMG DZ 98 land leveller has an 8-cylinder V-shaped four-stroke

turbocharged diesel engine with water cooling and a power of 235 hp. The machine is also equipped with a reliable four-wheel transmission 6/6 with a front axle cardan shaft.



The upgraded frame allows to install rear ripper attachment on the land leveller and the thought-through bonnet design ensures easy access to the engine.

Also on display were the UMG E145W and UMG E185W wheel excavators. These versatile machines have high mobility. They are ideally suited for inner-city work and are used in public utilities, construction and road improvement. The UMG wheeled excavator has a wide range of attachments available, which significantly expands its functionality.

The road construction segment is a new line of business for EkoNivaSibir. Branches of the company have passed branding according to UMG standards, the service centres have received the required certification, the technicians and sales managers regularly take part in dedicated workshops.

By Viktor BARGOTIN



Networking at Agromaslenitsa

Agromaslenitsa fair held in Kirov branch of EkoNiva-Tekhnika has become a traditional event for discussing joint projects and networking with machinery manufacturers, suppliers and farmers.

About a hundred agricultural producers arrived at the fair and were welcomed with sweet treats, folk songs and dances according to traditions of Russian Maslenitsa festival. But the highlight of the event was a spectacular demo show of the latest novelties.

The dealership showcased a bestseller from Turkish MST – the 125 hp MP 7.42 telehandler. MST units boast outstanding operator comfort, low maintenance costs and fuel economy. Besides, the organisers displayed Chinese flagship tractors: the Lovol TD 904, the Lovol TD 1304

and the Lovol TD 2004. The machines from the Celestial Empire feature manoeuvrability, powerful hydraulics, cost-efficiency and good serviceability.

'There are 28 brands of self-propelled machines and trailed implements in our portfolio now. New products in our range already include Chinese Lovol tractors, Turkish MST telehandlers, Belarussian Polymya grain handling, sorting and cleaning equipment. However, we continue looking for suitable alternatives to the

manufacturers that have pulled out of Russia', says Gennadiy Nepomnyashchii, EkoNivaTekhnika-Holding Commercial Director.

Another event on the agenda was the launch of the first machinery renovation workshop in Kirov dealership. To symbolically open the facility, Sergey Zykov, Manager of Kirov branch of EkoNiva-Tekhnika, cut the red ribbon at the specially arranged ceremony. It is an important milestone for the holding, as plans are afoot to open such facilities in all the dealerships.

'There is not much equipment here yet, but we are planning to purchase more tools, because timely maintenance and repairs are the cornerstones of efficient and high-quality operation in the field', emphasises Sergey Zykov.

To give credit to the most reliable partners, EkoNiva-Tekhnika awarded directors of ten farms in the Success of the Year 2022 category for implementing progressive solutions in agriculture.

By Tatyana IGNATENKO

Fully equipped for season

With the sowing campaign about to start, EkoNivaSibir Biysk branch has hosted a meeting of major agricultural producers from Altai to present new machinery and equipment and discuss maintenance issues.

This day, the service centre featured over twenty farm machines of various brands lined up outside. Turkish Basak and Chinese Sadin tractors were certainly stealing the limelight at the event.

'The main assemblies and components of Basak units are manufactured in Europe to meet the highest quality standards, which ensures their durability and maximum comfort. The machines are fitted with efficient fuel systems. The Sadin tractors deserve no less attention', says Sergey Arsiriy, Director of EkoNivaSibir Altai branch.

Besides, the company presented LiuGong, a Chinese manufacturer of road construction machinery. These versatile units will

come in handy on a farm too. At the venue, the dealership displayed the 835H and the 856H MAX wheel loaders delivering 116 hp and 207 hp respectively. Their distinctive features are high quality, manoeuvrability and efficiency.

Another brand showcased at the event was NAGRO – a Russian manufacturer of dissolving and dosing units, which have already improved crop yields on many farms in Altai.

The issues of foreign machinery servicing and spare part supply are of utmost importance to farmers today. The company can assure that due to the rearrangement of the internal logistics and deliveries, it can meet

all the customers' needs as before. The main rule to follow stays the same: timely fault diagnostics of machinery is a must. That is why EkoNivaSibir team is stocking up the shelves of

the warehouses with main components, assemblies and consumables for the season. The objective of the company is to ensure the maximum profit for the farmers. Therefore, it does not only sell machines to customers, but also properly maintains them throughout their entire service life.

By Tatyana IGNATENKO



New service point



A new service centre of EkoNiva-Tekhnika has opened its doors in Vladimir. Three functional areas are united in one, which ensures prompt delivery of services and comfort for customers and partners.

Equipped to the latest standards, the site includes a dealership office (140,360 sq. m), a service centre (400,360 sq. m) and a spare parts warehouse

(360 sq. m). As part of the opening ceremony, the guests gained insights into not only the functionality of the service centre, but also the specifics of the company's work in the

rapidly changing conditions, when a number of Western manufacturers have left the Russian market.

'We are on a mission to help farming enterprises by offering them alternative options for machinery fleet replenishment, providing them with high-quality equipment and service. During the ceremony, we introduced the attendees to a number of new brands of Russian, Asian and European origin in our portfolio', says Denis Povalikhin, Head of Vladimir branch of EkoNivaTekhnika.

The latest domestic developments were represented by the products of several major manufacturers. Thus, the farmers were presented with the equipment for production of liquid fertilisers and pesticides from Techmash NAGRO. Other novelties in the portfolio featured the UMG SDM domestic equipment. UMG SDM is Russia's leading municipal and road construction machinery manufacturer

offering excavators, loading excavators, graders, telescopic loaders, etc. A number of Chinese brands have been added to the dealership's range. One of the highlights is LOVOL tractors. These are reliable, high-performance tractors whose power ranges from 90 up to 340 hp. The sprayer lineup has been extended with the Chinese Suolun machines. The self-propelled sprayers operate at high speed and with high accuracy. The attendees also saw the FJDynamics autosteering system which is rapidly gaining popularity in the domestic market. This autopilot of Chinese make is affordable and easy to install and set. The dealer also continues supplying the machinery of western brands. The John Deere units – particularly the 6 and 7 Series tractors, grain and forage harvesters – are offered on favourable terms. The dealer can also offer used units of certain models at an affordable price.

By Aleksandr KUTISHCHEV

Higher yields, lower costs

Novosibirsk, Omsk and Barnaul branches of EkoNivaSibir have hosted a series of presentations on RUKAS organic fertiliser dissolving units. Over 40 Siberian farmers got a firsthand look at the unique equipment.

NAGRO, a Russian manufacturer of liquid fertiliser dissolving and crop protection agent injection solutions, has patented an exclusive technology of cold molecular synthesis, based on which the RUKAS dissolving units work. The attendees of the events were introduced to the RUKAS 3, RUKAS 6 и RUKAS 12 dissolving units. The number in the model name stands for the capacity – 3, 6 and 12 t/h, respectively. The equipment enables farms to make urea ammonia nitrate (UAN), liquid complex and compound fertiliser (LCF) with active substance concentration ranging from 30 up to 40%. Application of such fertilisers brings an extra 0.7-0.9 t/ha of yield, helps to significantly reduce the inputs and use

the farm's equipment fleet more efficiently. With the use of RUKAS equipment, agricultural enterprises can produce their own slurry on the farm in the required volume, at the optimum time and in the required ratio. This makes it possible to cut costs by 15-30% as compared to buying similar commercial formulations.

'Sellers of ready-made liquid fertiliser sometimes fail to meet the delivery dates when they have a lot of orders. With RUKAS, farmers can be sure that the work will be completed without unnecessary delay', says Oleg Datsenko, Head of Omsk branch of EkoNivaSibir.

NAGRO representatives gave lectures on organic fertiliser production, its benefits and proper use. For example, the rate of fixation

of the liquid fertiliser prepared using the RUKAS system amounts to 80%. This promotes the establishment of a strong, healthy root system, balanced nutrition and proper plant development.

'Our technologists see careful soil treatment as

the key to increasing its potential. RUKAS equipment makes it possible to achieve complete dissolution at heightened concentrations of dry matter, prepare an effective liquid formulation with maximum preservation of nitrogen due to the cold method. It is environmentally friendly, simple and safe', says Aleksandr Batrak, Chief Technologist at NAGRO.

By Viktor BARGOTIN





Ahead of the game

Over a hundred visitors attended the event. The dealership presented tillage and sowing units along with fertiliser application and plant protection solutions. Machines from Chinese manufacturers are gaining in popularity in Russia. For example, Suolun, a premium brand famous for its self-propelled sprayers, has become one of the best-sellers.

EkoNiva specialists gave presentations on a vast array of self-propelled and trailed sprayers produced by EXEL Group under the makes of Tecnomat (France), HARDI (Denmark) and APACHE (the USA) as well as MDS, AXIS, TWS, AXENT and AERO GT pulled and mounted implements for fertiliser application produced by RAUCH.

Apart from the manufacturers well-known to Russian farmers like Grégoire Besson, Bednar, Einböck, special attention was paid to Willock Farm and NARDI – the two new brands recently



EkoNiva-Chernozemye has held a seminar on efficient farm machinery in its service centre in Dobrino.

added to EkoNiva-Tekhnika's portfolio.

'Willock Farm established in 2002 is a Russian company manufacturing spring-tine harrows', says Yevgeniy Komov, Brand Manager of EkoNiva-Chernozemye. 'At the seminar, we showcased the 7-section 6.3-tonne SOLOMMASTER 21. The high-quality farm implement

operates at a speed of up to 19 km/h and a working depth of 4-8 cm covering up to 28 ha per hour. It can be coupled to a 200-300 hp tractor.'

Willi Drews, EkoNiva Consultant, Doctor of Agronomy, gave a talk dedicated to the condition of autumn-sown crops, the respective problems and possible solutions.

The speaker told the participants about winter wheat viability tests, crops suitable for underseeding, tillering stimulation practices in spring and crop density management. Additionally, he elaborated on some in-house bred winter wheat and soya bean varieties adapted to the climate of the Black Soil region.

By Aleksandr KUTISHCHEV



In preparation for this year's sowing campaign, EkoNiva-Chernozemye has held a meeting with agricultural producers in Kursk. There is always a number of issues to deal with before the start of field works. EkoNiva specialists guided the farmers through the latest novelties and time-proven solutions.

Around 80 farmers from Kursk oblast took part in the event. EkoNiva-Chernozemye employees presented new reliable cutting-edge machinery, including tillage equipment from popular

European manufacturers – Nardi, Einböck, Willock Farm, – which can operate in any climate zone, working soil in the most adverse weather conditions.

The MST MP 9.42 telehandler showcased

on the premises comes equipped with the 125 hp PERKINS engine. It boasts a maximum lifting capacity of 4,200 kg, a maximum lifting height of 9 m and a horizontal reach of 5 m. The machine can operate

at a speed of up to 30 km/h. The spacious cab with excellent all-round visibility has a user-friendly control panel and a built-in air conditioner.

'To ensure an efficient sowing campaign, we place a premium on tillage machinery, MST handlers and self-propelled sprayers and continue improving maintenance quality. Kursk branch of EkoNiva-Chernozemye has increased the number of technicians and purchased new service equipment. The employees take regular training, enhancing their skills', says Sergey Chekhov, Head of EkoNiva-Chernozemye Kursk branch.

Finally, EkoNiva-Chernozemye team demonstrated new products in the company's lineup and elaborated on the most modern agricultural technologies, which will help local farmers to boost their output and produce high-quality crops.

By Viktor BARGOTIN



Five top performers



Cow Zhanka at Kurskaya Vasilyevka dairy in Orenburg oblast



In 2022, the gross milk yield across all EkoNiva's farms passed the 1-million milestone for the second year running and reached a record-breaking 1.19 million tonnes. Over 111,200 dairy cows in total contributed to such a result, but some unique outliers delivered the most outstanding performances across the holding. At some enterprises in Voronezh, Orenburg and Ryazan oblasts, individual cows produced up to 74 kg of excellent-quality milk per day. Please meet 5 top performers of 2022 (all Holsteins) selected based on the breeding value.

Number 1

Ryazanka is the highest-yielding cow in EkoNiva Group. Her impressive performance is proof of the effective work and expertise of the Company's Breeding Department. Ryazanka was born five years ago in Kaluga oblast, but today she breaks records on a farm in Orenburg oblast. Over the 305-day lactation, the cow produced 20,302 kg of milk. The maximum daily yield reached 71 kg – milk fat 3.57% and protein 3.11%.

Number 2

Cow Dame is the runner-up of our rating. However, she is a record-holder of the Group in the daily yield. Her best performance is 74 kg of milk per day. The cow lives at Shatsk dairy in Ryazan oblast. Her yield over the 305-day lactation reached 20,184 kg. The milk fat and protein amount to 3.5%.

Number 3

Herd managers of a farm in Kaluga oblast came up

with a perfect name for a heifer born with original skin colours resembling ceramics pattern. Today, cow Majolika lives at Kurskaya Vasilyevka in Orenburg oblast. Over the 305-day lactation, she produced 19,043 kg of milk. The daily peak yield reached 70 kg – 3.61% milk fat, 3.21% protein.

Valeriya Pavlova, Breeding Department Manager:

'EkoNiva puts a special focus on breeding and genetic improvement of the herd. For this reason, we hold regular control milkings, check milk for fat and protein, evaluate the type traits, health and growth of the animals'

Number 4

Cow Faina arrived at a farm in Voronezh oblast from Germany more than 5 years ago. Since then, she has been a permanent resident of Verkhniy Ikorets dairy in Bobrov district. Faina's 305-day milk yield amounted to 18,680 kg. The maximum daily yield reached 66 kg – 3.95% milk fat, 3.52% protein.

Number 5

EkoNiva populates new dairies mostly with in-house raised heifers. Born on an EkoNiva farm in Voronezh oblast, a cow named Zhanka moved to Kurskaya Vasilyevka in Orenburg oblast four years ago. Her 305-day milk yield amounted to 18,536 kg in 2022. The maximum daily yield

reached 71 kg – 3.54% milk fat, 3.29% protein.

The outstanding performance is the result of comprehensive work of EkoNiva specialists that involves proper heifer raising, cow management, health care, implementation of smart technologies including in-house designed software EkoFeed and EkoCrop, balanced

nutrition and efficient fodder production. Cow rations are calculated to meet the needs of high-yielding cows and consist of grain, silage, haylage and supplements. EkoNiva grows its own forages and in 2022 harvested 830,000 tonnes on dry matter basis.

'EkoNiva puts a special focus on breeding and genetic improvement of the herd. For this reason, we hold regular control milkings, check milk for fat and protein, evaluate the type traits, health and growth of the animals', says Valeriya Pavlova, Breeding Department Manager. 'The breeders have a 10-year strategy of the herd improvement. Based on the records, herd managers assess current cows and plan genetic progress of the next generation. And all our record-holders illustrate how essential and effective our comprehensive breeding work is. All these cows have a high genetic potential and their progeny can have a significant genetic gain if bred by properly selected sires.'

By Viktor BARGOTIN

Well-deserved award



EkoNiva Machine Operator Vladimir Lozovoy has been awarded the title of Honoured Agricultural Worker of the Russian Federation.

Vladimir Lozovoy went into agriculture in 1992, when he got the job of a tractor operator on Tikhii Don collective farm. When the wild 90s hit, Vladimir quit the job on the farm, but showed resilience in the face of adversity juggling 2 jobs as a driver and a grouts dehuller at

the peeling mill. In 2002, when EkoNiva acquired the assets of Tikhii Don, Vladimir came back to work as a tractor operator.

'Vladimir Lozovoy is a consummate professional who has been with EkoNivaAgro since its establishment. His extensive expertise enables him to operate all kinds of domestic

and imported tractors, forage and grain harvesters. Vladimir toils tirelessly year-round: he is engaged in tilling the soil, sowing and harvesting and during the off-season – in machine maintenance. He makes a great contribution to increasing our yields year on year', says Aleksandr

Nesterenko, Director of EkoNivaAgro Right-Bank operation.

Vladimir's performance and personal input to the company never cease to amaze. For instance, at the beginning of the farming season 2022, Vladimir harrowed and cultivated about 12,500 ha of farmland. The same season, he harvested about 9,500 tonnes of maize for silage from 860 ha, which makes up to 23% of the total output of EkoNivaAgro Right-Bank operation.

'From day one, I have been doing my best to contribute to success of Liski district and EkoNiva. Today, I take pride in the fact that we produce high-quality delicious dairy', comments Vladimir Lozovoy.

Vladimir Lozovoy is the third employee of EkoNiva Group to receive the title of Honoured Agricultural Worker of the Russian Federation. Previously, the award was granted to Tatyana Kaplina, Milking Parlour Operator at EkoNivaAgro, and Aleksandr Kalashnikov, Herd Manager at Agrofirma Mezhdurechye.

By Viktor BARGOTIN

Building talent pool

Representatives of 13 technical, technological and agricultural universities from Volgograd, Kaluga, Belgorod, Stavropol, Kemerovo, Moscow, Voronezh and Voronezh oblast arrived at the premises of EkoNiva cheese plant in Shchuchye, Voronezh oblast, to take part in the first educational conference 'Studying with EkoNiva-Food'. First, the participants were taken on a tour of Dobrino dairy farm, the service centre of the Group's dealership holding, the dairy and cheese plants in Shchuchye. The guests met the company's top management and the heads of production facilities. At the round table discussion, the participants debated the issues of modern vocational education, its challenges, goals and integration into the production environment outlining the plan of further cooperation.



EkoNiva-Food continues strengthening cooperation with educational institutions to ensure a consistent inflow and development of young specialists.

'EkoNiva-Food has demonstrated the company's technological and manufacturing capacities and student training and personnel development programmes.

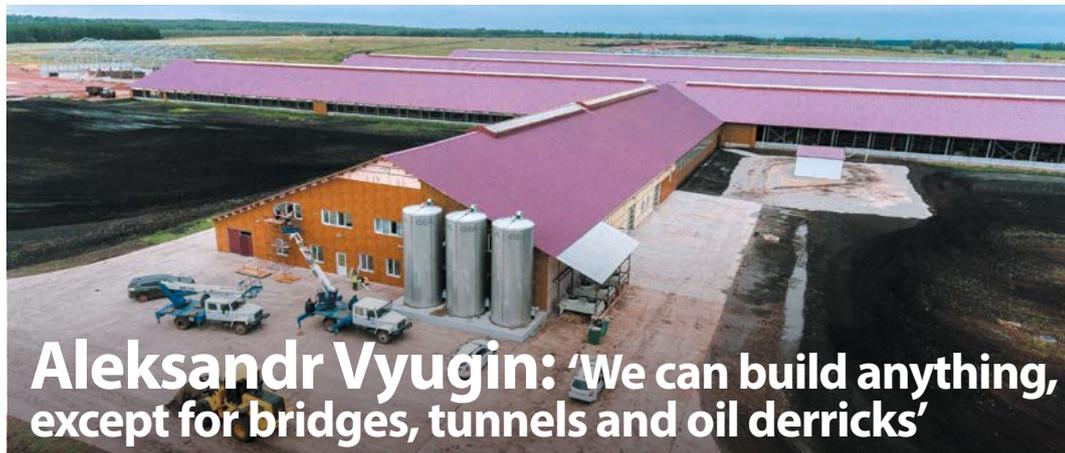
One of our primary goals is to convey the importance of hands-on training, which we are willing to provide at our production facilities for students and teachers',

emphasises Natalya Zvereva, Manager of Personnel Training and Development Department at EkoNiva-Food.

The main goal of the conference is to enhance the business-education integration. For this purpose, EkoNiva-Food together with higher and secondary specialised educational institutions has defined the most critical topics to include in the curriculum of the students majoring in milk processing. Moreover, EkoNiva experts have been invited to deliver a series of lectures on these subjects and join examination committees this year.

Currently, EkoNiva-Food is actively developing practical training programmes for the students willing to join the company's team after graduation.

By Tatyana IGNATENKO



Aleksandr Vyugin: 'We can build anything, except for bridges, tunnels and oil derricks'

Aleksandr Vyugin came to EkoNiva right after graduating from a civil-engineering college in 2012. He started his career as Onsite Foreman of NivaStroy at a robotic farm construction in Kaluga oblast. The management soon noticed the promising young specialist and promoted him to Construction Superintendent and then to Chief Engineer of the company. This article tells how his company helps EkoNiva Group to grow and produce more delicious milk year by year. But first, let's look back on how everything was beginning.

More than 60 projects over 15 years

EkoNiva hired its first civil engineers in the 2000s. At that time, the company was expanding and acquiring facilities for farm machinery servicing. A lot of them required some reconstruction. The company came to the decision that it needed a specialised subsidiary that would manage all the construction projects within the Group. Thus, NivaStroy was founded in March 2008.

Its first project was EkoNiva Service Centre in Bogoroditsk, Tula oblast. By May 2008, the reconstruction of 2,660 sq.m. was completed. That year EkoNiva also laid the foundation stone of Detchino Service Centre. However, the works were suspended because of the 2009 recession. The grand opening took place on the 27th July, 2013. Up to this day, the facility holds the title of the largest farm machinery dealership centre in Russia. The space of 7,000 sq.m in the main building and the sophistication level are truly impressive.

Later, the Group decided to branch out into dairy farming and NivaStroy was given the task of designing and building farms. A group of specialists went to Germany to see operating dairy farms and broaden their experience.

For now, NivaStroy's reference list includes 63 projects: service centres, dairy farms, dairy and cheese plants, grain handling facilities, feedmills, shops, office and residential buildings, and this list is going to be continued.

From green field to operating facility

– Aleksandr, is construction of farms any different from other facilities?

– Of course, it is. For example, before positioning a farm structure in the landscape, we need to take into account not only the relief and other usual construction factors, but also fields nearby for forages and manure spreading, the windrose and many other details. A dairy facility is not only about concrete, structures and utilities, it is also about the comfort of living creatures – cows and people residing around. We are in constant contact with our herd managers and set up project schedules that ensure availability of feedlots by the time of heifer arrival and of a maternity barn and a milking parlour by the start of calvings. Upon completion, we always do site improvement. Over these years, we have built 31 dairies and we strive to make every next design more sophisticated and more

comfortable for animals and employees.

– In other words, EkoNiva benefits from working with you instead of third parties?

– Yes, it is more efficient and reliable. As we have multiple projects implemented simultaneously, it is easier for us to control all the schedules and cash flows. Besides, we are always willing to meet the needs of the customer, adjust something promptly or include some know-how. We constantly monitor the market to purchase quality materials at optimal prices and we always follow-up on our projects.

– There are NivaStroy branches in Novosibirsk, Voronezh, Moscow, Kaluga oblasts and the

Volga region. How is the interaction arranged?

– We have a good team and effective management on the sites. All branches interact with each other, exchange the experience, share equipment if needed, recommend good suppliers and contractors. All branch managers come to the location when a facility is commissioned. It is a useful practice. We tour the facility, and the project managers share good solutions and say what difficulties they encountered developing the project and how they were able to cope with them. Such an experience exchange helps to learn and improve your knowledge and skills.

– Are you happy with your team?

– We have highly qualified specialists, many of them including me started their careers and gained their expertise at EkoNiva. In total, NivaStroy employs 600 people. We are well equipped and have a good fleet of construction machines. In fact, we are capable of building anything now except for bridges, tunnels and oil derricks.

– What projects are you working on this year?

– We are to launch two dairies: in Moscow oblast and Tatarstan. Besides, we are completing feed mills in Kaluga and Niovosibisk oblasts and planning to start a farm construction in Kaluga oblast. The company is also aspiring to resume a milk processing plant project in Siberia. If we are able to launch all these projects, we'll need to hire more people to meet all the schedules.

By Svetlana WEBER



Mums of many

Raising children is a great joy but also a great responsibility and a lot of work, especially if you have a large family. Each child needs care, attention and individual approach.

EkoNiva has quite a few mothers of many children among its employees. They shared their secret of happy motherhood with EkoNiva-News.

Natalya Kolesnikova, an accountant at Sibirskaya Niva, has seven children: two daughters and five sons, three of them are adopted. Natalya's husband Dmitriy also works for the company. Eleven years ago, they welcomed their first adopted child. Later, two more boys joined the family.

'I was the only child in the family, so I have been dreaming of a big family since I was a little girl. I always told my mother that I would have many kids. Now, my mother is raising



adopted children too', says Natalya. 'Our house is always filled with fun, noise, warmth and comfort. Every child has their own personality, but all of them are friendly, kind and responsible. Everyone has their own duties, is eager to help me and interested in the things I do. They have all been to my workplace and know our farm very well.'

Natalya's eldest daughter is 25 and she is already a mother of three children. The grandchildren are frequent guests at the Kolesnikovs' hospitable home.



Over 450 mothers of many children work for EkoNiva, skillfully combining professional development and happy motherhood.

one grandson and one granddaughter.

'I adore all my children. They support and help me when I need it. The secret of our family is simple: order in the house, mutual understanding and affection, teamwork and leisure time together', shares Natalya. 'For example, I am happy to join the children in a game of snowballs or participate in the performance at our Community Centre.'

Natalya has been working as a calf tender for many years. Her eldest son Oleg came to work

'It's a rule of our family to celebrate all holidays together and gather at one table for dinner and tea every evening. We discuss the events of the day, share the latest news, make plans for the future', continues Natalya. 'Most of all, we enjoy getting out into nature together. I'm happy that my dream of a large and close-knit family has come true.'

Natalya Sergeyeva, an employee of Zashchitnoye, Kursk oblast, has always wanted to have a big family too. Now, she has two sons, four daughters,

for the company as a farm machinery operator five years ago. Her other children are still teenagers, but they have a very good understanding of farm work and already think about a career in agriculture.

'My youngest keep asking me how I cope with the cows during milking. But it's not harder than managing a large family – you just need care, patience and kindness. Then the work is going fine, and everything is okay', concludes Natalya.

Kseniya Mikulina, Legal Department Manager, EkoNiva-Food, has two sons and a daughter. For the loving mother, her children are not only close friends but also great helpers and the best travel companions.

'I absolutely enjoy my life. My children fill it with light, happiness, events and impressions', says Kseniya. 'The secret of a happy family is love. Friendship, affection and mutual understanding between the parents are essential to create a joyful and comfortable environment for children.'

Kseniya's family knows a lot about the company she works for. On a recent tour of Dobrino dairy (Liski district, Voronezh oblast), the children learned a lot about livestock farming and milk production.

By Tatyana IGNATENKO



Both rescuers and farmers are about action



‘Farming is business. The more you invest, the more you get. And it is not only money that we are talking about, but also time, knowledge, effort and passion. To be successful in farming, you must be extremely devoted’, says the guest of our issue Sergey Rusakov, Manager of Dary Chernozemya farming enterprise.

– Sergey, why did you decide to take up farming?

– From an early age, working on the land was a natural and important part of my life. My father worked as a mechanic for a local collective farm, so I was spending hours in the farm garage, which was my favourite playground. I admired the big machines and the operators and I was confident that I would work for the collective farm like my father. Moreover, my parents had a small homestead where I gained my first farming skills. But life interfered with my plans. The collective farm had closed by the time I came home after my military service. For the next 12 years, I served as a rescuer for the Emergency Ministry. I loved being a rescuer – a noble and rewarding job. Besides, I worked shifts and therefore always had time for my cherished hobby – homesteading. Later, I came to the conclusion that I should expand my family homestead

and I decided to buy my first low-tech tractor. Actually, it was a starting point of my big farming path. Later, in 2009, I acquired additional 180 ha of land, registered a farming enterprise and hired my first team. I decided to grow potatoes – a labour-consuming, but interesting crop to cultivate, it requires a creative approach like agriculture in general.

– What is your motivation?

– Back in the 90s, I was wondering why farm workers doing an essential job of feeding people lived so hard and poorly. I observed how my villagers who had dedicated their lives to our collective farm, were getting

Dary Chernozemya Enterprise has been operating in Kirov oblast since 2009. The farm specialising in potato growing employs 19 people. The total land area amounts to about 800 ha.

addicted to alcohol. Recently, they had been respected specialists and suddenly found themselves unemployed and useless. Those transformations

in the country broke down a lot of people including my father. So, I consider improving the image of a farm worker my mission today. People working the land deserve respect and good living conditions. It is a worthwhile job that must be properly rewarded.

– What are your goals today?

– Currently, we are developing seed potato growing. This spring, at least a share of our seed material is going to be in-house grown. Another big ambition is to produce staple vegetables – so-called ‘borshch ingredients’. We have already harvested the first 11 ha of beetroots

and are going to start growing cabbages and carrots soon. Another goal is to implement melioration. We have bought a specialised irrigating machine

this year – we are one of the first in Kirov oblast to do it. This decision was made due to the recurrent droughts of the recent years when we had to move the harvesting schedule all the time to get a quality crop.

– **A good partner is said to be the key to success. What do you value most in a partnership?**

– An attentive attitude and willingness to help. EkoNiva has that a lot. It was in 2013 that we acquired our first high-power potato harvester. We bought plenty of other machinery later, but this one was special. I still remember, how I, a small-scale farmer, came to the dealership and how I was surprised with the warm welcome I received and the way our issues were addressed. Cooperation with EkoNiva helped us to make a considerable progress and triple our production. The company does not only provide machinery and maintenance, but also shares experience and knowledge encouraging us to develop.

– **For many years, you worked as a rescuer. What do rescuers and farmers have in common?**

– Both jobs are about action. You need to do everything and now, the sooner the better. You never know what the following day holds in store for you; and therefore you must stay focused. In agriculture, I also feel a bit of a rescuer: we, farmers, often have to rescue the crop, and in a more global sense, we rescue whole village communities from unemployment and extinction.

– **Sergey, do you have a dream?**

– Yes, I like dreaming. Sometimes, I wish I were a magician with a superpower to control and predict the weather: one day we need sun, next day – some rain. In my childhood, I was a big fan of books about Neznayka by Nikolay Nosov. This character is my kindred spirit. He is curious, perky and outgoing, quick-witted and cheerful, a bit boastful, however, but he always delivered some result. Though I’m a respectable adult, we are a little alike. My life motto is ‘never stop learning’. And in my farming business, I follow the same principle.

By Tatyana IGNATENKO

Sports season starts



EkoNivaAgro has held a major sports event that gathered over 200 employees. Together with their families, they took part in ice fishing and ski racing.

This year saw a record number of participants: sports lovers came from all EkoNivaAgro subdivisions, dairy plants, EkoNiva-Chernozemye, NivaStroy and managing companies.

The ice fishing contest was in the limelight that day. It was held on three local ponds in Liski and Bobrov districts, Voronezh

oblast, and gathered record 165 fishermen. At each location, the winners were identified and awarded in 6 categories: 'Fishing veteran', 'Youngest participant', 'First fish', 'Biggest fish', 'First ice-hole' and 'Smallest fish'. All participants and winners received medals, certificates and gifts from the company.

A modern ski-track in Buturlinovka district hosted a ski race that also attracted a lot of spectators. The tournament featured six categories: men, women, teenage girls, teenage boys, boys and girls. Men completed 3 km. Here, victory was claimed by Ilya Stoyakin from EkoNiva-Chernozemye. Women raced 2 kilometers

and the winner was Lyubov Izyumenko, a calf tender from EkoNivaAgro Left-Bank operation.

In teenage categories, Aleksandr Artemyev and Raisa Fursova were the first to cross the finishing line; and in the children category, gold medals were earned by Yegor Zharikov and 9-year-old Kira Kolosova, the youngest participant.

'Our sports events enjoy an increasing interest every year. They help to build a team spirit, improve the psychological climate, get distracted from everyday problems.

Besides, it is a perfect environment for informal communication and just for having some good time with friends. This year, we have a tight competition schedule: table tennis, mini-football, volleyball, billiards, running races and family relays', says Aleksey Kovalyov, Chairperson of Labour Union Committee.

By Viktor BARGOTIN



Excellent performance

EkoNiva-Chernozemye team has taken part in the Winter Corporate Cup of Black Soil Region 2023 – an inter-industry football tournament. EkoNiva dealership team delivered good performance and brought home bronze medals.

The tournament featured 20 teams representing the largest companies in the industrial, banking, retail, agricultural and other sectors. At the group stage, EkoNiva-Chernozemye team played with Tambov Bacon, VTB, LipetskProfile and Lebedyanmoloko and lost only one match – to Lebedyanmoloko. As the rest three games ended in a draw, the dealership team went on to fight for the silver cup.

In the semifinal, EkoNiva-Chernozemye faced off against Hoff team. The opponents got luckier in the penalty shootout following a 3:3 draw in normal time. However, in the bronze medal match against LipetskProfile, EkoNiva claimed the most emphatic 5:0 win and brought home the bronze medals of the Winter Corporate Cup of the Black Soil Region 2023.

'One of EkoNiva-Chernozemye's priorities is to encourage the employees to lead a healthy



lifestyle', highlights Sergey Storozhev, Executive Director of EkoNiva-Chernozemye.

'Annually, we take part in an extreme cross-country HeroRace, dragon-boat rowing race and football

tournaments. Good results are achieved due to our strong team spirit and good training. We deliver excellent performance in both work and sports.'

By Viktor BARGOTIN

Knowledge is power



At the end of 2022, EkoNiva launched a new educational project – The City of Professions. Farm tour guests can now learn more about various agricultural professions.

The project is part of dairy farm tours in Dobrino in Voronezh oblast and Ulanovo in Kaluga oblast. Its goal is to provide an insight into working at a modern farming enterprise and make careers in agriculture more attractive for children and teenagers.

The programme consists of several workshops that completely immerse students in the real dairy environment. During several hours, each of them can try their hand at being a herd manager, a veterinarian, a loader operator and a laboratory assistant. Together with EkoNiva's



specialists, the children learn to balance a perfect ration for cows, bottle-feed calves, take laboratory milk samples and run a mini loader.

To go on the tour, it is necessary to book an appointment by phone: 8 (800) 550-57-00, ext. 4. The exact address

and travel directions are available on the website: www.ekoniva-moloko.com/tour.

'Our aim is to spark children's interest in the farming sector. The City of Professions is a great opportunity to play different roles and gain some knowledge. Perhaps, for some this first experience will be crucial in choosing their career path', says Yekaterina Bartseva, EkoNiva Tour Project Development Manager.

The holding places a premium on training its own agricultural specialists from a young age. Six years ago, it launched the AgriClass project together with specialised universities and schools in three regions of its presence – Voronezh, Kaluga and Novosibirsk oblasts. The project is carried out in cooperation with Voronezh State Agricultural University named after Emperor Peter the Great and Novosibirsk State Agricultural University and is designed for students of grades 8-11 who aspire to enter the agricultural profession and work in this sector.

By Natalya SHARAPOVA

New people's shop opens in Novosibirsk

EkoNiva has opened its second 'people's' shop in Novosibirsk on the premises of the Regional Social Fair. The first brand shop in this format was set up in September 2022 on the territory of the City Social Fair.

A distinctive feature of 'people's' shops is a minimal mark-up on the staple dairy products such as curds, milk, sour cream, butter and kefir.

The brand shop offers customers more than 40 items, including whole and baked milk, kefir, ryazhenka, sour cream, cottage cheese, drinking and spoonable bioyoghurts, quark desserts and butter. EKONIVA cheeses are also available here – Shchuchye and Kolybelka semi-hard along with 3, 6 and 12-month aged Dür hard cheeses.

All the products with a short shelf life will be supplied to the shop from EkoNiva's plant

in Maslyanino district, Novosibirsk oblast, which processes raw milk exclusively from the

company's nearest dairy. Some of the products will arrive from its other plants – Dür hard cheeses,



for example, are produced in Voronezh oblast.

The deliveries will take place three times a week in compliance with the temperature requirements for transportation. Besides, state-of-the-art refrigeration equipment installed in the shop will ensure reliable storage and long-term freshness of the dairy.

The sales outlet in Novosibirsk is the sixth EKONIVA shop of the 'people's' format. The first was opened in Liski, Voronezh oblast. In 2020, the company launched this initiative to provide social support to the local communities during the coronavirus pandemic. The addresses of all EkoNiva's retail shops can be found on its website.

By Natalya SHARAPOVA

EkoNiva in focus



7-8 April AgroVyatka 2023 trade show

Venue: 51 Prudnaya str., Kirov
Organiser: AGROINFO Association
supported by Kirov Oblast Government

May Fashion Farmer Field Day

Venue: Dobrino service centre, Voronezh oblast
Organiser: EkoNiva-Chernozemye

21-25 May 14th Dairy Olympics

Venue: Hilton Tashkent City, Tashkent, Uzbekistan
Organiser: The DairyNews Agency



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