



# Agritechnica 2007 – a perfect start!

Agritechnica 2007 International Exhibition was held in Hannover from 11 to 17 November. This year, EkoNiva Group participated in this global event on equal terms with top world brands as it presented its own display.

By Yulia SALKOVA



- "Over 2.5 thousand representatives of the Russian agricultural sector have arrived in Hannover today. The times when Russian companies came to the exhibition just to "gape" at the achievements of the global agricultural community are gone," said Deputy Head of the RF State Duma Agricultural Committee Airat Khairullin after visiting the EkoNiva Group booth in Messe Hannover Exhibition Complex. "Today, our businessmen have come to demonstrate their own achievements, sign mutually beneficial contracts and establish useful contacts, and EkoNiva is a perfect example of this crucial change".

It turned out that EkoNiva had been placed next to its partner of long standing – the John Deere Corporation. It was a pleasant surprise for the EkoNiva customers:

- "It is a great privilege to work with a company, which is a participant in such a global international event as Agritechnica 2007. This fact proves its high status," said Vladimir Rzhnevsky, Director General of RusAgroInvest from



Kverneland, Lemken and many other manufacturers. We are beginning to really find our way around this multitude of advanced agricultural machinery".

Says Maxim Trineyev, Deputy Head of Chernozem farming enterprise from Voronezh Region: "We were amazed at the scale of the exposition presented by the John Deere Corporation. We have seen the most powerful JD tractor, JD 9630, as well as its track-type counterpart with a new air suspension, JD 9630T. It was also exciting to visit the JCB booth. We have a Vaederstad Rapid 600 C seed planter and are interested in their new Seed Hawk planter. For us, Seed Hawk is a new machine and we are all attracted by the novelty."

To be continued on p.12

## Announcements

**25 December 2007:** "Certification and Delivery of Seeds" Seminar for agronomists and seed sellers

**Location:** Zashchitnoye, Shchigrovsky District, Kursk Region

**Organized by:** EkoNiva-Semena, Zashchitnoye

**December 2007:** Regional qualifying football tournaments held among non-professional teams of the leading Russian agricultural enterprises

**Location:** RF regions (Moscow Region, Voronezh Region, Kirov Region, and Novosibirsk Region)

**Organized by:** EkoNiva

**13-20 January 2008:** Educational visit of the EkoNiva-APK representatives to Germany

**Location:** Federal Republic of Germany

**Organized by:** EkoNiva-APK Holding

**January 2008:** Visit to the International Green Week Trade Show

**Location:** Berlin, Federal Republic of Germany

**Organized by:** EkoNiva

**15 February 2008:** Football championship among non-professional teams of the leading Russian agricultural enterprises

**Location:** Moscow Region

**Organized by:** EkoNiva, John Deere

**February 2008:** Opening of a service centre in Bogoroditsk, Tula Region

**Location:** Bogoroditsk, Tula Region

**Organized by:** EkoNiva-Tekhnika

**February 2008:** Russian-German "Legal Framework and Observance of Plant Breeders' Rights as a Prerequisite for Private Investments in Plant Breeding and Seed Production" Seminar

**Location:** Golitsino, Moscow Region

**Organized by:** RF Ministry of Agriculture, German Ministry of Consumer Protection, Food and Agriculture, RF State Duma, German-Russian Agripolitical Dialogue

**Visit**


This year, EkoNiva participated in the largest Russian agricultural exhibition 'Golden Autumn' for the 6<sup>th</sup> time. EkoNiva presented new agricultural machines, state-of-the-art equipment, advanced seed varieties, and innovative agricultural techniques.



– “We want Russia to develop modern agriculture,” emphasized President of the EkoNiva Group Stefan Duerr, – “The resolution of this task demands a real technological breakthrough, and we try to do our bit.”



On 27 November the RF President's Plenipotentiary in the Central Federal District Georgy Poltavchenko visited the EkoNivaAgro livestock complex.

By Yulia SALKOVA



## Georgy Poltavchenko:

“The National Project has changed the lives of the farmers”

Georgy Poltavchenko was interested in the issues related to the livestock complex operation, including animal housing conditions, herd size and composition, the average annual milk yield and milk storage conditions. He also wanted to know the reasons for

giving preference to dual-purpose cattle breeding over beef-stock farming. Answering this question, EkoNiva Group President Stefan Duerr explained that the company was planning to produce meat but that this is only a long-term prospect since currently there are no assured markets for this product.

– “It will not take long for the markets to appear if the meat produced by EkoNivaAgro will be of the same high quality standard as its milk!” remarked Voronezh Region Governor Vladimir Kulakov, who accompanied the RF

President's Plenipotentiary.

On learning that EkoNiva is carrying out construction and reconstruction of livestock breeding complexes in its other business units within the framework of the Russian National Project, Georgy Poltavchenko remarked:

– Breathing new life into Russian agriculture is a challenging task. However, thanks to the National Project and to such investors as Stefan Duerr, the life of the farmers has taken a turn for the better. This livestock complex and the work carried out by EkoNiva in Voronezh Region are the best proof of this change.

In return, Stefan Duerr thanked Georgy Poltavchenko for the support rendered by the Russian Government to the farmers and for his visit to EkoNivaAgro.

# FOOTBALL CHAMPIONSHIP

among non-professional teams of Russian agricultural enterprises



**15 December 2007** regional qualifying games  
**9 February 2008** final tournament held in Moscow Region

Send applications to:  
 Elena.kondrashova@ekoniva.com  
 Tel.: +7 (495) 933 00 31

The championship is organized by:



First Prize  
 Award  
 a John Deere  
 5720 tractor

**Events**

**"This event should set an example for the whole of the Russian agricultural sector," remarked the John Deere Marketing Director Michael Lindaman at the opening of a new *EkoNiva* maintenance and exhibition complex**

By Olga BELYAEVA

# Convenient Service

## EKONIVA OPENS NEW MAINTENANCE AND EXHIBITION COMPLEX

*EkoNiva-Chernozemye* Service Centre in Zaluzhnoye Village of Liskinsky District has been operating successfully since 2005. On 2 November 2007 the Centre gathered visitors for the opening of a new maintenance and exhibition complex.

- "*EkoNiva* has already opened several complexes of this type," pointed out *EkoNiva* Group President Stefan Duerr. - "However, they are all accommodated in old reconstructed buildings, whereas this complex has been created 'from scratch'. *EkoNiva-Chernozemye* is one of our most advanced and hospitable business units. Customers must feel completely at ease here".

The comfortable, almost homelike, atmosphere of the

new complex was fully appreciated by over 200 *EkoNiva* partners and customers who attended the opening ceremony. The guests were shown presentations of farm machinery prepared by each of *EkoNiva* suppliers: John Deere, Vaerderstad, JCB, Kverneland, Grimme, Einbock, Lemken, Schulte, and Annaburger. The exposition consisted of 50 farm machinery units.

A real break-dance on wheels performed by three JCB telescopic handlers to demonstrate the reliability of their hydraulic systems left nobody indifferent. The visitors also had a chance to appreciate the advantages of the John Deere 8530 tractor Global Positioning System.

*EkoNiva-Chernozemye*



Director General Nikolay Buravlev showed the visitors around the new complex. Not surprisingly he takes pride in this newly constructed facility. It accommodates three repair bays for large-size machinery fitted out with state-of-the-art diagnostic equipment and a two-level spare parts depot. The address storage system allows on-the-spot location and delivery of spare parts. In addition, there are hangar storage facilities for fuel and lubricants and several classrooms used to hold master classes for agricultural specialists.

- "We are happy that this complex was opened in Liski," said the Head of Liskinsky District Administration Viktor Shevtsov. "We have been given a unique opportunity to raise our agricultural sector to a higher level".

**Alexandr Anosov, Director General of Liskinsky Production-Agricultural Cooperative, Voronezh Regional Duma deputy:**



- Quite often, machinery trading companies don't keep records of customers

and orders. Consequently, customers don't know where to go for repairs or spare parts. *EkoNiva* has adopted a radically different approach: they show great concern for each customer. Whenever we come to the Service Centre we receive quality service and are treated with sincere warmth and attention!

### Russian-German Cooperation

## Cradle of the New Agribusiness Elite



The Russian-German Forum on Education and Career Development of Agribusiness Specialists has brought together former agricultural students who at different times went to Germany on study and training visits. According to one of the first trainees, now *EkoNiva-Chernozemye* Director General Nikolay Buravlev, today they form Russia's agribusiness elite.

By Svetlana WEBER

The student exchange programme was launched 15 years ago. Over this period 1.5 thousand Russian students have been given an opportunity to receive advanced professional training in Germany. Today they run their own farms, like Anatoly Usov; hold leading executive positions at major enterprises, like *Westfalia Surge Engineering* Director Mikhail Chernetsky; become public officials, like Yuri Chubakov, a specialist of the Tatarstan Ministry of Finance, or take up politics, like the State Duma deputy, Russian Agrarian Party Chairman Vladimir Plotnikov. To a large extent they owe their career success to the knowledge and practical experience acquired in Germany.

In his welcome speech addressed to the Forum participants Gerd Mueller, a German Bundestag member, Deputy Minister of the Federal Ministry for Food, Agriculture and Consumer Protection, emphasized that the fruitful German-Russian relations in the field of agricultural development have made Russia Germany's best partner among non-EU countries.

- Last year, the volume of

investments reached 12 billion euro; and the turnover in agriculture-related trade increased by 30%.

Mr. Mueller believes that the importance of cooperation in the sphere of undergraduate and advanced agricultural education can hardly be overestimated. Highly qualified Russian specialists enriched with European practical experience will promote the successful development and modernization of Russia's agricultural sector, and contribute to the strengthening of Russian-German economic relations.

The Federal German Ministry for Food, Agriculture and Consumer Protection awarded diplomas for successful cooperation and organization of trainee programmes to a number of Russian educational establishments. Among the recipients were Belgorod State Agricultural Academy, Penza State Agricultural Academy, Smolensk State Agricultural Academy, Saratov State Agricultural University, and Velikiye Luki State Agricultural Academy.

## Sharing Experience

Traditional approaches to the development of fodder production have largely exhausted their potential. Today there is an urgent need for new ways to ensure a considerable improvement of the pasture performance and feeding quality.

By Roman RATNIKOV

# Meadow-Pasture Fodder Production

The development of Russian livestock farming has ceased to be a subtle positive trend and turned into a stable growth tendency. To a large extent this has happened due to an increase in demand and rocketing food prices. However, Russian farm breeders still face a number of serious problems.

Apart from the issues related to the construction of new cattle housing facilities and acquisition of highly productive livestock, the farmers are concerned about the shortage of coarse fodder.

This problem is especially acute in the Non-Black Earth Zone of European Russia. Because of the harsh climatic conditions, the farmers cannot follow the example of their colleagues from Western Europe and Southern Russia, where maize is the basic component

## Demands Innovative Approaches



of cattle fodder. Therefore, the largest share of fodder in the Non-Black Earth Zone regions falls on the meadow-pasture fodder production. In this connection, it has to be said that meadow-pastures are not used to their full potential. For the most part, forage lands are

represented by natural hay-fields and pastures.

combination of species, which ensures biological balance. Modern approaches to meadow management are based on the use of multi-component grass mixtures composed in compliance with the key component selection principles: morphological compatibility, adequacy with regard to soil, hydrological and light conditions, rate of growth, repeated-mowing potential and longevity.

Joint scientific research carried out by EkoNiva Group and one of the leading German plant breeding companies, DSV, in Moscow Region, Tula Region, Smolensk Region and some other Russian regions proved the high potential of multi-



component grass mixtures. Their performance and feeding quality largely depend on weather conditions and so are subject to abrupt swings. As for cultivated hay-fields and pastures, they are traditionally planted with one or two-variety grass mixtures, which quickly undergo degradation.

Alongside traditional meadow-pasture grass, DSV grass mixtures contain less frequent species: common ryegrass of varying morphological types, ripeness and ploidy groups; hybrid ryegrass, annual ryegrass and Persian clover. Research results from leading Russian and European agricultural research establishments show that the highest performance and quality are achieved on meadows and pastures planted with grass mixtures, which include up to ten different specially selected components. The grass mixture composition depends on the interspecies competition and dependency. The stability of the plant community is determined by its species saturation, in other words, it is determined by the

Currently, annual grass mixtures, which consist of two or three ryegrass varieties with an optional addition of Persian clover, provoke a lot of interest. A successful if short experience of growing such grass mixtures in Moscow, Smolensk, and Kaluga regions testifies to their high potential for regional fodder production.

### Statistics



**This year Zashchitnoye (Kursk Region) has introduced a new corn crop. Large crop areas were put under grain maize. The farmers used the seeds of Russian and imported hybrid maize varieties. For some of the varieties the yield exceeded 10,000 kg per hectare.**

**Says Zashchitnoye Chief Agronomist Yuri**

**Korochenko: "This result has become possible due to the combined use of innovative agricultural techniques, advanced hybrid maize varieties and state-of-the-art John Deere, Vaelderstad, and Kverneland machinery".**

**Technical Inspection**

**AVAILABLE ON WHEELS  
or TRACKS**

9330 - 388 hp	9430 - 439 hp
9430 - 439 hp	9530 - 491 hp
9530 - 491 hp	9630 - 543 hp
9630 - 543 hp	94300 - 439 hp
	95300 - 491 hp
	96300 - 543 hp



**Nikolay Buravlev,  
Director General of  
EkoNiva-  
Chernozemye:**

- New John Deere tractors of the 9030 series are easy to operate. They have an exceptionally reliable design, a long operating life and high efficiency. The enhanced power capacity of

# John Deere tractors of the new 9030 series:

## SEVEN NEW MODELS WITH ENGINE POWER VARYING FROM 388 TO 543 HP

**The models of this series have benefited from a number of major updates and several new features!**

- The NEW John Deere PowerTech 13.5 L engine provides a maximum capacity of up to 597 hp. It responds to load variation caused by changes of field conditions. It is possible to get up to 10% power bulge and a peak torque rise of up to 38%, increasing the engine capacity by 38-54 horsepower!

- A NEW cylinder liner material provides additional liner strength and stiffness.

- A low speed-torque (1,000 rpm) meets or exceeds characteristics of the previous models.

- Fuel filter service intervals can reach up to 500 hours.

- The engine features a dual fuel filter 10 micron/2 micron system with water separator.

- A fuel pressure sensor indicates if the filter is plugged.

- A NEW self-priming fuel system eliminates the need for hand-priming after filter change.

- A NEW oversized fuel and water separator ensures cleaner fuel and longer service life.

- A NEW oversized fuel tank,

which can hold up to 1,325 litres of fuel, reducing the frequency of refuelling.

- A NEW more efficient Vari-Cool cooling system automatically adjusts its speed to maintain appropriate running temperature of the engine and hydraulic system.

- Compared to the preceding model series, the new tractors have a 29% bigger radiator surface and, consequently, they can boast increased cooling capacity.

- NEW double-reduction axles on the 9530 and 9630 models improve power transmission capacity, while the state-of-the-art double planetary reduction increases operating speed. These improvements take some load off the internal components, reducing their wear & tear and transmission load - especially the load exerted on the tothing and the pinion. In the long run, these improvements make the tractors more reliable and cost effective.

- A NEW electro-hydraulic BOM with new push-button control.

- The new series models feature enhanced hydraulic



system capacity for the actuation of the air seeder hydraulic motors.

- The hydraulic flow reaches up to 3.02 l/sec. and can be controlled in running order.

- All models have an increased rear-mount capacity of up to 6,940 kg.

- A NEW CommandView cabin has improved noise insulation and provided extra room. An updated LCD screen enables the operator to program and monitor more than 20 different tractor functions.

- Integrated AMS equipment considerably facilitates the use of John Deere precision farming

of the new JD 9030 series tractors provides broad possibilities for the use of wide-cut implements. This feature is especially important for large farms, since cultivation of bigger planting areas within a shorter period of time by fewer

tractor operators reduces the duration of agricultural works and results in higher crop yield at reduced costs.

systems.

- The updates of the track tractor models include:

- A NEW AirCushion suspension system, which enhances operator comfort and reduces wear and tear;

- A NEW track alignment system;

- NEW track chain and track driving wheel modifications, which reduce slippage;

- A NEW cast frame design, which enhances reliability

**EkoNiva Business Card**

# EkoNiva Sums up the Results for the Year 2007

**365 DAYS THAT CHANGED EKONIVA**

**In 2007 EkoNiva maintained its high growth rate.**

The company turnover amounted to 4.4 billion roubles.

**EkoNiva successfully developed its extended network of business units and subsidiaries.** Company representative offices were opened in Ryazan, Tver, Vladimir, Yaroslavl, Kostroma, and Ivanovo regions.

**For two years running, EkoNiva has been the market leader in the sales of John Deere farming machinery.** In 2007 its share in the Russian market reached 30% of the total sales. Currently, 14 EkoNiva subsidiaries are engaged in the farming machinery supply business.

**Agricultural production also experienced considerable growth.** Today, the total farmland area of five EkoNiva agricultural business units amounts to 75 thousand hectares. Its livestock breeding farms accommodate over 8,000 head of cattle. Three company

business units in Voronezh, Novosibirsk, and Kursk regions participate in the implementation of the National Project on the Accelerated Development of Cattle Breeding.

## First-Person View

### President of EkoNiva Group Stefan Duerr:

- In 2008, we are planning to develop our farming machinery sales and service business. We have every reason to expect considerable sales growth due to the recovery of the Russian agricultural sector. The Russian agricultural market attracts new investors, who are interested in the use of advanced farming machinery and techniques.

Every year EkoNiva places a greater emphasis on the development of stable long-term relations with its customers. These relations are invariably based on the high quality of our services, reliability, fairness and last but not least warm and friendly personal relationships.

In 2008, we will continue working with a limited number of top class machinery suppliers, and update our service operations.

We are also planning to give serious attention to the updating of the EkoNiva agro-industrial business. We will heavily invest in the development of high quality dairy industry and in the purchase of grain cleaning machinery.

Generally speaking, our key goal is to help farmers find an integrated solution to address the numerous issues they are confronted with today. For this purpose, we offer our machinery, seeds and advanced cultivation techniques, which will enable them to achieve high economic results. We consider our mission accomplished only when they begin to receive high yields. This commitment is EkoNiva's best business reference.



**EkoNiva customers** travelled to Germany, France, Sweden, Canada, and the USA on study visits or with the purpose of visiting various agricultural exhibitions.

**In 2007**, the total number of EkoNiva employees amounted to over two thousand people.

**In 2007**, the company continued to develop Russian-German cooperation in the sphere of agriculture and to implement the "German-Russian Dialogue on Agriculture and Politics" Project.

### President of EkoNiva Group Stefan Duerr

received the National Stolypin Award "Russian Agrarian Elite" in the nomination "Development of Agricultural Industry and Creation of New Jobs".

**In 2007**, EkoNiva Group and the John Deere Company held the first football championship among non-professional teams of Russian agricultural enterprises.

### Head of the Russian Ministry of Agriculture Aleksey Gordeyev:



Implementation of this programme will enable us to handle the issues of social development of rural communities, expand housing construction and solve a number of technologically related problems. It would not be wrong to say that we are about to start a technological revolution in agriculture.

a network of regional training and resource centres, which will render consulting services to agricultural producers.

## Russian Agriculture is on the Threshold of Revolutionary Technological Changes

Next year will mark the start of the new "National Programme of Agricultural Development and Agricultural Markets Regulation for the Years 2008-2012". The National Budget 2008 allocates 76.3 billion roubles for its implementation.

It is expected that in five years, the average annual output growth in agriculture will reach about four percent.

Apart from the further development of the Agro-

Industrial Complex Development National Project, the new programme stipulates for the updating of the farm machinery fleet. The programme makes provisions for the purchase of over 175,000 tractors (the tractor fleet will be renewed by 40%) and of 55,000 grain combine harvesters (a 50 percent renewal). Farmers will receive 10-year loans for the purchase of high-technology agricultural machinery.

According to the new

programme, at least 10-15% of the total planting area shall be planted with elite seeds. Farm business units will receive government subsidies for their purchase, covering of up to 30% of the seed price. Planting area insurance policies will cover up to 40% of the costs.

The programme supports complex development and improvement of 220 rural communities. It also makes provisions for the development of

**"To see the development of Russia's agricultural sector and find ways for further cooperation", – that was how the German Bundestag deputies, and members of the Consumer Protection, Food and Agriculture Committee, described the purpose of their visit. In the middle of October they were received in Liskinsky District of Voronezh Region.**

By Svetlana WEBER

Guests of **EkoNiva**



## Bundestag Deputies Visit

### Voronezh Region

The place of the visit was not chosen at random. Liskinsky District has been the leader in the regional agribusiness for several years running. In addition, *EkoNivaAgro*, one of the Russian-German *EkoNiva* joint venture subsidiaries, has been successfully working there for over five years.

The visitors, who represented all the parties of the German Bundestag, were given a warm welcome by Deputy Governor of Voronezh Region Ivan Dubovskoy, Head of Liskinsky District Administration Viktor Shevtsov, and President of the *EkoNiva Group* Stefan Duerr.

"Russia and Germany are strategic partners in the agricultural sphere", - pointed out the head of the group, Hans Michael Goldman. "Our cooperation involves both export and import operations. Besides, quite a few German businesses are now operating in the Russian market, and I am sure their number will increase. The strategic goal is to introduce Russian food

commodities and machinery to the European market."

Livestock-breeding issues were discussed at a new *EkoNivaAgro* dairy unit for 1,200 cows. Another livestock facility for 1,400 head of cattle is currently under reconstruction. The German visitors were shown around one such modern dairy units in the village of Dobrino. When treated to locally produced milk they couldn't help praising its excellent quality.

Stefan Duerr, who told the visitors about the peculiarities of the Russian agricultural sector, drew their attention to the fact that when developing an agricultural business in Russia one should be ready to undertake social responsibility.

Says Mr. Duerr:

"In Russia, it's impossible to fence your business off from people and focus exclusively on production issues. Russian villages have only started to come back to



life. People face a lot of challenges and need help to cope with them".

The Bundestag deputies highly appreciated the way Mr. Duerr had managed to implement German ideas and approaches "on the Russian soil".

Says H.M. Goldman:  
– "It's most fascinating to see a German businessman cope with Russian challenges. He has found a correct approach to people and formed contacts with politicians. His business is flourishing – he has founded a major efficient enterprise and created a lot of well-paid jobs".

Head of Liskinsky District Administration Viktor Shevtsov summarized the results of the visit:

– "We still have a lot to learn from other countries, including Germany. As you have seen for yourselves, Russia and its agricultural sector are going through a period of rapid development. The only thing in short supply is time, because we need to catch up with the developed countries as soon as possible."



#### **Berbel Hen, Deputy Chairman of the Green German Bundestag fraction:**

- Russian agriculture has an enormous potential. You have good soils and a growing consumer market. Of course, it is necessary to pay more attention to food safety, consumer protection, and nature conservation. As regards cooperation between our two countries, we should focus on the projects related to generation of bioenergy and production of milk and meat.

## Engineers and Agronomists on a Quest for Knowledge

The *EkoNiva-Chernozemye* Service Centre has held a training seminar for 26 *Agrokultura Ertil* specialists on the operation and maintenance of John Deere, Vaederstad, and Kverneland machinery. The new farming machines will be received by *Agrokultura Ertil* farming units in the very near future.

By Yulia SALKOVA



The participants of the seminar received detailed recommendations on the operation of their existing and new farming machinery. They were also taught how to file applications both for spare parts and for the

performance of service maintenance.

According to *Agrokultura Ertil* engineer Dmitry Tokmakov, the information they received at the seminar is especially important because he could not find it even in the machinery operation manuals.

The seminar proved to be very useful not only for the engineers. The company agronomist Aleksandr Grebenkin was happy he had got a chance to attend lectures on the Vaederstad seed planters.

– "I had some experience of operating these seed planters, however, I learnt some of the fine-

tuning secrets only at the seminar," confided Aleksandr.

The trainees paid a visit to the Service Centre open-air demonstration ground and took part in the testing of the Auto Track automatic driving system installed on the John Deere 8430 tractor.

At the end of the seminar, the *Agrokultura Ertil* specialists were awarded course completion certificates.

#### **Oleg Olkhovsky, Head of the EkoNiva-Chernozemye Service Operations:**

- Learning to operate complicated machinery by the hit and miss method is absolutely wrong. Machines must be used in the right way from the very first day of their operation. This approach will bring maximum profits to the farm holding and attractive wages to machine operators.

Special Guest

# John Kopisky:

## "An agricultural manager can't do his job giving directions from a black Volga auto"

The first John Deere tractor appeared in Vladimir Region in 1999. It was bought from EkoNiva by John Maxwell Kopisky, a "Russian Englishman". Today, John is one of EkoNiva's major customers. He has already bought about 10 farm machinery items for his Rozhdestvo agricultural complex, which he founded and raised using his own assets.

By Olga BELYAEVA

The Russian agricultural community has highly appreciated his contribution to the development of the Russian agricultural sector. In November 2007 John received the National Stolypin Award "Russian Agrarian Elite" in the nomination "Agricultural Industry Credit Financing and Investment".

### On closeness to the soil

Our first project was intended for Pokrovsky Convent. We soon got to like agricultural work. We had certain ready assets and we thought it was our duty to invest them in land. We bought a run-down dairy farm, repaired the cow-sheds and built up our first 400-hectare... For over six years we didn't make any profit. However, we got to love country-life and closeness to nature. Finally we decided to take up milk-farming seriously, making use of modern techniques and adopting modern approaches. So, in 2004 we founded Rozhdestvo farm.

Today, we have a successful, highly competitive business. I hope that our farm can set standards for other dairy holdings. For the moment it does not bring us a big yield, but at the same time it is completely self-

supporting.

### On the government support of agricultural business

In the last fifteen years dairy farming in Russia has been literally shattered. In the years that followed Perestroika, it was a common belief that agriculture was a huge Black Hole! Milk prices could not catch up with the rocketing prices of raw materials. Dairy farming was paralysed till June 2006.

I think that dairy farming needs government support.

Loans within the framework of the National Project should be granted for the period of 12-15 years. Tax exemption would be another effective measure to

revive livestock farming.

It is also necessary to put a stop to unbridled farmland speculations. If the farmland stays waste for 24 months, it must be returned to the state.

Another important thing to be done is to carry out a reform of agricultural education because the university graduates are not prepared for up-to-date farming.

### On the secret of success

A farm manager must keep everything under his rigid control. He must always be among the employees and set an example of modern attitude to work. You can't manage a farm by giving directions from a black Volga auto. Our manager lives on the farm together with his family. For him and for his family the farm is the most important part of life!

We have a business-plan, in

### "A Christmas Tale Comes True"

People in Vladimir Region have a reason to believe in Christmas fairy tales, because the changes that have been recently taking place in Rozhdestvo (Christmas) agricultural enterprise look like real miracles. However, John Kopisky, who is responsible for this local agricultural miracle, claims that he is not a magician. He says that all his miracles are a result of hard work and perseverance.

John Kopisky's spouse  
Nina Kuzmicheva



### EkoNiva-News Dossier

**John Maxwell Kopisky is a brave man who was not afraid to start his agricultural business in Russia in the 1990's, the years of social and political instability. Moreover, he made Russia his home. He became an Orthodox Christian, married Nina Kuzmicheva from Vladimir Region and was granted Russian citizenship. Today, Nina and John have three sons and two daughters.**

**John Kopisky invested money in the reconstruction of a dairy farm, which formerly belonged to an insolvent collective farm in Petushinsky District of Vladimir Region. He invested an additional 300 million roubles in the construction of an up-to-date dairy cattle complex Rozhdestvo. John was one of the first Russian livestock farmers to introduce loose keeping of cattle. Currently, he is planning to build a new mega-complex for 6,000 milking cows in Vladimir Region.**

**John Kopisky keeps up an old Russian tradition of supporting charitable causes. He has built a Church of the Holy Myrrhophores in Krutoye village and 4 smaller chapels. Currently, he is reconstructing a parish church in the village of Vospushka. John also supports village schools and Petushki town hospital.**

Says Aleksey Amanov, Director General of Rozhdestvo farm:

Today our agricultural complex has over 600 million roubles in assets. We have our own farm machinery station, which accommodates a depot for fodder production farm machinery and service facilities. We also own 4,500 hectares of arable land and, of course, a dairy livestock complex and a dairy farm. Within a short period we have built up our herd to 3,600 head, and we have 1,900 milking cows. Every day we get up to 50 tons of milk.



# Focus on John Deere

EkoNiva and John Deere companies continue the **Focus on John Deere** Photo Contest.

The contest has the following nominations:

- Sowing with John Deere
- Harvesting with John Deere
- I work for John Deere
- John Deere: unusual angle

## Photo Exhibition

Please, send your pictures marked with "For the **Focus on John Deere** Photo Contest" to the following address:

000 EkoNiva-Tekhnika,  
d. Zakharovo, Odintsovsky  
Rayon, Moscow Region  
143022, Russia, or via e-mail to: [vesti@ekoniva.com](mailto:vesti@ekoniva.com).

**Best photos will be published in *EkoNiva-News* journal and rewarded with cash bonuses and valuable prizes.**

### John Deere: unusual angle



**"The Carriage Has Arrived!"  
The Princess will go to the "ball" on a JD 6330**



**"VIP Transport!"  
Tyumen Region, Head of the RF President's Administration  
Sergey Sobyenin at the wheel**



### I work for John Deere



**"Agricultural Mountain Climbing". Engineer Aleksey Kirilenko from Rassvet, Kemerovo Region, is storming a hill on a JD 9320 tractor**



**"A Worthy Selection!" Machine operators from Zashchitnoye, Shchigrovsky District, Kursk Region**

### Winner!

**The first prize in "I Work for John Deere" nomination has been awarded to the author of "Agricultural Mountain Climbing", S.A. Gerasimov, Managing Director of Rassvet (Kemerovo Region). To collect the prize, contact Yelena Kondrashova, telephone: +7 (495) 775 08 80.**

**Regional News**

## *EkoNivaSibir*

# has been awarded the prize for the best exhibit displayed at the agricultural trade show in Kemerovo

This year, *EkoNivaSibir* took part in three major agricultural exhibitions, which were held in Kemerovo, Barnaul, and Novosibirsk. The results were more than satisfactory – the planned volume of sales for the year 2008 has almost doubled.



The expositions prepared by *EkoNivaSibir* focused on the presentation of technical innovations. Thus, *EkoNivaSibir* demonstrated the first John Deere track tractor ever used in Russia, which had already showed perfect results on the fields of the *EkoNiva* experimental farm. The company also gave a presentation on the JCB telescopic handler and the John Deer 4895 self-propelled windrower. The latter was declared the best piece of farm machinery displayed at the exhibition in Kemerovo, and *EkoNivaSibir* was awarded a medal for the best exhibit. In Kemerovo, the company sold

over ten pieces of farm machinery; more sales contracts were signed at the exhibition held in Novosibirsk.

High results recently achieved by *EkoNivaSibir* at agricultural exhibition fairs are rather a rule than an exception. The company, which has been operating in Siberia for almost six years, was the pioneer of the regional agricultural machinery import market. It should



be noted that from the very first steps in this market, high-quality customer service has been a priority with *EkoNiva's* Siberian subsidiary. Now the company is constructing a new service module. *EkoNivaSibir* has a park of about fully equipped 10 service vehicles. The company has its own experimental farm in Novosibirsk Region, where all technical innovations undergo pre-market field testing and are provided with recommendations for running in a harsh Siberian environment.

*EkoNivaSibir* specialists take a special pride in their spare parts depots, which are stocked with due consideration to the previously sold machinery. Next year, *EkoNivaSibir* will have to provide for a considerable increase in its storage facilities in view of its rising sales, which result from its remarkable success at the recent major exhibitions.

## *EkoNiva* Becomes a Member of the Kursk Region Association

### of Seed Producers



*EkoNiva* seed-producing unit, *Zashchitnoye*, in Kursk Region has joined the Regional Association of Seed Producers.

Initially, the Association will focus on the protection of the seed producers' professional rights. When formulating the strategic goals pursued by this organization, *EkoNiva-Semena* Director Yuri Vasyukov pointed out that Kursk Region must regain its reputation of Russia's major seed-producing territory.

Another priority is a dedicated struggle against the so-called "grey" (or dodgy) seeds. They are patent plant variety seeds, which are sold without making provisions for royalty deductions from the revenue. Due to this "thrifty" approach the "dodgy" seeds are sold at lower prices, which draw customers away from bona fide seed producers. As a result, seed breeders find themselves short of funds to create new plant varieties. Besides, the quality of the "dodgy" lots with regard to variety purity can hardly be called high.



**For the *EkoNiva* Group provision of a full range of customer service capabilities is no less important than delivery of top-quality machinery. A new *EkoNiva* service centre is to be opened in Bogoroditsk, Tula Region.**

The new centre will occupy a large area of four hectares. Its state-of-the-art storage facilities will be well-stocked with agricultural machinery repair parts. There will also be a number of repair bays. Customers will appreciate an open-air exhibition site, which will be used to demonstrate new machinery.

## German ideas have taken root ...

## ... in the Russian soil and have given a rich crop

Our People

The idea to invite agricultural consultants from Germany was conceived at the same time as the implementation of the first *EkoNiva* project in the Kursk Region. Now, six years later it has proved to be a brainwave.

By Svetlana WEBER

The desire to work using advanced machinery and innovative agricultural techniques demanded highly qualified specialists with relevant practical experience and knowledge. The problem seemed insoluble in the context of a dramatic shortage of modern-thinking farm personnel. Finally, the company management came to the conclusion that each *EkoNiva* farming unit should employ the services of an agricultural consultant armed with a western degree in Agriculture and a western mentality.

Still, it was no easy matter to find

### Dr. Dietmar Schmidt, *EkoNiva* consultant since 2004



Dr. Schmidt studied Agriculture at Giessen University, where he specialized

in Plant Growing and Soil Science. He was awarded a PhD in Agriculture and has published a number of scientific works.

He taught students at Kazan University and lectured at Kinel Agricultural Academy (Samara Region). He also worked as an expert in the implementation of minimum tillage techniques in Altai Territory and South-Western Siberia.

Professional Credo:

Soil is the core of farming. A focus on soil fertility conservation is the key to a successful farm economy.

### Wolfgang Weigert, *EkoNiva* consultant since 2002



He has a great practical farming experience and is an expert in post-harvest handling and storage of seeds.

Professional Credo:

Concern about the farmer's private needs is no less important than management of production-related issues.

### Dr. Willi Drews, *EkoNiva* consultant since 2006



Dr. Willi Drews is a graduate of Omsk Agricultural Institute, where he defended a candidate's thesis. Later, his academic degree was confirmed by Hohenheim University of Stuttgart, which awarded him a PhD in Agronomy. He managed the project on improvement of agricultural education in Ukraine, was employed as a consultant on the issues of plant growing in Ukraine by the Frankfurt Center of International Migration and Development, and worked as a project consultant on several projects implemented in Ukraine, Russia, and Uzbekistan.

Professional Credo:

Keeping discipline and setting high demands on oneself and on other people.

specialists, who would be ready to give up their jobs and come over to Russia. Fortunately, some people were not afraid of challenges and today we can already see certain results of their work.

- "I suppose, the most important result we have achieved in cooperation with the German colleagues is a considerable improvement in management efficiency," - says *EkoNivaAgro* General Director Yuri Vasyukov. - "Changes in

### Christian Covalchick, *EkoNiva-Agro* consultant since 2006



Christian Covalchick graduated from Triesdorf University, where he majored in Plant Growing and Economics and was awarded a degree in Agricultural Engineering. He then studied agricultural management at the German Agricultural Association (DGL - Deutsche Landwirtschafts-Gesellschaft), was employed by a number of farms and worked as a trainee at Vaederstad and Dr. Pieper.

Professional Credo:

"Only a burning flame can light a fire. For me, personally, it means that I won't be able to inspire other people to put their soul into work, unless I am fully committed to it myself and feel that I am doing the right thing".

### Alexander Prilop, *Kaluzhskaya Niva* consultant since 2007



After graduating from the Celle School of Agriculture he worked as a corporate administrator on a large potato-producing farm in Germany. His main interests lie in the development of agriculture in Eastern Europe. Consequently he has either visited or worked on quite a few Polish, Ukrainian, and Baltic farms.

Professional Credo:

Learn! Apply! Analyze! Improve!

people's mentality result in the enhancement of technological discipline and lay a reliable foundation of successful work".

Apart from working with the *EkoNiva* divisions, the German consultants advise *EkoNiva-Tekhnika* and *EkoNiva-Semena* customers on the full scope of agritechnological issues.

### Our Partners

## Ratum Group Is Awarded Reliability Certificate

Ratum Legal and Consulting Group, which provides legal support to *EkoNiva* business operations, has been awarded the Chamber of Commerce Reliability Certificate.

By Olga BELYAEVA



The Certificate was handed by President of the Kursk Chamber of Commerce and Industry (CCI) Valery Lopatin.

- "Ratum Legal Consulting Group has won the respect and appreciation of its customers, colleagues, public organizations, and Regional Administration," said

Valery Lopatin. - "For two years running, the company has won the prestigious national Golden Mercury Award for notable business achievements. The CCI Reliability Certificate is granted for one year and needs to be confirmed at the expiration of this period. I hope that Ratum has won it for good".

Only just over 300 companies have been included in the Register of Reliable Partners of the RF Chamber of Commerce and Industry. Now, Ratum has joined the list, becoming the seventh Reliability Certificate holder in the Kursk Region.

- "Openness, transparency, and reliability are our key priorities", says Olga Romanova, Director General of Ratum Legal and Consulting Group. - "We are extremely happy that they have been so highly appreciated by the RF Chamber of Commerce and Industry".

# Agritechnica 2007 -

## a perfect start!

### AGRITECHNICA 2007:

- Record number of exhibitors - 2,247
- 36 exhibiting countries
- 500 new exhibit items
- 330,000 visitors from 81 countries
- 27 exhibition pavilions



**AGRITECHNICA – Is not just an demonstration of the latest achievements in the sphere of farming machinery manufacturing. This exhibition determines the key trends of the global agroindustrial complex development for the next two years.**

### From p.1

In addition to the exhibition, the *EkoNiva* customers visited a seed breeding cooperative holding in Thuringia, which specializes in growing elite corn and bean varieties; a livestock farm in Baden-Wurtemberg, where the average annual milk yield per cow amounts to 7,900 litres. Vladimir Krasnoshtanov, Director General of *ZRM Novokhopersky* (Novokhopersk) shared his opinion with our correspondent:

- "Today, Russian agricultural



producers are not amazed by European achievements. Several years ago, loose cattle keeping was almost unheard of in Russia, but today lots of Russian livestock complexes have adopted this approach. Besides, unlike Germany we do everything

at a much larger scale. A Russian farmer will hardly be surprised with a herd of 170 milking cows or a 1,500 hectare field. Now, coming on a visit to Europe, we share experiences to our mutual benefit. However, there are things that we still have to learn. They are labour management, government support and regulation".

We also visited the historical John Deere tractor assembly plant, where the company launched its first European line in 1956 after a merge with the Henrich Lanz Trust.

*EkoNiva Group* participation in Agritechnica 2007 had been prepared by years of Russian-German cooperation. Within the framework of the Russian-German

Dialogue on the Issues of Agriculture and Politics coordinated by *EkoNiva* and *Ekozyom-Agrar*, Russian and German Agritechnica 2007 participants held "Bioenergy – the Prospects of the World Bio-Diesel Market Development" Round Table. The round table participants pointed out that Russia had a huge potential, both as regards biomass export and bio-fuel production, whereas Germany had innovative technologies and enormous legislative and law enforcement experience. Consequently, their cooperation in this sphere will be quite logical.

Summing up the results of the exhibition, President of the *EkoNiva Group* Stefan Duerr said:

- "Agritechnica 2007 has united *EkoNiva*, its customers and partners. We got to know each other, communicated, shared experience and exchanged opinions. I think it's a good start of our foreign exhibition practices, which will contribute to our business cooperation.