



Land to the peasants,



good products

to the people!

The meeting of Russian Vice Premier Victor Zubkov and Kaluga farmers took place on a day when the law *On the Turnover of Farming Lands* took effect. This determined the subject of our talk.

By Svetlana WEBER

The objective of this law is to return inefficiently used lands to agricultural use. It is well known that during recent years farmland has been acquired to be re-categorized for subsequent sale. Now, a mechanism has emerged which makes it possible to return the misused land to agricultural use. According to Victor Zubkov, the Russian Agrarian Movement must monitor this process and help local administrations settle land-related issues.

Anatoly Artamonov, Governor of the Kaluga region, called the changes in the law "long-awaited."

"Investors come to us, but we can't find land for them. In the meantime, next to us are lands that have not been used for years. Now the situation will change."

The farmers were also glad to learn the specifics of the 2012 budget, which increases spending on agriculture by 10 percent. One hundred thirty billion rubles are allocated for implementation of the federal programmes alone.

"It is important for the money to be

distributed reasonably so as to increase the amount of products and improve their quality," said the Vice Premier.

Stefan Duerr, President of EkoNiva, which operates in the Kaluga region, raised a serious question. The year 2012 will be the last in which farmers do not pay income tax. Stefan Duerr believes that its introduction will strip the nascent firms of resources for development. Many will choose to stick with "gray methods." Victor Zubkov promised to consider the issue of extending the grace period.

Over 60 investment projects are being implemented in the Kaluga region. One example of successful work is the Angus Genetics Centre where the meeting took place. Here Aberdeen-Angus cows are being bred. Victor Zubkov looked with interest into its activities. As an expert (in his time, for twelve years, he was the head of a pedigree farm) he called its work aerobatics. This means that such a project should receive all-round support.

ANNOUNCEMENTS

September. Seminar on Gea Farm Technologies products for stockbreeding: "Equipment for Cleaning Milk Pipe-Lines and Udder Hygiene"

Venue: town of Bogoroditsk, Tula region

Organizers: Tula branch of EkoNiva-Tekhnika LLC

September. Demonstration of W 540 and STS 9570 John Deere grain combine harvesters

Venue: Nadezhda JSC, Mironovka village, Bagansky district, Novosibirsk region

Organizers: EkoNiva-Sibir LLC

22-25 September. Kaluzhskaya Osen (Kaluga Autumn) 2011 regional agricultural exhibition and fair

Venue: city of Kaluga

Organizers: KalugaExpo Exhibition Centre of the Kaluga Chamber of Commerce and Industry

6-9 October. Zolotaya Osen (Golden Autumn) 2011 Russian agro-industrial exhibition

Venue: All-Russian Exhibition Centre, Moscow

Organizers: Russian Federation Ministry of Agriculture, Mezhdunarodny Vystavochny Kompleks VVTs JSC

14 October. Opening of a dealer centre in the Novosibirsk region

Venue: Ob town, Novosibirsk region

Organizers: EkoNiva-Sibir LLC

18-21 October. Selmarsh-Expo 2011 Agricultural Exhibition

Venue: city of Kemerovo

Organizers: Russian Federation Ministry of Agriculture, Kemerovo Regional Administration

October. Opening of John Deere shop at a maintenance centre in the Tula region

Venue: town of Bogoroditsk, Tula region

Organizers: Tula branch of EkoNiva-Tekhnika LLC

1-3 November. Agrosib. Siberian Farmer 2011 agro-industrial exhibition

Venue: city of Novosibirsk

Organizers: Novosibirsk Regional Administration

November. Opening of stage one of the EkoNivaAgro animal breeding farm

Venue: Zaluzhnoye village, Liskinsky district, Voronezh region

Organizers: EkoNivaAgro LLC

15-19 November. AGRITECHNICA 2011 International trade exhibition of agricultural equipment of the German Agricultural Association (DLG)

Venue: Messegelände exhibition compound, Hannover, Germany

Organizers: German Agricultural Association (Deutsche Landwirtschafts-Gesellschaft)

December. Football tournament (qualifying stage) among amateur teams of Russia's leading agricultural enterprises

Venue: Moscow, Voronezh, Tula, and Novosibirsk regions

Organizers: EkoNiva Company

The Voronezh region opens its door



to Bavaria's business

The Voronezh region will be the third, after Moscow and St Petersburg, to develop strategic cooperation with Germany's largest state, Bavaria.

By Svetlana WEBER

A group of Voronezh businessmen headed by Governor Aleksey Gordeyev paid a visit to Bavaria to establish cooperation

in the field of science, technology, industry and farming. This gave a marked impetus to the development of closer relations between the state of Bavaria and the Voronezh region.

At the Trade Chamber of Nurnberg, a presentation was

made to the business community. Aleksey Gordeyev emphasized that in



his region very favourable conditions have been created for

business development. These words are corroborated by the high attractiveness of investments in the Russian regions, among which Voronezh is rated as third. German businessmen working in the Central Black Earth Territory are also of the same opinion.

Udo Niehage, a representative of Siemens, which has a

facility in the Voronezh region for manufacturing high voltage equipment, pointed out the superior potential of the region's specialists and the generous support provided by the regional administration.

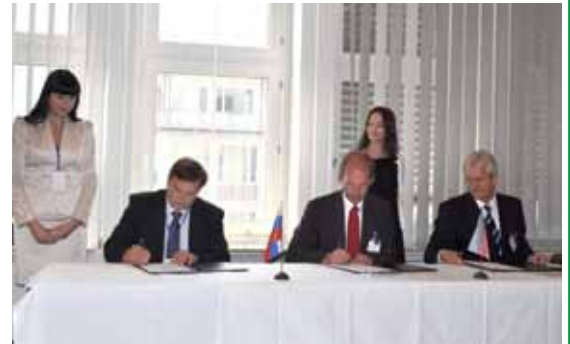
"I can unashamedly recommend cooperating with this rapidly growing region," says Udo Niehage.

For ten years, Stephan Duerr, EkoNiva President, has been successfully involved with the region's farming. He dwelt on the powerful support provided by the state to the agro-industrial complex and on the promising prospects

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another step towards rapprochement between Bavaria and Voronezh.

During the trip, the industrialists and agrarians of Chernozemye visited Bavaria's enterprises and farms. Aleksey Gordeyev discussed concrete cooperative efforts in farming with Helmut Brunner, the state's Minister of Agriculture. Much promise seems to lie in animal production, renewable energy sources, production of ecologically pure



of agricultural business in Russia. He also dispelled rumours about corruption.

The signing of an agreement between Izodom (Voronezh), Textima (FRG) and Transcojekt (FRG) companies for building a facility in Novovoronezh to manufacture disposable syringes was

products and agricultural education. Following a meeting with Bavarian

Minister-President Horst Seehofer, it was decided to hold a business forum in Voronezh next year with participation of Bavarian businessmen. Seeing is believing, as the saying goes.

John Deere sets the course

John Deere organises this kind of massive event once every five years. For several days the specialists attended seminars at which they summed up the achievements, expounded at length on their company's prospective development and short-term plans. They emphasized the importance of developing the market segment in the countries of the European Union and the CIS. By 2014, the company seeks to reach a profit level of seven billion dollars and capture 25% of the market.

The new strategy is based on five guiding principles: invariable orientation to the customer, profitable growth of the market segment, establishment of a world-class dealer network, creation of a highly efficient John Deere team, and support of financial decisions and relations with key agrarian countries.

Stefan von Stegmann, the corporation's Vice President of Sales, believes that the dealer of tomorrow must have and control several sales points with annual total sales close to 25 million euro.

A fine finishing touch of the meeting was the gorgeous laser show with demonstration

John Deere Corporation invited around 5,000 guests from 59 countries to a traditional meeting of dealers in Lisbon. At the event, the corporation revealed its short-term strategy and presented some 100 new samples of agricultural and horticultural equipment. The meeting was also attended by representatives of EkoNiva, one of the largest John Deere dealers in Russia.

By Anna BORDUNOVA

of the company's complete product range, from veteran models to "the latest stuff." Among them were the John Deere 4630 164 hp self-propelled sprinkler, pick-up baler 960 and 990, updated Series Six, Seven, Eight and Nine tractors and Series S combine harvesters. In the future, these machines will be available to Russian farmers.

Also on display was a wide range of



equipment due for production in the coming year with the "Made in Russia" tag. You can read more about the surprises John Deere plans for Russian farmers in 2012 on page 5.

Siberian cows,

Over 150 guests from the Novosibirsk, Kemerovo and Tomsk regions and the Altai Territory attended Farm Day at the Sibirskaya Niva farming enterprise. It was not mere curiosity that made the guests cover hundreds of kilometres. As Victor Gergert, Deputy Governor of the Novosibirsk region, pointed out, this is a model farm in terms of new technologies and the region's leader both in crop growing and cattle breeding.

By Svetlana WEBER



The holiday started with a pleasant event. Unimilk presented its cup award to the enterprise which is the best milk supplier in Siberia. The cooperation began four years ago. Today, the dairy delivers each month nearly 972 tonnes of milk. Seventy percent of it meets the premium Unimilk standard, the rest being of the highest grade. It is interesting to note that the Unimilk

grade is obtained not only at the modern facility, but also in a very old but renovated cowshed. Yes, the intelligence of a stockbreeder plus clean hands of a milkmaid are just as important as the newest equipment.

As he was handing out the award, Nikolay Ilyinsky, head of Unimilk's Raw Materials Procurement Department, noted

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champion milk yielders

how much work must be done to produce high quality milk. This is true not only of Sibirskaya Niva, but also of other dairy production facilities of EkoNiva in the Kursk and Kaluga regions. Interestingly, for more than a year, the Zashchitnoye farm (Kursk region) has produced exclusively Unimilk standard milk; indeed, the characteristics in terms of bacterial infection and somatic cells are much better than specified by the standard. In a sense, this is a super-Unimilk product. The arithmetic is simple enough: higher milk properties bring higher profits.

"In our dairy production, the amount of premium quality milk exceeds by 10 percent that of the standard quality," says Vyacheslav Prostyakov, head of the Quality Control and Product Processing Department at EkoNiva-APK Holding. "So the Unimilk standard gives 20 percent extra."

The achievements of Sibirskaya Niva in crop production also heartened the guests. Presented on pilot plots were varieties that are new to the region, such as Trizo spring wheat, Phoenix and Rocket peas and Ivory oats. The guests eagerly familiarised themselves with Canadian varieties of alfalfa, watched the grass harvesting and obtained consultations from EkoNiva-Sibir experts regarding John Deere equipment. In



summing up, the guests noted the exacting methodology of agriculture and an outstanding potential for further growth of the enterprise.

Claas, a well known manufacturer of farming equipment, planned its customers' trip to Russia's Central Black Earth Region for quite some time. Its interest was piqued by the fact that a Russo-German company works here. The organisers of the trip decided that only a fellow countryman can fully relay pass along the experience gathered and relate the specifics of the Russian farming business. So, it was Stephan Duerr, President of EkoNiva, who headed the guest team.

By Yulia SALKOVA

The delegation was met at the Dobrino dairy farm. On the tour of the facility, Stephan Duerr explained that this division's milk yield is 31 litres per cow, i.e. among the enterprise's highest. Dwelling on the special features of business in Russia, Stephan Duerr pointed out that creating a farming enterprise is unthinkable without due regard to social issues.

The next point of the itinerary was the Vaderstad facility in Sredny Ikorets village. The head of the delegation, Hoenning Paulsen, jokingly noted that despite brand competition among self-propelled machines (EkoNiva uses John Deere tractors) their tastes for seeding equipment have much in common. While visiting the dairy farms, the talk shifted to the state's support of the farming business. Stephan Duerr pointed

A new facet of the Russian farming business



out that cattle production is now booming. The process is largely aided by subsidies for virtually all categories of expense. The spectacular finish of the visit was a trip to the Novaya Gran village, where a meat production facility is based. Torrential rains washed away the road, so the destination could only be reached by Russian off-road vehicles. The "Russian safari" - that's how this trip over the sticky Voronezh black dirt roads was baptised. The emotions experienced on the road to Novaya Gran (New Facet in English) led Hoenning Paulsen to an interesting idea: "Today, we have seen a new facet of the Russian farming business, burgeoning but with a clear-cut future. Probably our grandchildren will see Russia as an agrarian country and an exporter of agricultural products."

A holy place is never empty

Eighty years ago, the Russian Orthodox Church of the Nativity of the Blessed Virgin in the village of Shchuchye (Liskinsky district, Voronezh region) was closed and knocked down for its bricks. But a holy place is never empty, as the saying goes.

By Yulia SALKOVA and Svetlana WEBER

The Church of the Nativity of the Blessed Virgin was built in 1820. The construction was mainly possible thanks to people's contributions. Among them were donations of Nadezhda Vulfert, a daughter of Vladimir Stankevich, a founder of Shchuchye village. Over 110 years ago, before the Soviets removed crosses from the church, the residents of Shchuchye and neighbouring villages used to come here for blessing, repentance, advice or just to pray.

But all things repeat



themselves. Metropolitan Sergiy of Voronezh and Borisoglebsk consecrated the laying of a stone in the foundation of the new cathedral. The Right Reverend congratulated

the villagers and expressed the hope that the cathedral would become for the local community a place where everyone can ponder the meaning of life.

The residents of Shchuchye consider this event to be their holiday. They are sure that if each of them does his bit for construction of the cathedral, its domes will glitter with gold and bells will ring on the scheduled day, 21 September 2013. The size of the donation does not matter much; everybody helps with what he can. Some provide financial aid, some make a personal effort. EkoNiva will take care of the cathedral under construction. Many company employees live in Shchuchye and its vicinity. As Aleksandr Rybenko, EkoNiva Agr Director, a native of the village said, the rebirth of the cathedral after many years of oblivion is not only a saintly day for believers but also a contribution to the history of our native land and remembrance of one's roots.

Preserving quality seeds, a difficult must

**BASED ON
OWN EXPERIENCE**

This season, the weather during harvesting had a very severe impact on the seeds' sowing performance. Seeding grain harvested after rains usually features increased moisture content, is heavily infected with pathogenic microorganisms and must be treated with special care. So, how do you preserve high quality seeding grain that will not lose its sprouting capability in storage?

Aleksandr TEREKHOV, deputy head of Rosselkhoztsentr (Russian Agricultural Centre) branch for the Kursk region



In the first place, such seeds must be cleaned of weeds and weak and broken grains, since those become disabled the first. This method reduces the grain moisture content by 3 to 4%. The weed seeds usually have a moisture content several times higher than that of grains. If the moisture content of the principal grain equal 14%, that of weed seeds reaches 30-35% and this may trigger self-heating.

Subsequently, it is necessary to dry the seeds to their normal condition using immovable drying machines. If this is impracticable, it is possible to resort to natural drying by passing the grain through the loader or grain processor in sunny weather. This technique can reduce the moisture content by 1.5 to 2.0%.

In addition, the bulked grain needs cooling-down. At a temperature of +10°C the grain self-heats rather slowly and, in a way, cures itself. At +25°C, grain with a moisture content of 18% doesn't keep at all. At +20°C, the safe storage life is 5 days, whereas grain cooled down to +10°C can be safely stored for up to 36 days. The grain must be cooled at night when the air temperature is lower.

Attention should be given to the grain bulk height. This must not exceed 1.0-

1.5 metres. It should be noted that the wet grain's contact with soil must be avoided. That is why the grain should be stored only on covered platforms. The temperature and smell inside the bulk must be monitored without fail.

The temperature is monitored by using thermal control rods, wooden racks and iron bars. Post-bulking observation is performed on a daily basis. Self-heat is a slow process till it reaches 24-25°C, after which it rapidly accelerates by several factors.

The first alarming symptom in the condition of the grain is its intensified breathing, which proceeds with heat emission and accumulation of alcohol and



lactic acid. This may ruin the plant embryo.

Rosselkhoztsentr specialists note the build-up of paratrophic and saprophytic microorganisms, hay and putrefaction bacilli, alternaria fungi, cladosporium, helminthosporium, mucor, aspergillum, fusarium, etc. The presence in the grain of such infections may also significantly affect the seed sprouting capability even if they are introduced with adequate moisture content.

If the grain started self-heating, it must be variously treated or relocated. However, in doing so, the properties of the grain must



**Maximum safe storage life of grain with various moisture content
(Data supplied by All-Russian Grain Research Institute)**

Grain temperature (°C)	5	10	15	20	25	30
Grain moisture content (%)	Safe grain storage time (days, approx.)					
14	long	long	long	93	32	19
16	long	126	32	14	7	4
18	130	36	10	5	-	-
20	39	13	5	1	-	-
22	20	7	-	-	-	-
26	18	5	-	-	-	-
28	14	2	-	-	-	-
30	12	-	-	-	-	-

be taken into account. Insufficient cooling of the grain during scooping leads only to aeration of the grain matter, which results in dynamic self-heat and ruin.

Wet grain creates the most favourable conditions for emergence and development of storage pests and vermin. Affecting the seed embryos, they reduce the seed sprouting capability, whereas their waste products promote self-heat. Storage pests are fought using chemical protection compounds.

The bulked seeds must necessarily be checked for sprouting performance both before bulking and periodically during storage. The district divisions of Rosselkhoztsentr will rapidly determine the seed sprouting capability, choose the best quality batches and expertly advise on further work with the seeds.

**TECHNICAL
INSPECTION**

John Deere

to increase production in Russia



The John Deere plant in Domodedovo has been operating for a year and half. This assembles series eight and nine STS and W grain combine harvesters which are very popular with the Russian farmers. In 2012, John Deere will considerably increase its product range. Thus, receiving the state subsidies, the farmers will be able to acquire agricultural machines without waiting a long time for orders. So, what lies ahead for them in 2012?

By Anna BORDUNOVA

Next year, a tractor assembly plant at Domodedovo near Moscow will start building series six (6130 D) and seven (7830 and 7930) tractors. Also, it will fully renovate the product line of its series eight and nine tractors (models 8285 R, 8310R, 8335R, 9410R, and 9460R). Series S (S550, S660) and W (W330, W540, and W650) grain combine harvesters, cultivator 512, seeders (455, 730, 1830, 1890, and 1910) and trailed sprayers (732 and 740) will become more affordable for Russian farmers. We wish to speak at a greater length about the capabilities of some agricultural machines.

A reliable worker

The John Deere 6130 D (130 hp) tractor is one of the most promising models of small tractors on the market. The Series Six tractors are more powerful and economical. They are fitted with an improved PowerTech 4.5 litre engine and a powerful hydraulic system. The reliable three-point hitch and draft/linkage device with a vertical shift cope superbly with heavy loads.

The PowerReverser transmission with forward and reverse gears with an electro-hydraulic re-switch of travel direction makes loading and unloading less fatiguing. The air conditioner and pneumatically suspended seat provide extra comfort for the operator. The machines are wear-resistant and do not need frequent servicing.

The 6130 D tractor is a multi-role and reliable tool. It can be used for doing any job both on small farms and at large enterprises. It can be fitted with sowing and soil treating implements as well as with trailed sprayers and front-end loaders.



Excellent Five

New economical 6.8 litre diesel engines, PowerTech Plus, have been developed for Series 7030 tractors (190 to 220 hp). With a capacity of 6.8 litres, these will have four valves per cylinder and the CommonRail fuel injection system. The engines instantly "respond" to load changes, allow excellent deep soil treatment and reduce fuel consumption. To enable the operator to switch the gears smoothly and easily, the Series Seven machines are fitted with the PowrQuad Plus transmission, which uses a single lever both for choosing the gear range and re-switching the gear within the range. The extra capabilities of the transmission



make it possible to move with a speed of up to 50 km/h at low RPM and help obtain higher fuel efficiency.

The Series Seven tractors are ideally suited for fodder procurement. The front-end attachment and integrated driving system increase grass cutting efficiency, enabling a full-width mower grip which leaves no untreated areas.

The "revolutionary" Eight



The upgraded Series 8R John Deere tractors will considerably diversify the field work. The "magnificent" Eights feature a fully renovated CommandArm dashboard, an upgraded hydraulic system and a larger noise-proof and comfortable cabin. The automatic PowerShift transmission (with 16 forward and 5 reverse gears) assures field-proven reliability. The transmission operates smoothly and quietly. The tractor can operate as it moves along at a speed of 42 km/h. The superb efficiency and the 8R PowerTech 9.0 litre engine torque provide power of up to 320 hp. The standard 63 cubic cm hydraulic pump (8285R) easily ensures the consumption of 166.5 l/min. An additionally fitted 86 cubic cm pump (included in the component package of 8310R, 8335R) provides an outstanding efficiency of 227 l/min. The 8R tractors are really "strong" machines. They can operate with ploughs, large grain trailer bins, manure distributors and pick-up balers.

Specifications

Model	6130D
Engine	4045H PowerTech E 4-cylinder, diesel, in-line, turbo-charging engine with intermediate cooling
Power, hp (ISO 97/68/EC standard)	129
Engine capacity, l	4.5
Fuel tank capacity, l	158

Specifications

Model	7830	7930
Engine	John Deere Power Tech, 6-cylinder with turbocharging and pre-cooling	
Maximum power, kW/hp	205	221
Engine capacity, l	6.8	8.1
Fuel tank capacity, l	392	392

Specifications

Model	8285R	8310R	8335R
Nominal engine power, hp	285	310	335
Nominal rotational rate, rpm	2,100	2,100	2,100
Fuel tank capacity, l	681	681	681

**GUEST
OF THE ISSUE**

Russian agro-industrial complex:

two years in one



Accompanied by Stephan Duerr, EkoNiva President, the guests visited all of the EkoNivaAgro facilities. These include modern dairy farms, a meat factory, renovated animal farms, the construction site of a new stockbreeding facility, an elevator and a seed production centre. Even though all members of the delegation work in the world of "dry figures," the three day trip impressed them. They were amazed by the large scale of the project, the amount of products it turns out and the ability of all parties to work concertedly together. We had an opportunity to talk in detail with Doctor Heinz Mueller, a leading analyst of DZ Bank, one of top five analysts of the world on recommendations for buying shares and an expert on profit forecasting.

"Are there many agricultural enterprises among the customers of your bank?"

"Our bank is the chief co-operative institution of Germany. All of the people's banks are linked to it. We work with agricultural enterprises using such banks. In rural areas, the farmers, medium-sized businesses and craft producers are our principal customers."

"What loans does the People's Bank provide to farmers?"

"The farmer can get bank loans to purchase machines and equipment, plots of land and sites for building stockbreeding facilities."

"What do you think about loan rates for the Russian agricultural enterprises?"

"Compared to the loan

rates in Germany, they are fairly high. Ours are somewhat lower, 5 to 6 percent. Nonetheless, EkoNivaAgro shows that Russian agricultural enterprises can operate normally under such conditions. Obviously, the state plays a key role here. From what I know, Russia's stockbreeding and related businesses are well

Today, DZ Bank is one of the largest co-operative banks in Germany. Its history began in the 19th century with the establishment of co-operative banks for agriculture. Nowadays, this is a global association with interests in various industries and agriculture. Employing brilliant analysts, DZ Bank is a leader in the sphere of profit forecasting. So, what did its experts forecast for Russian agriculture upon their visit to EkoNivaAgro?

By Yulia SALKOVA

supported by subsidies provided both for the farming equipment and the products obtained."

"What has brought DZ Bank

COMPANY PROFILE

DZ Bank AG (Deutsche Zentral-Genossenschaftsbank) is the fifth largest commercial bank, the central institution for 1,000 co-operative banks. DZ Bank has a history going back more than 100 years. It was formed in 2001 by merging two central co-operative banks, GZ Bank (established in 1883) and DG Bank (established in 1949). In Germany, the bank operates via four divisions: in Berlin, Hannover, Stuttgart, and Munich. The headquarters is in Frankfurt am Main. DZ Bank has foreign branches in London, New York, Singapore, Hong Kong, an affiliated bank in Dublin and representative offices in major financial centres and essential economic regions across the world.

the analysts, cannot ignore such a rapidly growing operator on the global market. EkoNiva is indisputably a large agricultural holding, the prototype of future farms."

"What are your impressions of what you have seen?"

"What surprised me in the first place was the size of the farms, compared to which ours in Germany are fairly small. The more than 62,000 hectares of arable land at EkoNivaAgro can 'accommodate' more than twenty medium-sized German farms. The amount of produce is also impressive: 120 tonnes of milk each day. And the dairy production farms of more than 1,500 animals are also quite something. You won't find farms of this size in Germany."

"Can you forecast the future development of EkoNivaAgro and of Russian farming in general?"

"It's difficult even for me, a long-time analyst, to forecast based just on a three-day trip. Many of my colleagues have come here for the second time. The first visit took place four years ago. My colleagues note that the four calendar years have brought results that could only be achieved in six to eight years. This stems from the fact

that such a powerful and multi-faceted enterprise runs like clockwork. 'We can do more together' is the motto of our bank. I think it fully matches the operating principles of EkoNiva. Stephan Duerr has done very much to this end. First, he helped to make up a team that can work like one man. Second, the business includes several lines, such as dairy and meat production along with plant growing and seed farming. We stick to the multi-core pattern by way of insurance. Our prediction can only be more or less accurate in staffing. We can safely say that a team of professionals is 'the brain' of any enterprise, whereas the equipment and modern technologies and methods are just means of attaining high results."

officials to Russia?"

"Russia is a country of a huge potential. I don't mean its natural resources like oil and gas. I mean its agricultural capability. Russia has enough fertile land and water reserves. The government is actively supporting agricultural production, seeking to resolve the food supply problems. We,

A demonstration lesson REPORTS



Lessons of Zashchitnoye

Traditionally, the EkoNiva-Semena Company holds Field Days dedicated to new crop varieties on the Zashchitnoye farm. This year, around 150 farmers from across the country visited this farm.

"We have established a professional seed farming facility to produce top quality, highly productive seeds," says Stephan Duerr, EkoNiva President. "The specialists do much research on new seed varieties and modern

seeding technologies. That is why only the most promising varieties go into production."

In the first place, the farmers took an interest in the winter wheat. EkoNiva presented a new variety, "Governor of the Don." Excellent winter-resistant performance combined with heat- and drought-resistance and superb yield make this variety very attractive to farmers. A new variety of peas, Belmondo, was also the focus of attention. The strong resistance to falling-down, immunity against early frosts, large fruit and high productivity

drew the guests' attention.

Presented for the first time was a wide range of Canadian, Swiss and Russian-selected soy.

"Soy is a strategic crop. The future holds much promise for it," says Yury Vasyukov, Executive Director of EkoNiva-Semena LLC. "However, the varieties currently available on the market do not meet all of the agricultural requirements. This made us do much work researching, studying and testing new varieties. We chose those that best meet the agricultural standards."

Also, the farmers visited

the seed farming plant and learned new trends in the work of EkoNiva. Now it is possible to purchase here the semen of German Simmental bulls.

"At EkoNiva, we have already bought the seeds of barley and peas," says Dmitry Inozemtsev, Director of the Agrosil LLC. "We are pleased with the results. Now we want to try out a new variety, Belmondo. We also liked the Lars and Governor of the Don varieties. It is very useful that the seeds come 'supplied' with consultations on the growing technology."

Classes in potato growing

The Field Day in Bryansk featured highly productive varieties of potatoes. EkoNiva has embraced "the potato trend," offering farmers both well known varieties like Jelly, Rosalind, Bellarosa, Vineta and Collette, as well as new ones like Viviana, Red Fantasy, Europrima, Rumba and Omega.

This year, in association with the German selection company EUROPLANT, a new facility was set up at Zashchitnoye to produce



the EuroNiva seed potato.

As Anatoly Durdiyev, EkoNiva-Semena LLC sales manager told us, each variety is closely monitored by specialists who watch over all stages of production.

The potato's health depends largely on the plant protection systems. To this end, EkoNiva offers Bayer

compounds.

Last year, the Krasny Oktyabr general partnership (Starodubsky district, Bryansk region,) acquired several German varieties.

"We made the right choice," says Vasily Gorbachyov, chief agronomist of the farm. "Given last year's adverse conditions, the harvest was absolutely generous. Jelly yielded 42 tonnes per hectare; Collette and Bellarosa, 38. This year, the weather is much better, so we look forward to an excellent harvest."

John Deere lesson

Opening the Field Day, Governor of the Novosibirsk Region Vasily Yurchenko noted that the region's farming is on the way to modernization and the re-equipment of the enterprises is in full swing.

EkoNiva gladdened

was a row of grain and fodder harvesters, tractors and mowers.

This season, when choosing the equipment the farmers paid special attention to the price/quality ratio. Some new John Deere products fully meet farmers' expectations in terms of pricing. For example, the 6130D 130 hp tractor was just what was expected. In its class, this popular wheeled tractor has no counterparts in terms of efficiency. And as cost goes, it is close to the MTZ-1221 model.

Siberian farmers unanimously pointed out that such equipment will quickly and easily enhance farming productivity.

A class in high technologies

On the Voronezh Field Day, EkoNiva-Chernozemye presented 13 pieces of John Deere equipment used for all types of field work, from fodder procurement to grain harvesting. Adherents of "classical" equipment were treated to the JD W540 grain harvester featuring a button-controlled threshing system, whereas the fans of novelties got the JD 8320 320 hp tractor. The caterpillar system at least halves harvest losses caused by soil compaction.

The spectacular finish of the Field Day was the demonstration of machines. Among the most



interesting samples was the JD 4930 self-propelled sprinkler. The spectators saw the BoomTrac system at work. This enables the 42m bar to steadily maintain the set sprinkling height. Also, the AMS system demonstrated its capabilities. The operator drove the machine between the EkoNiva flagstaves, after which the AMS controlled the sprinkler's way back.



the farmers with John Deere machines. Arrayed on the field

NEW TECHNOLOGIES

How **Riebensdorf:** increase

A mere decade ago a computer and a cow seemed to have absolutely nothing in common. However, today's big dairy farms can hardly be managed by hand without computers.

By Yulia SALKOVA

milk production

At first sight, dairy production looks simple enough. But each cow is a unique being. What if there are a thousand odd such beings, all unique and special? Thus, a livestock specialist is showered with a huge amount of information. If it is not systematized and things are allowed to slide, the production will sooner or later suffer. Therefore, the booming and resplendent rivers of milk must flow along computer-controlled "banks." In other words, most of the stockbreeding control procedures can be automated. One of the automation techniques is the DairyPlan system (manufactured by GEA Farm Technologies). Thanks to its modular design, it can be adapted for use on a farm of any size or complexity.

The DairyPlan system can do many things. It easily recognizes and identifies animals once they are registered (by means of a tag on the neck and in the ear). Thus all veterinary and zootechnical values are monitored without difficulty. The DairyPlan system also simplifies and clarifies the dairy production accounting for an individual cow and the whole herd. How can we compare a traditional laborious test milking procedure performed once a month to the monitoring of the

DairyPlan system carried out twice a day? Of course, they are incomparable. Knowledgeable stockbreeders know perfectly well that the question "How much milk does this cow produce?" cannot be answered without knowing about the cow's health. Once a cow's milk



yield drops, take her to the vet.

With the DairyPlan system, calving does not come as a surprise since it can be planned and predicted. It becomes possible to prepare places for calves and to distribute work among veterinarians. Moreover, the system can be used for insemination and veterinary operations.

Drawing up accounts is no longer a problem. The system will collect the required data for any period under consideration on its own, saving much of the manager's time.

The DairyManagement-System-21 steadily records in

real time mode the data of each animal and essential commercial information, subsequently relaying it to the central computer which analyzes it using the DairyPlan system.

The DairyManagement-System 21 means

- centralized control of all processes taking place in the cowshed;
- centralized management of the herd with all its data on the animals and their productivity (reproduction, feeding, milking, health issues, various reports and analysis presented in a graphic or tabular format);
- herd management planning;
- productivity optimization;
- improving the herd's health;
- improvement of herd

reproduction;

- optimization of feeding;
- enhancing operating efficiency; and
- assured high product quality.

DPMobil is a pocket-size herd management system

This software facilitates herd management from any place on earth. Introduced in the pocket computer without a desktop machine, the DPMobil system quickly and conveniently supplies information on the animals. Thus, the livestock remains permanently under control.

Advantages:

- small size;
- important information on each animal is always at hand;
- optimal graphics even in poor visibility; and
- a complete package of software similar to that of a desktop system.



Yekaterina Kistkina, *EkoNivaAgro's expert on the DairyPlan system, says:*

"Today, dairy production is much more powerful than in the past. Precise management is a must on a modern farm. This involves not only absolute control of all the farm's activities, but also the saving of labour and human resources. Using the DairyPlan system, a single man can easily

monitor the operation of a 2,000 head farm. Without the management software, it would be necessary to employ four to five workmen. On the other hand, the system ensures complete control of the herd health and the condition and productivity of each animal. Sticking to the old work methods means treating the animals carelessly, making unrealistic plans and, finally, reducing dairy production."



Focus ON US!

PHOTO EXHIBITION

Please, send your photos marked FOCUS ON US! to:

305004 Kursk ul. Radishcheva, 79-a 000
 EkoNiva-Media or e-mail them to: vesti@ekoniva.com
 Please, feel free to contact us on the telephone:
 +7 (4712) 39 26 60

EkoNiva continues a 'FOCUS ON US!' photo competition. We invite the participation of anyone who thinks that the best moments from the life of a village and of the peasants are moments worth capturing as history. The photos will compete in one of the following categories:

1. **Russian Field...** (You can send photographs featuring fieldworks or pictures of beautiful landscapes featuring fields)
2. **Field Machinery of the XXI Century!** (We are expecting photographs of state-of-the-art agricultural machinery and equipment required for implementation of advanced agricultural techniques)
3. **The Renaissance of Livestock Breeding.** (Send us pictures of livestock farms)
4. **Farmers of Russia – we expect portraits of your neighbours, friends and relatives...** and any other persons who work on the land
5. **My Native Village and My Home** (Send us photos featuring the most interesting moments in the life of your native village)

The best photos will be published in EkoNiva-News and awarded prizes. Moreover, most interesting and attractive pictures will be demonstrated at the exposition.

Rising generation's choice...



Watch us, dads!
John Deere is ours.



Without brake pads
We'll get winner's flowers!

**Let me grow just a bit,
And become fit for a tractor.
I will run it in the field
And enhance the latter's yield.**



**Vaderstad equipment, sure,
Is the best in many ways.
And its Rapid system truly
Does the job above all praise.**



**Very kind and gentle cows
Help our children quickly grow.**



**As they loudly moo and bellow
To the milking off we go.**

Looking confidently ahead

One hundred seventeen tractors, 45 grain and 6 fodder combine harvesters plus 40 odd sowing systems: this is the arsenal of farming tools supplied by EkoNiva to the Tula region's farmers over the years of its work here.

By Anna BORDUNOVA



A seminar held by EkoNiva in the Tula region was a memorable event for the farmers - a demonstration of the wide product ranges of John Deere, Vaderstad, LEMKEN and JCB. The farmers saw for the first time the John Deere 8320 RT (320 hp) caterpillar tractor. They assured themselves of its high efficiency on the demonstration field. Fitted with the Autotrac parallel drive system and LEMKEN disc tool, the tractor made a huge impression on all.

The Dubrovsky JSC has been cooperating with EkoNiva for a long time.

"Modern equipment is the pride of our company," says Victor Yushin, the enterprise director. "When we acquired it, we took into account not only the price, but also the possibilities of future servicing.

We have no such problems at EkoNiva. The servicing is excellent."

AN OPINION:



Mikhail Yevlanov,
Znamenskoye
LLC Director
General
(Kurkinsky
district, Tula
region):

"We have been cooperating with EkoNiva for ten years. We are pleased to see the company grow and develop. It's pleasant and convenient to work with EkoNiva. We get all we need from a single source, i.e. equipment, spare parts, servicing, seeds and information support. The important thing is that EkoNiva gives us hope that farming in our country has a future."

Responding to the first call



At the EkoNiva division in Kostroma, it has become a good tradition to hold seminars and demonstrations of equipment. This season, the farmers of the region saw fodder procurement machines and new models of John Deere tractors.

By Anna BORDUNOVA

The John Deere 956, Series 7 mower-crusher and John Deere 7350 fodder combine harvester showed their capabilities out in the field. The focus of attention was on the 6130D 130 hp tractor.

The John Deere machines are very popular on the Activist farm (Gavrilov-Yamsky district, Yaroslavl region). John Deere 5725 and 6920 tractors and the front-end loader 753 have been used here for over four years.

"The machines help us run our farms efficiently and gather the

highest possible crop volume," says Sergey Simonov, the farm director. "EkoNiva sees to it that all the machines operate properly. The specialists come to the farm at the first call!"

Such an approach helps farmers acquire the required knowledge for work.

"The customers' opinion is absolutely essential for us," says Denis Povalikhin, Executive Director of the Kostroma branch. "We respect the farmers' hard work and seek to acquire the most useful equipment."

NEWS OF THE REGIONS

Investments that work

The Governor of the Novosibirsk region, Vasily Yurchenko, paid an official trip to the Maslyaninsky district, where he visited Sibirskaya Niva LLC. The company was chosen not by chance, since this is where major investment projects are in progress. The total investments in the last two years have exceeded a billion rubles.

By Olga KADNIKOVA

One of the principal facilities is a 1,800 head farm for yard housing of cattle. Two cowsheds have been commissioned, and a further two are under construction. The investments in three years amounted to 492 million rubles.

"Our objective is to create a highly profitable facility for production of milk, meat and, in the future, pedigree animals," says Vladimir Kavin, Sibirskaya Niva Executive Director. "The results are evident even today. This year, we have produced over 7,000 tonnes of milk and 450 tonnes of meat, which

is 202 tonnes more than in 2010."

Vasily Yurchenko visited the elevator under construction. It is based on the latest North American technologies. Its designed capacity is 36,000 tonnes. One of the drying machines is finished, and another is close to completion. The output of each is 85 tonnes per hour.

Summing up, the head of the region noted that advanced technologies enable Sibirskaya Niva to use the most efficient methods of agricultural production.



John Deere tractor works

Attracting investments to agriculture, rural development and the refurbishment of companies: these were the principal themes of the YarAgro 2011 farming exhibition held in Yaroslavl.

By Anna BORDUNOVA

Sergey Vakhrukov, the head of the region, noted that farming today is the focus of attention and the term "agrarian region" is now associated with progress.

"The government is set to help the farms acquire equipment, promote agricultural leasing and provide aid in getting loans," the Governor emphasised.

EkoNiva presented a real John Deere works. Tractors of Series Five, Six and Seven are popular with the region's farmers. The John Deere W 540 grain combine harvester was shipped to the Volzhanin JSC, but made a showing at the exhibition. Even though the harvesting has begun, Liudmila Kosteva, director of the enterprise, gave the go-ahead for demonstration of the machine.

"It's the first time we are presenting the JD W540 grain combine harvester in our region," says Kirill Tagantsev, Sales Manager in the Kostroma branch of EkoNiva. "One of the merits of this machine is its Quadra-Flo cleaning system that can treat a large amount of grain."



OUR PEOPLE

Six thousand people



Not everyone considers himself to be happy. But Vladimir Nikolayevich Zakharov sincerely believes he is. He knows his job full well and his family is his paradise. We talked to him about the formula of his happiness.

By Anna BORDUNOVA



of Vladimir Zakharov's big clan

"My other family," that is how Vladimir Zakharov tenderly refers to the team of Sibirskaya Niva where he has been working for five years. Now he is Deputy Director for Stockbreeding. He started his career as a zoological technician. A graduate of the zoological engineering department of the Novosibirsk State Agrarian University, he worked for seven years as chief zoological engineer of Maslyanino JSC. His total length of service as a stockbreeding expert is twenty-three years. He has been with Sibirskaya Niva since its foundation. Colleagues respectfully call him "the vet of stockbreeding."

Starting his day, first off Vladimir Zakharov speaks to the heads of the stockbreeding divisions and learns about their problems. Then he heads for the "chief family members," the Simmental and Holstein cows. In all, there are 6,300 animals.

Each cow must be approached individually.

"Ours is a troublesome family that needs daily food, drink and milking," says Vladimir. "We care for each and every cow as well as for the people working here. The farmer's job is a very responsible occupation. There must be no disruptions and violations in animal feeding and care. Any breach immediately affects the herd's productivity. If I talk to the specialists and learn that something is amiss, we do our best to set things right without delay."

At Sibirskaya Niva, Vladimir Zakharov had to master new technologies. Among them were the loose housing system for the dairy cattle and preparation of well-balanced foders. Construction was begun on a modern facility fitted with the newest milking and refrigeration equipment. In addition, new animals, pedigree cows from Austria and Germany, arrived here.

"For people who are used to

the old work pattern, all was new at first," recalls Vladimir Zakharov. "Real adventures began with the electronic devices. We had to retrain our specialists and recruit new ones. When we opened our first cowshed, many farmers confessed they were afraid of approaching the new milking machines. 'Strange buttons' replacing the normal cow



names and chips with digits puzzled the milkmaids. But the desire to work overcame fear. The people gradually learned the ropes."

"Today, we produce Unimilk

premium quality milk," Vladimir proudly says. "This year, we have produced more than 7,500 tonnes of milk. Meat production has also grown."

According to Vladimir, the high results became possible due to the efforts of each specialist of Sibirskaya Niva.

"Our team is just like one big family. We share both joys and sorrows. As work goes, we may disagree and argue, but we always find the golden mean. We discuss not only work-related issues, but also the political situation in the country and even personal matters."

When asked what counts most in work, Vladimir Zakharov answered without hesitation – the attitude to people.

"The happy man is one who goes to work willingly and enjoys what he is doing," says Vladimir. "This lust for work should be supported by a good salary and appropriate working conditions. I'm really glad when people feel comfortable at work. I'd like more young people to come to work on the farm. I wish to leave reliable successors after myself."

Vladimir has two sons and a daughter. The eldest son, Yury, studies at the military academy. The youngest son, Maxim, is a student at an agrarian university in the department of automated engineering. His little daughter, Alyona, will become a first grader at school this year.

"My children are my pride," says Vladimir. "Of course, I'd like them all to reach their station in life. Maybe, one or another of them will continue my cause and devote his life to farming. At the moment they just studying. So, let's just wait and see. I tell them that all jobs are fine. The important thing is to be useful for the people."

OUR VICTORIES

Hooves beat all!

The EkoNiva Company attended a rally of dealers of GEA Farm Technologies Rus LLC, a leader in the manufacture of stockbreeding equipment.



The specialists not only exchanged expertise, but also competed in leg agility. Four teams - "Merry-Go-Round", "Tip-Top", "Angry Grasshoppers" and "The Hooves" - took part in a mini football tournament. EkoNiva

specialists played in the match. In the tough final game "The Hooves" beat "Merry-Go-Round", a remarkably strong rival. After the tournament, all the players left their commemorative autographs on the ball they used in the last game.

Meat project



In Paniki village, Sarayevsky district of the Ryazan region, a pig breeding farm has been commissioned. This is a facility of Verdazernoprodukt LLC incorporated by the Molochny Produkt agro-industrial group.

OUR CUSTOMERS

Today, Sarayevsky district has a successfully operating centre of hybrid selection and sow farming. As Yury Sandin, Chairman of the Board of Directors at the Molochny Produkt agro-industrial group explained, the facility has completed the cycle of commercial pork production. Investments in building the facility amounted to 4.7 billion rubles. The facility is designed for keeping 38,000 animals. Once the cycle is finished, the farm will turn out 12,000 tonnes of meat per year. In the future, Molochny Produkt plans to build a few more similar facilities in the Ryazan region.

Russian farming has inspired

A VISIT

Sixteen farmers arrived in Russia. The guests saw the stockbreeding divisions of EkoNivaAgro in the villages of Dobrino and Pochepskoye, the Twister elevator and a new dairy plant in Kolybelka village which produces 21 tonnes of milk each day. Most members of the delegation admitted that their first visit to "the land of bears sauntering with balalaikas across fields belonging to no one, if not Red Square" dramatically changed their idea of Russia.

"We are delighted with what we have seen," says Sander Kerkhofs, the twenty-nine year old head of the delegation. "In the Netherlands, farming, the business of our fathers and forefathers, is not very popular with young people. Here, however, most specialists are young folks who enjoy working on the land. At EkoNiva we saw that agriculture can rapidly develop and prosper. The farm uses advanced European technologies both in stock breeding and crop growing. Its scale of production is really impressive. I must confess that in the context of Europeans' prejudices about Russian farming, we expected nothing like it."

The guests from the Netherlands noted that EkoNivaAgro has created good conditions to attract young specialists. These include high salaries, the Internet in each home, and aid in acquiring their own housing. The rural infrastructure has been established. The guests said that the Netherlands' current problem is insufficient state support of agriculture, including lack of incentives for young specialists and rural development programs. In this respect, the Netherlands

The shortage of young personnel in agriculture is a problem facing farmers in many countries. In Europe, of the 15 million people working in agriculture, only 7% are below age 35. According to the Food and Agriculture Organization of the United Nations (FAO), in the next 10 years 4.5 million farmers will retire. The purpose of the visit paid by the Dutch Association of Young Farmers to EkoNivaAgro (Liskinsky district, Voronezh region) was to see how Russia attracts young specialists to farming.

By Yulia SALKOVA



young Dutch farmers

should follow the example of Russia.

At the conclusion of the trip, the young farmers willingly exchanged their impressions. They said that a single day at EkoNivaAgro

inspired them to work not only on their farms for their own benefit, but also for the benefit of the state, contributing to the greater attraction of farming more for the young.

He who perseveres wins in the end



Farmers from the province of Saskatchewan decided to come to the Zashchitnoye LLC to familiarise themselves with the Russian farming business and to see how their colleagues in the land of "cold winters and warm hospitality" sow and plough.

By Anna BORDUNOVA

For all members of the group, it was their first trip to Russia. Before coming to the Kursk region, they made a tour of the country's cities which gave them a lot of impressions.

"I feel like I already have seen all of Russia," says Jordan Go, a trade expert in the Saskatchewan Trade and Export Partnership. "This is the place for large-scale farming!"

Jordan is the only one in the group who knew

EkoNiva before coming to Russia.

"EkoNiva is one of the most promising companies," says Jordan. "There are really things worth seeing here. Some Canadian firms already cooperate with EkoNiva in the supply of farming machines and grain storage equipment."

During an excursion to the animal farm, Aleksey Bibikov related how the new technologies of livestock housing, modern equipment, and

skilled specialists raised the milk production. Now they get here 20 litres of milk from each cow. Overall, the milk yield has grown to 9,300 litres per year.

The guests saw the Twister elevator built using North American technologies, the seed production facility with an output of 8 tonnes per hour and a European-type potato storage depot currently under construction. They also inspected a potato field where they gathered the first mini-harvest of what is called "the other bread."

The farmer Andrew Kazakoff is a Canadian with a truly Russian soul. His grandparents came from Rostov. On his 55 hectares, he grows five varieties of potatoes and has a 2,000 tonne potato storage depot.

"Zashchitnoye has a high potential for growth," says Andrew. "Here the farming business is established correctly in every way. The potato production is maintained at the highest European level. It is obvious that the company is developing steadily. He who perseveres wins in the end. I hope that soon Canadian varieties of potato will also be grown on this land."

The meeting ended in business talk over further cooperation on the supply of cattle and potato and grain seeds.

Full of impressions and plans, the guests were leaving to the famous song 'Katyusha' performed by Andrew.

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www.ekoniva.com,
e-mail: vesti@ekoniva.com

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