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# An open door to new technologies and unique ideas



When it was still under construction in 2007, the agricultural equipment maintenance centre in Detchino (Kaluga oblast) was called the laboratory of Russian success. Today we can safely say that this is a unique project bringing together in a single place five German companies active in agriculture. Each is a leader in its industry and a fine complement to the others.

By Svetlana WEBER

The open doors event arranged by the maintenance centre was attended by agrarians who keep abreast of the latest developments and advanced technologies, using them in their daily production. In his remarks upon opening the festivities, Leonid Gromov, the Kaluga oblast minister of agriculture, noted that the maintenance centre is not only a socially significant factor in the development of the region, but also improves Russia's farming in general.

"We're proud of this project and glad that it is being implemented in our oblast", says Leonid Gromov. "The machines assembled at our facilities operate all over Russia, helping agriculture to develop faster".

The LEMKEN production and logistics centre has worked in Detchino for two years now. The company produces 12 kinds of seeding and tilling equipment. The neighbouring GRIMME facility

assembles machines for growing potatoes, vegetables, and sugar beetroot. The logistics centre of the Big Dutchman Company, a leading manufacturer of equipment for pig and poultry farms, has operated for over a year. In autumn, a servicing centre of EkoNiva will be commissioned. This will accommodate the company headquarters and a large maintenance facility. The scale of construction is quite impressive. The total floor area of the building is 7,700 sq m. The repair facility will occupy over 1,000 sq m and the square parts depots 2,000 sq m. The salesroom will cover 420 sq m. In the same year, the WolfSistem production complex will start operations. This builds agricultural and industrial production facilities. Each company has invested 6 to 10 million euros in the construction, creating new jobs and increasing the manufacturing capacity.

In the field, the agrarians were introduced to the latest patterns of growing grains and potatoes. The guests attended the enterprises' workshops and construction sites. They believe that the indisputable advantage of the maintenance centre is the possibility of getting a wide range of services in a single place. Here the required equipment will be chosen for the customer, the relevant servicing provided and the needed spare parts supplied. What matters most, however, is that training centres are envisioned at all the enterprises.



## ANNOUNCEMENTS

**10-12 August.** 3rd Yaroslavl Agro-Industrial Exhibition and Fair YarAgro

**Venue:** Yaroslavl, Altair Trade and Entertainment Centre

**Organisers:** Yaroslavl Oblast Government, Department of Agricultural Industry and Consumer Market

**17 August.** Opening of a dealer centre in the Novosibirsk oblast

**Venue:** Krasnozersky district, Novosibirsk oblast

**Organisers:** EkoNiva-Sibir LLC

**August.** Information seminar on John Deere grain harvesters

**Venue:** Kostroma oblast

**Organisers:** Kostroma branch of EkoNiva-Tekhnika LLC

**August.** Demonstration of John Deere equipment

**Venue:** Maintenance centre of the EkoNiva-Tekhnika LLC branch in Tula, town of Bogoroditsk, Tula oblast

**Organisers:** Tula branch of EkoNiva-Tekhnika LLC

**August.** Seminar on fodder conservation with equipment demonstration

**Venue:** Novosibirsk oblast

**Organisers:** EkoNiva-Sibir LLC

**September.** Demonstration of John Deere W330 grain combine harvester

**Venue:** Novosibirsk oblast

**Organisers:** EkoNiva-Sibir LLC

**20-23 September.** Regional Agro-Industrial Exhibition and Fair Kaluzhskaya Autumn 2012

**Venue:** city of Kaluga

**Organisers:** KalugaExpo Exhibition Centre of the Kaluga Chamber of Commerce and Industry

**8-12 October.** 14th Russian Agro-Industrial Exhibition Zolotaya Osen (Golden Autumn) 2012

**Venue:** Moscow, All-Russian Exhibition Centre

**Organisers:** Russian Federation Ministry of Agriculture, VVTs International Exhibition Complex (closed joint-stock company)

**10-13 October.** All-Russian Agricultural Equipment Exhibition Agrosalon 2012

**Venue:** Crocus-Expo International Exhibition Centre, Moscow

**Organisers:** Russian Association of Agricultural Equipment Manufacturers Rosagromash



## Väderstad turns



# fifty!

In late May, Vaderstad-Verken AB, a leading manufacturer of seeding and tilling equipment, turned fifty! More than 800 guests from various countries, including Russia, attended the Swedish concern's anniversary. Invited to the feast were also the workers of EkoNiva and the first Russian buyers of Vaderstad equipment.

By Yulia SALKOVA

The history of Vaderstad began with a small workshop on the farm. Today this is a company with 12 affiliated enterprises across the world and 950 personnel. Such rapid growth resulted from continuous innovative developments in soil treatment and seeding technology. Some 100 specialists work on the unique design solutions. The Vaderstad soil treatment and seeding systems are a match of reliability, durability, functionality and operational quality.

The concern came to Russia ten years ago and instantly won credit with farmers. The most popular of its products is the Rapid seeding system. Second to it are the Carrier and Top Down soil tilling machines. Among the

first to acquire the Swedish equipment were Tula farmers Mikhail Yevlanov (Znamenskoye LLC) and Aleksandr Kochnev (Otkormochnoye JSC). They believe that the performance of the Rapid seeder and the results obtained surpassed the users' expectations and the manufacturer's promises.

Today the concern has a representative office in Krasnodar. A year ago the concern launched its Russian manufacturing facility in the Voronezh oblast.

Congratulating the company, Gennady Nepomnyashchy, EkoNiva-Tekhnika LLC director general, wished that Vaderstad would continue to develop rapidly and mark many more 50-year anniversaries.

(more details about the concern on page 6)

## THE EVENT

## Where's that street and where's that house?

The EkoNiva-APK Holding pays a lot of attention to social issues in the countryside. It creates appropriate working and living conditions for its specialists. One of its priority tasks is to resolve the housing problem.

By Yulia SALKOVA

This summer two cosy houses built for young specialists of EkoNivaAgro LLC will be assigned their owners. The interiors of the buildings are now being fitted and decorated. These are the first fruits of implementation of the company's own housing construction programme. A whole street of 30 (20 single- and 10 two-family) houses will be built in Petrovskoye village. This has already received a name in honour of the soil researcher V.V. Dokuchayev. The project costs 150 million rubles.

"Well arranged home life and productive work go together", says Aleksandr Rybenko, EkoNivaAgro executive director. "After a hard day's work, it is important for a man to come back to a cosy and warm home where he can relax. Then, the following day he will give his best to his work, not worrying over the pending chores. Having one's own home is a convincing argument for young specialists to come to work in the village in their specialty instead staying in the city to make money".



## Press day



Over 100 representatives of the agricultural mass media came together in Germany for LEMKEN's press day.

By Anna BORDUNOVA

At the press conference, the journalists were briefed on the company's performance and introduced to new farming machines. In 2011, LEMKEN increased its turnover by 30% to 266 million euros, which is its new record.

At the presentation of the agricultural equipment, the focus was on a new Sirius 10 tractor-mounted sprayer which appeared on the market along with the updated Sirius 8. It is fitted with a new type of closed boom which can be extended to 30 metres. The semi-mounted series 11 and 12 Diamant ploughs also got

an upgrade. In the current standard configuration, they are fitted with DuraMaxx plough casings. The Juwel mounted plough has been improved, too. In addition to a reduced weight frame, it got an electro-hydraulic rotation system. Now it also has a new Unirad support and transport wheel fitted with a hydraulic shock absorber. "The sharks of the pen" familiarised themselves with the new four-metre Compact-Solitair sowing machine fitted with a rotary harrow. The final stage of the event was an excursion to the plant in the town of Meppen. That's where all mounted LEMKEN sprayers are manufactured.

## EkoNiva welcomes students

For the second year, the EkoNiva-APK Holding Company has been providing student grants. Under this EkoNiva-Student programme, a contest of agrarian students is arranged to reward the best work dedicated to farming. In May, a new season of EkoNiva-Student 2012 began.

By Yekaterina GALUSHKINA

It must be said that it has become EkoNiva's good tradition to give moral encouragement to and materially support gifted students.

Last year, 107 graduates of 18 Russian farming high schools participated in the EkoNiva-Student programme aimed at supporting the students. Twenty grantees in six categories were chosen and for half a year they will be receiving an EkoNiva grant each month.

This year, for the second time, EkoNiva-APK Holding invites students to take part in the contest for the grand prize, half a year's grant with a monthly stipend of 5,000 rubles. Fourth and fifth year students as well as post-graduate students of Russian agrarian high schools may try their hand in this scheme.

As per the terms of the contest, one must write a research paper

on one of the proposed subjects and submit it to [ekoniva-student@ekoniva.com](mailto:ekoniva-student@ekoniva.com) before 1. December 2012 for consideration by a jury.

The papers will be competitively selected in the following areas:

1. Agriculture. Agronomy. Crop production.
2. Veterinary medicine.
3. Zootechnics.
4. Farming mechanisation.
5. Agrarian economy. Financial management, accounting and auditing in farming.





**THE EVENT**

**Point of attraction for new technologies**

**At the Field Day, the Kirov branch of EkoNiva-Tekhnika LLC brought welcome news for the local farmers. The company is starting construction of a new, ultra-modern engineering support and service centre.**

By Svetlana WEBER

The symbolic cornerstone in the foundation of the future building was laid by Stefan Duerr, head of the EkoNiva Group of Companies, and Aleksey Kotlyachkov, deputy chairman of the oblast government.

"We've been looking forward to this event for quite some time", says Aleksey Kotlyachkov. "EkoNiva has worked in our region for a long time and has won respect and authority here. The equipment it sells is technologically sophisticated and highly productive. As an engineer, I realise the importance of appropriate servicing of such machines. The new service centre will help Vyatka farmers work in comfort!"

The 10 ha of land conveniently located near the highway will accommodate workshops with modern equipment (900 sq m), a spare parts depot (800 sq m), training



centre, showroom, offices and a demonstration site. According to Gennady Nepomnyashchy, EkoNiva-Tekhnika director, the service centre will be built and outfitted in compliance with world standards. In summer 2014, it will greet guests at its opening ceremony.

"The service centre will be a good home for the close-knit team of the Kirov department of EkoNiva and to all Vyatka farmers", said Stefan Duerr.

The farmers duly appreciated such a thoughtful stance of EkoNiva.

"This is a step towards efficient production and favourable opportunities for Vyatka farmers", pointed out Konstantin Gozman, director general of the Doronichi agrarian holding.

A parade of agricultural machines made the event all the more impressive. John Deere tractors and harvesters, JCB loaders, and a complete range of Poettinger fodder conservation systems passed before the spectators. And just a few minutes later, they demonstrated their capabilities on the field. The guests of the festive day could discuss their impressions there and then on the field and over the tables of an improvised Na Mezhe (On the Field Edge) restaurant that was set up overnight.

**HOW OUR PEOPLE ARE TRAINED**

**Staying friends**



**with a robot**

**EkoNiva-Farm servicing specialists have undergone training in diagnostics, preventive maintenance and servicing of the Mlone milking robot from GEA Farm Technologies.**

By Anna BORDUNOVA

Over the course of several days, the specialists carefully studied the subtleties of Mlone operating techniques. This is an ultra-modern milking system than can "grow up" along with the cow population through addition of boxes.

"GEA Farm Technologies applies rigid requirements to the quality of servicing the farmers sent by dealers", says Aleksandr Zuyev, head of the sales department of EkoNiva-Farm LLC. "We improve our professional skills and regularly take training in order to live up to the quality standards of servicing and business consultation".

**Triplets born**

**Since the start of the year, 147 new calves appeared at the Zashchitnoye farm. On 1 June, the Children's Day, the farm's stockbreeders' concerns grew when a Simmental cow named Vafelka gave birth to triplets.**

By Anna BORDUNOVA



**at EkoNiva**

Such an upsurge in birthrate is a local sensation. Sure enough, the happy mother was not presented with flowers, but her ration was, of course, increased.

"The birth of triplets is a rare phenomenon", comments

Konstantin Udaltsov, deputy director general for stockbreeding of the EkoNiva-APK Holding LLC. "This mostly depends on an animal's individual physiology. It didn't happen on our farms yet".

The cow's calving lasted four hours. Two heifers were followed by a bull-calf. The calves were born healthy and with a normal weight. The "girls"

weighed 24 kg each, the «boy» 27.

"We didn't expect any such feat from this cow", says Yekaterina Brusentsova, head of the Zashchitnoye LLC stockbreeding complex. "This four-year cow yields

8,500 kg of milk per year. In September, she was twice artificially inseminated. The pregnancy proceeded quietly. Towards spring she got an elegant 'tummy' promising nothing out of the ordinary".

The triplets feel fine. Each calf is being carefully tended and looked after. In a day, the little ones drink up to six litres of milk and chew the fodder with all their might! The mother cow was returned to the herd where she is preparing for a new record.

**In the first five months of the current year, EkoNiva-APK Holding farms came by 5,097 new calves!**

**Across the Canadian prairies**

**This was the third trip to Canada. The first one, made by EkoNiva specialists for familiarisation with the expertise of colleagues across ocean, took place in 2007. Back then sighs of admiration mingled with the envious exclamation "That's the model for us!" This time, however, many noted: "We aren't any worse". That said, the highest level of tilling technologies, low cost operating techniques, the climatic conditions and farm sizes similar to those in Russia stirred acute interest in the country's farming industry.**

By Svetlana WEBER

The trip started with a visit to the large scale exhibition Canada Farm Progress Show 2012, where the best samples of farming equipment were presented. The newest products worthy of special attention were the John Deere 9560RT (560 hp) caterpillar tractor and self-propelled sprayer 4940. Degelman showed its new 30 m model of the Striegel Strawmaster harrow that had caught the fancy of Russian farmers (more than 400 machines with an operating

width of 9 to 25 m are successfully used in Russia) and a manure distributing trailer with a capacity of 30 tonnes. Seed Hawk came up with a seeder of the same name featuring an operating width of 25 m and a tracked seeder hopper with a capacity of 48,000 litres. AGI demonstrated a complete product line of equipment for after-harvest grain treatment, storage and drying. Its specialists spoke in detail about silo erection technology (fast and low cost).

Continued on page 8.





# Preparation of seeds

**BASED ON ONE'S  
OWN EXPERIENCE**


## for sowing winter crops

**In recent years, farmers face ever more often the consequences of climate change. This manifests itself in changed varieties of entomofauna and in diseases of plants and weeds. That is why changes are made in the seed preparation technology, seeding time, and winter crop seeding rates. What new solutions does EkoNiva Company offer under such circumstances?**

Willie DREWS, doctor of agronomy

In its 18 years of farming work, EkoNiva-APK has become one of Russia's leading agricultural holdings. Different crops are produced here on an area of 160,000 ha. An important role is played by seed production of field crops. Each year the company's farms obtain up to 20,000 tonnes of certificated seeds of grains, leguminous plants, perennial herbs, and potatoes. Seed production includes the varieties of Russian, Ukrainian, German, French, Scandinavian and Canadian selection.

EkoNiva's Zashchitnoye LLC seed production farm pays special attention to an improved seed preparation method. Firstly, obsolete equipment was replaced by modern machines. Now the seeds undergo the following stages of cleaning:

- primary separation;
- secondary preparation on the screen cleaner;
- selection of small and oblong fractions on the assorting units;
- selection of only full-weight seeds on the pneumatic table.

After such four-stage cleaning, the seeds turn out in a fine state, with a high germination capability and excellent sprouting capacity.

However, it is not enough just to prepare full weight and fine quality seeds. They also need protection against diseases and pests. In recent years, pests whose larvae inhabit the crop stems and ruin the plants at the early stages of development became even more virulent than the diseases of the spring and winter crops. Three types of grain flies are particularly dangerous among the in-haulm vermin. They

are the Swedish fly, the Hessian fly and the wheat fly. The grain flies are particularly harmful during early seeding of winter crops. This is so because the sprouting coincides in time with the arrival of the Swedish, Hessian and wheat flies and their egg laying.

**There are two ways of fighting the crop flies:**

— **an agro-technical method** involving later seeding of winter crops (after 15-20 September). This is linked to the risk of the delayed development and absence of autumn tillering. Late seeding often reduces the harvest.

— **a chemical method** employing insecticides. The assortment of preparations against crop flies contains insecticides based on Thiametoxam and Imidacloprid registered as seed processing agents. Due to their systematic activity, these preparations reliably protect the plants against fly larvae.

In autumn 2011, the seed pilot production plant at Zashchitnoye LLC carried out an experiment on how disinfectants influence the wheat haulm stand density (the pilot plot supervisor G.N. Dyudina). On all the plots the seeding rate was 400 grains/m<sup>2</sup> or 4 million sprouting grains per hectare. Counting showed as of 30 May 2012 the following density of the productive ears per 1 m<sup>2</sup>:



1. Control (without disinfectant) – 228 pcs.
2. Lamador (fungicide) – 290 pcs.
3. Cruiser (insecticide) – 360 pcs.
4. Lamador + Cruiser – 436 pcs.

The desired Gubernator Dona winter wheat haulm stand density was obtained only on the variety with the joint use of Lamador and Cruiser.

The experiment results show that disinfecting the seeds by efficient systematic insecticide against latent haulm ruining vermin is becoming a mandatory component of the technology. The EkoNiva APK-Holding farms universally use on their production winter and spring crops a mixture of fungicide (Lamador) and insecticide (Cruiser). Such a disinfectant costs much more (500 to 700 rubles per hectare), but makes it possible to:

- start the sowing of winter wheat earlier, thereby extending the seeding peaks in autumn
- improve the spring after-growing at the optimum seeding time when the winter wheat



EkoNiva seed production line at Zashchitnoye LLC

enters winter at the tillering stage

- reduce the seeding rate.

In the end, better haulm control makes it possible to produce every year the optimum amount of ears per 1 m<sup>2</sup> and to stabilise the grain crop yield.

EkoNiva-Semena offers for winter sowing the Russian selected Biryuzha and Gubernator Dona varieties of winter wheat. Those are prepared based on new equipment. They feature excellent seeding properties and are disinfected as per customer requirement.



The thin stand on a plot with Lamador (on the left) and satisfactory density in Lamador+Cruiser variant (on the right)

**TECHNICAL INSPECTION**



Pending the new harvest, John Deere has come up with new grain combine harvesters of the W and S series. Their assembly began half a year ago at Domodedovo. This autumn, the first machines will appear on Russian fields.

By Anna BORDUNOVA

# Focus



## on new products

The new W330 walker combine harvester is built around the previous CWS 1470 model. The PowerTech electronically controlled engine of a small, but efficient, W330 combine has sufficient power and torque to cope with all work loads.

The inclined 1,300 mm-wide chamber has a 16 hp hydraulic reverse. The threshing drum, 610 mm in diameter, threshes thoroughly and efficiently. The separation area is increased by a stripper beater measuring 380 mm in diameter and fitted with four beater-bars. The five straw walker ensures the highest possible efficiency of separation for a combine harvester of this class. The W330 model is equipped with a two-speed crusher having smooth blades for even distribution of crop residues all across the reaper's width.

The improved rotary combine harvesters of the S (S 550, S660, and S680) series, with a

power output of 271 to 473 hp, have been specifically designed for Russia. The special feature of these machines is the new Variable Stream rotor. The front cone is still larger and with a sharper tapering, which substantially increases productivity and harvesting area and improves the straw quality. The delivery accelerator feeds the crop to the threshing compartment. The "cuts" on the threshing elements help the crop to move forward more smoothly, thereby increasing the by-the-rotor threshing efficiency. The combine harvester features an increased cleaning and separation area. The machines are supplied with dedicated software ensuring smooth engine and rotor operation. In addition, it checks the drum rotation frequency.

**W330 combine cleaning system:**

- 8-blade fan
- Slope Master system in basic configuration
- Adjustable sieves
- Sieve pan area, 4.6 m

In designing the new machines, the John Deere specialists didn't forget about operator comfort. The new Premium cabin, spacious and comfortable, ensures informational support and operational efficiency. All the harvesting controls are conveniently arranged and simple to use.

# Live soil!

The current trends of switching to minimum and no-till technology and energy saving through use of wide grip tools have had an impact on the John Deere soil tilling product range. EkoNiva specialists advise using John Deere 2100 and 915 rippers for basic soil tillage.

By Anna BORDUNOVA

The 915 V-ripper can operate based on the traditional and minimum tillage technologies. The machine easily resolves extra hard soil problems. Its V-shaped frame and shear bolted supports facilitate smooth and even ripping of the lower soil layer down to 58 cm. This assures the supply

of nutrients and moisture to the plants. A wide choice of control elements, various mounts on the supports and the cutting blades make the ripper a multi-purpose machine.



**2100 ripper:**

- Grip width, 5.4 m 6.9 m
- Number of supports, 7-9
- Number of cutting disks, 7-9
- Tilling depth down to 40 cm
- Operating speed from 8 to 10 km/h
- Weight from 5,200 kg to 7,363 kg
- Tractor power, 260-300 hp to 350-400 hp

**AN OPINION:**

**Victor Wagner, chief agronomist of Agrofirma Cheremnovskaya LLC, Pavlovsky district, Altai Territory:**

"The John Deere 915 V-ripper is a powerful machine. Last year it did 40% of the autumn ploughing job. We use it after grain harvesting for basic soil tillage. No complaints! Works like a clock. After it, the soil comes back to life".

Farms that have taken up the minimum and no-till technology will find the John Deere 2100 ripper particularly useful. The system performs three operations in one pass, i.e. it loosens the compacted soil layers at a depth down to 40 cm, levels out the surface and contains the crop residues. In the no-till method, narrow racks, 1.9 cm wide, are used. The minimum tillage method employs modern caps (18 and 22.5 cm) and supports measuring 3.2 cm in width. In treating the

stubble, the ripper leaves up to 80% of the crop residues. This ensures maximum soil moisture retention. The passage of crop residues can be eased by fitting the extra brackets in a staggered arrangement. Located behind the ripper supports, the tandem roll-down wheels tightly cover the furrow, thus minimising evaporation.



**GUEST  
OF THE ISSUE**

The year was 1962. The Swedish farmer Rune Stark invented a tine harrow for his farm. Little did he think that his invention would be truly revolutionary and pave the way for new farming technologies.

By Yulia SALKOVA

# Christina Stark:

## "My brothers and I are happy people"

This is how the Runes Mekaniska Verkstad Company began its life. The new enterprise employed five workmen, including the farmer himself and his wife Siv. The entire production facility was confined to the farmer's small workshop. Soon, however, there were so many orders from the locals that the need to expand production became absolutely obvious.

The fifty years of the enterprise's life were full of successes and failures, sleepless nights of hectic work, and rises and falls. What is unique about this family is that all the Starks' children (three sons and a daughter) devoted themselves to the family business. Thus, Christer is chairman of the board of directors, Christina is director general of the concern, Andreas is director for production and Bo is director for sales in Scandinavia.

Christina Stark shared with us her

thoughts about the company, its plans for the future and about the family business.

### 50+50

"What will our company be like in fifty years? I find it hard to say for certain. I would only like to believe that by the year 2062 every other farmer will use our machines. I think that the number of Vaderstad enterprises will at least double while their production will keep growing. I can safely say that Russia will lead in the sales of our equipment (today, it is second only to the US). It is safe to assume that the amount of tilling and sowing equipment on the Russian farms will be roughly equal. I think all this will happen in the next decade".

### On plans

"The near term plans envision opening a production facility at our plant in Vaderstad. Here we shall manufacture Tempo row crop mowers and Swift cultivators. One

of the most promising prospects is the development of business relations with Russia. That country's outstanding agricultural capability and, hence, the opportunity of 'feeding the entire world', calls for building up the farming equipment fleet.

We expect to further maintain feedback from Russian farmers. We are always willing to improve our equipment in accordance with the Russian farmers' requirements. Our father always taught us to heed farmers' wishes. We're prepared to maintain this tradition".

### On the family

"My siblings and I are really happy because we do what we like and we do it on the farm founded by our father. We jointly tackle production issues. Of course, every now and then we have differences. But we settle them quickly because our company's problems are the priority for

us. As production goes, we get carried away easily. We invest practically the entire profit in the development of our manufacturing facilities, not in our personal welfare. We probably do this because each and every one of us used to work in production side by side with the parents. We saw what huge difficulties they overcame. Notwithstanding this, we do not press our children to be invariably true to Vaderstad. On the contrary, we support their desire to work somewhere else and pick up different experience. For example, my son lives and works in Stockholm. He has a business of his own. My elder brother Christer's sister decided to keep up the family tradition. She is engaged with PR and advertising at our company. It doesn't matter if our children will take after us. Vaderstad is just one close-knit family".





**A SUBJECT**

The farmers of the Russian Central, Black Earth and Southern regions received an unforgettable present from the John Deere Corporation and its leading dealer EkoNiva-Chernozemye. Two hundred guests became participants of a completely new agro-show, Fashion Farmer.

By Yulia SALKOVA



# Fashion-Farmer:

## Top six

Over 500 guests from different regions of Russia and the Republic of Belarus attended an agrarian forum in the Kemerovo oblast. The participants visited a farming machinery exhibition and discussed efficient fodder conservation methods.

By Anna BORDUNOVA

EkoNiva-Sibir presented six farming machines from the world's leading manufacturers, including John Deere, JCB and Annaburger. The focus of attention was on John Deere equipment, the best selling agricultural machines in the Kemerovo oblast.

The favourite of Kemerovo farmers is the John Deere 9670 STS grain combine harvester, famous in the region for its dependability in "the struggle for crops".

"Cleaned grain is delivered to the hopper through three grain chutes, which is why it is less sticky and doesn't form clumps", says Aleksandr Shipitsyn, sales manager of the Kemerovo branch of EkoNiva-Sibir LLC. "In addition, it facilitates treating grain with elevated moisture levels. The unique system of cleaning the grain from straw employs tine separation and so precludes crop losses".

Among the special events were the demonstration of the John Deere R450 self-propelled mower with an operating speed of 22 km/h and the HoneyBee harvester which, at an operating speed of 18 km/h, lays down 100 to 130 cm wide swathes on the left, on the right and in the centre. No wonder that a couple of machines found their buyer there and then and left for work on the farm of Rassvet LLC (Promyshlennovskiy district, Kemerovo oblast).



## new appearance of old friends

The 175th anniversary of John Deere and the tenth anniversary of EkoNiva-Chernozemye provided the occasion for this celebratory event. The guests commented that the event has become essentially new, resembling only slightly the traditional demonstrations and Field Days. The field did remain, but it became the site of a dynamic show. Forty-five units of agricultural equipment were demonstrated here. Tractors in all power categories, tilling machines, fodder conservation, sowing, and grain harvesting equipment, as well as plant protection systems followed one another in front of the guests. The guests in the stands watched the presentation of new products and high-end models. Each appearance of an agricultural machine was commented upon by the most impartial of experts, the customers of EkoNiva-Chernozemye. They shared their experience of using this or that model.

"In choosing the equipment we abide by the following criteria: reliability, affordability, high quality and availability of adequate servicing from the dealer", says Vyacheslav Fursov, Agro-Garant Company chief engineer. "EkoNiva-

Chernozemye has all these assets. Moreover, the company keeps growing from year to year and it is becoming increasingly easy for us to work together!"

However, the Fashion Farmer became not only a new means of demonstrating agricultural machines. On this day, the guests could learn a lot of new things about the two companies, John Deere and EkoNiva-Chernozemye, who were celebrating their anniversaries. More than 1,000 John Deere machines operate in the Voronezh oblast alone. Their work is backed up by sixty servicing engineers.

"We are increasing the number of maintenance centres, spare parts depots and servicing vehicles in order to be closer to the farms. We want each customer to feel sure about the quality of our servicing and to be able to get it as soon as possible", says Nikolay Buravlyov, EkoNiva-Chernozemye director general.

However, at least one tradition of EkoNiva-Chernozemye remained unchanged. This is the raffle of many keepsakes, from children's toys to discount certificates for purchase of equipment and extra warranty servicing.

## Sporting spirit on the farm field

On the Field Day in Vladimir oblast, the best ploughman was chosen. The indisputable favourites were "sportsmen" on John Deere tractors.

By Yekaterina GALUSHKINA



The Shikhobalovo farming cooperative became a meeting place of farmers who are not indifferent to innovations and new approaches to farming. The Vladimir branch of EkoNiva-Tekhnika LLC came up with a product range of John Deere and Poettinger fodder conservation equipment, as well as Lemken tilling machines.

Today, by far not all can acquire a premium class harvester. That is why many farmers were interested to learn which equipment can successfully substitute for this type of machine.

"The optimal solution for small farms is the Poettinger pick-up", says Mikhail Muravenko, head of the Vladimir branch. "The machine performs three functions: it picks up, crushes and carries".

The hit of the day was a working demonstration of the Series Eight John Deere tractor with a Karat-9 Lemken plough. Fitted with the iTecPro system, the tractor operated all on its own, without an operator: it turned, lifted and lowered the tool.

The best ploughman of the oblast was named Nikolai Pavlov from the Voronezhskiy farming cooperative on his Series Eight John Deere «iron horse». Next year, the competition will be held on the winner's farm.

## Efficient fodder conservation, the pledge of the grand total

Milk production in Ryazan has grown considerably in the last two years. Large farms and production facilities have been commissioned here. Whereas last year the maximum milk production, 994 tonnes, occurred in mid-June, this year the record level was registered in late April. The expected daily total in summer will vary from 1,100 to 1,150 tonnes. The realisation of these expectations depends on the quantity and quality of the prepared fodder.

By Yulia SALKOVA

The Field Day held in the Ryazan oblast based on the Vyshgorodskiy farming cooperative was devoted to efficient methods of fodder conservation. The Ryazan branch of EkoNiva-Tekhnika came up with static and dynamic demonstrations of 18 units of equipment, including those for fodder conservation. At the demonstration, the farmers were fascinated by the John Deere R450 self-propelled mower, with average speed of 20 to 25 km/h, double that of similar machines from other manufacturers. However, the high speed

does not in any way affect the set cutting height.

Vyshgorodskiy, the long-standing partner of the Ryazan branch of EkoNiva-Tekhnika, also submitted to the farmers' assessment the JD 7300, a model for fodder harvesters. Nikolay Mitrokhin, the head of the enterprise, noted that the harvester has operated on the farm for the fifth season, and turning out 3,500 tonnes in seven days is an easy job for it. Without this machine, the fodder making dragged on for 30 days. Now the maximum duration of the process is 7 days. Such fast fodder making increased the farm's total milk production by 30%.





Beginning on page 3.

## Across the Canadian prairies

ABROAD



Most Canadian farmers work using the No Till technology. This method interested Russian farmers, especially those from Siberia and the Altai Territory, more than anything else. The simplicity of the technology at all stages of sowing, Roundup treatment, harvesting, repeat Roundup, water-free ammonia introduction, etc. is remarkable. When asked what they do after harvesting, the farmer replied

with a smile: "I go to watch TV".

The visit to the animal farms prompted the thought that low-cost technologies are the chief ace of the Canadian farmers. The Evergreen farm has 1,200 pedigree cows and 1,000 year-old calves kept on the pasture year round. In winter, they eat baled hay and lick snow to satisfy thirst. The cows give birth to the young on the pasture. After weaning, the calves are kept in feed lots and on

the following summer they return to the pasture. The insemination is natural, for which purpose a herd of pedigree bulls is kept. Each year it is renewed to improve its genetic properties. The farm's weight gains of 2 kg per day are impressive. Just four people cope with this big job on the farm and on the 10,000 acre pasture. Here's economy in a nutshell.

A visit to the Hutterites (a people professing a kind of a Christian teaching) was curious enough. They lead an isolated life in communities, fully supplying themselves with all they need for sustenance. The Canadian government is lenient to religious communities so long as they pay taxes. These people shirk such amenities of civilisation as the telephone, the Internet and TV. However, they deprive themselves of nothing with respect to modern farming technologies. Their machines, equipment, and farming culture are really sophisticated. Only their women's duties are more numerous than men's.

In parallel, the EkoNiva crop production specialists honed their professional skills. The principal study subjects were fodder production, amelioration, no till technology, fodder grass seed production, and new sources of genetic improvement.

EkoNiva APK has worked over a year on the amelioration project for its farms, which is why the Canadian experience

was very interesting for them.

"What we have seen surprised us quite a bit", says Yuri Vasyukov, deputy director general of EkoNiva-APK Holding. "The large-scale melioration systems are built extremely simply and at a very low cost".

At the meetings with the Canadian selection experts, agreements were reached on introduction to the Russian market of the Canadian varieties of soybeans, chick peas, lentils and winter wheat".

The alfalfa seed production was studied carefully. This crop is poorly pollinated by domestic bees, whereas wild ones are scarce. Therefore, to pollinate alfalfa the Canadian farmers widely use leaf cutting bees. This technology nearly doubles the seed production of this crop. It was decided to send a specialist for training in Canada so that next year he would help to introduce the technology of pollination by leaf-cutting bees on the alfalfa seed production farms.

## In Catherine the Great's native land

The specialists of EkoNiva and their customers, executives and specialists of farming enterprises from various regions of Russia attended the DLG 2012 Field Day held in Bernburg-Strenzfeld, State of Saxony-Anhalt. Here they were introduced to the latest trends in agricultural development.

By Anna BORDUNOVA



distributors.

The agrarians attended the stands of such manufacturers of agricultural equipment as John Deere, JCB, Kverneland, Vaderstad, Poettinger and Lemken. At the John Deere exhibit, the guests got interested

in the self-propelled sprayer 5430i fitted with a mechanical and hydraulic regulator of the spray boom wobble. This unique machine closely follows the terrain using radar. The agrarians saw the Series Seven tractors that were brought to market in Europe this

year. As Gennady Nepomnyashchy, EkoNiva Tekhnika executive director noted, next year the series Seven and Nine models will be supplied to Russia.

The farmers visited farms, where they familiarised themselves with the animal nursing and care system.

"We were impressed by the operation of the automatic milking system", says Anatoly Dyachkov, head of the Department of Operation of Machines and Tractors, the Voronezh State Agricultural University. "The robot does its job spot-on".

"We're pleased that the farms do their best to provide comfort for the animals", adds Valery Zakharov, director of APK Zolotaya Niva JSC. "In the end, this increases the quantity and improves the quality of milk".

The EkoNiva specialists and their partners agreed that such trips help to find new approaches to farming management, make it possible to employ the expertise of foreign colleagues and to introduce innovative developments in the production process.

## Cooperation for milk production



The training trip made by EkoNiva stockbreeding experts to the US continued the partnership relations between EkoNiva-APK Holding and Alta Genetics of the US, a company involved in genetic research.

By Yekaterina GALUSHKINA

The programme of the trip combined theoretical classes and practical sessions. The first place to visit was the University of Michigan. The American professors spoke about cattle feeding problems and the special features of metabolism. After that our group attended the University's pilot production farm. We saw how fistulated cows are handled for in-depth study on the rumen metabolism. During their visit to the Green Meadow farm, the EkoNiva specialists saw abomasal surgery performed by a student. In the state of Wisconsin, our group visited the Alta Genetic headquarters where we met company specialists and learned first hand about the latest achievements in genetics. All

will remember Professor Paul Fricke's lectures on the burning problems of horned cattle reproduction. We also went to a number of large animal farms in the state.

The EkoNiva specialists noted the high professionalism of their US colleagues and the efficient organisation of work on the American farms.

"We liked very much the idea of work records that register and regulate each working day", says Anatoly Udaltsov, EkoNiva-APK deputy director for stockbreeding. "We shall try to introduce this method on our farms, too".

EkoNiva cordially thanks Alta Genetics for the warm reception and generous hospitality and looks forward to continued fruitful cooperation.





# 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

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.**

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:



**Maxim Trineyev (deputy head of the Chernozem farming enterprise) and Moritz Isensi (a German farmer) became friends at the Field Day in Germany**

### Our service is hard, but fine!

Servicing engineers of the Kirov branch of EkoNiva-Tekhnika



### Russian cowboys in the Wild West

Yuri Sheludyakov, head of the Olimp Farm, in Canada



### Size does matter!

The German farmers' potato harvest

### A balloon for flights...



...over the fields of Ryazan



**On the football field, too, the Zashchitnoye agronomists know what to do**



## Well considered investments

**REGIONAL NEWS**

Aleksandr Beglov, the Russian Federation Presidential Plenipotentiary Envoy to the Central Federal District, attended the chief festival of the Kursk oblast, the Korenskaya Fair. The politician paid special attention to agrarian production in the Kursk oblast, noting that this segment of the economy is moving ahead technologically.

By Anna BORDUNOVA

"Today I can safely say that in terms of farming achievements the region is ranked among the three leaders in the Central Federal District", said Aleksandr Beglov.

At the Korenskaya Fair, EkoNiva came up with new solutions in seed production and animal

husbandry, offering seeds of promising field crops and highly productive pedigree Simmental cattle.

"The cattle breeding farms of EkoNiva have been engaged in pedigree animal production for more than six years", says

Yekaterina Brusentseva, head of the Zashchitnoye animal raising complex. "Our farm in the Kursk oblast is a pedigree reproducer of the Simmental cow. It raises and sells the pedigree young. The animals feature outstanding genetics, possess outstanding pedigree properties, and are classified as the elite and the elite-record cows. Next year, the farm plans to obtain the status of a pedigree animal farm".

With their sights on winter sowing, the farmers sought out productive varieties of winter wheat. Here EkoNiva-Semena offered seeds of intensely growing varieties of winter wheat, such as Gubernator Dona, Lars and Biryuza. Lars is a variety long-tested by

Russian farmers and consistently productive. The Gubernator Dona is flexible in that it adapts both to droughts and frosts, thus featuring an excellent climatic adaptability. Biryuza is a promising variety demonstrating good results in the Black Earth Region.

As Anatoly Durdyev, EkoNiva-Semena LLC sales manager, noted, the chief task is to help farmers correctly invest in crop production, increase profitability and minimise risks.



Agrofirma Planeta LLC of the Kostroma oblast held a seminar on advanced fodder conservation technologies attended by farmers from the neighbouring regions. The Kostroma branch of EkoNiva-Tekhnika arranged a gala parade of farming equipment on its premises, demonstrating more than 15 machines.

By Anna BORDUNOVA

## Gala parade

The active development of cattle production in the Kostroma region calls for high quality and highly productive machines. EkoNiva has responded to this need by offering a wide range of cattle breeding equipment.

Company specialists demonstrated the complete production chain of fodder conservation, from mowing and swathing to loading and transportation. The highlight of the event was the super-productive John Deere A400 self-propelled mower fitted with the JD 896 5-metre-wide auger header. The machine can operate at a speed of 25 km/h. Among the new products were the EUROTOP 651 A swath former and FARO 400 pickup attachment from the Austrian company Poettinger. The JCB 520-40 and 531-70 telescopic loaders won over farmers who sought multirole aids for loading and unloading jobs on the farm.

As Kirill Tagantsev, sales manager of the Kostroma branch of EkoNiva-Tekhnika LLC, said, the compact and agile JCB 520-40 loader does a fine job even in constrained spaces turning through 180 degrees.

The prize raffle was a particularly cheerful part of the festivities. The guests received keepsakes and souvenirs from EkoNiva.

Following the event, the JD A400 self-propelled mower remained on the field of Agrofirma Planeta LLC, whereas the JCB 531-70 telescopic loader left for the Susaninsky district to work on the Sumarokovsky collective farm.

## EkoNiva dispels myths

More than 45 graduates of the Bogoroditsk Farming College, Department of Mechanisation, visited the service centre of the EkoNiva-Tekhnika Company's division in Tula. This establishment, the region's largest and second to none in terms of equipment, provides service for imported agricultural machines.

By Anna BORDUNOVA

The EkoNiva specialists spoke about the company and arranged a tour of the service centre in order to introduce the students to the latest farming machinery. The young people saw the spare parts depot in operation. They noted the advantages of the modern centralised storage registration that reduces the time of responding to any customer demand. They also attended the service workshops and the repair sections.

The young people were particularly impressed by the powerful tractors with a unique precision farming system whereby the machines do their job without an operator's intervention. Furthermore, they saw smart seeders performing several operations in a single pass. In conclusion, the company engineers gave a master class in farming equipment repair and diagnostics.

Lyubov Motorina, an instructor of agricultural machines and melioration,

said that EkoNiva fully dispelled myths about the machine operators' "dirty" work. Here comfortable working conditions are provided for the operators, such as repair areas equipped with modern tools and appliances, and large, clean offices. The workers get work clothes. The equipment, too, has made outstanding progress. The young specialists saw that each machine is actually an automated factory that needs dedicated knowledge for it to be used.

"Our company has long cooperated with the agricultural higher schools that train specialists for the farming industry", says Aleksey Kozichev, executive director of EkoNiva-Tekhnika's division in Tula. "We are prepared to accept for practice and subsequently to employ ambitious students wishing to continue their studies and hone their skills. We have everything necessary for this at our service centre".





**OUR PEOPLE**

# The magnificent



**They are intelligent, attractive, friendly, cheerful and well developed individuals who quickly find a common language. And that is what matters above all else in their work. The specialists of the EkoNiva-APK Holding LLC's Department of Foreign Projects told us about the specifics of a translator's job and many other interesting things.**

By Yekaterina GALUSHKINA

Today a whole team of translators works in the department. They are Yulia Yurchenko (English and French languages), Marina Vorozhkina (English and German), Maria Slobodyanik (German), Valeria Shadrina (English and French), Tatiana Salangina (German and Spanish), Maria Kulagina (English and French), Anastasia Babynina (German and English), and department head Yulia Kretinina (English and French).

Five years ago the company had only one translator of German, Tatiana Lyapina. Over time, the amount of work grew, new activities were undertaken and the need for new personnel arose.

The first trio of translators were Yulia Kretinina, Marina Vorozhkina and Yulia Yurchenko. The team built up its ranks as time went by. Each of the girls had professional experience before joining EkoNiva. With a smile, Yulia Kretinina recalls her job at a matrimonial agency owned by an Englishman. Yulia Yurchenko practiced the language at a translation agency. Valeria Shadrina worked as a school teacher. Tatiana Salangina learned

the fundamentals of electronics at the German concern Siemens.

Today, the Foreign Projects Department works in many areas, translating financial, legal and production-related documentation and business correspondence. It also arranges visits abroad for



our specialists and for foreign delegations to our farms.

The girls said that an interesting change in their work was the beginning of cooperation with the EkoNiva-Media information agency. "We were asked to make translations for the EkoNiva web-

site", recalls Yulia Kretinina. "We realised perfectly well that there was no great trust in us because we were strangers and our professionalism was unknown. But little by little we won their trust. We started

receiving requests for translation of articles and then of advertising materials. Everybody enjoys cooperating with EkoNiva-Media because journalism is a totally different matter. That's where one can show himself to advantage. And that's where creativity is always welcome".

Many invariably associate the translations department with its head Yulia Kretinina. She is not just a brilliant translator, but also an excellent manager. Her team is her family. No matter how busy, she always finds time for a colleague in a predicament.

It is normal for the girls to take an assignment home, to stay late at the office and to do duties over

weekends. The important thing is to do a good job on time.

"The translator's job implies a good deal of research", comments Yulia on the specifics of her profession. "There are always pitfalls and snags. Much time is needed to find some specific term and clarify its meaning. We use many electronic dictionaries in our work. The study of professional literature helps in translating the engineering terms".

It is particularly interesting to study the language on production training abroad. EkoNiva often arranges foreign trips to various exhibitions and seminars. According to Yulia, this helps to hone language skills, enriches one's vocabulary and generally broadens one's outlook. Here one can touch a particular sample of equipment and see for oneself what is called the foot or tooth.

All the employees of the department are fully pleased with their work and how it is organised by EkoNiva. The girls say that the company is just one large and close-knit family. Here one always feels the colleagues' support and willingness to help. That is why our translators are prepared to ensure understanding by all possible means.

## Stockbreeders turned champions

The divisions of the EkoNiva-APK held the first mini-football championship in the Kursk oblast. For a month, the Zashchitnoye enterprise's four teams, i.e. Stroiteli (construction and engineering department), Dozor (security service), Zo'ovet (stockbreeders) and Agro (agronomists) plus EkoNiva-Semena's team with the symbolic name of Semena (Seeds) competed for the right to hold the challenge cup.

By Anna BORDUNOVA

Having successfully passed the qualifications, the Agro, Dozor and Zo'ovet teams made it to the finals. Even though the games were played after the working day, the players showed no tiredness on the pitch. The passions were stirred up not only

by the teams' ambitions but also by their excellent fitness.

In the final game, fortune favoured the Zo'ovet team. In a fierce meet, the stockbreeders defeated the



agronomists, 2-1.

The winners got the EkoNiva-APK Holding challenge cup, a gold medal and a certificate of appreciation. The silver medal went to the Dozor team.

The bronze medal and a certificate for the third place of honour were trophies of the Agro team.

Certificates were also awarded to "the best of the best". The best goalie who didn't let in a single goal was Sergey Zyatev of Dozor. Nikolai Pugovkin of Agro assured the best defence. Aleksandr Svechkov

of Zo'ovet distinguished himself as a striker. The fan Vyacheslav Rybkin from the security department provided the best support of his team. The spectators' sympathy prize went to Aleksey Shilin (Stroiteli team), whereas the most beautiful goal was kicked from the pitch centre by Dmitry Snisarevsky (Zo'ovet).

"All the teams are opponents worthy of respect", said Pavel Logachev, captain of Dozor. "The chaps put up a classy performance both in defence and attack. But there is still something to improve. I think that next season, scheduled for the autumn, the players will enhance their professionalism".

Until then, in winter the EkoNiva sportsmen of Kursk will cross swords on the volleyball court.





# A long distance train

FUTURE PROSPECTS

**EkoNivaTekhnika-Holding is Russia's leading supplier of foreign-made agricultural equipment. This year the company developed particularly quickly, undertaking new directions and optimising the operating strategies. Gennady Nepomnyashchy, EkoNiva-Tekhnika LLC executive director, told us about what changes took place and what awaits the company customers in the future.**

By Anna BORDUNOVA

## With a focus on servicing

"Initially we staked our reputation on high quality and prompt servicing. Today, the focus is on round the year servicing, bolstering the service's possibilities and improvement of the personnel's professional skills.

Over the years, we have created a powerful regional network of modern maintenance centres. Our servicing embraces four republics, four territories and 27 oblasts. The service operates more than 5,000 units of equipment.

In order to meet the needs of today's market and promptly respond to customer requirements, we have introduced servicing on an essentially new qualitative basis, investing in the construction of high-technology maintenance centres. We are energetically building Russia's largest ultra-modern dealer centre in Detchino village, Kaluga oblast. This will accommodate the central spare parts depot and the head office of our company. Besides existing ones, we've already started the construction of new modern centres in the Ryazan, Kirov and Voronezh oblasts. We plan to create a large engineering centre plus a smaller auxiliary one in the Black Earth Region. In August, a maintenance centre in Krasnozersky district of the Novosibirsk oblast will be commissioned. In the future, we are going to implement a similar project in the Kemerovo region. Our plans envision expansion of our area of responsibility and setting up on new markets.

We also wish to introduce to our branches the Service Remote system developed by the John Deere Company. Its advantage is that with the help of special software and without leaving his office the service engineer can trouble-shoot the farm's faulty machines. Such a technique cuts by half the servicing time and enables a quick response to the customers' requirements. Starting this year, we supply spare parts and consumable materials

for other manufacturers' equipment we sell, such as CLAAS and New Holland. This will ease the farmers' cooperation with us, enabling them to obtain all-inclusive service from a single source".

## On technology and new projects

"This year we have already supplied farmers with 4.5 billion rubles worth of equipment and spare parts, which is one billion rubles more than during the entire 2011. True, last spring proved to be a hard time for us. There were delays in the deliveries of tractors. Now we've made up for whatever had not been done in due time. At the moment, the storehouses have enough of practically all types of self-propelled and mounted equipment. This year we've significantly expanded the product range of John Deere tractors, combine harvesters, and of seeding and tilling equipment assembled in Russia. Next year we'll start to supply the farmers with 'green haulage trucks' of the seventh and ninth series. In addition, last year we came by a new supplier, the Austrian company Poettinger, the world's leader in the manufacture of fodder conservation equipment. And we are working on a new technology. Due to climate change and recent years' predominance of drought in many regions of Russia, the focus in the production of farming equipment has shifted to irrigation systems. We examine different suppliers of irrigation equipment, choosing what is the best for Russian conditions. It may well be that we shall soon offer a new product to farmers.

But this is not the end of innovations. This year we created a new division, EkoNiva-Farm, which incorporates a group of specialists engaged in servicing and the supply of the famous GEA Farm Technologies stockbreeding equipment and

consumable materials.

Also, this year a new organisation will emerge, EkoNiva-Zerno, for promoting Canadian equipment of the AgGrowth Group of Companies specialising in the production of the Twister granaries and equipment for grain sorting, drying and pre-treatment. EkoNiva-Zerno specialists will build elevators on a turn-key basis, taking into account the needs, requests and capabilities of the farmers".

## Advantageous proposals

"This year, in association with Rosselkhozbank the John Deere Company launched, as part of the farming equipment modernisation project, a dedicated programme to acquire new machines and recycle obsolete ones. In accordance with this programme, we are presenting farmers with a certificate for purchasing new John Deere equipment in exchange for disposal of old hardware for scrapping. In addition, our company offers a trade-in service, i.e. the farmers buying new machines can pay with old ones they had at one point acquired from us. For the harvesting season, the John Deere Company reduced the leasing rates for grain combine harvesters. The average yearly rate build-up within a leasing term of 36 months is 4.49%, the first payment being 20%. If the term of the agreement is 48 months, the build-up will amount to 4.99%. This advantageous proposal is valid from 1 June to 31 October 2012".

## Personnel do it all!

"EkoNiva-Holding is like a long distance train moving steadily ahead, picking up on the way new ideas and trends. The movement ahead over the rails is ensured by the guides and conductors, i.e. skilled professionals. Today, thanks to the active growth and global expansion of production, we are particularly interested in the influx of skilled personnel. For our part, we offer a steady income, appropriate working conditions, career growth, regular training and skills upgrade abroad at the facilities of the equipment manufacturers. We hope that this strategy will help us remain on the right track on the way to our goal".



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