



The milky way



of EkoNiva

EkoNiva's plans for dairy production are quite ambitious. It intends to move from the "bronze" step on the podium to the highest step in terms of the amount of milk produced. Judging by the rate of development of this business, the ambitions are absolutely realistic.

By Yulia SALKOVA

This year, four dairy complexes will simultaneously go into operation.

In late November, EkoNivaAgro (Voronezh oblast) will commission two complexes at a time, each with a 2,200 head herd. The investments in the two complexes (including the purchase of livestock) amount to 1.6 billion rubles. The complexes are equipped with rotary milking parlours for 60 head each. Three-time milking technology will be introduced here for the first time. The facilities are due to be fully operable in the second quarter of 2013. Already 4,800 Holstein-Friesian cows have been brought here from America.

At Kaluzhskaya Niva (Kaluga oblast), construction is underway on a dairy farm for a stock of 1,800 milch cows. By now, lots for 280 young animals have been opened, a fodder procurement ground prepared and modern equipment acquired. For the first time in its history the company will entrust milking to Mlone robots (GEA Farm Technologies). At the end of this year, there are plans to commission the first part of the complex accommodating 600 animals. It's noteworthy

that the red spotted variety of cows for this complex will be delivered from EkoNivaAgro. The final commissioning date is 2013. The investments total 810 million rubles.

Sibirskaya Niva (Novosibirsk oblast) is building a 1,800 head complex. Its aim is to substantially increase output from the local livestock through improved care and efficient feeding. In December, one farm and a smaller herring-bone milking parlour are due to go into service. The facility will be fully operable and handed over for use in 2015. The investments total 480 million rubles.

"In terms of statistics, Russia produces 32 million tonnes of milk, supplying 14 million tonnes for commercial processing", says Stefan Duerr, EkoNiva president. "In terms of milk, the exports amount to 8 million tonnes. It's impossible to quickly increase the production of milk in Russia by 8 million tonnes. Even if a cow yields on average 8 tonnes of milk per year, it will take a million such cows, a huge herd, to achieve this purpose. Therefore, in the next decade we shall continue to build up dairy production and remain true to this strategy in the years to come".

ANNOUNCEMENTS

December. Opening of the Sibirskaya Niva LLC stock breeding complex

Venue: Barkovo village, Maslyaninsky district, Novosibirsk oblast

Organisers: Sibirskaya Niva LLC

December. Training sessions on John Deere tractors and combines for farms

Venue: Kumensky district, Kirov oblast

Organisers: Kirov branch of EkoNiva-Tekhnika LLC

December. Opening of EkoNivaAgro LLC's two stockbreeding complexes

Venue: Petrovskoye village, Liskinsky district and Volchanskoye village, Kamensky district, Voronezh oblast

Organisers: EkoNivaAgro LLC

December. Information seminar on seed production

Venue: Bogoroditsk, Tula oblast, Tula branch of EkoNiva-Tekhnika LLC

Organisers: EkoNiva-Semena LLC

18-27 January. International Green Week 2013 fair and exhibition

Venue: Berlin, Germany

Organisers: Messe Berlin GmbH exhibition company

January-February. "Modern Agricultural Technologies" information seminars

Venue: EkoNivaSibir service centre, Novosibirsk

Organisers: EkoNivaSibir LLC

5-7 February. 18th International exhibition Grain-Mixed Fodder-Veterinary 2013

Venue: Moscow, Russia

Organisers: Expokhle Marketing Centre

24-28 February. 75th International Agricultural Exhibition, SIMA 2013

Venue: Paris-Nord Villepinte Exhibition Centre, Paris, France

Organisers: Exposima Company

Ready for the laws

of tomorrow

The EkoNiva-Tekhnika stand at the Agrosalon 2012 exhibition was a place of negotiations, a farming university promoting education on the latest products of agricultural engineering and "a field of discovery" where one could buy equipment at an unprecedented discount.

By Yulia SALKOVA and Anna BORDUNOVA

At a conference arranged for its customers, EkoNiva reported on the work done this year and aired its plans for the year to come. The "Made in Russia" range of John Deere combines and tractors has expanded considerably. A new name, the Poettinger Company, has appeared in the area of fodder preparation technology. The service department's operation has been improved. Now customer applications are accepted round the clock. A new service centre has been opened in the Novosibirsk oblast. The range of spare parts in stock is increasing and their delivery timeframe is being shortened. A trade-in scheme and a used machinery recycling programme have been launched. A new EkoNiva-Farm Company supplying stockbreeding equipment

has been created.

The plans for 2013 are impressive. Five service centres are under construction. An innovative programme, ServiceRemote from John Deere, is being launched for remote diagnostics of agricultural machinery. A new EkoNiva-Zerno Company offering post-harvest equipment will be set up.

"We are working in keeping with the laws of tomorrow", says Gennady Nepomnyashchy, EkoNiva-Tekhnika executive director. "We wish to provide efficient help for the farmers working in new conditions now that Russia has joined the WTO. We want our customers to be able to modernise their production and turn out competitive products".

Another area of activity is attracting young professionals. At the

Agrosalon exhibition, EkoNiva specialists arranged an excursion for recent graduates of the V.P. Goryachkin Moscow State Agroengineering University during which the former students were shown the equipment manufacturers' latest products, were introduced to the company and were invited to work for it.

"We actively cooperate with agricultural higher schools around the country", says Svetlana Nepomnyashchaya, head of the EkoNiva-Tekhnika personnel department. "We take students on as trainees and then employ them. Next year we will launch a new programme under which the students will be able to come to our maintenance facilities once a week and learn how to operate modern agricultural machines under the supervision of our instructors".

AN EVENT

EkoNiva

returns to the stock exchange to place a new bond issue

In late November-early December, Ekosem-Agrar, a parent entity of EkoNiva-APK, plans to place on the Stuttgart stock exchange a new bond issue.

By Svetlana WEBER



It should be borne in mind that this March bonds with a face value of 50 million euros were first placed with a pass-through coupon rate of 8.75% per annum. In the time that has passed since, rates have developed positively and the farming enterprises have performed well. Today the company has 173,000 hectares of land, 36,500 head of horned livestock, and 13,500 milch cows. Each day it produces 225 tonnes of milk. By 2015, EkoNiva plans to raise its land assets by 40% and to increase the milch cow herd to 30,000 animals.

This time the planned amount of the placement is 60 million euros with a payback within 6 years. The approximate coupon rate of interest is 8%.

Considering the promising development prospects and a favourable interest rate, the company hopes for a successful placement.

"We are resolved to further build up our know-how, erect modern dairy complexes and produce high quality agricultural products", says Stefan Duerr, president of the EkoNiva Group of Companies. "Of course, we wish to become Russia's major producer of milk and subsequently take up milk processing".

The company plans to spend the funds obtained on paying off investment loans and on purchase of new land.

The relevant information is available at www.ekosem-agrar.de.

Beauty queen

Sabina, an Austrian bred Simmental cow, steadily yields 6,730 kg of milk during the lactation period. For such a performance, she was awarded a gold medal at the Golden Autumn 2012 exhibition where she left behind 160 competitors. The farm that has raised the champion, EkoNivaAgro (Liskinsky district, Voronezh oblast), received a first class Certificate of Appreciation "For outstanding success in development of pedigree and commercial livestock".

By Yulia SALKOVA



The gold award is accorded based on many criteria. The strict jury considered, among other factors, milk quality which featured a 3.9% fat and 3.3% albumen content. The cow's outer appearance also counted since it directly depends on her health and milking capabilities.

"Sabina is a beauty queen!" says Yekaterina Kistkina, a selection stockbreeder at EkoNiva-APK Holding LLC. "She has a cup-shaped udder with regularly positioned nipples of the same diameter. Her leg position is right too, and she has neither back sag nor tail rise".

Of course, high milk yields result not only from the cows' "right curvatures". For their cows to be champions and abundantly yield the milk, the farmers use the latest animal care, feeding and maintenance technologies. And besides, they just love them!

For their merits

At the GEA Farm Technologies dealers' meeting in Suzdal, EkoNiva-Tekhnika-Holding Company received an award in the "Biggest Customer of the Year" category.

By Anna BORDUNOVA

The event attracted around 40 dealers from all over Russia and the CIS.

"We're pleased that GEA Technologies has expressed such strong approval of our work", says Aleksandr Zuyev, head of the sales

department, EkoNiva-Farm LLC. "Towards the year's end, we've sold 32 automatic robotised milking units, over 3 tonnes of detergents and around 5 tonnes of udder care cream. The reward is an excellent stimulus for further work".



AN EVENT

The first swallow of Krasnozyorka



Development of service centres is a priority effort of the EkoNivaTekhnika-Holding Company. Today 12 maintenance centres operate in the regions and five are under construction. Moreover, in September a service centre in Krasnozyorskoye village (Novosibirsk oblast) moved into a new fully outfitted building.

By Anna BORDUNOVA

EkoNiva-Sibir has cooperated with the farmers of Krasnozyorskoye since 2004. The first sales were a John Deere 730 seeder and 9420 tractor for Zaprudikhinskoye JSC. Today most farms of the district use John Deere equipment. Thus, the service centre came in very useful.

EkoNiva-Sibir has rewarded its customers and partners for their long-lasting cooperation and assistance by establishing the service centre. Nearly 200 guests familiarised

themselves with a new 3,404 sq metre "agricultural test site" that accommodates four repair zones, an office, a sales room, spare parts depot and a parking lot for maintenance vehicles. EkoNiva experts also demonstrated the John Deere equipment.

As an opening favour, EkoNiva offers a special discount on JCB grain combine harvesters and loaders. Right after the festivities, three combines and one loader left for the farms. Stefan Duerr came up with quite a surprising speech:

"Now we rent a service centre. However, we seek to have our own dealer establishments. So, you will soon witness here another opening ceremony. Within three years, we plan to build our own maintenance centre in Krasnozyorka".

Construction of high-tech service centres is in full swing in other regions as well.

Detchino village, Kaluga oblast:

area — **8,500 sq m.**
beginning of construction — Q2 2011
commissioning — Q4 2012
investment — 400 mln rubles

Ryazan oblast:

area — **3,800 sq m.**
beginning of construction — Q4 2011
commissioning — Q3 2013
investment — 200 mln rubles

Kirov oblast:

beginning of construction — Q2 2013
commissioning — Q3 2014
investment — 180 mln rubles

Voronezh oblast:

Verkhny Mamon village:
area — **1,200 sq m.**
beginning of construction — Q2 2012
commissioning — Q3 2013
investment — 70 mln rubles

Davydovka village:

area — **4,000 sq m.**
beginning of construction — Q2 2013
commissioning — Q3 2015
investment — 120 mln rubles



This year, EkoNiva-APK will take up the methods of organic farming. Thus, fifteen years on, the company returns to where it once began.

By Yekaterina GALUSHKINA

In the early 90s, Russia witnessed the first attempt to establish an organic farming system. Farms of the Kursk, Kaluga and Orel oblasts were growing organic buckwheat and millet under the auspices of EkoNiva. This was processed at a grain processing plant in the Kaluga oblast and exported to the West. Incidentally, back then EkoNiva was the first and sole organisation certifying organic products for the foreign market. Years later, EkoNiva is returning to what it began with.

"Now that the development of the home market for organic products is underway and the legislative basis is being revised to this end, we decided to return to this business", says Yuri Vasyukov, deputy director-general

of the EkoNiva-APK Holding LLC. "We shall produce ecologically pure beef and grain and supply them to processing enterprises".

Such pure products will be produced by the Savino branch of the Kaluzhskaya Niva Company. Under the organic farming meat production projects, there are plans to increase the herd of the breeding stock to 500 head. Low-cost care and feeding technologies, the so-called "suckling calves" methods, will be used to raise the young.

As crops go, on 1,800 hectares there will be grown ecologically pure wheat, oats and buckwheat. The first seeding will take place as soon as next spring. Some products of the 2013 harvest will undergo certification.

Global warming

For several years now the Voronezh oblast has witnessed the warming of the investment climate. This has attracted various investors to various sectors of its economy. The region, however, will not rest on its laurels. At the Canadian Embassy to Russia, Moscow, a presentation of the Voronezh oblast took place for 40 Canadian companies.

By Svetlana WEBER

The issues discussed included cooperation in the aviation industry, heavy machine building, petrochemical production and farming. The sphere of education did not go without attention either.

Investors who have worked for more than a year in the Voronezh oblast talked about the specifics of their work here. Sergey Krylov, Vice President of Siemens, noted the developed infrastructure and the remarkable local human resources. Stephan Duerr, President of the EkoNiva Group of Companies, pointed out advantages of the local farming business, such as favourable climate and earth, suitable

land prices and the absence of restrictions on production of foodstuffs. What matters above all, however, is the support, both administrative and financial, from the authorities in the form of tax benefits and subsidies.

The Canadian businessmen appreciated Stephan Duerr's concluding words:

"Of course, I'd be happy to invite Canadian investors to the Voronezh oblast, but I'm afraid there's not enough land for all since we plan to increase our agricultural production. As the saying goes, there's a grain of truth in every joke. So the Canadian farmers ought to act fast!"



TECHNICAL INSPECTION

Agrosalon

A step into the future

Anticipating farmers' needs, John Deere specialists try to create machines that help to effectively do farming jobs. Farmers saw some of them for the first time at the exhibition. The new seventh series fodder harvesters (7180, 7380, 7480) with an autonomous drive and a more powerful engine PowerTech (375 hp – 550 hp) are fitted with a unique HarvestLab system which makes it possible to determine the vegetation mass during harvesting. Using this system, it is also possible to precisely measure the dry matter content in silage,



thus controlling the amount of nutrients in the fodder and reducing the costs.

Among the newest products are Frontier (FS 1124, FS 1128) ultra-precise fertiliser distributors expressly created to relieve farmers of worries over crop quality. The «smart» components, like the agitator, distributing discs and batching shutters, are fitted in a slanting position, thus facilitating an even and steady flow of fertilisers and their precise introduction.

The farmers also watched a new sunflower reaper, OptiSun SH 1208. This was created primarily to reduce seed losses in all harvesting conditions. This goal is achieved through a unique stalk grasp technique. Special dividers coupled with catchers quickly remove seeds from the reaper to the combine, thus minimising the losses.

This year John Deere has increased the range of its products manufactured in Russia. These include the series W and S grain



According to experts, Russian farmers are of late increasingly interested in more powerful and smarter machines. The manufacturers of agricultural equipment are duly responding to this demand. The modern philosophy of agriculture seeks to ease work conditions and fully automate all the processes. At a major international agricultural exhibition, Agrosalon 2012, over 200 companies showed off their new products, coming up with the newest and smartest machines for efficient farming jobs. As per tradition, EkoNiva arranged excursions for its customers, taking them to its partners' display stands.

By Anna BORDUNOVA

combine harvesters and series 8R and 9R tractors. This equipment is already available to farmers.

For its unique efficiency, productivity and reliability, the John Deere 9460R tractor was awarded a silver medal at the professional exhibition of innovative farming equipment. The tractor is powered by a stronger engine (410-560 hp), has a rear mount with a lifting capacity of 9,072 kg, a powerful hydraulic pump, and a larger and more convenient cabin. The ninth series machines are among the most universal models on the market.

Speed, precision, efficiency

The most precise cultivating seeder was presented to the farmers at the display stand of the Vaderstad company. The Tempo F8 eight-row model embeds seeds in a



totally new fashion. It "shoots" them from the seed duct into the soil at a speed of 40 m/s. This minimises the vibration impact and maintains exceptional seeding precision despite the high speed and earth surface irregularities. The fast soil packing eliminates any "bouncing" effect. The Vaderstad engineers have been developing this seeder for 15 years, carrying out a lot of research to learn how the seed goes into the seed bed and what should be done for speed

not to affect the embedding precision. The researchers' efforts were not in vain. The Tempo F8 system received a silver medal at the exhibition for its unique batching device operating under high pressure and ensuring high-speed seeding with unprecedented precision.

"We're very thankful for this high award and feel sure that soon Tempo will do Russian farmers a lot of good", said Christer Stark, chairman of the Vaderstad board of directors.

**From mini to maxi**

JCB presented new models of loaders, from mini to maxi. The audience sympathy prize went to a new wheeled mini-loader, PowerBoom 260.

"The PowerBoom design uses a single boom jib instead of the traditional double boom", says Semyon Kostin, business adviser on JCB agricultural systems in Russia and the CIS. "The single boom device does not impair the operator's all-round view, increases his productivity and enhances work site safety".



highlights

Also on display was the strongest model of the family, the Loadall 550-80 Agri Plus telescopic loader. JCB specialists have been working on it 18 months. The loader is powered by the JCB DIESELMAX 145 hp engine. The Powershift transmission enables the machine to move at a speed of up to 40 km/h. The upgraded JCB 527-58 Agri loader also drew attention. JCB specialists have improved this model for work on poultry farms by adding new options. Among them are blue headlights which do not scare the birds and so reduce their stress. The options also include heated mirrors, 2,000 mm forks for removing the bird cages and a large 1.6 cubic meter bucket for loading and unloading grain, bird fodder and droppings.

The blue miracle

“The blue miracle”, that’s how farmers refer to machines from LEMKEN. At the exhibition, it showed off several new “miracles”. Among them were the improved Diamant 11 and Diamant 12 semi-mounted one-way ploughs with new DuraMaxx crumblers fastened without bolts. The machine has a hydraulic draft amplifier. This shifts the plough weight



to the tractor rear axle, thus reducing skidding and saving fuel. The Diamant 11 is manufactured in a 9 case configuration, and the Diamant 12 is in a ten-case configuration.

For the first time, a new generation of light-weight Jewel 7 ploughs was presented for work with 70 to 100 hp tractors. These have come to replace the famous Europal and Variopal models. Jewel 7 has a new electro-hydraulic rotation system, TurnControl, which regulates the plough inclination from the tractor cabin.

This year the first machines were supplied to German farms. In 2013, they will appear on Russian fields.

One interesting proposal from LEMKEN was an adapter trolley for work with large Titan semi-mounted ploughs.

“Many very powerful tractors operate on Russian farms, but not all of them feature a three-point mounting arrangement”, explains Artyom Bobrovich, LEMKEN-RUS LLC regional sales manager. “We have intentionally created this unique equipment for work with all tractors that can withstand the highest loads.”

Everything is under control!

Poettinger specialists introduced farmers to the new JUMBO 7210 Combine multi-purpose trailed picker suitable both for making hay and transportation of crushed straw. JUMBO trailed pickers are fitted with the POWER ISO Control smart terminal. This controls the silage loading and unloading, dispatches signals at tipping of the cutting unit and sets the machine operating time counter.



Smart control

On a tour of Kverneland, the farmers inspected a new DG 12000 grain planter with an operating width of 12 m and a 6,000 l hopper. The special features of the seeder are its new CX-Ultra colters composed of one metallic and one rubber-plastic disc. The metallic disc has an angle of incidence of -3 degrees and a smaller convexity which assures precise seed embedding at the required depth. The company presented a new smart automatic control system, IM Farming, for using mounted and trailed units. This consists of several software blocks. One of them, the IsoMatch Tellus virtual terminal, was awarded a silver medal for its ability to control several equipment subsystems at a time.



OUR GUESTS

It's not just potatoes that link

The investment prospects for farming were the chief object of the visit paid by Ron Keller, Ambassador of the Kingdom of The Netherlands to Russia.

By Yulia SALKOVA



and excellent organisation of production. The Dutch farmers couldn't conceal their genuine delight over the NivaControl precise tilling system used for over three years at EkoNivaAgro. Even Dutch farmers have nothing like it. Stefan Duerr pointed out that this system is used not in tribute to fashion, but is an economic necessity stemming from the enterprise's large area, which exceeds 89,000 hectares.

At the conclusion of his visit, Mr. Keller thanked Stefan Duerr for such a brilliant example of modern farming and Victor Shevtsov, head of the Liskinsky district, for finding conscientious and hardworking businessmen and investors who love and appreciate the land they live on.

"Not only the potato, brought into Russia by Peter the Great, links Voronezh and The Netherlands", said Ron Keller. "It was in Voronezh that the Russian sovereign had ships built to designs developed by the Dutch masters. This laid the foundation of the Russian navy. I think that in a way our visit, too, is a beginning. This is the beginning of a new effort in agriculture. I can safely say that the cooperation between Russia and the Netherlands will not stop here. It will continue in the field of research and education".

Russia and The Netherlands

The delegation included representatives of thirteen farming companies who sought to discuss issues of agricultural business.

Their acquaintance with the Voronezh oblast began with a meeting with Governor Aleksey Gordeyev.

"Today The Netherlands is Russia's key partner both in commerce and investments", said Aleksey Gordeyev. "We're considering

joint projects in agriculture". The Governor also pointed out that the development of stockbreeding is among the region's priorities. In addition, given that The Netherlands is a highly developed agricultural power, there is much promise in cooperation on vegetable production, especially potato growing.

While touring the Liskinsky district, the Dutch delegation visited EkoNivaAgro. The guests were greeted by Stefan Duerr,

President of the EkoNiva Group of Companies, and leading specialists of the enterprise. Mr. Keller and his business team looked over the modern dairy complexes in Shchuchye and Zaluzhnoye villages, meat production facilities, and the company's fields where maize was being harvested. Stefan Duerr talked about the history of the company and various aspects of its work.

The guests commented favourably on the high level of equipment

This interest has led twenty German dairy producers and milk processors to EkoNivaAgro (Liskinsky district, Voronezh oblast). That's where their compatriot, Stefan Duerr, works and can supply them with first-hand information on all the specifics of the local dairy business.

Among the members of the delegation were representatives of both small farms and large dairy production companies. Most guests are also shareholders with a controlling stake of milk processing enterprises.

The guests visited both modern dairy production complexes with Holstein-Friesen and Simmental cows and renovated farms. Many wished to know the economic feasibility of building new complexes and whether this could be replaced by renovation of old ones.

"In order to be able to produce as much milk as Russia needs, we must have large cattle stock", comments Stefan Duerr by way of an answer. "At renovated farms room for one animal costs 30% less than at new complexes. However, no matter how we renovate and rebuild them, they can't accommodate 2,000 animals plus high throughput

milking systems. And so, renovation is a temporary solution for us. In addition, by providing subsidies, the government gives substantial supports to the building of new modern complexes where it is easier to introduce advanced technologies and, hence, to produce high quality milk".

Attractive production

Farming is one of the fields in which the Voronezh oblast cooperates with Germany. German farmers are particularly interested in dairy production.

By Yulia SALKOVA



The Russian and German colleagues discussed their production-related issues. Many of their problems have much in common, for example, shortage of skilled personnel and seasonal fluctuation of milk prices.

"The German farming communities know the Voronezh oblast rather well", says Thomas Stuerzt, a member of the Nordmilch eG board of directors. "Contributing to this are the purposeful efforts of the government to attract investors. The example of Stefan Duerr shows that it is possible to work in Russia on a scale that German farmers never dreamed about!"



TOPIC Dairy and meat production experts share expertise

EkoNiva has sent its experts on a round of visits to some Russian farms. Two groups left for dairy and meat production enterprises of the Kaluga oblast.

By Anna BORDUNOVA and Yulia SALKOVA



The tour began with a stop at the Agricultural Engineering centre in Detchino village. The guests toured the LEMKEN production and



logistic support centre. This manufactures 12 types of seeding and tilling equipment plus plant protection systems. The neighbouring GRIMME facility assembles equipment for growing potatoes, vegetables and sugar beetroots. The farmers surveyed the construction process of the EkoNiva service

centre, the largest of its kind in Russia.

The team of dairy experts headed for the Shchapovo farm. Here, a mere 9 men service a herd of more than 1,000 milch cows. The output is 8,300 kg. The guests evaluated the enterprise to be a successful business.

The dairy subject continued at MosMedynagroprom JSC. This keeps a horned livestock of more than 7,000 head. Director Valery Puchkov showed off one of his dairy complexes. The Simmental cows' average output here is 6,700 kg.

The dairy factory, which is equipped with modern machines, delighted everybody. It processes 60,000 tonnes of milk per day, turning out natural products to any taste, e.g. milk, yoghurt, sour cream, curds

and butter under the Bolshaya Peremena brand. On tasting the products, the guests noted their superior quality.

However, the factory runs at only half of its capacity since it's difficult to organise sales via retail chains.

"Why our country is short of good dairy products is a purely rhetorical question", says Valery Puchkov. "But we are finding a solution. We are opening dedicated shopping centres in the oblast, installing vending machines and recently launched mobile dairy stores that draw a lot of buyers".

Customers interested in meat production headed out to the ReflexAgro LLC in Sukhichinsky district. This keeps 1,800 head of Aberdeen Angus horned livestock. The animals graze in pastures year round. The operating technology is based on the one used on US farms and seeks to obtain premium quality beef.

The finishing touch of the trip was a visit to Kaluzhskaya Niva Company. The guests were shown the potato storage depot and the animal farm. Lastly, they were treated to dishes of potatoes grown on the company fields.



One farmer feeds 132 men

At the Rural Territories Development conference, Russian and German farm ministry officials, leading experts of agricultural universities, heads of the regions and representatives of the German and Russian farming businesses discussed the outflow of rural population to the cities.

By Yulia SALKOVA



The partners' problems are very similar, namely urbanisation, poor demographics, outflow of experts. Dr. Neubauer, a representative of the German Ministry of Agriculture, pointed out that under such circumstances one farmer has to feed 132 men.

The attendants of the event decided that

rebirth of the country is a common cause of the state, local self-administration, businessmen and countrymen. This ought to be done on the basis of agriculture. It is also important to develop tourism and infrastructure and to organise the social and cultural life in rural areas better. Examples of such cooperation of

on the company's programmes to attract a young workforce. These include the EkoNiva-Student, Young EkoNiva, and EkoNiva Academy initiatives. He proposed extra incentives for agricultural holdings engaged in rural development.

different societal groups are the model regions referred to in Germany as LandZukunft (Villages of the Future). Based on the example of the Altai Territory, the Russian side presented its federal programme "Social Development of Rural Areas up to 2020".

Stefan Duerr, EkoNiva president, spoke about the role of agricultural holdings in the village:

"In addition to a satisfactory salary and modern working conditions, people need a house, a kindergarten, a school and shopping centres. We do our best to supply them with all these amenities, thus securing them on the land".

Stefan Duerr also dwelt

Fashion trend in animal husbandry



Agrarians came together at the Kaluzhskaya Osen 2012 exhibition to sum up results of the farming year and to share experience.

By Anna BORDUNOVA

In his remarks opening the event, Leonid Gromov, the Kaluga oblast Minister of Agriculture noted that development of farming is the top priority of his government's efforts. "Thanks to an ample influx

of investments, we are building modern stockbreeding facilities, introducing innovative technologies and producing high quality products".

The current trend in the Kaluga oblast's stockbreeding is robotising dairy complexes. For instance, the first robots have been installed on several farms. Leonid Gromov pointed out that EkoNiva is contributing substantially to the development of dairy stockbreeding in the region. On its farms, Kaluzhskaya Niva is building a robotised dairy facility for 1,700 animals. Eight three-box Mlone robots from GEA Farm Technologies and four two-box units will operate there. The handling capacity of each box is 60 head per day. A special feature of EkoNiva-Farm is the UVPure GEA Farm Technologies' unique equipment for suckling calves. The Kaluga farmers were shown this for the first time.

PERSPECTIVE

"The use of UVPure ultra violet light kills 99% of bacteria in the milk, preserving all the essential nutrients for calf health", says Aleksandr Zuyev, head of the EkoNiva-Farm sales department. "The UVPure system is convenient, fully automated and consumes



less power than a traditional pasteuriser".

At the stand of the Kaluga branch of EkoNiva-Tekhnika, the farmers became interested in the trade-in service offered by the company. By using this when acquiring new equipment, the farmers can pay for it with their old machines.

The strategic

In the town of Urzhum, Kirov oblast, a traditional exhibition and fair were held, „Karavai Rzhanoi Urzhumski” (The rye load of Urzhum). Here farmers discussed winter rye production, processing and sales technologies.

By Yekaterina GALUSHKINA



The fair was attended by Igor Manylov, Russian Federation Deputy Minister of Agriculture. Aleksey Kotlyachkov, Deputy Chairman of the Government, noted that in the Vyatka region today rye is a strategically important crop with assigned "standby" functions.

Doctor of Agronomy Willie Drews from EkoNiva delivered a talk about rye production and processing technology as it is practiced across the globe. The principal producers of this crop are Germany, Poland and Russia. In 2012, Russia brought in 2.5 mln tonnes of rye at an average yield of not more than 2 tonnes per hectare, which is far less than the respective German figures - 5.31 tonnes per hectare.

"We must introduce new, highly

productive varieties and hybrids", says Willie Drews.

In the framework of fair events, the guests attended an exhibition of agricultural machinery. The farming enterprises of the Urzhum region are long time partners of the Kirov branch of EkoNiva-Tekhnika. The first agricultural machines were supplied to farms from this district. Today, participating in the demonstration, they came up with John Deere tractors, and Vaderstad seeding and tilling equipment.

At the presentation of the machines, Aleksey Kotlyachkov announced to the farmers that soon the Kirov branch will open a modern engineering centre which will provide Vyatka farms with a real equipment test site and help them achieve new goals.

Seed producers' forum in Brussels

The European Seed Association held its annual congress on seed selection and production in Brussels with more than 700 representatives from all the continents in attendance. Closely cooperating with the ESA, EkoNiva-APK Holding specialists have traditionally taken part in this international forum.

By Anna BORDUNOVA

As Yuri Vasyukov, EkoNiva-Semena LLC executive director said, among the political issues discussed at the congress special attention was given to royalties. The ESA actively participates in the legislative work of the European Parliament, preparing regulatory and legal documents regarding intellectual property protection in seed breeding.

The task of EkoNiva seed producers is the search for genetic resources. The specialists held over thirty meetings with various breeder companies

offering to the market both the most popular and exclusively dedicated crops. Based on the results of negotiations, agreements were reached for preliminary tests at the facilities of the Shchigrovsky state variety testing station in Shchigrovsky district, Kursk oblast, and promotion on the Russian market of new winter and spring types of wheat (including hard varieties), as well as spring barley, soya, peas, lentils, and various fodder crops.



ABROAD

Potato growers' travels



The Zashchitnoye farm has been working for the third year on a project to produce German-bred seed potatoes. This year, the farm has grown five varieties of potato supplied by EUROPLANT. The yield was quite good, up to 25 tonnes per hectare. Catching their breath after the intense harvesting work, potato growers Irina Kolyubayeva and Nadezhda Krylova went to Germany to enrich their expertise producing "the second bread".

By Anna BORDUNOVA

Thomas Bottner, EUROPLANT director for exports, arranged the visits to seed potato farms on behalf of his Russian colleagues. The guests watched the harvesting and putting of stock into storage. They visited five plant selection stations where new varieties are created.

Irina Kolyubayeva, head of the seed potato production department, noted that

the potato harvesting technology of Zashchitnoye is in many ways similar to that used in Germany.

"We assured ourselves once more that we can't do without seed grading", says Irina Kolyubayeva. "Ungraded seeds hamper the seeder adjustments and the potato seeding in general. We'll think about purchasing a grading machine".

The agronomists pointed out the excellent functioning of

Germany's phytosanitary service. Its specialists fully monitor all of the potato growing processes and give appropriate recommendations to the farmers.

The expertise of foreign colleagues proved very useful for the EkoNiva potato growers. Seeding is not far off, so it's just the time to review errors and give heed to advice of the German farmers.

The robot friend

A robot can make a fine friend. And it must be one. So believe the EkoNiva-Farm specialists who went to Germany to visit the GEA Farm Technologies plant in search of a common language with the Mlone robotised milking centre which could assure a non-stop flow of Russian milk through modern, western-engineered systems.

By Anna BORDUNOVA

Since 1926, GEA Farm Technologies has set the pace in the manufacture of milking and dairy production equipment. The pride of the company is its Mlone milking system, which can "grow" along with the farm's herd by adding on modular boxes. A theoretical course on the subject was delivered by

Kevin Preece, an expert on automatic milking systems. He introduced EkoNiva-Farm specialists to the key issues of maintenance and how to install the Mlone robot and refrigeration units. The engineers took part in a hands-on competition in primary adjustment of the robot.

"Mlone is a smart milking

system", says Dmitry Zabrodin, EkoNiva-Farm service engineer. "Using a specific example, we've learned all the nuances of the robot's functions and special features of its use. In order to meet the quality standards of servicing, one must be very familiar with this device and know each and every one of its screws".



Simmental cows parade

The 19th international congress dedicated to Simmental cow breeding took place in Germany. Here, Valeria Serebrennikova, head of the pedigree department of EkoNiva-APK Holding, got her first opportunity to familiarise herself with the world's innovative expertise in stockbreeding.

By Yekaterina GALUSHKINA

The participants visited farms with highly productive animals where the best cows included in Germany's pedigree programmes and registered in the national pedigree records were shown off.

"At the artificial insemination station in the town of Neustadt, we saw 'the fathers' of our heifers" says Valeria, who was favourably

The participants of the congress intently watched the cow and bull parade in Muehldorf, Bavaria, and in Ilshofen, Baden Württemberg. At a festival in Munich, the viewers were shown



animals of both widely known breeds like Simmental, Swiss, Holstein and locally bred specialties, like Ansbach-Triesdorf.

impressed. "This is a natural interest of ours, since EkoNiva farms are the station's permanent customers, buying our pedigree bull semen from it".

Valeria believes that a participation in such a congress is a stroke of luck and a welcome experience which will subsequently help in work at home.



At high speed



The EkoNivaTehnika-Holding sales managers attended the Formula One Italian Grand Prix race. This is a present made to them by the Vaderstad Company for the best sales of Rapid seeders in summer. The lucky ones were Ivan Glebov,

sales department manager of EkoNiva-Tehnika's branch in Ryazan, who sold six machines, and Ivan Vorobyov, the EkoNiva-Chernozemye sales department head, who supplied five seeders for the farms.

Number one on maize

REGIONAL NEWS

Success in stockbreeding is possible only if high quality fodder is provided. The Kostroma branch of EkoNiva-Tekhnika held a seminar on fodder procurement with in-operation demonstration of the John Deere 7250 forage harvester fitted with the Kemper 445 reaper expressly for farms of the Kostroma and Yaroslavl oblasts.

By Yekaterina GALUSHKINA

The seminar took place at a facility of the SPoK Mozga farm (Rostovsky district, Yaroslavl oblast), the company's friend and partner. Using the JD 7250 forage harvester as an example, EkoNiva specialists spoke about the capabilities of the machine and the nuances of its adjustment and regulation.

"These combines feature superior

productivity, smart technologies and, of course, high reliability", says Kirill Tagantsev, sales manager of the Kostroma branch of EkoNiva-Tekhnika LLC.

Much attention was given to preparation of the harvester for work with maize. The farmers could evaluate its real capabilities on the field.

"Together with the Kemper maize reaper, the machine efficiently harvests maize both along and across the rows regardless of row-spacing", explains Kirill.

The primary task of the Voshchazhnikovo stockbreeding farm is to provide high quality fodder for the entire cattle stock. Having tested on its

fields the combines of different manufacturers, chief engineer Mikhail Kamnev is sure about superiority of the John Deere 7250.

"We've used this harvester on maize for the second season. It's second to none! This year we've acquired another two JD 7350s and two JD 8310 R tractors".



John Deere for special purposes

During harvesting, John Deere regularly provides engineering assistance to farms using its equipment. This year, a team of the company's dedicated experts paid a call on Reshetovskoye JSC (Kochkovsky district of Novosibirsk oblast), a partner of EkoNiva-Sibir.

By Anna BORDUNOVA



The harvesting season proved really tense for Siberian grain growers. The abnormal drought meant a struggle for crops in which every minute counted. At a time like this, equipment downtime is unthinkable. The number one rule of the John Deere maintenance team is an all-out effort to avoid halts when the season is at its peak.

Reshetovskoye JSC has used the JD W650 straw walker combines for number of years. Its specialists say they are reliable and powerful machines. John Deere specialists directly contacted the farm engineers, helped them to adjust the combines in the field, fully demonstrated their capabilities

and advised on how to make the best possible use of the equipment

"John Deere combines make possible harvesting with minimum crop loss", says Denis Avdeyev, EkoNiva-Sibir sales manager. "After harvesting wheat, we measured the grain loss. It was a mere 0.3%".

Such a pattern of cooperation with customers and dealers helps John Deere to obtain first hand information about the equipment and to see how the various machines operate in different conditions. The knowledge gained is used to further improve the equipment.

A prescription to ward off nightmares

Maize, one of the crops most widely cultivated on the country's fields today.

By Yulia SALKOVA

The production of maize for grain commands regal respect. A seminar was held at Vozrozhdeniye LLC (Kashirsky district, Voronezh oblast) dedicated to maize production and harvesting methods. The participants saw pilot plots sown with twenty varieties of maize intended for the Central Black Earth region. Mostly those were early- and mid-season-ripening varieties that gave a fairly good yield of 7 to 12 tonnes per hectare.

How do you harvest record breaking maize without loss? This question interested the guests just as acutely as the new varieties. This is understandable, because it's a nightmare for a farmer to heavily invest in seeds, in protection and fertilisers and then to lose a sizable part of the harvest.

EkoNiva-Chernozemye presented its prescription to ward off the farmers' nightmares: the John Deere 9670 STS rotary combine linked with the Geringhoff PCA 870B eight-row reaper. Boris Baishchev, Vozrozhdeniye LLC

director, spoke about how this "duet" harvests maize.

"This year, we brought in a miraculous harvest", says Boris. "The average production was 7 tonnes per hectare, and the maximum was 12. This harvester copes with the high yield without losses and problems. The greater the amount of mass, the better the machine operates. Due to its large bin, 10,600 l, and to a high discharge speed, nearly 80 l/s, the output has soared. The high operating speed, 8 to 9 km/h, also contributes to this. Thus, we are able to harvest the grain sooner".

Boris commented most favourably on the Geringhoff reaper:

"This is a fine match for the combine. Unlike direct cut reapers, during threshing the combine gets only cobs, whereas stalks are crushed in the reaper and return to the field crushed. So the reaper relieves the combine of the excessive function, enabling it to crush on and on".



OUR PEOPLE ARE STUDYING

Stefan Duerr, President of the company announced 2012 the Year of Skill Sharpening for the employees of EkoNiva-APK. That's exactly how things have worked out! This year, Ekoniva has organized a great number of trainings in various areas of agricultural production. The crop production specialists visited Canada in order to study North-American experience and practices, the livestock specialists took several trainings in the USA at Alta Genetics, inc. and in Germany, at Dr. Eller's Clinic. Many specialists of the company visited major international trade shows, congresses, field days. Agricultural enterprises of Ekoniva regularly served as venues for seminars conducted by foreign experts, to say nothing of internal trainings! To study, to improve professional skills, to expand technical and scientific expertise is a principal attitude of EkoNiva. We're sure that the same motto will encourage us throughout the year 2013!



The art of sale starts with the art of communication

For two days sales managers from EkoNiva-Semena have been honing their skills at personal contacts with partners. Bill Thompson, adviser on development and manager training of the US company Alta Genetics, arrived in Russia expressly to help his colleagues mastering the art of selling.

By Anna BORDUNOVA

Bill Thompson believes that successful sales depend on an operating strategy mapped by the manager and on the goals and tasks he sets for his company and its customers. In

any case, partner relations are stronger when they are based on personal understanding and mutual assistance. The manager's talent must include the ability to create an atmosphere of personal contacts which is very pleasing to the customer.

"One must know how to listen to the customer and hear him", says Bill Thomson. "The right understanding of what the customer wants helps you to make a correct commercial

proposal and to justify its value".

The trainees played out buy-and-sell situations and underwent psychological tests.

When he concluded the training session, Bill Thompson noted that EkoNiva-Semena managers are real professionals with a corporate spirit and teamwork capability. In the future, these assets will help each worker to set his own strategy of building productive relationships with his partners.

RATIONAL reform

How do you provide animals with quality fodder? How do you calculate correctly their rations with regard to their age and output? These and other issues were discussed at a seminar with Rudolf Keller, adviser on animal feeding from Doctor Eller clinic, Germany. The event was held at Kaluzhskaya Niva.

By Yekaterina GALUSHKINA

The participants of the seminar were specialists from EkoNiva's stockbreeding farms. Before beginning the sessions, the German adviser, together with his trainees, were taken around the 500 head stockbreeding complex of milch cows belonging to the Polyana division.

Rudolf Keller spoke on how to prepare ratios correctly



for all groups of animals using the AminoCow programme.

Under discussion were alternative methods of feeding, for example, inclusion of potato in the ration. Special attention was paid to the ratio of newly-calved cows and animals at the terminal stage of the inter-lactation period.

The

expert is sure that further productivity of such groups depends on how their rations are prepared.

Among the topics covered in great detail were the feeding of calves up to 2 months old. In this connection, the expert advises including whole maize grains in their ration since this promotes a fast daily weight gain.

In conclusion, the foreign guest gave several recommendations regarding optimisation of the animal care conditions. Kaluzhskaya Niva is in for more reforms!

Karl Burgi held a master class in functional and therapeutic hoof treatment at Sibirskaya Niva and EkoNivaAgro. The expert is sure that prevention is a key to health.

"If an animal was diagnosed with a disease and its tissues are already affected, the battle is lost", says Karl Burgi. "It means that the animal care conditions were violated. This may be an unbalanced diet, low-quality floors or a genetic predisposition to illness".

Karl demonstrated in real life his own development, a 5-step hoof trimming system. The first step is measuring the inner hoof sole, which, after treatment, must be 7.5 cm long and 0.6 cm thick. The second step is external hoof treatment.

What is going on under the hoof

Cows that can't stand fast on their legs don't display an outstanding appetite and, hence, yield less milk. Healthy hooves can help resolve the milk production issue, in the view of Karl Burgi, head of Comfort Hoof Care Inc., manufacturer of hoof trimmer devices. At seminars in the Novosibirsk and Voronezh oblasts, the US expert told EkoNiva veterans how to revolutionise hoof care with minimum loss.

By Anna BORDUNOVA

The third stage includes the cutting out of the hoof middle for better load distribution and detection of possible sole ulcers. The fourth step is the cleaning the affected areas and application of an orthopaedic shoe to reduce the load on the affected hoof. The fifth step is

the trimming of the peeled and unhealthy cornea tissue. The foreign colleague advised not to trim off too much of the corneous tissue. EkoNiva experts tried out the new technique on their own.

"The Karl Burgi technique

requires a minimum of effort by the veterinarian and assures maximum comfort for the animals", says Sergey Kupriyanov, EkoNiva-APK Holding deputy head of the veterinary department. "This is a real revolution in modern hoof trimming. We shall embrace and support it so as not to 'suffer from hooves'".





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

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:

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)



"Something is missing here! I tell you that as an expert!!!"

Lost in the bumper crop!



Harvesting wheat at EkoNivaAgro LLC

The tastiest milk comes from one's own farm!



Stefan Duerr at the EkoNivaAgro dairy facility

A master class in driving. Novice operators



Tightening the nuts and bolts before starting up the combine.



Equipment repair at Zashchitnoye

From children's hands it's always tastier!



At the Zashchitnoye LLC animal farm

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www.ekoniva.com

e-mail: vesti@ekoniva.com

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